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Abstract

Regional Head Elections (Pilkada) are a concrete form of people's sovereignty in directly electing leaders. Since the implementation of direct Pilkada, various community organizations have begun to actively participate, including Pemuda Pancasila. This study aims to determine the form of political participation of members of the Pemuda Pancasila organization in the 2024 Pilkada in Majalengka Regency, the factors that influence their participation, and the interaction of this organization with political parties and other mass organizations. This study uses a qualitative approach with a case study method. Data were collected through in-depth interviews, FGDs, observations, and social media documentation. The results of the study show that Pemuda Pancasila plays an active role in campaigns and mass mobilization with a background of organizational solidarity, loyalty to internal leadership, and the influence of local elites. Their participation is also relevant to Huntington's theory of political participation and Watson's behaviorist communication. This study concludes that Pemuda Pancasila's role as a non-party political actor can strengthen or challenge local democratic practices, depending on how they navigate this role within the boundaries of democratic law and ethics.

Keywords: political participation, Pancasila Youth, Pilkada, community organizations, Majalengka Regency

INTRODUCTION

Regional Head Elections (Pilkada) are one of the main mechanisms in realizing people's sovereignty at the local level. Since the implementation of the direct Pilkada system through Law No. 32 of 2004, local political dynamics in Indonesia have undergone significant transformation, including the increasing involvement of community organizations in the electoral process (Jurnal 1 Uu, nd; Nugroho in Kerajaan & Antarabangsa, 2011). Citizens' political participation is no longer limited to conventional activities such as voting, but also extends to forms of advocacy and supervision of elections (Djuyandi & Herdiansah, 2018).

One of the community organizations that consistently shows involvement in the local political process is Pemuda Pancasila. This mass organization is known to have a solid mass base and is actively involved in campaign activities and mobilizing support for regional head candidate pairs (Enther, 2024). Their involvement in the Pilkada is often influenced by the interests of the organization's internal elite, which reflects the concept of political participation as an effort to influence public policy both directly and indirectly (Hasanuddin, Munawarah, & Kristanto, 2015b).

In the context of the 2024 Pilkada in Majalengka Regency, Pemuda Pancasila showed prominent political participation through their presence in the campaign and the use of social media to declare political support. This phenomenon is interesting to study because it touches on the issue of the neutrality of mass organizations and its implications for local democracy (Diamond, 1994). Diamond emphasized that the participation of mass organizations is important for the consolidation of democracy, but must remain within the legal corridor to avoid domination by certain groups.

Syilfa Fakhira and Catur Nugroho

Milbrath in Budiardjo (2003) categorizes the level of political participation into apathetic, spectator, and gladiator. This category is used to analyze the depth of participation of Pemuda Pancasila members in the context of the Pilkada. In the case of Majalengka, their involvement appears more as gladiators, namely active actors in the campaign process and mass mobilization.

In addition, the interaction of Pemuda Pancasila with political parties and other mass organizations in the region is an important part of the dynamics of strategic alliances during political contestation. As stated by Sagala (2018), collaboration between mass organizations and political parties can strengthen electoral support, but also holds the potential for conflicts of interest that can harm the democratic process.

This study will examine how Pemuda Pancasila interacts with other community organizations and political parties in Majalengka Regency. This interaction is important to understand the dynamics of the political alliances that are formed. According to Sagala(Sagala, 2018), collaboration between community organizations and political parties can strengthen the support base for regional head candidates, but also has the potential to cause conflicts of interest and internal competition that can disrupt the democratic process. Therefore, an analysis of the relationship between the participation of Pancasila Youth in regional political parties will provide deeper insight into effective political strategies and the challenges faced in the 2024 Pilkada in Majalengka Regency (Nugroho inGovernment & International, 2011).

This study will also consider various external factors that may influence the participation of Pemuda Pancasila members in the 2024 Pilkada, such as economic, social, and cultural conditions in Majalengka Regency. These factors may influence the level of community participation and support for Pemuda Pancasila and the strategies they use in mobilizing the masses. For example, stable economic conditions can increase community political participation due to social certainty, while unstable economic conditions can give rise to dissatisfaction that can be exploited by community organizations to gain political support.

The novelty in this study lies in the specific focus on the political participation of Pemuda Pancasila in the 2024 Pilkada in Majalengka Regency, which has not been widely discussed in previous literature. This study will reveal how Pemuda Pancasila interacts with other mass organizations and political parties in Majalengka Regency. This interaction is important for understanding the dynamics of the political alliances that are formed, and will also consider various external factors that can influence the participation of Pemuda Pancasila members in the 2024 Pilkada, such as economic, social, and cultural conditions in Majalengka Regency, as well as the strategies they use in mobilizing the masses.

Formulation of the problem

Based on the background that has been written previously in this study referring to Larry Diamond's opinion in his article "Rethinking Civil Society: Toward Democratic Consolidation" that the participation of community organizations in politics can help create space for dialogue between the government and citizens and encourage supervision of state power, the questions in this study are:

- 1. How is the participation of the Pancasila Youth community organization in the 2024 Pilkada in Majalengka Regency?
- 2. What factors can influence the participation of Pancasila Youth in the 2024 Pilkada?
- 3. How does Pemuda Pancasila interact with other mass organizations and political parties in Majalengka Regency?

RESEARCH METHODOLOGY

This study uses a qualitative approach with a case study method. This approach was chosen to explore in depth the phenomenon of political participation of members of the Pemuda Pancasila community organization in the 2024 Pilkada in Majalengka Regency. Case studies allow researchers to understand the social and political context holistically, as well as examine the internal and external dynamics that influence the political behavior of members of the mass organization.

The subjects of this study were active members of Pemuda Pancasila in Majalengka Regency, including the Chairperson and several administrators. Meanwhile, the object of the study was the form and pattern of their political participation in the 2024 Pilkada. The unit of analysis in this study was the actions of political participation carried out by Pemuda Pancasila members, both individually and collectively, which were represented in campaign activities, open support, and involvement in social media.

Syilfa Fakhira and Catur Nugroho

Data collection techniques were collected through several techniques, namely: In-depth interviews with key informants (Head of Pemuda Pancasila), main informants (members), and expert informants (local political actors), Focus Group Discussion (FGD) involving Pemuda Pancasila members to explore collective views and motivations, Observation of Pemuda Pancasila activities in campaign activities and direct involvement in the field during the Pilkada and Documentation and analysis of social media, especially Instagram posts by the Head of Pemuda Pancasila who expressed support for the candidate pair.

DISCUSSION

Pemuda Pancasila plays a strategic role in local political dynamics, especially in the 2024 Pilkada in Majalengka Regency. Their involvement includes support for certain candidates, mass mobilization, campaign security, and active participation in political discussions and networking with parties. This participation reflects a collective awareness of the importance of the contribution of community organizations in the democratic process. In addition, their involvement in this Pilkada is increasingly prominent compared to previous periods. If in the previous election their presence was more passive, this time they really became part of the successful team in the campaign process. Strong solidarity among members is one of the keys to the success of this organization in contributing to the 2024 Majalengka Pilkada. They are not only present in large numbers, but also maintain togetherness and solidarity, so that every action taken looks organized and focused. This further strengthens the image of Pemuda Pancasila as a solid and reliable organization.

The sense of unity and harmony within the Pancasila Youth is also reflected in how they manage differences of opinion within the organization. In every political contest, there are bound to be differences of choice among members. However, the Pancasila Youth are able to ensure that these differences do not trigger conflict, but rather remain within the corridor of togetherness. From a social perspective, the presence of the Pancasila Youth in this Pilkada also shows that this organization is increasingly accepted by the community. If previously there was a certain stigma against this organization, now they are also known as a group that can synergize with the community and have a positive impact on various political and social activities. They not only act as passive supporters, but also as active drivers in making the political activities of the candidates they support a success. This contribution is proof that they are not just a social organization, but also a political force to be reckoned with. In every campaign they attend, the Pancasila Youth not only bring the spirit of political support, but also the values of brotherhood and mutual cooperation. This makes them stand out even more compared to other supporter groups. Their presence is one of the factors that makes the 2024 Pilkada in Majaleng Regency more lively and competitive.

Larry Diamond in his article "Rethinking Civil Society: Toward Democratic Consolidation" states that community organizations are an important pillar in the consolidation of democracy. The participation of community organizations in politics can help create space for dialogue between the government and citizens and encourage oversight of state power. However, Diamond also reminds that the involvement of community organizations must remain within the framework of law and democracy so as not to give rise to the dominance of certain groups that can damage political justice. (Diamond, 1994). This is relevant because the Pemuda Pancasila (PP) community organization has again shown its existence in political events, especially in the 2024 Regional Head Elections (Pilkada). As one of the community organizations (ormas) that has a wide network in various regions, one of which is in Majalengka Regency, Pemuda Pancasila plays an important role in rallying political support for regional head candidates who they consider to be in line with their national vision. Pemuda Pancasila's activeness in this Pilkada can be linked to Larry Diamond's thoughts on the importance of community organizations in the consolidation of democracy. According to Larry Diamond, community organizations are an important pillar in building a healthy democracy. The existence of community organizations such as Pemuda Pancasila can contribute to democracy by creating a space for dialogue between the community and the government. With a strong mass base, Pemuda Pancasila can be a liaison between citizens' aspirations and regional leader candidates, so that the policies produced later better reflect the needs of the people.

The main factors that drive member involvement include internal solidarity, strong leadership, and social and political encouragement from the surrounding environment. Despite differences in political choices, the organization maintains harmony and respects individual freedom. Behaviorism-based communication strategies have also proven effective in shaping members' political preferences through a stimulus-response approach. Their decision to support one of the candidate pairs is not due to structural obligations, but rather because of the belief that the candidate can fight for the interests of the community. In the context of the organization, many members of Pemuda Pancasila follow the

Syilfa Fakhira and Catur Nugroho

political choices of their leaders without feeling forced. The leadership in this organization has a strong influence, but still prioritizes freedom of opinion and the right to vote for each member. Thus, the political decisions taken by this organization remain within the framework of a healthy internal democracy.

Another factor that drives the large involvement of Pemuda Pancasila members in the 2024 Pilkada in Majalengka Regency is the presence of one of the candidate pairs for regent and deputy regent who are Pemuda Pancasila cadres. This is a magnet for members of the organization to participate in the political struggle. They feel they have representation in the political contest, so the motivation to support is getting stronger. For many members, their involvement in the campaign is not just about supporting certain individuals, but also part of the struggle to strengthen the existence of Pemuda Pancasila in local political dynamics. By having cadres who are advancing as regional head candidates, this organization has high hopes that their interests can be given more attention in future government policies. In addition to political motivation, many members see their involvement in the Pilkada as a form of community service. They participate in various campaign activities, socialization of candidate programs, and volunteer work without expecting material rewards. This shows that their main motivation is not personal gain, but rather the spirit of mutual cooperation and togetherness in fighting for broader interests.

As an organization with a wide network, Pemuda Pancasila not only plays a role as a supporter in the campaign, but is also part of the volunteer team that actively mobilizes community support. Their involvement reflects their increasing influence in local political dynamics, especially in building communication between regional head candidates and the community. In the 2024 Pilkada in Majalengka Regency, the Pemuda Pancasila masses were seen actively in various campaign activities, both in the form of socialization to villages with candidate pairs, to social activities aimed at attracting voter sympathy. In addition, Pemuda Pancasila also establishes good cooperation with other community organizations, showing that local politics can be carried out inclusively and collaboratively. Together they oversee the course of the Pilkada so that it remains conducive, without any friction that can trigger conflict between candidate supporters.

Another positive impact of the increasing involvement of Pemuda Pancasila in politics is the opening of a wider space for dialogue with various elements of society. They do not only dialogue with political elites, but also with civil society groups, academics, and other organizations. This opens up opportunities for the creation of broader collaboration in realizing equitable and sustainable development. Overall, the increasing political participation of Pemuda Pancasila members in 2024 has had quite a significant impact in various aspects. From increasing internal solidarity, growing the mass base, to contributing to strengthening democratic values, this organization shows that they are capable of becoming political actors who have an important role in the dynamics of national politics. Going forward, the biggest challenge for Pemuda Pancasila is how they can maintain this momentum while upholding political ethics, democracy, and the interests of the nation at large.

The Theory of Political Participation proposed by Samuel P. Huntington and Joan M. Nelson is related to the activeness of Pancasila youth in this Pilkada. Political participation, according to Huntington and Nelson, is a process in which people or groups try to influence political decisions related to government. In a situation like this, Pancasila Youth shows a real example of how mass organizations can actively participate in politics by supporting certain candidates and pushing for policy agendas that are in accordance with their principles. Huntington and Nelson distinguish political participation into several forms, ranging from conventional ones such as voting to more radical forms such as demonstrations or mass actions. Pancasila Youth, as an organization with a strong mass base, often uses various strategies in participating, both through open campaigns, rallying support, and monitoring the course of the Pilkada. The active participation of Pancasila Youth in the 2024 Pilkada can strengthen the political legitimacy of the candidates they support. In Huntington and Nelson's theory, high political participation reflects the increasing strength of democratization in a country. Therefore, the presence of Pemuda Pancasila in the political arena can provide its own color in the dynamics of Indonesian democracy. Pemuda Pancasila's activeness in the Pilkada can also be seen as a form of political participation that is mobilizing. Huntington and Nelson explain that in many cases, political participation in developing countries often occurs through mass mobilization by certain groups, rather than spontaneous individual participation. Pemuda Pancasila, with its strong organizational structure, plays a role as a motor of political mobilization in various regions.

As one of the community organizations (ormas) that has a wide network in various regions, PP plays an important role in rallying political support for regional head candidates that they consider to be in line with their national vision. PP's activeness in this Pilkada can be linked to the Behaviorism Communication Theory put forward by John Broadus

Syilfa Fakhira and Catur Nugroho

Watson. According to Watson, communication from a behaviorism perspective focuses on stimulus and response, where individuals respond to certain stimuli provided by the environment. In this context, Pemuda Pancasila can use various communication strategies that can provide stimulus to the community to provide a response in the form of support for the candidates they support in the 2024 Pilkada. Pemuda Pancasila's activeness in the 2024 Pilkada is proof that an effective communication strategy can influence people's political behavior. By understanding the principles of behaviorism, they can design more structured political communication and be able to shape public opinion in accordance with the goals of the organization. Overall, Pemuda Pancasila's success in the 2024 Pilkada depends heavily on how they apply the principles of behaviorism communication in their political strategy. By using a stimulus-response approach, reinforcement, and conducive environmental management, they can play an important role in determining the direction of politics in various regions.

The collaboration between Pemuda Pancasila and various other elements of society shows that this organization is able to adapt to the dynamics of developing politics. With more and more members actively involved, the existence of Pemuda Pancasila is increasingly taken into account in the political map of Majalengka. In their role as political volunteers, Pemuda Pancasila members also help in organizing events, disseminating campaign information, and becoming a bridge between regional head candidates and certain community groups. This shows that they do not only act as supporting masses, but also have a strategic role in efforts to win the candidate pairs they support.

However, mobilization-based participation presents challenges such as the potential for patronage practices and the risk of deviation from democratic principles. Therefore, increasing the political capacity of members is important so that participation remains within the legal corridor and is oriented towards the public interest. This study also highlights the importance of cooperation between Pemuda Pancasila and other political parties and mass organizations in maintaining local political stability. In addition to being active during the campaign period, the sustainability of their participation is also seen through their potential contribution to overseeing public policies after the regional elections. Pemuda Pancasila can be a strategic partner for the government in realizing inclusive development. However, maintaining political independence remains a major challenge, so democratic and transparent internal mechanisms need to be strengthened. Overall, Pemuda Pancasila has shown a significant contribution in the 2024 regional elections and can be a model for healthy and constructive mass organization political participation.

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Syilfa Fakhira and Catur Nugroho

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Syilfa Fakhira and Catur Nugroho

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