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**Contribution of Public Figures in Political Parties and the 2024 General Election**

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**ABSTRACT**

Indonesia is a country that adheres to a presidential system of government and in Indonesia uses a democratic form of government. The thing that is very inherent in democracy is general elections. Leader candidates are proposals from political parties that have received a minimum percentage of votes. In an effort to get a sufficient percentage of the vote, many parties try to lure public figures to join the party in the hope of getting enough votes to be able to participate in the struggle for legislative seats. The purpose of this study is to address the public and provide information about public figures in the struggle for legislative seats and the relationship between public figures and political parties in general elections in Indonesia in 2024. The research method used in this journal article uses qualitative research methods. By using library research, many political parties are trying to entice public figures to join the party in the hope of getting enough votes to be able to participate in the struggle for legislative seats.

Keywords: Elections, Politics, Public Figures

**INTRODUCTION**

Indonesia is a country that adheres to a presidential system of government and in implementing government in Indonesia uses a democratic form of government. The democratic government system in Indonesia itself is implemented based on deliberation and consensus, based on Pancasila as the basic guidelines of the state. In the implementation of presidential government there are three separations of powers or what is called trias politica, namely legislative, executive and judicial. Based on the principle of "checks and balances" so that this provision is included in the constitution, and there needs to be improvements in clear power and authority in the three state institutions. So in this case the importance of understanding about philosophical presidential system, that is to strengthen the president's position in government because of his position as holder of executive authority. (Kusnadi, 2020).

In a democracy, citizens have the right to make their own choices and citizens also have a voice in their opinions and as representatives to intervene in matters of government. Democracy is a type of government where the people freely cast majority votes to make important decisions for the government (TRIANTINI, 2019).

Something that is very inherent in democracy is general elections or what we usually call elections which are held every five years to determine the future leaders of the Indonesian nation. However, you need to know that the leadership candidate is a nomination from a political party that has received a minimum percentage of votes. In an effort to get a sufficient percentage of votes, many political parties try to attract public figures to join the party in the hope of getting enough votes to be able to participate in the race for legislative seats.

Political parties nominate public figures for reasons of pragmatism that is the tendency to choose a decision based on insubstantial short-term considerations rather than substantial long-term

considerations. (Darmawan, 2015). The public figure chosen must also meet the requirements so that it can be accepted well and quickly by the people who choose it. Apart from having to meet the requirements, public figures must also have social, financial and intellectual capital which can be chosen because of their strategic position to be the most vote gatherers for the party, while cadres other than

A public figure may need to work extra hard. With the news of the entry of a public figure into one of the competing parties, it makes people interested and influenced to vote for the nominated party, thereby creating an image for the political party by presenting a figure who is able to raise the image of the party by presenting a public figure. So recruiting public figures as legislative candidates from a party is part of an effort that is believed to win the most votes.

The function of the party is a place to channel the aspirations and interests of the people, to provide political education to the public regarding the rights and obligations of citizens in state life. Carry out democratic political recruitment in accordance with applicable laws and regulations to fill public positions at all levels of government. (Harjanto, 2011)

Based on the background description above, which has been described previously, this paper explains the presidential system of government in Indonesia, where the problem that will be described in this paper is how the correlation between political parties and public figures who contribute to Indonesian political parties in competition for legislative seats in 2024.

The aim of this research is aimed at the public to study and provide information regarding public figures in the struggle for legislative seats and the relationship between public figures and political parties in the general elections in Indonesia in 2024. So that the public is more open and selective regarding information and consequences for choosing future legislative candidates. , to avoid potential leaders who commit fraudulent and arbitrary actions without paying attention to Pancasila as an ideology and the Constitution as the basis for making laws. Public figures are individuals who are widely known by society because of their achievements or popularity in certain fields, such as the world of politics, entertainment, sports or business. The participation of public figures in political parties can provide certain benefits in the context of general elections.

## RESEARCH METHODS

The research method used in this journal article uses qualitative research methods. By using library research (library research or using library studies) which leads to text analysis in the form of accurate data and things, so that the data obtained from various sources and literature for this research we use several techniques and variables in the form of: books, journals, articles, news, internet and other social media. So in this research the researcher used various online data and literature and then downloaded documents related to the phenomenon that is currently occurring.

In this qualitative research there is an exploratory nature. In this exploratory nature, there is a goal to gain broad and communicative knowledge, so that it can provide a clear writing reference in this journal article. So this journal article uses a body note that has quoted from another journal article which will be placed at the end of the sentence by including the author's name and the year the reference was published and then marked with brackets (bodynote). This qualitative research method is intended to obtain a clear, factual and detailed picture and information about the contribution of public figures in political parties in the general election.

## RESULTS AND DISCUSSION

### Existence of Political Parties

Forms of community involvement in the general election process (election). When holding elections, the public can be more selective in choosing and determining the figure and direction of state or regional leadership in a certain period. Elections have the main function of producing leadership that truly

approaches the will of the people in a democratic country. Therefore, elections are a means of legitimizing power. (Efriza, 2019) Elections can be said to be aspirational and democratic if they fulfill several conditions, the conditions are:

1. Elections must be competitive, which means voters must be free and autonomous.
2. Elections must be held periodically, which means they must be held regularly with clear time intervals.
3. Elections must be inclusive, which means all groups of society must have the same opportunity to participate in elections.
4. Voters must be given the freedom to consider and discuss their choices freely. not under pressure, and gain access to broad information
5. independent or impartial election organizer. (Efriza, 2019)

In pillar of democracy, the role of political parties in the national political system is a selective form of national and regional leadership. So a political party is a political organization that adheres to a certain ideology or is formed with a special purpose. (Riau, 2012)

Political partiesIn Indonesia, it was first formed during the Dutch colonial era. Even though the political system in Indonesia was multiparty, during the New Order there was a concentration of power in Golkar so that the PPP and PDI political parties were only opposition parties and since the reformation, Indonesia has returned to a multiparty system. (Riau, 2012)

DemocracyDuring the New Order era it was not really felt by society. The president is elected by the MPR and after reform the presidential election is directly elected in accordance with article 6A and regional head elections are regulated by article 18 paragraph 4 of the 1945 Constitution which is followed by many political parties. (Riau, 2012)

The development and role of political parties in this reform era is experiencing a dilemma. So it is recognized as important in the 1945 Constitution. However, in the current development and role of political parties they are less responsive to society and their party constituents, because parties in Indonesia are slowly but surely drastically reducing their ideological content in order to reach as many voters as possible. Political parties in Indonesia are experiencing developments in identifying themselves as catch all parties. Thus, forming and maintaining constituents through ideological ties is no longer on the party's work agenda. The choice to become a catch-all party actually results in a reduction in the relationship between the parties and their voters or constituents. So there needs to be a form of awareness for party leaders to improve themselves. (Riau, 2012)

#### **The existence of public figures**

The weakness of political parties that are oriented from time to time is the lack of intensive and effective party work. A political party should be an organized group whose members have the same orientation, values and ideals, and which have a vision, mission, program and goals to gain political power and through that political power to fight for the interests of the people. In the run-up to the general election, political parties will compete to increase their strength and superiority in order to reach the threshold that has been determined in accordance with existing policies. To meet this threshold, political parties will finally attract public figures to join the party.

The existence of public figures in political parties is very influential and has opportunities because public figures have very profitable capital for the party to meet the thresholds determined by the party's policies and wins, so now it is no longer surprising why many public figures enter the world of politics. . The emergence of the phenomenon of public figures is not free from problems of pros and cons, public figures who join the party do not necessarily have good knowledge and qualities, but from a pro perspective, public figures have sufficient capital, namely popularity which is supported by the culture of our society.

In terms of the involvement of public figures in the political arena, of course it does not violate the rules because human rights are included in the 1945 Constitution. Political parties are also a bridge for people's aspirations which are then articulated and aggregated within the political system in Indonesia.

The involvement of public figures in politics is termed celebrity politics. Fame and popularity greatly influence the size of the votes that will be obtained. (Drs. Harun Umar., 2015)

#### **Party benefits**

Every five years, Indonesia holds general elections to determine the leader of the nation. The first elections were held using a democratic form of government. The emergence of presidential candidates is a proposal from parties that have received a threshold of 20 percent. However, we need to draw back the fact that before discussing the presidential election we must know about the existence of political parties in relation to the new period.

Political parties in a democratic system are a forum that has an interest in representing the voice of the community. In maintaining their existence, political parties need to have a strategy to gain community electability. However, intentionally or unintentionally, every time leading up to a general election, there is a phenomenon of public figures entering the world of politics. The phenomenon of public figures entering the world of politics is certainly familiar because in 2009 there was also a similar phenomenon, especially now that towards the 2024 pre-election there are a number of public figures who are starting to enter, including celebrities, actors, actresses, comics, celebs, content creators, artists, sports athletes, musicians, models who have high popularity in cyberspace and the real world. Public figures joining a political party is an advantage, both for the political party and for the public figures themselves. The joining of public figures is certainly a consideration for political parties, whether the joining of public figures can generate profits for the political party or even the opposite.

One of the clear reasons why political parties accept public figures apart from the most prominent ability is of course to attract public attention because of the public figure's popularity. Public figures have great popularity among the public so it is hoped that this can attract the public to gain greater support for political parties. However, there are several things that political parties must consider when recruiting public figures.

However, recruiting public figures can actually bury news that should be a debate during the election. If people only choose the popularity of a public figure, they are afraid that things that should be in the people's interests regarding important issues may be neglected. In a democratic government system, it is feared that this could have a negative impact on the democratic process, because society is only focused on the popularity of public figures so that society becomes less informed and its elections are not based on a good understanding of public policy.

Recruitment of public figures based on party strategy actually leads to excessive personality politics. Personality politics is a situation where the public/voters are more likely to be interested in the character and personality of the candidate rather than the policies offered by the party. In the context of recruiting public figures, it can be clearly seen that political parties tend to rely on the popularity of a person or public figure so that they can attract a lot of public attention.

In conclusion, the strategy of political parties in recruiting public figures by political parties is a common phenomenon and we often encounter it starting from the 2009 election year in democratic countries. Recruiting public figures certainly has both positive and negative impacts, so it is important for political parties and the public to consider the credibility and influence of public figures in recruitment, and it needs to be underlined that when selecting a legislative candidate, it is necessary to ensure that political issues and public policies are discussed. that should be the main priority in the election.

#### **Benefits of public figures**

The involvement of public figures in political parties can provide financial benefits for the party. Many public figures have strong financial resources and extensive networks. They can help raise funds through fundraising campaigns and donate a portion of their wealth to support the party or candidate they support. In money-driven politics, financial donations from public figures can give political parties an edge in elections and campaigns. often have strong communications skills and exceptional marketing abilities. They are used to public speaking, interacting with fans, and building a personal brand image. These skills can be applied in politics to influence public opinion and help strengthen the image of the party or

candidate they support. Additionally, their ability to use social media and digital platforms can help in effectively spreading political messages to a wider audience.

In increasingly advanced times, the phenomenon of public figures in various fields such as musicians and artists joining political parties has emerged. According to Douglas, political organizations prefer to use public figures, rather than producing their own political cadres who are militant according to their party's ideology. However, apart from that, public figures also gain benefits from joining political parties, such as attracting public attention, increased popularity and additional financial benefits.

Public interest in the personalities of public figures has a great influence and broad appeal among society. Their involvement in politics can increase political interest and participation among voters who may not be as interested or aware of certain political issues. In this way, they can help raise public awareness of the importance of being involved in the political process and mobilize younger voters to participate in elections.

The existence of public figures in political parties often attracts widespread mass media attention. The media has a tendency to pay great attention to the activities and statements of celebrities. This provides a powerful platform for them to voice their political views and encourage public dialogue on issues they consider important. Thus, celebrities can raise specific issues or raise public awareness of issues that have not received enough attention and gain additional popularity among politicians. Political communication in campaigning functions to convey the vision and mission of each legislative candidate for election, this will have an impact on the electability of each legislative candidate (Febriyanti & Siahaan, 2022).

The election of public figures in the competition for legislative seats can provide multiple financial benefits, thus making public figures try to enter the political arena. Even though the finances of public figures who enter politics are said to be stable and sufficient.

## CONCLUSION

The first political parties in Indonesia were formed during the Dutch colonial era. Even though the political system in Indonesia was multiparty, during the New Order there was a concentration of power in Golkar so that the PPP and PDI political parties were only opposition parties and since reformation, Indonesia has returned to a multiparty system. A political party should be an organized group whose members have the same orientation, values and ideals, and have a vision, mission, program and goals to gain political power, and through that political power to fight for the interests of the people. In a political strategy that is driven by the recruitment of public figures, it can give political parties an advantage in elections and campaigns.

In an effort to get a sufficient percentage of votes, many political parties try to attract public figures to join the party in the hope of getting enough votes to be able to participate in the race for legislative seats. Political parties nominate public figures for reasons of pragmatism, namely the tendency to choose a decision based on insubstantial short-term considerations rather than substantial long-term considerations. Apart from having to meet the requirements, public figures must also have social, financial and intellectual capital that can be chosen because of their strategic position to be the party's biggest vote gatherer, while cadres other than public figures may need to work extra hard. With the news of the entry of a public figure into one of the competing parties, it makes people interested and influenced to vote for the nominated party, thereby creating an image for the political party by presenting a figure who is able to raise the party's image by presenting a public figure.

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