

# Political Communication Capacity Building Young Cadres of DPD Golkar Party Bandung District

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## Abstract

This PKM activity aims to improve the political communication skills of the Young Cadres of DPD Golkar Party Bandung Regency through political education. Political education is carried out through technical guidance with material on "Empowering Political Communication" and the practice of effective and efficient political communication processes through speeches from each participant. From this activity, it is expected that young party cadres can appear to develop their potential in the party.

*Keywords:* political communication capacity, young party cadres, political

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## 1. Introduction

The Golkar Party has members who are the next generation of the Golkar Party who will become legislative members of the Golkar Party in the future. These party members are known as young cadre ability of political party members determines the competence and professionalism of legislative members bars (Arifuddin, 2017; Habib et al., 2017a). Young cadres are the young generation who will later become members of Farksi or DPRD and are required to have the ability to compete once and professionally as DPRD members. One of them is the ability to conduct political communication.

Political communication between members of political parties and their constituents will be effective if done correctly early. For this reason, the ability to conduct political communication is needed. Younger members of the Golkar faction are required to have the ability to communicate politically (Falady, 2020; Perdana, 2019). As a future generation of legislative candidates, young cadres must have the ability to speak politically. The success of political activities carried out by the Golkar Party depends on the political communication carried out by Golkar Party members, including its young cadres.

In his research, argues that the role of political parties in conducting political education makes the resulting participation, not pseudo-participation. This explains that political parties must complete political education (Habib et al., 2017b;

Kusumasari, 2020). The critical part of DPD parties in political education activities is conveyed in the results of research. Furthermore, argues the importance of the role of political parties in achieving political education for the younger generation of party cadres or the younger generation, in general, to create a young age with good political literacy, critical thinking, and responsibility in their political roles (Kurniadi, 2019; Wasisto et al., 2020).

In his research, suggests the importance of political education. This political education aims to enable each individual to provide active political participation in their community. Political education is an activity that continues throughout human life, and it cannot be fully realized except in a free society. Thus political education has three objectives: forming political personality, political awareness, and political participation (Anggita Ramadhan, 2019; Saifulloh, 2020). The formation of political nature is carried out through indirect methods, namely training and socialization, as well as direct methods in the form of political teaching and the like. Suggests efforts made by the Gerindra party to improve the ability of its cadres. The structure of communication of the Gerindra party to produce cadres who have integrity, responsibility, and loyalty is through inclusive communication in the context of regeneration and party enlargement. In another case, the context of party enlargement, namely exchanging ideas on how to build party wings always to be effective then how always to be able to gain the trust of the community (Ahmad, 2021; Lewis, 2018). In this context, the Gerindra party focuses on reconciliation to raise the party and appreciates the efforts made. In the context of communication regeneration, the time specified in implementing political education is adjusted to the type of cadre itself.

In connection with this, it is necessary to improve the political communication skills of the Golkar Faction Young Cadres. Technical guidance activities (Bimtek) are to strengthen the political communication skills of the Golkar Faction Young Cadres. It will create Golkar Faction Young Cadres who can communicate politically effectively and efficiently so that the political programs or activities of the Golkar Party can run optimally.

## **2. Method**

Strengthening the Political Communication Capacity of Young Cadres of DPD Bandung Regency is done through technical guidance activities (Bimtek). The stages of

the movement are carried out first by communicating with partners to determine the need for training materials to be delivered. Then the cooperation is carried out. Furthermore, the implementation of Bimtek was carried out for two days. On the first day, the material was delivered with the theme of Empowering Political Communication and Q&A discussions. On the second day, there was a practice of speech delivery of messages from participants. The target of this activity is the Young Cadre of DPD Golkar Party Bandung Regency, and those assigned to follow are the Golkar Party Young Cadre organization (KMPG). This activity was evaluated with inputs from the Bimtek participants at the end of the event. Overall, the participants felt that the materials were valuable and necessary. It's just that the delivery of activity information which they felt was sudden, made many colleagues unable to participate in this activity. So that evaluation is carried out in the delivery of activity information.

### 3. Result and Discussion

The Bimtek activity to increase the capacity of political communication of young cadres of DPD Bandung Regency was attended by organizations under the auspices of the Golkar Party, namely Angkatan Muda Kader Golkar (AMPG). The following are the characteristics of the Bimtek participants: first, Age. Although AMPG is a youth organization, the Age of its members varies. It starts from 25 years old to 53 years old. This can be seen from the participants who attended the Technical Guidance. As can be seen in the following figure:

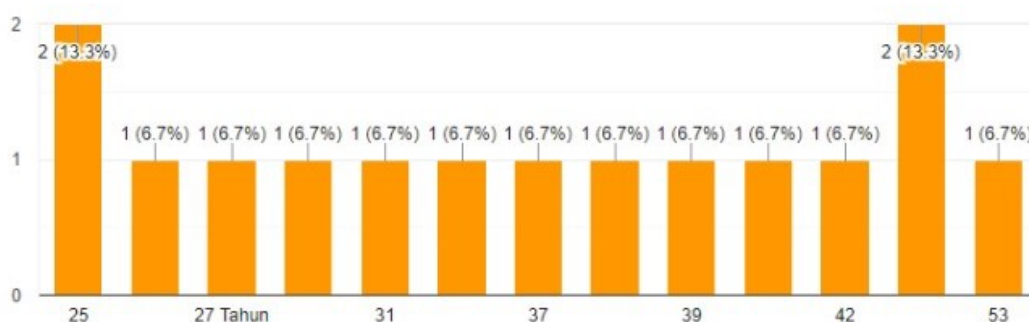


Figure 3.1 Age characteristics of AMPG members participating in the Bimtek.

Source: PKM Results, 2021.

From Figure 1, it can be seen that the Bimtek participants who are members of AMPG consist of various ages. Although it is said to be a young cadre, it does not mean it

must be young. The naming of young cadres is more of a nickname for people in organizations under political parties.

The experience of joining the AMPG organization from the Bimtek participants is mostly over two years. This can be seen in the following figure:

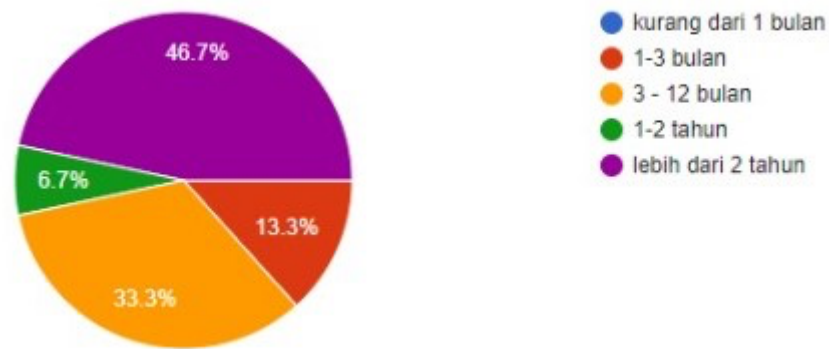


Figure 3.2 Characteristics of the length of time Bimtek participants have been members of AMPG. Source: PKM Results, 2021.

From Figure 2, it can be seen that most Bimtek participants are members who have long joined the AMPG organization. And have joined for at least three months. This indicates that even though they have been in the organization for a long time, they are still enthusiastic about participating in this activity. This means the desire to improve their abilities and potential is still high.

The presence of women in political party organizations is still below that of men. This is also the case in the involvement of women in this PKM activity. This can be seen from the following figure:

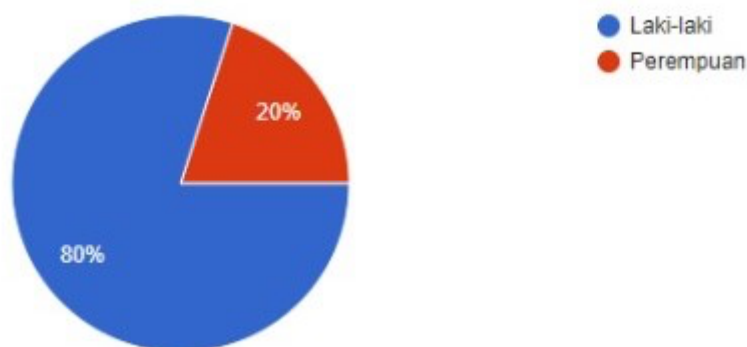


Figure 3.3 Gender characteristics of AMPG members participating in Bimtek.

Source: PKM Results, 2021.

Based on Figure 3, it can be seen that the women AMPG members who are Bimtek Participants are 80% male. The lack of women participating in the technical assistance is because fewer women than men are members of AMPG.

The educational background of the technical assistance participants varied. Starting from junior high school, high school, undergraduate and postgraduate graduates. As can be seen in the following figure:

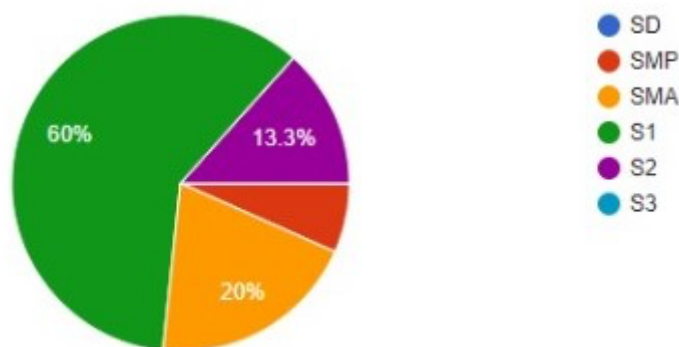


Figure 3.4 Characteristics of the last education of AMPG members participating in technical assistance. Source: PKM Results, 2021.

From Figure 4, it can be seen that the background of technical assistance participants varies. It starts from the lowest, namely junior high school graduates, and the highest graduates of Strata 2, the majority being Strata 1 or undergraduate graduates. However, in the implementation of Bimtek, it can be seen that the ability to communicate politically is more about the amount of experience cadres have than their educational background. This is based on the ability to practice speeches. The material presented by cadres with a lot of experience tends to be easier to understand.

The finding obtained in implementing this activity is that young cadres need activities that improve their abilities or potential to develop in the party. Septiawan (2017) explains the DPD Golkar Party Sragen Regency's efforts to enhance its cadres' ability. Through activities as an effort to increase public understanding of politics through a) training for Golkar Party cadres to increase knowledge about politics; b) teaching political education to the community through various Golkar Party activities; c) inserting political education through party wing activities and Golkar Party organizations; d) using the election campaign agenda for the implementation of political education and Golkar Party political campaigns; e) teaching political education with a

personal approach; f) forming neighborhood level cadres to teach political education to the community in the cadre environment. The strategy implemented by Golkar Party cadres is derived from the results of adjustments between the conditions of Sragen society and the Golkar Party party system. Golkar Party cadres utilize the system and its advantages, such as its many wing organizations and party structures, to form a political education strategy.

Another thing found in this activity is the gap between the younger and older generations in the party. The terminology that emerged in the discussion was the millennial generation and colonial generation. The naming of this generation label is not based on Age but on their mindset. The millennial generation has a perspective that is open to change, advanced, and aware of technological developments. Meanwhile, the colonial generation is described as people who have thoughts that do not like change and tend to lack mastery of technological developments.

This phenomenon is also stated in the results of his research. Political parties are the main pillars of democratic life, and politics must continue to process in carrying out the mandate as a channel for people's aspirations. Political parties have not made political education the main focus. Political education seems to be drowned in the power struggle. So far, political education carried out by political parties is mostly just imaging. The community also seems to generalize, and this can result in low political participation for the younger generation.

According to parties often become a place of domination for elites and other senior cadres in terms of the struggle for status and power within the party. Moreover, the ownership of necessary capital owned by party elites has sharpened the distinction between them and party youths. The young people only become part of the symbolic power possessed by the party elite.

#### **4. Conclusion**

This PKM activity aims to improve the political communication skills of the Young Cadres of DPD Golkar Party Bandung Regency through political education. Political education is conducted through technical guidance with material on "Empowering Political Communication ."Then practice is carried out on effective and efficient political communication through speeches from each participant.

There is a phenomenon of a gap between young cadres and old party cadres. This can be avoided by increasing the potential and ability of young cadres. Activities to improve the ability of young party cadres require encouragement from the party itself.

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