PARTY COMMUNICATION STRATEGY

IBU MEGAWATI SOEKARNOPUTRI, AS PDIP'S CHAIR, PLACES A STRONG EMPHASIS ON CADRE POLITICAL EDUCATION. THIS COMMITMENT REMAINS UNWAVERING, REGARDLESS OF ELECTION OUTCOMES, AS IT'S CONSIDERED A CORNERSTONE OF THE PARTY'S SUCCESS.

REMARKABLY, NUMEROUS INFLUENTIAL FIGURES, FROM REGENTS, MAYORS, GOVERNORS, TO MINISTERS, AND EVEN THE PRESIDENT, HAVE ALL EMERGED FROM PDIP'S CADRE SCHOOLS. NOTABLY, THERE IS A STEADFAST COMMITMENT TO NURTURING TALENT FROM WITHIN THE PARTY

KOTA SURABAYA

BADUNG

GIANYAR

PELALAWAN

TRENGGALEK SURABAYA

KEDIRI

TASIKMALAYA

WONOGIRI

ASMAT

SUMBA BARAT DAYA

BANDUNG BARAT

KUTAI BARAT

THE CONSISTENT PRODUCTION OF HIGHLY COMPETENT CADRES UNDERSCORES THE EFFECTIVENESS OF PDIP'S PARTY SCHOOLS. AND THEY BECOME OUR LEADING COMMUNICATOR IN THEIR REGIONS

KLATEN

GROBOGAN

DEMAK

SEMARANG

PURBALINGGA

BREBES

SUKOHARJO

SINGKAWANG

SITARO

THE SECRETARY-GENERAL OF PDI-P AS THE CENTER PARTY POLITICAL COMMUNICATION SHOULD BE A SKILLED POLITICAL COMMUNICATOR ACROSS MEDIA PLATFORMS TO UNITE THE OPINION OFF ALL PARTY MEMBERS FROM SABANG TO MERAUKE IN THEIR POLITICAL GOALS AND ACTIONS. A PROFICIENT COMMUNICATOR HELPS CONVEY PARTY MESSAGES EFFECTIVELY AND MOBILIZES SUPPORT.

CYBERTROOPS PARTAI

THE PDI PERJUANGAN'S CYBERTROOPS DESIGN TO CONTROL DIGITAL CONVERSATIONS IN THE INDONESIAN POLITICAL LANDSCAPE FROM THE CENTRAL TO THE REGIONAL LEVEL, AND VICE VERSA.

POLITICAL COMMUNICATION ISSUES AREN'T SOLELY INFLUENCED BY NATIONAL MATTERS THAT SHAPE REGIONAL CONCERNS; REGIONAL ISSUES CAN ALSO BECOME NATIONAL FOCAL POINTS.

PDI PERJUANGAN PROVIDES **TRAINING OF TRAINER (ToT)** SESSIONS FOR CYBERTROOPS IN DIFFERENT REGIONS. THROUGH ToT TRAINING, PARTICIPANTS ARE EQUIPPED **TO IMPART CYBERTROOPS' KNOWLEDGE AND SKILLS** IN THEIR RESPECTIVE AREAS.
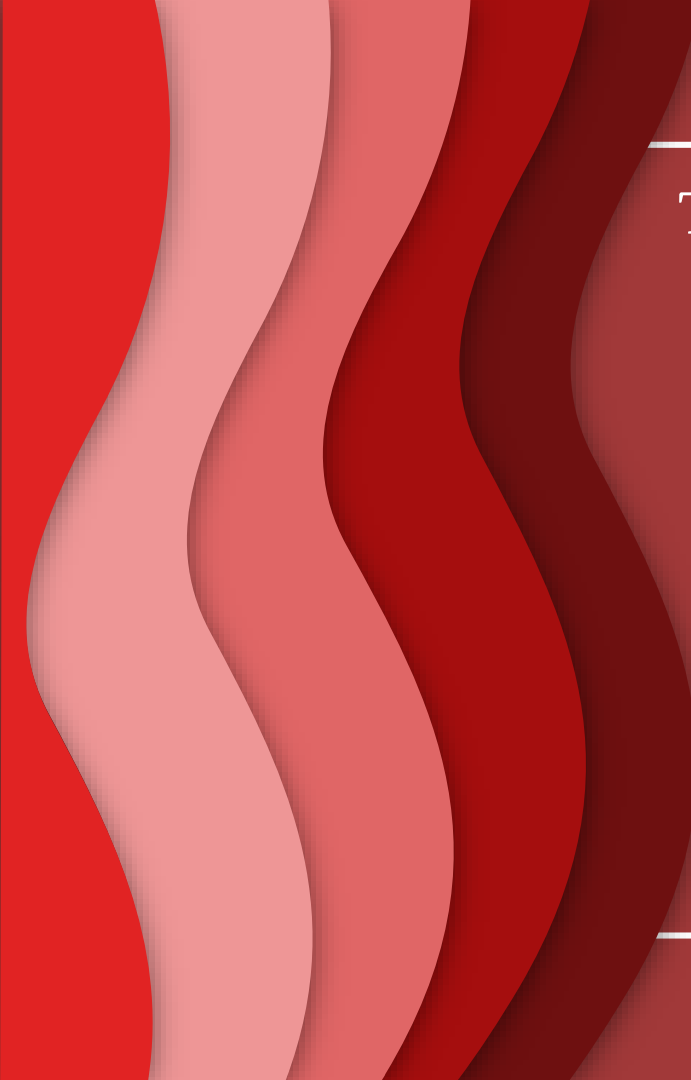
Politics

PDI-P move puts Prabowo on the spot

Megawati Soekarnoputri announced on Wednesday her pick of running mate for presidential hopeful Ganjar Pranowo, in what analysts see as an attempt to reassert the party's independence from the President.

🔗 READ MORE

Reply to jakpostimages...

Intensive Training of Trainers (TOT) outlines five key grand strategies for the cyber troops and other techniques support

- Upgrading (Positive) Strategy
- Attacking (Negative) Strategy
- Distracting Strategy
- Suppressing Opinions
- Viral Content (Instagram/Twitter) And FYP (Tik-Tok

The curriculum includes teaching participants how to create **positive content upgrades**, such as memes, videos, and graphics. Additionally, they learn how to **produce negative content downgrades**, which can be used as ammunition in their regional strategies.

BREAKING:
Mahfud MD tapped as
Ganjar's running mate

UPGRADING STRATEGY

- The troops create around 50-100 pieces of positive content, which includes memes, graphics, and news content.
- The upgrading strategy involves branding the presidential candidate duo vision, mission, and positive initiatives.
- All the content will be uploaded on four social media platforms: TikTok, Instagram, Twitter, and Facebook.
- This activity is expected to boost the approval ratings of the presidential candidates.

ATTACKING STRATEGY

- The troops create around 50-100 pieces of positive content, which includes memes, graphics, and news content.

- The attacking strategy aims to lower the standing of the presidential and vice-presidential candidates from Prabowo's camp by highlighting negative issues.

- This activity is intended to decrease Prabowo's approval ratings in the presidential campaign.

VIRAL AND TRENDING STRATEGY

- The army of cyber troops employs a strategy of "flooding content" by utilizing hashtags and mutually beneficial keywords to increase the volume of conversations on social media.
- This will increase the volume of the conversations , thus making the topic go "Trending".

PLATFORM

01
FACEBOOK
For debates and discussion

02
INSTAGRAM
For targeting the middle segment.

03
TWITTER
For becoming trendsetters in trending topics.

04
TIK TOK
For targeting Generation Z.

05
YOUTUBE
For targeting all demographics

It's about being civilized

Cybertroops are taught to engage in a respectful and civilized manner. Winning battles in the online arena is not an excuse to compromise on ethics.

MEDIA INTERNAL GESURI.ID

Gesuri.id (The Indonesian Bell of Revolution) is a political communication platform that produces party-related news online.

WHOA!

Gesuri.id, as an online media platform, specializes in producing news content that can serve as ammunition for social media teams, with a daily production volume of up to 120 news articles.

BEGINNER VOTERS/ GEN Z

01

AGE RANGE : 17 – 26 YO

02

Number of DPT Gen Z in the 2024 Election (46,800,161) or equivalent to 22.85%

04
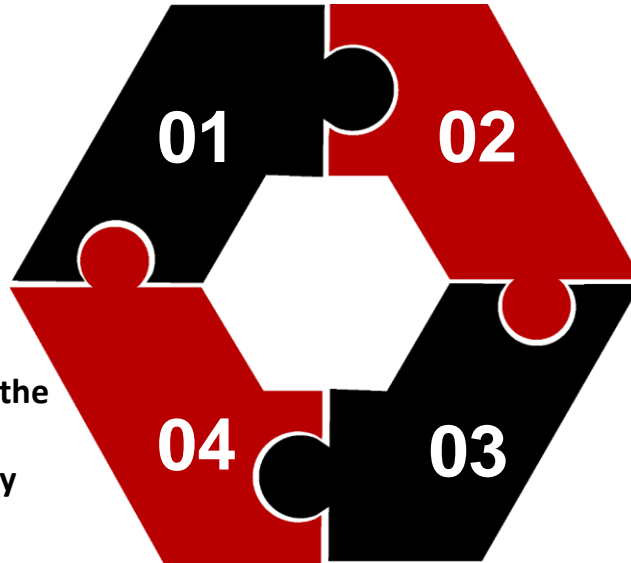
Presentation of the results of the survey conducted to 3,300 respondents, at the end of July 2023

03

To be able to rally the voices of Gen Z, there needs to be the ability to recognize the characteristics of Gen Z

ICEBERG PHENOMENON

Social Reality

- Things that are only visible on the surface
- Ceremonial activities
- Installation of Banners / Billboards / Billboards
- Content of Political Campaign on social media
- Mass Mobilization
- Aims to increase **Popularity**

Personal Reality

- Profound / Mental Things
- Emotional Things, (Doubts, Beliefs, Hope etc.)
- Being in the thought process of the subconscious
- It is in this personal reality that the decision-making process is actually carried out
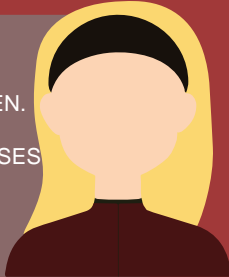- **Electability Target**

Social Reality

Personal Reality

"People are Tired of Hard Politics"
Ganjar Pranowo, 21 September 2023

Religion & Gen Z Personal

01
CLOSE TO GOD AND PRAY OFTEN. HOWEVER, NOT ALL GO TO HOUSES OF WORSHIP

02
A PERSON WHO LIKES TO BE GRATEFUL, FORGIVING, PATIENT AND SOCIABLE. TEND TO BE HAPPY

03
LIKES TO SPEND FREE TIME PLAYING GAMES AND WATCHING MOVIES

04
CONCERNED WITH GLOBAL WARMING ISSUES, JUVENILE DELINQUENCY, AND DRUGS

05
INTERESTED IN CASUAL INTERLOCUTORS WHO LIKE TO CHAT ABOUT HOBBIES, HOBBIES AND SOCIAL ISSUES

GEN Z LOVES MUSIC & FILM

MUSIC

DANGDUT 44,24

POP 27,27

CAMPURSARI 7,34

FILM

DRAMA 31,88

COMEDY 22,16

ACTION 17,14

GEN Z HAPPINESS &
ACTIVITY BEFORE GOING TO BED

HAPPINESS

Hang Out with friend/relative
20,42

GRADUATION/ GO TO COLLEGE
9,45

RECOVERING ILLNESS
8,5

VACATION
7,41

BEFORE GOING TO BED

PLAY WITH GADGET
30,99

Chit Chat with friends
19,98

PRAYER
15,12

GEN Z PREFERENCE
OF PARTY COMMERCIALS

DISLIKE PARTY COMMERCIAL

62,18

DISLIKE SELEBRITY JOIN PARTY

57,87

DISLIKE POLITIC DISCUSSION ON TV

50,5

LIKE GIFT'S FORM POLITICIAN

49,75

DISLIKE GIFT POLITICIAN

43,15

LIKE POLITIC DISCUSSION ON TV

41,38

LIKE SELEBRITY JOIN PARTY

30,96

LIKE PARTY COMMERCIAL

30,76
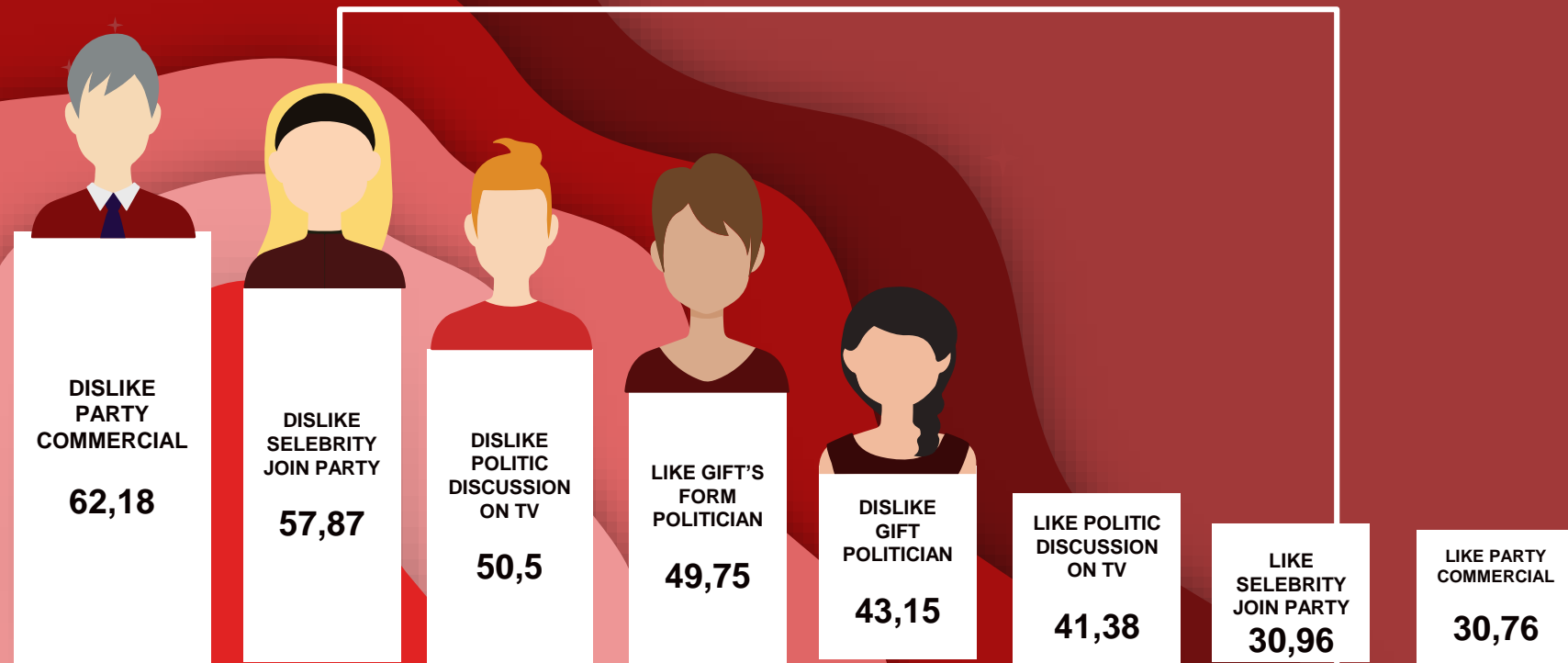
GEN Z & GANJAR PRANOWO

WATCHED GANJAR VIDEO | 67.26

NEVER WATCHED GANJAR VIDEO | 24,37

LIKE VIDEO MESSAGE | 16.32

LIKE DESIGN | 10,4

LOVE MUSIC | 7,11

3 PRESIDENTIAL CANDIDATE RACE

GANJAR PRANOWO

37,31

PRABOWO SUBIANTO

32,49

ANIES BASWEDAN

19.4

GEN Z & PARTY PREFERENCE 2019 & 2024

(2024) PDI PERJUANGAN
25,8

(2019) PDI PERJUANGAN
23,6

(2024) GERINDRA
13,45

(2019) GERINDRA
10,15

2024) GOLKAR
5,84

(2019) GOLKAR
6,35

(2024) NASDEM
6,09

(2019) NASDEM
1,27

(2024) PKB
3,55

(2019) PKB
5,08

(2024) PAN
4,82

(2019) PAN
1,27

(2024) DEMOKRAT
4,57

(2019) DEMOKRAT
3,55

(2024) PKS | 1,54

(2019) PKS | 1,78

DON'T HAVE THE RIGHT TO VOTE YET

23,86

THANK YOU