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The Innovation Breakthrough in Digital and Disruptive Era
Comparison of Indonesian President Jokowi's Political Victory Strategy and Malaysia's Anwar Ibrahim

Agus Machfud Fauzi1,2* Refti Handini Listiyani2, Muhammad Arif Affandi3, Silkania Swarizona4, Anam Miftahul Huda5, Maya Mustika Sari6

1,2,3,4 Sociology Department, Universitas Negeri Surabaya
5 Communication Science Department, Universitas Negeri Surabaya
6 Communication Science Department, Universitas Negeri Surabaya

*Corresponding author. Email: agusmfauzi@unesa.ac.id

ABSTRACT

Joko Widodo Indonesia's Winning Strategy in the 2019 Presidential Election and Malaysia's Anwar Ibrahim in the 2022 Election are interesting strategies for scientific knowledge. The purpose of this study is to reveal how the winning strategy was carried out by Pak Jokowi who was attacked by Prabowo's political opponents, and Anwar Ibrahim who took 24 years to win. This study uses a qualitative method using the comparative theory of victory for the winning strategy between the two political actors. The results of the study show that Anwar Ibrahim and Jokowi both won the contest for the election of the prime minister in Malaysia and the president in Indonesia. The difference is that Anwar Ibrahim used the strategy of fighting the persecuted people until he got the power to win, while Jokowi won with the strategy of showing criticism of the first period's rulers, while in the second period, the winning strategy was by gathering all political forces with the hegemony of the incumbent.

Keywords—Political Comparation, elections stage, Strategy

1. INTRODUCTION

Elections are a symbol of the implementation of democracy in Indonesia and Malaysia [1]. Although the two differ in the form of leadership in the state, because Indonesia uses the highest leader called the President, while in Malaysia the highest leader is called the Prime Minister, in terms of managing government [1], [2].

Voter behavior in previous research has been in the spotlight because the existence of voters has their own stance, variations that can influence their choices, for example by the background of voters, both social, economic and educational.[3], [4], [5]

This research focuses on the assessment of the younger generation of Malaysia on the comparison of Datuk Sri Anwar Ibrahim’s victory, the winner of the Malaysian Election in 2022, compared to the victory of Joko Widodo who was elected as the winner of the Indonesian Election in 2019, for the second period of the Election contestation, more precisely on research This is the focus of research on the process of contesting in the 2014 general election when Joko Widodo contested for the first time and won, even though he was originally the Mayor of Surakarta, Central Java province, Indonesia.

Datuk Sri Anwar Ibrahim as a symbol of resistance. He carried out struggle and resistance for a very long time [6]. Initially he was an opposition group in the government of prime minister Mahathir Muhammad [6], [7]. He had received slander that cornered his credibility as a potential leader.

Joko Widodo as president-elect in Indonesia, in his second term, has a different story. At first elected in the 2014 election that Joko Widodo was a symbol of the opposition to the government run by President Susilo Bambang Yudhoyono.

The government of Susilo Bambang Yudhoyono was proposed by the Democrat Party in a coalition with other political parties in the 2009 election, while Joko Widodo was a presidential candidate for the 2014 election carried by the Indonesian Democratic Party of Struggle (PDIP), which is the opposition party government [5].
The position of Anwar Ibrahim and Joko Widodo is a symbol of resistance to the current government. They both put up serious resistance so they were able to achieve victory, even though there were differences in the country's political atmosphere. For example in Indonesia, President Susilo Bambang Yudhoyono has been president twice, based on the Indonesian constitution that a President can only be elected for a maximum of two presidential terms, so that political opponents have the opportunity to win because the incumbent is no longer allowed to nominate again.

Anwar Ibrahim as prime minister was elected in 2022, namely in an atmosphere as a symbol of long resistance. At first as a group with Mahathir Muhammad's government as Deputy Prime Minister from 1990-1995, in his journey he received slander "Sodomy" and acts that were detrimental to state finances, so he had to enjoy life in prison.

Anwar Ibrahim's struggles can lead Wan Azizah, Anwar Ibrahim's wife to become Deputy Prime Minister in 2018-2020, during which time he was able to get out of prison due to various political slander.

This research is interesting because it has a novelty, namely both as a symbol of resistance to the government, but the difference is that Jokowi departs from a mayor, while Anwar Ibrahim departs from a former deputy prime minister.

2. RESEARCH METHOD

This study uses a qualitative method,[8] by political comparison [9] between the two leaders of this country in winning the election in their respective countries.

This comparison is not made at the same time because the political situation is not in the same year, it's just that there are similarities in the 2014 elections in Indonesia and 2022 in Malaysia, that the two country's leaders are Joko Widodo in Indonesia and Anwar Ibrahim in Malaysia. The similarities between these two subjects are that the election settings are both in an atmosphere of opposition to their opposition parties.

Voter behavior only becomes an additional explanatory in describing the process of contesting [10], while the main theory is comparative politics. The research comes from mass media comparisons regarding the 2014 elections in Indonesia and the 2022 elections in Malaysia. From the results of coding the news, the researchers then made interpretations and drew conclusions from the findings.

3. RESULT AND DISCUSSION

2. The implementation of democratization in Indonesia and Malaysia has entered the digital era. The digitization of elections by election organizers has begun, including for candidates to gain the sympathy of voters [11], [12]. The media is one part that can influence a candidate's victory [13], [14].

The strategy used by the two prospective leaders in this context, first is by comparing themselves. Political branding is a way to attract the attention of the drawees or the people to elect a presidential candidate who will lead the country as head of state in future affairs. Political branding is very important for countries that practice democracy to elect leaders [15]. Democracy will ensure that a government is only led by a leader such as hierarchy and autocracy because democracy is the best system in many dirty ones for the system of electing the head of state. To elect a leader, they have to promote themselves to be appointed as leader.

There are several strategies for political branding in terms of logo, image, character, credibility, etc. Every element should be played intelligently and creatively to captivate the hearts of the people. There are three ways of promotion which is Push Marketing which is the delivery of political products directly to voters. Pass Marketing uses individuals and groups that can influence voters' opinions. Pull Marketing focuses on building a positive political image. An element that can also be played is the failure of the previous government in implementing the previous manifesto, by projecting a bad image on the people. The new presidential candidate can also present a new manifesto to win votes from the people.

President Jokowi's political branding in 2019. Jokowi is the 7th president for the Republic of Indonesia since 2014. Jokowi is from the Indonesian Democratic Party of Struggle (PDI-P) political party. Jokowi played with the issue of the failure of his previous work in leading Indonesia to a better direction. The kingdom was formerly led by Susilo Bambang Yudhoyono (2004-2009). The kingdom has many gaps such as deindustrialization. The contribution of the industrial sector to GDP domestic product decreased in 2004 by 28 percent and 13.5 percent in 2014. Second, the trade balance in 2004 was a surplus of US$ 25.06 billion to a deficit in 2013 of USD 4.06 billion. This is one way of showing the failure of a failed empire because this will play with the people's choices. The people want a stable and advanced country for the benefit of users. President Jokowi also branding wants to advance the Indonesian economy and improve the living standards of the Indonesian people. Issues that are branded need to be consistent because people want change. Jokowi does micro branding, namely focusing on big issues and taking specific issues so that the people can see more clearly the direction and targets of the kingdom. The people now have learned and know a lot about politics and the economy, therefore, a mission that focuses on being able to enlighten the people.

The political branding of Datuk Sri Anwar Ibrahim, the 10th prime minister of Malaysia in 2022, the 15th term. Among the issues raised to captivate Malaysians is the government's failure to manage the economy and the people post-covid-19. The former government was Tun Mahathir, Muhaydin, and Ismail Sabri. All three of them are from different parties because pru-14 jobs changed 3 times. This situation is not good because it symbolizes an unstable government and causes foreign investors not to trust the Malaysian government. The government used to be so incompetent to rule that the people had to go into lockdown to stop covid-19 from spreading. The
government used to prefer the safety of the people over the economy because without the people, there is no government. But that caused the Malaysian economy to be unstable and many lost their jobs hoping for government help. In addition, Anwar also led a campaign to strengthen Malaysia by bringing a new face. The government used to bring an inefficient economic and governance model, so Anwar wants to bring a new vision and mission for Malaysia. Next, the wave of young people.

The wave of young people started when Syed Saddiq was a member of the People's Assembly who proposed that the voting age be 18 years, this caused many young people to want to change the government even though they had just finished high school. Young people are very easily influenced by political agendas on social media because social media is part of life. The blood of young people who always want change in the government will directly change the Malaysian government which is the national line after more than 60 years of rule. Anwar also always takes and goes to the field to meet young people. Therefore, they see that Anwar will defend their fate in the future. Anwar also played on the sentiments of the government during the government of the national line under Najib where there was a lot of corruption, DS Najib was also imprisoned after the prosecutor brought strong evidence to blame Najib for the corruption he did. Anwar said that they should elect a coalition government of hope to open up new opportunities for the new ruling party. Many people believe because they don't want a corrupt leader.

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Another thing that can cause Anwar and Jokowi to win the election apart from political branding is the credibility of the leader himself. Jokowi and Anwar have great credibility and performance before becoming the head of state. Jokowi once held the position of governor in Jakarta and throughout his administration Jakarta was peaceful and prosperous there. Anwar has also been the economy minister in Malaysia and boosted Malaysia's economy when Tun Mahathir was prime minister. In addition, the factors that affect victory in the election are subordinates who perform their duties as representatives of the people.

The government led by Anwar and his subordinates do more work as representatives of the people and bring the voice of the people during the meeting of members of the People's Assembly. The next factor is the disappointment of the former leader who was corrupt. The people were disappointed with the previous government and felt like they were stabbing the people in the back. The people gave a mandate but the leaders stole the people's money. Finally, a factor that can be taken into account is playing with Malay sentiments because there have been several movements and activities that can undermine the special position of Malays, Islam, the Malay kings, and the special position of the Malay people are things that cannot be interfered with by anyone because it is in the Malaysian constitution and there is no higher entity than the federal constitution. Because there is an ideology that wants to eliminate those 3 things, be a factor in defeating the extremist party.

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The greatness of the leading political party, for example Joko Widodo's leading party, namely PDI Perjuangan which has great strength, then it also influences the victory in the contestation process. It became the initial capital to attract voter sympathy so that voters have knowledge and give their right to vote to Jokowi.

Jokowi has a simple style that can be seen in public, so it is pleasant for voters. They feel the same as Jokowi, the presidential candidate.
Whereas Anwar Ibrahim has the style of a simple person but dares to resist the rulers. Not afraid of being given a negative label.

Jokowi made Jusuf Kalla his representative, this became his own strength because Jusuf Kalla was the former Vice President Susilo Bambang Yudhoyono in the period 2004-2009, while in 2009 he advanced as a presidential candidate but failed. In 2014, he was taken by Jokowi as a presidential candidate and vice presidential candidate to be a force that could support Jokowi’s victory.

Hal ini dilanjutkan pada periode kedua dengan mengusung Ulama yaitu KH. Ma’ruf Amin sebagai Calon Wakil Presidennya, sehingga strategi ini juga menghasilkan kemenangan dalam kontestasi Pemilu presiden 2019.

Jokowi’s position, the former mayor, can also be an influential factor regarding victory in the contest. During his tenure as mayor of Solo, he made many achievements, such as going straight to the field and arranging street vendors.

There is also another factor, namely the failure of past leaders who left a very deep impression on the people. This has provided space and opportunities for those who were formerly dissidents or opponents of the kingdom, now ascend to the throne as PRESIDENT and PRIME MINISTER who govern their respective countries.

Winning Factor Comparison:

<table>
<thead>
<tr>
<th>Similarity</th>
<th>Difference</th>
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<tbody>
<tr>
<td>Not an Incumbent</td>
<td>Joko Widodo</td>
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<tr>
<td>Oposition</td>
<td>PDI P</td>
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<tr>
<td>Mayor Success</td>
<td>Young Generation</td>
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Table 2: Winning Comparison

4. CONCLUSION

The winning strategies of Joko Widodo and Anwar Ibrahim have similarities and differences based on the behavior of voters in Indonesia and Malaysia. Elections are not held at the same time, there are still things that are the main factors that make the two become the highest leaders in their respective countries. Joko Widodo, who has become a big influence, is as a symbol of someone who has succeeded in leading the city besides having close branding with the people. Meanwhile, Anwar Ibrahim is a symbol of people who are wronged in Malaysia so that he gains the trust of the younger generation to win the election.

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AUTHOR’S CONTRIBUTION

The main researcher consists of people who are divided into division of tasks according to their respective duties and functions, which have been divided before the implementation of the research including making proposals, collecting research data, interviewing research informants and discussing the research output in the form of a paper that we present today.

REFERENCES