

Dynamics of Islamic Communication Between National Political Parties and Local Political Parties in South Aceh and Southwest Aceh Districts Ahead of the 2024 Legislative Election

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Abstract

This study examines the dynamics of political communication between national political parties and local political parties in Southwest Aceh Regency (Kabupaten Aceh Barat Daya) and South Aceh Regency (Kabupaten Aceh Selatan) leading up to the 2024 Legislative Election. The research employs a qualitative methodology, which seeks to uncover issues, conditions, or events (fact-finding) experienced by the research subjects, including behaviors, perceptions, motivations, and actions holistically. These findings are then described in words and language within a specific natural context using various natural methods. The study aims to describe the dynamics of political communication between national and local political parties, analyze the implications of these dynamics, formulate the concept of Islamic political communication as a strategy to strengthen political communication between national and local parties, and identify barriers to implementing Islamic political communication as a strategy in Abdiya and South Aceh regencies leading up to the 2024 Legislative Election. The research findings reveal: First, the dynamics of political communication between national and local parties in Abdiya and South Aceh leading up to the 2024 Legislative Election are quite dynamic, characterized by the development of both effective and ineffective political communication. If not managed properly, ineffective political communication is likely to become dominant. Second, the implications of political communication between national and local parties in Abdiya and South Aceh leading up to the 2024 Legislative Election are also dynamic, with various forms of political messages impacting the audience and becoming targets for other political media/channels. There are three types of communication effects: cognitive, affective, and behavioral, all of which are significantly observed in Aceh Abdiya and South Aceh. Third, Islamic political communication as a strategy to strengthen effective political communication by national and local parties in Abdiya and South Aceh leading up to the 2024 Legislative Election is seen as a suitable solution, although it requires a long process..

I. Introduction

Since Indonesia gained independence, the journey of political parties has experienced dynamic ups and downs. Some parties have managed to sustain themselves and become integral to the progress of society and the state, even becoming the ruling parties that shape Indonesian politics. However, there are also political parties that have faded away, unable to survive the natural selection of Indonesia's democratic process due to various factors, with the primary determinant being their ability to accommodate the needs of the people and the appreciation they receive from the public. This means that one key factor in the natural selection of whether a political party can persist is the level of appreciation it receives from the populace. Gaining public appreciation must be interpreted in a broad sense. It encourages political parties to deliver tangible benefits to the people and the state. Political parties play a significant role in the functioning of democratic governance by holding government power accountable. They represent the populace in fighting for public interests and values, as well as providing protection and a sense of security to the community.¹

The simultaneous 2024 elections are imminent, and regardless of whether they are extended or not, the preparation process for the elections requires thorough, measurable, and well-planned preparations, as well as anticipation of potential undesirable risks. A quality election is a significant hope for this nation. A quality election is defined as one that is conducted directly, universally, freely, confidentially, and securely without riots or conflicts, making it a peaceful event that delights the people and upholds high democratic values. This is not only a major hope for all citizens but also a challenge for political parties to realize such quality elections.

The Indonesian public holds great expectations that all political parties participating in the 2024 simultaneous elections will ensure that their parties act as robust shields, guaranteeing that the elections will indeed be of high quality. Political parties must be able to lead the charge in making the 2024 simultaneous elections the best compared to previous elections. The responsibility bestowed upon political parties to deliver quality elections is based on several considerations: First, all political parties participating in the 2024 elections represent the society from which they were born and formed. Hence, the political involvement of the public becomes a strength within each political party. The aspirations and spirit embodied within political parties are from the people and for the people, and this should be the fundamental principle of their formation and realization.

¹ Didik Sukriono, "Desain Pengelolaan Keuangan Partai Politik," *Jurnal Ilmiah Pendidikan Pancasila Dan Kewarganegaraan* 3, no. Juni (2018): 37–46.

Second, the presence of all political parties essentially builds a political orientation focused on fighting for the people. The entire population of this country places great hope in the existence of political parties as the embodiment of the people's aspirations. Therefore, a strong political commitment to the people is a promise that must be fulfilled and given back to the community. Third, the existence of political parties is one of the pillars of the state, aiming to build and deliver the nation's democracy while ensuring the welfare of society and the country.

After analyzing the critical role of political parties as pillars of this nation's democracy, there is a great expectation from both national and local political parties, such as those in Aceh. This expectation revolves around how to establish effective political communication with the public ahead of the 2024 simultaneous elections. Political communication refers to the exchange of political messages involving political actors or matters related to power, governance, and government policies. Discussing political communication inherently involves discussing the elements of political communication itself, as emphasized.² : Political communicators, political messages, political channels or media, political goals or targets and the influence or effects of political communication.

Quoting the opinion of Mc. Nair deep ³ The functions of political communication are crucial: (1) Providing information to the public about what is happening in society. For this purpose, communication media are expected to perform observation and monitoring functions regarding events occurring within the community. (2) Educating the public about the meaning and significance of these events. Journalists are expected to observe existing facts and strive to create objective coverage that educates the public about the realities. (3) Serving as a platform to address political issues, thereby fostering discourse that shapes public opinion and relaying the results back to the community. (4) Making publications aimed at the government and political institutions, meaning the media can function as a watchdog. (5) In a democratic society, political media serve as an advocacy channel that helps ensure policies and programs of political institutions are conveyed to the mass media.

The province of Aceh holds a special status, not only implementing national parties but also local parties. This is through Law No. 44 of 1999 concerning the Administration of the Privileges of the Special Province of Aceh. Subsequently, Law No. 11 of 2006 concerning the Government of Aceh was legislated and further reinforced by government regulations regarding local parties in Aceh. Article 1, paragraph 2 of this Government Regulation stipulates that a local party is a political organization formed by a group of Indonesian citizens residing in Aceh voluntarily,

² Hafied Canggara, *Perencanaan Dan Strategi Komunikasi* (Jakarta: PT Raja Grafindo Persada, 2013).30

³ Canggara.33

based on shared aspirations and ideals to advocate for the interests of its members, the community, the nation, and the state through the election of members of the Aceh House of Representatives (DPRA),⁴ Regency People's Representative Council (DPRK), Governor and Deputy Governor, as well as Regent and Deputy Regent/Mayor and Deputy Mayor. Furthermore, article paragraph 3 of the Government Regulation reiterates that Aceh is a provincial region which is a special legal community unit and is given special authority to regulate and manage its own government affairs and local community interests in accordance with the laws and regulations in the system and principles of the Unitary State of the Republic. Indonesia is based on the 1945 Constitution which is led by a Governor.⁵

In the lead-up to the 2024 elections, the political dynamics are expected to become a sharp confrontation between national political parties and local political parties, a condition that is inevitable and has been evident in every election cycle. As the 2024 elections approach, the dynamics of political communication are emerging as a significant phenomenon. This can be observed through several indications: 1) Deterioration of Political Communication: There is a noticeable breakdown in political communication between national political party elites and local political party elites, both in the Aceh House of Representatives (DPRA), the District House of Representatives (DPRK), and within the community. Previously, political communication was well-established in parliament and social gatherings such as meetings at restaurants or coffee shops. This communication is gradually eroding due to sharp competition between national and local parties, with each focusing more on strategizing for electoral victory. 2) Weakening of Relationships: The once strong bonds of camaraderie are starting to fray as the 2024 elections approach. This phenomenon is becoming pronounced and even extends to each party's constituencies. Negative provocations and black campaigns have become increasingly common and are being used as tactics between political elites, party loyalists, and the general public. 3) Decreased Parliamentary Effectiveness: There is a noticeable decline in the effectiveness of council members' attendance and participation in parliamentary activities (DPRA and DPRK). This decline affects their performance and their constructive role towards the government and society, as they become more focused on strategic steps for their party's victory (both national and local parties) in the upcoming elections. 4) Formation of Wider Social Groups: The polarization of Indonesian society, including the people of Aceh, which stemmed from the 2019 presidential election due to identity politics, is creating broader societal divisions. This polarization could potentially foster hostility and hatred, posing a threat to the unity of the Republic of Indonesia if it continues into the 2024 elections.

⁴ M. Fahrudin Andriyansyah, "Peran Partai Politik Lokal Dalam Penyelenggaraan Otonomi Khusus Di Aceh," *Yurispruden* 3, no. 1 (2020): 24, <https://doi.org/10.33474/yur.v3i1.4862>.

⁵ Richard Timotius, "Revitalisasi Desa Dalam Konstelasi Desentralisasi Menurut Undang-Undang Nomor 6 Tahun 2014 Tentang Desa," *Jurnal Hukum & Pembangunan* 48, no. 2 (2018): 323, <https://doi.org/10.21143/jhp.vol48.no2.1666>.

These factors collectively underscore the complexities and challenges of political communication dynamics between national and local parties in Aceh as they navigate the pre-election period.

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These factors collectively underscore the complexities and challenges of political communication dynamics between national and local parties in Aceh as they navigate the pre-election period.⁶ This dynamic is further reinforced by a strong Islamic spirit; however, each political event (Elections – Regional Elections) reveals and exacerbates the polarization, becoming a phenomenon in political communication dynamics. In this context, a condition emerges where it is said that when discussing politics, politics takes precedence without compromise, and political interests become the

⁶ Muslim Zainuddin, "Peran Dan Fungsi Kelembagaan Mukim Dalam Penyelesaian Perselisihan: Analisis Praktek Hukum Adat Di Aceh," *Media Syari'ah* 19, no. 2 (2017): 319–55, <http://jurnal.ar-raniry.ac.id/index.php/medsyar/article/view/2025/1501>.

priority. This phenomenon gives rise to identity politics with various patterns, including the clash between national and local political parties.

The high level of political dynamics causes society to become divided, especially with the conflict produced by mass media, the spread of hoaxes, and black campaigns, which have the potential to further divide society and create a heated atmosphere. Although these are choices and consequences of elections, they must be anticipated as early as possible with various strategic political communication measures to prevent undesirable outcomes that could damage and undermine Indonesia's democratic achievements, which have been previously praised by the international community as one of the best countries in conducting elections.

This anticipatory step must be the primary focus, beginning with political parties as the main contestants in the election, which inherently involves dynamic political communication. This includes elements such as political communicators, political messages, political media, political targets, and the influence of political communication. It is crucial that this responsibility is not placed solely on political parties, but rather requires the collaboration of all national components, including the government, election organizers, political parties, and the public, to prevent societal division and election threats through effective political communication. Political parties must take responsibility to ensure that the dynamics of communication do not create potential conflicts between political parties (both national and local). Political parties are formed and exist as part of society, making inter-party communication within the community a vital mediator in preventing conflicts both during and after elections.

Various experts suggest that prevention through broad communication with the public is essential. All potential election issues that could lead to conflict must be communicated with an emphasis on the importance of maintaining national unity and delivering a quality legislative election. It is part of the political parties' duty to engage in political communication, setting political aspirations to create individuals committed to becoming statesmen.

Different political experts define politics with varied phrasing but similar substance. Terminologically, according to Imam Khomeini, politics is defined as the management and guidance of society, the concern for all societal interests, and attention to all dimensions of individuals and the community. Mariam Budiardjo, as cited by Canggara, defines politics as the activities of a state concerning the process of determining and achieving goals. To achieve these goals, public policy is necessary to regulate the allocation of existing human resources.⁷ And to implement these policies, there needs to be power and authority to foster cooperation and resolve conflicts that may arise at any moment. Budiardjo emphasizes that the purpose of politics is not to fulfill personal or private goals but to serve the interests of the entire

⁷ Miriam Budiardjo, *Dasar-Dasar Ilmu Politik* (Jakarta: Rineka Cipta, 2016).

society.

Political science, on the other hand, is the study related to politics itself. The first person to use the term "political science" (science politique) was Jean Bodin in his masterpiece "Les Six Livres de la Republique," published in 1576. In 1606, Thomas Fitzherbert, Jeremy Bentham, and the anarchist William Godwin used the same term. Since Jean Bodin was the first to use the term political science, the designation has been used in various ways, clearly seen in the English language. Some refer to it as "political science," translated as ilmu politik, while others call it "the science of politics" or simply "politics."⁸

2. Research Method

This type of research is qualitative research, the approach used is naturalistic phenomenalism. Intended to attempt to reveal a problem, situation or event (fact finding) experienced by the object of research, whether behavior, perception, motivation or action holistically, then describe it in the form of words and language in a special, natural context and by utilizing various natural methods⁹. Meanwhile, the naturalistic phenomenological approach was chosen based on the consideration that the data to be sought was data that described the dynamics of political communication in Aceh (Abdiya and South Aceh districts ahead of the 2024 legislative elections).

The method used is descriptive, to systematically describe the facts or characteristics of a particular object or field in a factual and accurate manner,¹⁰ In this case, this research seeks to describe the dynamics of political communication of national political parties and local political parties ahead of the 2024 legislative elections in Kab. Abdiya and South Aceh. Analyzing the implications of the dynamics of political communication of national political parties and local political parties ahead of the 2024 legislative elections in the District. Abdiya and South Aceh. Formulating an Islamic communication strategy is carried out by national political parties and local political parties ahead of the 2024 legislative elections in the District. Abdiya and South Aceh. Describe the obstacles faced by national political parties and local political parties in creating Islamic communication strategies ahead of the 2024 legislative elections in the District. Abdiya and South Aceh. In the initial stages of data discovery, the data is more in the nature of simple facts. Next, thinking is developed with an adequate interpretation of the facts found. Descriptive methods are also used in subsequent stages, both in collecting and compiling data to analyzing and interpreting the meaning of the data

⁸ Sufyanto, *Struktur Dan Agensi: Seri Teori Dan Metode Ilmu Politik David Mars & Gerry Stoker* (Bandung: Nusa Media, 2021).

⁹ Lexy J. Moleong, *Metode Penelitian Kualitatif* (Bandung: Remaja Rosdakarya, 2014).

¹⁰ S Kholil, *Metode Penelitian Komunikasi* (Bandung: Citapustaka Media Group, 2006).

3. Results and Discussion

Communication Dynamics of National Political Parties and Local Political Parties in Abdiya and South Aceh Regencies Ahead of the 2024 Legislative Election

In the political context, particularly in the districts of Abdya and South Aceh, political parties will fulfill their roles and functions as mandated by Law No. 2 of 2011, which amends Law No. 2 of 2008 concerning Political Parties. These roles include providing political education, creating a conducive climate for national unity, gathering and channeling public aspirations, encouraging political participation, and facilitating political recruitment.

These functions are essential principles that correlate with building the quality of democratic elections. They aim to increase the political participation of members and the public in organizing political and governmental activities, to strive for the political party's ideals in the life of the community, nation, and state, and to build ethics and culture in the life of the community, nation, and state as part of the role of political parties. The spirit of collaboration in building quality elections must be a shared commitment, involving the government, the Election Commission (KPU), the public, and, importantly, the political parties themselves. The 2024 elections must be truly high-quality, as elections are a crucial instrument for upholding democracy in this country, including in the province of Aceh.

The involvement of political parties in the province of Aceh is not only marked by national parties but also recognizes the presence of local parties. Local parties refer to political organizations formed by a group of Indonesian citizens domiciled in Aceh voluntarily based on common will and aspirations to advocate for the interests of their members, society, nation, and state through the election of members of the Aceh Regional Representative Council (DPRA)/Regional Representative Councils (DPRK), Governor and Vice Governor, as well as Regent and Vice Regent/Mayor and Deputy Mayor (Government Regulation No. 20/2007 concerning Local Political Parties in Aceh, Article 1 paragraph 2). The province of Aceh is granted special autonomy to manage its own governance affairs and community interests, including establishing local parties and participating as political parties in elections. This is in line with the Helsinki Agreement, a peace agreement signed by the Government of Indonesia and the Free Aceh Movement (GAM) on August 15, 2005, which subsequently regulated Law No. 11 of 2006 concerning the Governance of Aceh and Government Regulation No. 20 of 2007 regarding Local Parties in Aceh. In the 2024 elections, there are six local parties, namely:

Table. 1
Number of Local Aceh Parties Participating in Elections in Prov. Aceh

No	Local Party
1	Partai Aceh
2	Partai Adil Sejahtera Aceh (PAS Aceh)
3	Partai Generasi Aceh Beusaboh Tha'at dan Taqwa
4	Partai Darul Aceh
5	Partai Nangroe Aceh
6	Partai Sira (Soliditas Independen Rakyat Aceh)

Sumber : setkab.go.id/KPU

From the explanation above, there are several local political parties participating in the 2024 Election, namely: Aceh Party, Adil Prosperous Party (PAS), Aceh Genersai Beusaboh Tha'at and Taqwa Party, Darul Aceh Party Nangroe Aceh Party and Sira Party (Aceh People's Independent Solidarity)

Meanwhile, the national parties determined to be participants in the 2024 General Election are 17 political parties which are also in force in Aceh Province, namely the explanation in the table below:

Table. 2
Jumlah Partai Nasional Peserta Pemilu di Prov. Aceh

NO	National Party
1	Partai Kebangkitan Bangsa (PKB)
2	Partai Gerakan Indonesia Raya (Gerinda)
3	Partai Demokrasi Indonesia (PDI Perjuangan)
4	Partai Golongan Karya (Golkar)
5	Partai NasDem
6	Partai Buruh
7	Partai Gelombang Rakyat Indonesia (Gelora)
8	Partai Keadilan Sejahtera (PKS)
9	Partai Kebangkitan Nusantara (PKN)
10	Partai Hati Nurani Rakyat
11	Partai Garda Perubahan Indonesia (Garuda)
12	Partai Amanat Nasional (PAN)
13	Partai Bulan Bintang (PBB)
14	Partai Demokrat (PD)
15	Partai Solidaritas Indonesia (PSI)
16	Partai Persatuan Indonesia (Perindo)
17	Partai Persatuan Pembangunan (PPP)
18	Partai Umat

Sumber : setkab.go.id/KPU

All parties participating in the 2024 General Election, both national and local parties, are not only preparing themselves to follow the stages of the General Election, but also preparing winning strategies for political parties facing the 2024 General Election. Various strategies have been created to start encouraging potential cadres who sit as members of the legislature. at the provincial and district and city levels, nominate themselves to a higher level, market their political

products through work programs to the community, and design effective political communication by utilizing mass media and social media and through influential groups, figures or organizations.¹¹ As it is known, voters are the hosts of democracy, determining the fate of elections and regional elections. Therefore, the psychology of voters must be considered. Harming voters is akin to killing the future of political parties and politicians endorsed in elections and regional elections, so the appropriate language must be used by parties to maintain the feelings of voters when engaging in political communication related to the political products offered to them.

Towards the 2024 elections, those involved in the organization of elections, from the General Election Commission (KPU) to all participating political parties and all components of this nation, from the perspective of political communication aspire to carry out various stages of the 2024 elections based on quality political communication or in communication theory known as effective communication, the opposite of which is ineffective communication. Political communication that can undermine democracy itself must be avoided. Such as disturbing public order, city aesthetics, violating ethics by taking advantage of grieving situations in society, provoking society, engaging in smear campaigns, and more. Political communication like this must be avoided, as it can not only undermine democratic values but also lead to a decrease in party recognition or decrease voter preference for the promoted parties or social issues.

The desire to build effective political communication is undoubtedly the aspiration of this nation, without exception for the people of Aceh, especially in the districts of Abdya and South Aceh. In an interview with the Chairman of the Aceh regional party, Tgk Jasdi stated. :

“Good or effective political communication is the key to success in the 2024 elections, especially in Abdya and South Aceh Regencies. The public’s expectations also conclude that good political communication must be guarded together. Ineffective political communication can actually disrupt and trigger potential conflicts between parties, whether national parties and local parties, national parties and national parties, or local parties and local parties. Politicians are expected to need to be careful and introspective in their political communications ahead of the 2004 elections. Political communication ethics must be prioritized, especially in Abdya and South Aceh, which are Muslim-majority communities, to require each other to guard against words that can hurt the feelings of many people and thus trigger potential election conflicts. Because of this, political communication designs are needed that can be implemented jointly ahead of the 2024 elections. He said!” (Interview, 10/07/23).

¹¹ D S Anugerah, M A Ubaidullah, and ..., “Strategi Pemenangan Partai Lokal Pada Pemilu Legislatif 2019 Di Kota Banda Aceh,” *Jurnal Ilmiah Mahasiswa ...* 7 No 1 (2022), <http://www.jim.unsyiah.ac.id/FISIP/article/view/19005%0Ahttp://www.jim.unsyiah.ac.id/FISIP/article/download/19005/9230>.

Although optimizing communication to strengthen synergy, increase support opportunities, bridge various differences, and control potential election conflicts is crucial, the essence lies in the need for effective and ethical management of political communication. In the field, the potential for ineffective political communication dynamics must be anticipated and addressed collectively. As mentioned above, the wild nature of ineffective and unethical political communication can quickly expose the audience and easily spread across economic, social, educational, and regional strata. Various statements and attitudes of political elites, both national and local political parties, can be easily produced and distributed for consumption by the people of Aceh. It can be said that in the Aceh region, especially in the districts of Abdya and South Aceh, the dynamics of political communication are quite open to the production, reproduction, and distribution of ineffective political communication between national and local political parties. In other words, building effective political communication dynamics becomes a shared aspiration.

Analyzing data from interviews, direct observations, and focus group discussions, it can be concluded that the dynamics of political communication occurring in the districts of Abdya and South Aceh ahead of the 2024 legislative elections involve both effective and ineffective communication between national and local parties. Moreover, if not managed properly, the potential for ineffective political communication becomes dominant. This is measured by the activities of the elements of political communication itself, namely: the source (communicator), political message, political channels or media, political targets, and the influence or effects of political communication. As explained in the table below.:

Table 3
Dynamics of Effective Political Communication

No	Elements of Political Communication	Dynamics of the National Party	Local Party Dynamics
1	Komunikator Politik	- Quite active in communicating political messages - Readiness of the communicator's ethos (Readiness, sincerity, trust, calm, friendliness and simplicity) - Communicator readiness (Receptive, selective, dijestif, assimilative, and transmissive)	- Quite active in communicating political messages - Readiness of the communicator's ethos (Readiness, sincerity, trust, calm, friendliness and simplicity) - Communicator readiness (Receptive, selective, dijestive, assimilative and transmissive)
2	Political communication messages	- Ongoing verbal and non-verbal communication, both covert and overt	- Ongoing verbal and non-verbal communication, both covert and overt
3	Media Komunikasi politik	- Political publicity conveys political messages through the mediaPenggunaan media beragam ; print	- Political publicity conveys political messages through the media

		media ; newspapers, tabloids, magazines, books. Electronic media; film, radio, television, video, computers, internet. Small format media; leaflets, brochures, leaflets, stickers, bulletins. Outdoor media; billboards, banners, billboards, electronic boards, flags, tassels, pins, logos, hats, vests, t-shirts, car advertisements, train carriages, calendars, book covers, block notes, pens, key chains, umbrellas, and others that can be used to build an image. Group communication channels; political parties (DPP, DPW, DPD, DPC, DPAC), professional organizations, alumni associations, social religious organizations, youth organizations, study groups, cooperatives, sports associations and others. Public communication channels ; halls, village halls, exhibitions, squares, arts stages, markets, supermarkets, (supermarkets, malls, plazas), schools, campuses. Social communication channels; wedding parties, circumcision ceremonies, social gatherings, puppet shows, folk parties, house patrols and the like	- Use of diverse media; print media ; newspapers, tabloids, magazines, books. Electronic media; film, radio, television, video, computers, internet. Small format media; leaflets, brochures, flyers, stickers, bulletins. Outdoor media; billboards, banners, billboards, electronic boards, flags, tassels, pins, logos, hats, vests, t-shirts, car advertisements, train carriages, calendars, book covers, block notes, pens, key chains, umbrellas, and others that can be used to build an image. Group communication channels; political parties (DPP, DPW, DPD, DPC, DPAC), professional organizations, alumni associations, social religious organizations, youth organizations, study groups, cooperatives, sports associations and others. Public communication channels ; halls, village halls, exhibitions, squares, arts stages, markets, supermarkets, (supermarkets, malls, plazas), schools, campuses. Social communication channels; wedding parties, circumcision ceremonies, social gatherings, puppet shows, folk parties, house patrols and the like
4	Khalayak komunikasi politik.	- Individuals or groups of people who receive information in the form of components of political messages are the people of Abuya and South Aceh themselves. - Audiences/communities become political targets who can provide support in the form of voting for parties or legislative	- Individuals or groups of people who receive information in the form of components of political messages are the people of Abuya and South Aceh themselves. - Audiences/communities become political targets who can provide support in the form of voting for parties or legislative

		candidates in the 2024 elections	candidates in the 2024 elections
5	Efek Komunika politik	- Creating an understanding of political messages conveyed by political communicators (national political parties and local parties) is oriented towards voting. - The cognitive effect of political communication that takes place at the level of thought is acceptance - The affective effect of political communication at the emotional level is receptive - The behavioral effect of political communication at the behavioral level is acceptance	- Creating an understanding of political messages conveyed by political communicators (national political parties and local parties) is oriented towards voting. - The cognitive effect of political communication that takes place at the level of thought is acceptance - The affective effect of political communication at the emotional level is receptive - The behavioral effect of political communication at the behavioral level is acceptance

The dynamics of the public are quite visible starting from individuals or groups of people who receive information in the form of components of political messages, namely the people of Abuya and South Aceh themselves. Sociologically, Aceh society is a pluralistic society consisting of different aspects of education, religion, social, culture, livelihood and others. The civil society/community is a political target that can provide support in the form of voting for parties or legislative candidates for the 2024 elections in Abuya - South Aceh (5). The effect of political communication, namely the impact of various forms of communication messages (content) formulated in political communication interactions on the target audience that provides advice. Ahead of the 2024 legislative elections, the expected communication effect is to create an understanding of political messages conveyed by political communicators of national parties and local parties that are oriented towards voting.¹² Based on the stages, there are three types of communication effects (cognitive - affective - behavioral). Cognitive effects, political communication that takes place at the level of thought, affective effects of political communication at the emotional level and behavioral effects of political communication at the behavioral level.

Furthermore, the dynamics of ineffective political communication are also quite dynamic and have the potential to occur ahead of the 2024 legislative elections between national political parties and local parties, in Abuya and South Aceh, if effective political communication is not managed well in a spirit of togetherness, as explained in the table below:

¹² Baihakki Nadir, "STRATEGI KOMUNIKASI POLITIK INTRAPOLNAS DALAM PEMILIHAN UMUM DPD RI DAPIL PROVINSI RIAU 019-2024 (Studi Pada Perwakilan DPD RI Riau, Edwin Pratama Putra)" (UIN SUSKA RIAU, 2024).

Table 4
Dynamics of Effective Political Communication

No	Elements of Political Communication	Dynamics of the National Party	Local Party Dynamics
1	Komunikator Politik	- Less active in communicating political messages - Lack of readiness strengthens the communicator's ethos (Readiness, sincerity, trust, calm, friendliness and simplicity) - Weaknesses in communicator readiness (Receptive, selective, dijestif, assimilative, and transmissive)	- Less active in communicating political messages - Lack of readiness strengthens the communicator's ethos (Readiness, sincerity, trust, calm, friendliness and simplicity) - Weaknesses in communicator readiness (Receptive, selective, dijestif, assimilative, and transmissive)
2	Political communication messages	- Not using verbal and non-verbal communication optimally, either covertly or openly - Quite a strong message of identity politics	- Not using verbal and non-verbal communication optimally, either covertly or openly - Quite a strong message of identity politics
3	Political Communication Media	- Political publicity has not been maximized in conveying political messages through the media - The use of media such as; print media (newspapers, tabloids, electronic media; radio, television, internet and others), Small format media (leaflets, brochures, flyers and others) Outdoor media (billboards, banners, billboards and others), Group communication channels; political parties (DPP, DPW, DPD, DPC, DPAC), professional organizations, alumni associations, social religious organizations and others. Public communication channels (Halls, village halls, exhibitions, etc.), Social communication channels (wedding parties,	- Political publicity has not been maximized in conveying political messages through the media - Not optimal use of media such as; print media (newspapers, tabloids, electronic media; radio, television, internet and others), small format media (leaflets, brochures, flyers and others) Outdoor media (billboards, banners, billboards and others), Group communication channels; political parties (DPP, DPW, DPD, DPC, DPAC), professional organizations, alumni associations, social religious organizations and others. Public communication channels (Halls, village halls, exhibitions, etc.), Social communication channels

		circumcision events, social gatherings and others)	(wedding parties, circumcision events, social gatherings and others)
4	Political communication audience.	- There are still individuals or groups of people who receive information in the form of political message components. - The civil society/community becomes a political target, providing support in the form of voting for parties or legislative candidates in the 2024 elections - Voting support is oriented towards identity politics	- There are still individuals or groups of people who receive information in the form of political message components. - The civil society/community becomes a political target, providing support in the form of voting for parties or legislative candidates in the 2024 elections - Voting support is oriented towards identity politics
5	Political Communication Effects	- There has not been optimal understanding of political messages from political communicators (national political parties and local political parties) oriented towards voting. - The cognitive effect, political communication that takes place at the level of thought is rejection - The affective effect of political communication at the emotional level is repulsive - The behavioral effect of political communication at the behavioral level is rejection	- There has not been optimal understanding of political messages from political communicators (national political parties and local political parties) oriented towards voting. - The cognitive effect, political communication that takes place at the level of thought is rejection - The affective effect of political communication at the emotional level is repulsive - The behavioral effect of political communication at the behavioral level is rejection

The explanation in the table above shows that the dynamics of ineffective political communication in Abdya - South Aceh are also quite dynamic and starting to become phenomenal. This can be seen from the dynamics of the activities of the elements of political communication itself, namely: (1). Political communicators, both national political parties and local political parties, are less active in communicating political messages, less ready to strengthen the ethos of political communicators (Readiness, sincerity, sincerity, trust, calm, friendliness and simplicity) and weaknesses are also in the readiness of political communicators (Reseptie, selective , dijestif, assimilative, and transmissive). (2). Political communication messages appear to have not been optimally used in verbal and non-verbal communication, both covert and overt. Likewise, the message of identity politics from each political party is quite strong. (3). It is felt

that the use of political communication media has not been maximized for political publicity in conveying political messages through the media. Likewise, the use of various media has not been maximized; print media; newspapers, tabloids, magazines, books. Electronic media; film, radio, television, video, computers, internet. Small format media; leaflets, brochures, flyers, stickers, bulletins. Outdoor media (outdoor media); billboards, banners, billboards, electronic boards, flags, tassels, pins, logos, hats, vests, t-shirts, car advertisements, train carriages, calendars, book covers, block notes, pens, key chains, umbrellas, and others that can be used to build an image (image building). Group communication channels; political parties (DPP, DPW, DPD, DPC, DPAC), professional organizations, alumni associations, social religious organizations, youth organizations, study groups, cooperatives, sports associations and others. Public communication channels; halls, village halls, exhibitions, squares, arts stages, markets, supermarkets, (supermarkets, malls, plazas), schools, campuses. Social communication channels; wedding parties, circumcision ceremonies, social gatherings, puppet shows, folk parties, house patrols and the like. (4). The audience for political communication, there are still individuals or groups of people who receive information in the form of components of political messages. The civil society/community is a political target that can provide support in the form of voting for parties or legislative candidates in the 2024 General Election. Support for voting is oriented towards identity politics.

Effects of political communication: There has not been maximum understanding of political messages from political communicators (national political parties and local parties) oriented towards voting. The cognitive effect, political communication that takes place at the level of thought, is rejection. The affective effect of political communication at the emotional level is repulsive. The behavioral effect of political communication at the behavioral level is rejection.

Dynamics of Political Communication Effects of National Political Parties and Parties Local Politics in the District Abdiya and Kab. South Aceh Ahead of the 2024 Legislative Election

Effects or impacts are a necessity in communication, or are also part of the dynamics of communication, including political communication. The implication of communication dynamics is intended to be an impact phenomenon that arises from the dynamics of political communication between national political parties and local political parties ahead of the 2024 legislative elections in the District. Abdya and South Aceh.

The effect of political communication is that communication conveyed by political parties is to build understanding of a good government system to build a better quality of democracy. Vice versa, if the communication effect results in ineffective political communication, it will seriously disrupt the process of

democratic quality that is mutually desired. The existence of political communication provides an important role according to the function of political communication itself.

The effect of all this is creating ineffective political communication between local political parties and national political parties, this can potentially endanger discrimination and separation. Excessive identity politics for local parties can strengthen feelings of discrimination and separation between groups, worsen tensions between local parties and national parties, exacerbate tensions and exacerbate divisions in society. So in correlation with the 2024 legislative elections, identity politics will lead to opinions that people who do not have the same identity as them are not worthy of being leaders or being elected to sit in parliament. The community must choose a local party, a party that is born from the community itself which has experienced the same fate and shared responsibility. This is where the identity politics strategy can be seen simply putting a political strategy that focuses on differentiation and utilization of primordial ties as its main category. Identity politics can give rise to tolerance and freedom, but on the other hand, identity politics can also give rise to patterns of intolerance, verbal-physical violence and also ethnic, political party and other conflicts in life.

The crucial issues above are part of the challenges of the 2024 Election, apart from technical challenges such as the challenge of creating quality elections, starting from technical election preparation, voter participation, transparency issues, accountable election governance and the campaign period. Therefore, before the momentum of the 2024 elections, it must be part of the democratic consolidation stage. One of the commitments required is the role of political parties in effective political communication so that the quality of democracy is truly measurable which can then give rise to a government (executive - legislative) that has strong legitimacy. The impact of the dynamics of political communication must be a focused concern for political parties, both national and local parties. The expected political communication effect leading up to and taking place in the 2024 legislative elections must truly guarantee the creation of an understanding of the government system and political parties, which will later have an impact on voting in the elections.

Various forms of political communication effects from the community/audience in the two districts of Aceh, namely Abdya, not only create cognitive, affective and behavioral political communication effects, but also form a typology of political communication effects. In political communication theory, Wahid calls it:¹³ (1). Typology of political communication effects is planned and short term. (2). Unplanned and short term (uplenned and short term). (3).

¹³ M. Abdi, N. & Wahid, "Pengaruh Kompetensi Dan Lingkungan Kerja Terhadap Kinerja Pegawai," *PARADOKS: Jurnal Ilmu Ekonomi* 1, no. 1 (2018): 66–81.

Planned and long term (planned and long term). (4). Unplanned and long term (unplanned and long term).

4. Conclusion

Based on the previous discussion, two conclusions can be drawn as follows:

- a. Communication dynamics of national political parties and local political parties in the District. Abdiya and South Aceh ahead of the 2024 legislative elections are running quite dynamically. It is intended that a process of development of political communication carried out by national political parties and local political parties will occur, leading to the dynamics of effective political communication and ineffective political communication. Even if it is not managed as well as possible, strengthening political communication between political parties will experience the potential for ineffective political communication. Indicators of effective communication and ineffective communication can be measured through the dynamic elements of political communication itself, namely: (1). Political communicator, (2). Political communication messages, (3). Political communication media, (4). Political communication audience, (5). Effects of political communication
- b. The dynamics of communication implications between national political parties and local political parties in Abdiya and South Aceh ahead of the 2024 Legislative Election are also quite dynamic. This means that various forms of political communication messages targeting the public have become the focal point of various media and other political channels. As the election approached, interactions between national and local parties intensified, each aiming to influence public opinion and garner support through strategic communications efforts. This period was characterized by an increase in political campaigns, debates and advertising, both in traditional media and digital platforms, reflecting the competitive nature of the political landscape. The impact of this communication is multifaceted, influencing voter perceptions, shaping public discourse, and potentially changing political dynamics in these regions. Understanding these implications is critical to understanding how political messages are structured, disseminated, and received by voters, ultimately influencing election outcomes in Abdiya and South Aceh.

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