

The Political Education Strategy of the Golkar Party for Constituents: Challenges and Its Impact on Local Political Participation

Arisman Sabir¹, Yanti Murni², Rini Afrianti³, Dhini Mufti⁴, Fitri Yanti⁵, Fauziah⁶
¹⁴⁵⁶Universitas Muhammadiyah Muara Bungo, ²³Universitas Sumatera Barat

Correspondent: arismansabir173@gmail.com¹

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ABSTRACT: his research aims to analyse the role of the Golkar Party in providing political education to its constituents. Political education is essential to democratic development, enabling the public to understand their rights and obligations in the political process. Through various programs and activities, the Golkar Party strives to raise political awareness among the community and build an understanding of the political system, public policy, and the electoral process. This study employs a qualitative approach with a case study method in several regions where the Golkar Party has a strong support base. Data were collected through interviews, observations, and document studies. The findings indicate that the political education conducted by the Golkar Party plays a crucial role in enhancing political participation among constituents. However, challenges remain in terms of program effectiveness and consistency. This research provides insights into the strategies used by political parties to influence the political understanding of the public and its implications for local political dynamics.

Keywords: Strategy, Golkar Party, Constituents, Participation



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INTRODUCTION

Political education is fundamental in strengthening democracy, especially at the local level. In a democratic system, political parties are the primary agents tasked with raising political awareness and encouraging public participation. In Indonesia, the Golkar Party, one of the most significant political parties, organises political education for its constituents. This program aims to deepen constituents' understanding of political issues and strengthen support for the party in various political processes, including elections and other participatory activities ([Ihsan, M., 2019](#)).

According to research conducted by Ihsan (2018), the Regional Leadership Council (DPD) of the Golkar Party in Bone Regency has implemented political education through various methods, such as direct outreach at the village and regency levels and introducing the party's programs and vision-mission to the public. This strategy ensures that the party's political messages are effectively conveyed to the community at all levels.

Furthermore, research by Ibad (2021) revealed that the Regional Leadership Council (DPD) of the Golkar Party in West Sumatra Province faced various challenges in implementing political

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education. These challenges included limited funding, inadequate facilities and infrastructure, and suboptimal communication among party leaders. Nevertheless, tangible efforts have been made to overcome these obstacles, including the application of practical and conducive solutions, enabling party cadres to carry out political education more effectively ([Lubis, F., Rafni, A., Suryanef, S., & Hasrul, H., 2024](#)).

The interaction between political education and the educational level of the community plays a crucial role in determining the quality of voter participation (Ananda, A., & Gistituati, N., 2020). Political education is vital to creating informed and responsible voters, ultimately supporting democratic stability and national welfare (Hasyim, 2023). Therefore, political parties can be considered the primary instruments of modern democracy. Through political education, parties can increase public interest in politics, expand political knowledge, and foster attitudes that support political freedom and rights ([Le, K., & Nguyen, M., 2021](#)).

Modern democracy relies on a representation system through formal institutions such as the DPRD/DPR or political parties to represent the people's aspirations. Political parties are responsible for identifying and developing talented individuals to actively participate in politics as party members. This step ultimately promotes broader public political participation. Thus, the role of political parties in providing political education becomes key to creating a more politically aware and democratic society ([Pasaribu, P., 2017](#)).

In addition to serving as a channel for public aspirations, political parties are also responsible for providing adequate political knowledge to their constituents, enabling them to make informed political decisions, particularly during elections (Maarotong, 2019). The success of political education parties provide is reflected in the level of public participation in elections. A low abstention rate (Golput) indicates the effectiveness of the political education political parties provide ([Prasetya, K. C., & Ishaq, Z., 2024](#)).

As one of Indonesia's largest and oldest political parties, Golkar Party has a long history in the national political arena. With a broad and diverse support base, Golkar is expected to significantly enhance the nation's political awareness through sustainable and inclusive political education programs. Based on the Golkar Party DPP's 2009–2015 implementation guidelines, various forms of political education have been carried out by the party, including:

1. Education and training for party activists using lectures, discussions, case studies, benchmarking, outbound activities, team building, simulations, and other methods.
2. Education and training for cadre instructors using lectures, discussions, simulations, and role-play.
3. Education and training for functional cadres through workshops, seminars, simulations, Focus Group Discussions (FGD), case studies, and experience sharing.
4. Education and training for governmental cadres using workshops, seminars, consultations, FGDs, case studies, policy studies, benchmarking, and experience sharing.
5. Education and training for territorial village activists (karakterdes) using lectures, group discussions, role plays, simulations, assignments, and audiovisual materials.
6. Education and training for mobilising cadres using lectures, general classes, group discussions, games/role plays, simulations, and outbound training.

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According to Al Rafni and Suryanef (2014:77), political parties employ various methods to develop their cadres, including participatory methods to raise public awareness through joint evaluations. In this approach, party cadres and the community collaborate to discuss problems and seek solutions collectively. Additionally, discussion methods are utilised, involving open forums with speakers addressing current issues to sharpen cadres' intellectual abilities. Interactive dialogue methods are also applied to train cadres in effectively communicating party issues.

However, in practice, the Golkar Party faces various challenges affecting the effectiveness of its political education programs. These challenges include limited resources, low political awareness among the community, and structural and cultural barriers that hinder active participation in political activities. Moreover, differing interests among local political actors often impede the synergy required to sustain political education programs. Golkar's political education also encounters obstacles such as low political literacy, limited understanding of the importance of political participation, and a pragmatic tendency in selecting leaders. Therefore, evaluating Golkar's political education programs is crucial to understanding their impact on public awareness and political participation. A study in West Sumatra found that the Golkar Party's role in providing political education to its cadres and the community remains relatively low due to overly conceptual and insufficiently practical materials and approaches. Additionally, another study revealed that digital transformation and innovation within the Golkar Party face challenges in carrying out its duties, functions, and roles in the era of digital disruption ([Sabardi, R. A., 2023](#)).

Based on preliminary research and data from the General Election Commission (KPU) of Padang Pariaman Regency, many residents did not exercise their voting rights in the 2014 Legislative Election. Of 312,351 registered voters in the Final Voter List (DPT), only 196,460 voted. Despite the relatively low overall participation rate, the Golkar Party recorded a significant vote increase, from 27,221 in the 2009 Election to 28,517 in 2014, securing five seats in the Regional House of Representatives (DPRD). Nonetheless, Golkar's vote count fluctuations were evident, such as the decline from 38,354 votes in the 2004 Election to 27,221 votes in 2009. However, the party continues its efforts to build strong cadres.

Research related to the 2024 Legislative Election indicates that out of 323,514 voters on the DPT in Pariaman City, the Golkar Party garnered 2,520 votes (17.82%), making it the party with the highest vote count in the city. However, in Padang Pariaman Regency, Golkar's votes decreased to 22,551, lower than in the 2014 Election. This situation challenges Golkar in maintaining its support base, directly affecting local political participation. The lack of political education also impacts public interest in the democratic process. Therefore, this study aims to understand the political education strategies implemented by the Golkar Party, identify obstacles in their implementation, and measure their impact on enhancing political participation at the local level. This research is expected to contribute to developing more effective political education strategies to support quality political involvement in Indonesia's democracy.

The role of political parties in political education for the community in Indonesia, including the Golkar Party, has not been fully optimized. According to Law No. 2 of 2011 concerning Political Parties, one of the main functions of political parties is to educate citizens about their rights and responsibilities in social, national, and state life ([Gusmansyah, W. 2019](#)). Effective political education can raise public awareness about their rights and duties, increasing political participation and the quality of democracy ([Prasetya, K. C., & Ishaq, Z. 2024](#)).

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However, political parties' implementation of political education has often not been maximized. Some studies show that the methods and materials of political education presented are still conceptual and less applicable, making them less effective in enhancing public understanding and political participation. To fulfill this political education function, the Golkar Party in Padang Pariaman Regency has implemented political education programs through internal consolidation, including national, regional, subdistrict, and village meetings. This program aims to enhance the political understanding of party members and the surrounding community regarding political processes and the importance of active participation in national and state life.

However, challenges remain in ensuring the effectiveness of these political education programs. Evaluation and adjustment of the methods and materials of political education are needed better to suit the needs and conditions of the local community so that the goals of political education can be optimally achieved.

The National Assembly (Munas) is the highest forum at the national level, responsible for setting strategic policies, electing central leadership, and formulating the party's work programs for the upcoming period. The Regional Assembly (Musda) is held at the provincial or district/city level to elect regional leaders and formulate programs aligned with Munas decisions and local conditions. The Subdistrict Assembly (Muscam) takes place at the subdistrict level to elect local leaders, develop subdistrict programs, and strengthen constituent bases. The Village Assembly (Musnag) is held at the village level to elect village leaders, design work programs, and strengthen grassroots community relations. Each of these assemblies plays an essential role in ensuring the continuity of Golkar's leadership and policies from the central to local levels, ensuring that political goals and constituent interests are well-accommodated.

In this context, political education becomes crucial in strengthening the party's role in enhancing active and quality political participation. A gender-sensitive political education model can be developed to ensure better female political representation. Research shows that although some political parties have programs related to women, their implementation is not yet fully gender-sensitive. Therefore, developing a gender-sensitive political education model is important to enhance women's political participation ([Susdarwono, E. T., & Anis, A., 2023](#)).

Furthermore, Golkar's efforts to reduce money politics through more transparent and structured political recruitment mechanisms are also a key focus. Research indicates that although Golkar has implemented a mentoring system with specific requirements for legislative candidates through its cadre groups, money politics practices still need improvement. Candidates with strong financial backgrounds, particularly from the business world, have a significant advantage in their campaigns. Therefore, efforts to minimize money politics through more transparent and structured recruitment mechanisms are important to ensure the integrity of the political process ([Purwaningsih, T., Sulaksono, T., Widayat, R. M., & Pratama, I. N., 2024, January](#)).

Thus, gender-sensitive political education and efforts to reduce money politics through transparent and structured recruitment mechanisms are key to strengthening Golkar's role in enhancing active and quality political participation.

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METHOD

This research employs a qualitative approach using a case study method, focusing on the areas of Parit Malintang, Enam Lingkungan District, and Sungai Limau District in Padang Pariaman Regency, which are known as strongholds for the Golkar Party. The research data consists of primary and secondary data. Primary data is collected directly by the researcher from relevant parties related to the research object, which is the political education provided by the Golkar Party to its constituents in Padang Pariaman Regency, specifically in Enam Lingkungan and Sungai Limau Districts. The main informants in this study are the Chair of the Golkar Party DPD, the District Leadership Council (DPK), and members of the Golkar Party in Enam Lingkungan and Sungai Limau Districts. Supporting informants include Kesbangpol and KPUD of Padang Pariaman Regency officials, community leaders, youth, and students from both districts. The selection of informants is based on the relevance of their status to the research topic and their ability to provide the necessary information.

Secondary data in this study includes supporting documents such as books, activity photos, newspapers, and articles from relevant electronic media. The techniques for collecting primary and secondary data are conducted through observation, interviews, and documentation. To test the validity of the data, the researcher uses triangulation methods by comparing data from various sources to improve the validity and reliability of the obtained information. Data analysis is performed in several stages. First, data reduction is conducted, simplifying the data by summarizing, selecting relevant information, and eliminating unnecessary data to keep the analysis focused on the research objectives. Second, the data is presented systematically to display patterns of relationships between information and facilitate drawing conclusions. Finally, the researcher verifies the data and draws conclusions based on data reduction and presentation results. The results of this study are expected to provide a clearer understanding of the political education conducted by the Golkar Party for its constituents in Padang Pariaman Regency.

In political education, the Golkar Party in Padang Pariaman Regency has been actively organizing various activities to enhance political awareness among its constituents. For example, on July 16, 2022, the Golkar Party DPD of Padang Pariaman held a political education event to strengthen the party's support base in the region.

Additionally, on September 25, 2023, the Golkar Party also organized a political education and legislative candidate release event at Hotel Minang Jaya Lubuk Alung, attended by John Kenedy Azis, member of Commission VIII of the Indonesian House of Representatives. This event aimed to motivate party cadres and legislative candidates to engage more closely with the public and increase political participation in Padang Pariaman Regency.

The application of triangulation in qualitative research, as done in this study, aims to enhance the validity and credibility of the research findings. By comparing data from various sources and methods, the researcher can better understand the phenomenon under study (Arianto, B. 2024).

RESULT AND DISCUSSION

The Golkar Party has a work program that includes the "Catur Sukses" initiative in Padang Pariaman Regency. This program aims to achieve four pillars: party consolidation and

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development, cadre training and regeneration, democratic consolidation, and realising a welfare state vision by 2045, including successfully implementing the 2014–2019 elections. In the context of political education, the implementation of successful cadre training and regeneration programs includes: (1) Education and training for party activists, (2) Training for cadre instructors, (3) Development of functional cadres, (4) Training for government cadres, (5) Development of territorial village cadres (village character building), (5) Education and training for supporting cadres.

These programs are developed based on the Golkar Party Central Executive Board (DPP) technical guidelines for the 2009–2015 period. To improve the quality of cadres, the DPD Golkar Party of West Sumatra Province has implemented various political education activities, such as political education for women, functionaries/candidates, village character building, organizational consolidation, and the general public. These activities are carried out through discussions, workshops, seminars, socialization, and technical guidance, with materials covering party ideology, ideal leadership, organization, the history of Indonesia, and other general subjects. Implementing this political education aims for party cadres to realize their political rights and responsibilities and become responsible cadres ([Lubis, F., Rafni, A., Suryanef, S., & Hasrul, H. 2024](#)).

In addition, the DPD Golkar Party of Padang Pariaman Regency regularly holds technical guidance and training sessions every three months to improve cadres' capacity for elections. These activities prepare cadres to face political challenges and enhance public political participation. Through these programs, the Golkar Party is committed to improving the quality of cadres and political participation in Padang Pariaman Regency, in line with the "Catur Sukses" goals.

Political education aims to shape individuals' moral values and political orientation (Pahlevi & Amrurrobi, 2020). The political education organized by Golkar Party seeks to raise citizens' awareness and understanding of their rights and responsibilities in national life. Additionally, political education serves as a socialization medium to enhance political knowledge and awareness in society, enabling them to participate in democracy, including selecting leaders who govern and serve in parliament (Triono, 2017). The Central Policy Council and grassroots communities structurally implement this political education.

Effective political education by political parties can positively impact society. It raises public awareness of their duty to choose political parties or candidates that genuinely prioritise public welfare (Prasetya & Ishaq, 2024). According to Nurdiansyah, governments and political parties must maximize the implementation of political education for citizens because good political education strengthens democracy. Citizens who understand their political rights and obligations will contribute to creating a democratic nation. Conversely, suboptimal political education may lead to conflicts that threaten national unity.

In implementing political education, Golkar Party conducts organizational consolidation at various levels, including National Conferences (Munas), Regional Conferences (Musda), District Conferences (Muscam), and Village Conferences (Musnag). Cadre training is crucial as it involves transferring knowledge, skills, and expertise across various fields (Julizar, 2024). Functional cadres, as the organisation's main drivers, are prepared to absorb, formulate, and advocate for community aspirations. This training also equips cadres with relevant skills and experiences to support the party's goals.

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Before initiating political education, Golkar Party holds Regional Leadership Meetings (Rapimda) to design work programs and determine education locations. One such activity was political education for Islamic boarding school students (santri) in Enam Lingkung District and character-building training for cadres in other districts. The program in Enam Lingkung District took place at Nurul Yakin Islamic Boarding School in Ringan-Ringan, focusing on key topics such as "Golkar and the National Vision," "Santri, Pesantren, and Indonesia," and "Indonesia Without Radicalism."

Before implementing the political education program, Partai Golkar first held a Regional Leadership Meeting (Rapimda) to formulate the work program and determine the activity locations. During the meeting, it was agreed that political education for santri in Enam Lingkung District and village character training for cadres in other districts should be organized. As a preparatory step, Partai Golkar conducted an inventory of pesantren based on certain criteria, including the adequate number of santri. Based on the inventory, Pondok Pesantren Nurul Yakin in Ringan-Ringan was chosen as the location for the activities.

Political education in Enam Lingkung and Sungai Limau was conducted through various methods involving party cadres and local communities, such as discussions, lectures, and seminars. In Enam Lingkung, a political education event specifically aimed at santri and Golkar cadres was held on December 30, 2017, at Pondok Pesantren Nurul Yakin, Ringan-Ringan. This program was designed to prioritise interactive discussions between the santri. It involved various community elements, such as community leaders, ulama, and cadres from among the santri, both party members and those who were not. After the speakers presented their material, participants could engage in dialogue and ask questions about the topics, creating a participatory and in-depth learning atmosphere.

Additionally, research conducted by Hernimawati (2019) shows that in Kampung Sungai Limau, Pusako District, Siak Regency, political education was carried out through counseling and discussions involving village officials, the Village Community Empowerment Institution, and the local community. This activity aimed to enhance the political understanding of residents, who previously had limited knowledge, focusing on understanding political parties, legislative politics, and political developments ([Dailiati, S. 2019, June](#)).

Furthermore, a study by Budi Juliardi (2018) on political participation among the fishing community in Sungai Limau during the 1999 Legislative Election showed that political participation increased significantly compared to the previous period. This indicates that the political education conducted successfully improved the community's awareness and political participation ([Juliardi, B. 2019](#)).

The focus of this political education was not aimed at the entire community but was explicitly directed at santri. The event was attended by about 150 participants, including Wali Korong, ulama, santri, and Golkar party cadres. The political education materials presented in Enam Lingkung, Nagari Parit Malintang, covered three main topics: Golkar and National Vision Santri, Pesantren, and Indonesia Indonesia Without Radicalism (Source: DPD Partai Golkar Kabupaten Padang Pariaman Document)

The first material was presented by a representative from DPD Partai Golkar, the second by the Chairperson of the Indonesian Islamic Education Foundation (YPII), and the third by Dr. H. Zainal Tk. Mudo, M.Ag., a lecturer from IAIN Imam Bonjol Padang. The material presented by

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the Chairperson of YPII emphasised the strategic role of students and pesantren as significant social capital in driving social change in Indonesia. Meanwhile, Dr. Zainal Tk delivered the third material. Mudo focused on the issue of radicalism, to educate the santri that radicalism contradicts the values and norms of the Indonesian nation.

Partai Golkar's political education program in Enam Lingkungan was part of the cadre training and regeneration program and included functional cadre education, instructor training, and the development of activist cadres. This program aimed to recruit new cadres while expanding political support for the party.

In Sungai Limau, political education was implemented through the Character Village Education and Training (Karakterdes) program, which was carried out in 2011 in Gasan. This program was part of the kaderization efforts of Partai Golkar at the village and nagari levels, aiming to establish a movement of village cadres that support community development. Through its cadres, Partai Golkar actively participates in community life by introducing the party's ideas and encouraging the formation of community organizations. This political education is designed to provide a deep understanding of political strategies so cadres can win legislative elections while effectively delivering information to the public.

Golkar cadres are expected to interact with various community elements through direct and indirect communication. Additionally, cadres must adapt to various roles, such as becoming village heads, nagari heads, or members of community organizations (Ormas), while effectively understanding the community's local issues. Partai Golkar's communication strategy includes several key steps:

- (1) Strict selection of cadres
- (2) Effective packaging of political messages
- (3) Utilizing various communication channels
- (4) Voter segmentation
- (5) Evaluation of communication impact

(Source: Naku, R.K., Zulkarnain, I., & Ridho, H., 2024)

The methods applied by Partai Golkar, especially by its cadres and members, include direct community engagement through face-to-face dialogue in small groups of 2 to 10 people. In this activity, Golkar cadres go directly into the field to implement a participatory approach, discussing issues relevant to the community's needs. According to Al Rafni and Suryanef (2014:77), political parties apply various methods in fostering cadres, including: (1) participatory methods focused on self-evaluation to raise community awareness; (2) discussion methods through open forums with resource persons; and (3) interactive dialogue methods, where cadres are trained to communicate party issues effectively. The enthusiasm of Golkar cadres is reflected in their participation in the Karakterdes event, which was attended by about 100 people, including leaders from DPD and DPK, and cadres from various regions. The event, themed "Improving Cadre Quality and Developing a Base to Achieve the Four Successes of Partai Golkar," discussed various strategic topics such as Pancasila and strategies to gather support for the party. The event was held in Gasan Village in 2011 and involved all party leaders in the village, with 17 representatives from each subdistrict. Through this activity, participants were expected to gain a deeper understanding of

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Pancasila and the role and function of Karakterdes, so they could apply the results to gain community sympathy and strengthen support for Partai Golkar.

The political education materials provided to the community are tailored to local conditions and designed to address existing issues, making them easier to access and understand. The approach used is adult education (andragogy), which emphasizes independent problem-solving, unlike children's education (pedagogy), which focuses more on identification and imitation (Kisworo, B. 2017). Partai Golkar tailors its political education materials according to adult learning principles, in line with its goal of winning the election. This political education is expected to significantly increase public political participation. Research by Dwira Kharisma (2019) reveals that political education is crucial in enhancing political participation, especially among young voters. Through political education, young voters can increase their knowledge and awareness by engaging in political activities at the school level and in elections ([Kharisma, D. 2015](#)).

Furthermore, a study by Sitti Uswatun Hasanah and Sulha (2022) highlights the urgency of political education in increasing political participation among students as first-time voters. With appropriate political education, students can broaden their perspectives and raise awareness about the importance of participating in political activities in schools and general elections ([Hasanah, S. U. 2023](#)). Thus, political education tailored to adult learning principles and local context can significantly enhance public political participation.

However, implementing political education in Enam Lingkung and Sungai Limau has not been optimal due to various internal and external constraints. This has resulted in the low effectiveness of the program, including training and cadre development, for party activists, functional cadres, government cadres, organizational cadres, and territorial village cadres (Karakterdes).

In Enam Lingkung, although allocated funds support Partai Golkar's political education program, its implementation is still hindered by financial limitations. The Regional People's Representative Council (DPD) also appointed a chairman to realize the political education program, [including](#) activities at Pondok Pesantren Ringan-Ringan in Parit Malintang, Enam Lingkung. However, compared to previous years, this activity has not been fully implemented optimally, mainly due to budget constraints that hinder the provision of honor for resource persons, venues, transportation, and participant accommodation.

Political education is carried out through structural and functional cadre training in Sungai Limau. The Golkar Party Cadre Management Institution (LPK) holds structural cadre training at the district/city, provincial, and national levels. Meanwhile, functional cadre training targets strategic groups, such as youth, women, entrepreneurs, religious leaders, farmers, fishermen, intellectuals, educators, media workers, workers, and artists/cultural figures, to develop middle-level cadres, i.e., activist and functional cadres.

Implementing political education in Padang Pariaman Regency faces several significant challenges, such as limited funding, a shortage of human resources (HR), and communication barriers that affect the program's effectiveness. The lack of HR hinders the dissemination of information to the public, resulting in less optimal implementation of the party's programs. Therefore, the DPK of Partai Golkar is working to mobilize cadres and local communities to actively participate in social activities and provide understanding of social science and organization. Communication barriers are also a critical factor influencing the success of political education in the region, as effective

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communication is vital for the smooth and effective running of the program. Research conducted by Nur Salmah and M. Fachri Adnan in November 2024 indicates that social media usage is very popular among the millennial generation in Padang Pariaman Regency. This study reveals that social media significantly influences millennials' political participation in the 2024 legislative elections, highlighting the importance of utilizing social media in political education to strengthen political involvement among the youth ([Salmah, N., & Adnan, M. F. 2024](#)).

Additionally, the Regent of Padang Pariaman, Suhatri Bur, emphasizes the importance of political education for community leaders to enhance democratic understanding and strengthen regional political participation. He stated that effective political education can shape the nation's character and improve the quality of democracy in Padang Pariaman. To address these challenges, a collaborative effort from the government, political parties, and the community is necessary to improve the quality of political education, including information technology, cadre training, and more effective communication. By doing so, it is hoped that political education in Padang Pariaman will run more optimally, thus significantly enhancing the community's political participation.

If the public's interest in political education remains low, the effectiveness of the activities organized will be hindered due to minimal participation. The public often perceives other activities as more beneficial than political education, possibly due to a lack of understanding of the importance of politics in their lives. This attitude challenges political parties, including Partai Golkar, to change the public's perception of the importance of political education. Furthermore, the negative image attached to the party, especially in Sungai Limau, becomes an obstacle to accepting the political education program offered.

From the challenges faced, it can be concluded that Partai Golkar's implementation of political education is hindered by two main factors: internal and external factors. Internal factors include limited funding for political education, a shortage of HR in Enam Lingkung and Sungai Limau, and ineffective internal communication within the party. External factors are related to societal obstacles, such as public apathy and the negative image of Partai Golkar. Partai Golkar has taken several steps in Padang Pariaman to address these issues. In Enam Lingkung, the Golkar District Leadership Council (DPK) conducts evaluations in meetings or regional deliberations to improve performance and generate new ideas for political education implementation at the subdistrict level. In Sungai Limau, Partai Golkar focuses more on recruiting cadres, who are then provided with political training to make them more easily accepted and developed within the community. To address political education challenges, Partai Golkar provides guidance and counselling to cadres to introduce the party to the community better, hoping to change negative perceptions or misconceptions about politics. Golkar also improves communication with the public through persuasive approaches, such as engaging in dialogue at local warungs, visiting mosques and prayer rooms, and holding informal meetings to understand the aspirations. Golkar recognizes that the people of Padang Pariaman are heterogeneous and critical, thus requiring approaches that consider local culture, including "cemohohan," which can serve as inspiration for improving the party's performance.

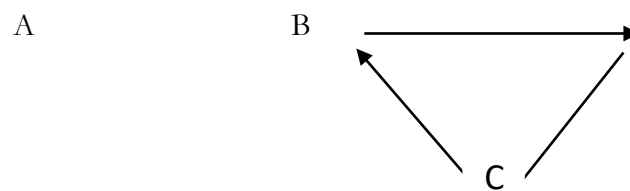
In the context of George Homans' exchange theory, the political education conducted by Partai Golkar can be analyzed from several perspectives. First, from the "emergence" perspective, in interactions through political education, the party needs to understand the evolving social

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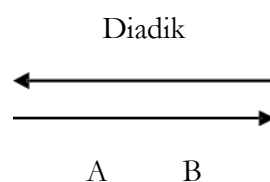
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phenomena, such as ethnic and religious conflicts that threaten the unity of the Republic of Indonesia. Second, in psychological terms, Golkar needs to shape the behaviours of its cadres and members before they can influence the apathetic behaviour of the community. Third, Homans' explanatory method, aligned with Durkheim, indicates that social facts are interconnected. Partai Golkar provides political education to the community with a strategic goal of garnering electoral support and winning elections. Based on field research findings, Partai Golkar employs political methods that align with exchange theory, namely the structure of dyadic exchange (direct exchange) and indirect exchange. The explanations are as follows:

General (Indirect) Exchange



Description: Reciprocal dependence is indirect in the general exchange relationship among three or more actors. The benefits received by actor B from actor A are not returned directly by B to A, but rather through B's contributions to other actors within the network. Ultimately, A receives a return from the exchange made with a selected actor in the system. Still, not from B. Regarding the research findings, the theory of indirect exchange indicates that the Padang Pariaman Regency branch of the Golkar Party provides political education in the Enam Lingkungan District to students, both those who have become party cadres and those who have not. This activity aims to impart knowledge and understanding about national and state life. The educated cadres are expected to later engage with society following their professions and influence other community members. This effort aims to gain public support through political education, so that during elections, the public is inclined to vote for the Golkar Party. This strategy is implemented to gain the people's sympathy; therefore, in line with the Golkar Party's work program, political education needs to be provided to cadres and the community, hoping to receive responses or feedback from them. Educated citizens are expected to exercise their rights by voting for the party, thereby increasing votes for Golkar. In addition to indirect exchange, the Golkar Party applies the dyadic exchange theory, which involves direct exchange without intermediaries. For further clarification, see the image below:



Description: In the direct exchange relationship between two actors, the outcomes obtained by each actor depend directly on the behavior of the other actor. This means that A provides value to B, and B provides value to A. Although anthropological exchange theorists in the past and contemporary sociology have had a particular interest in general exchange, direct exchange relationships have dominated research and theorization for the last three decades. The structure of direct exchange consists of isolated dyads or connected dyadic networks ([Iva, M. I. N. 2021](#)).

This exchange process illustrates the interaction between the Golkar Party and the community within the social structure. This opportunity for exchange provides the Golkar Party with a chance to initiate interactions; when such initiatives receive a positive response, the party can increase its vote share and gain more seats in the legislature. The success of the character education program implemented in the Sungai Limau sub-district for cadres from various segments of society indicates that candidates interested in running for legislative positions engage in persuasive approaches and interactive dialogues with the community. This approach is carried out through various community activities, such as football, randai (a traditional dance), social assistance, and kite competitions. The closeness established through these activities makes the community feel valued, making them more inclined to choose Golkar cadres, ultimately increasing the party's vote count.

In this context, the education provided by the Golkar Party aims to win the hearts of the community, which is expected to reciprocate by supporting the cadres or candidates who adopt such approaches. This exchange creates a mutually beneficial relationship between both parties, which can be termed a political transaction. Through a participatory approach involving discussions and interactive dialogues, the Golkar Party strives to connect with and support the community to gain votes through mutual agreements within the framework of the party. This process results in agreements that are advantageous to both sides, both from the party's perspective and that of the supportive community.

In contrast to the Golkar Party, the Prosperous Justice Party (PKS) conducts political education through Political Lectures and Islamic Studies, Structured Cadre Training, Religious and National Studies, Political Schools, Socialization Programs through Study Groups and Regular Lectures, Public Dialogues and Seminars, as well as Public Speaking and Advocacy Training. However, both parties aim to enlighten and transform the constituents' mindset to become more critical in decision-making. Political education in the sense of "verhaltenswissen" involves understanding laws, regulations, and rules that guide political behavior, enabling subjects to be more astute and wise in responding to current political situations and conditions ([Sumanto, D., & Haryanti, A., 2021](#)).

Nevertheless, these achievements cannot yet be considered successful, as the Golkar Party needs to improve, given that its vote count in 2024 is still unsatisfactory. Therefore, it is necessary to strengthen the formulation of political education models for the community and implement strict sanctions to enhance the compliance of all political parties in fulfilling their obligations to provide political education. This aims to realize substantive democracy. Additionally, there should be an evaluation of political party funding involving the Inspectorate and the Audit Board of the

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Republic of Indonesia (BPK), with the results not only communicated back to the political parties but also disclosed to the public transparently ([Nurdin, P. H., 2019](#)).

CONCLUSION

This study reveals that the political education strategies implemented by the Golkar Party at the village and nagari levels, particularly in Enam Lingkung and Sungai Limau sub-districts of Padang Pariaman Regency, have a significant impact on increasing political participation among constituents. The program is designed to enhance public awareness and understanding of the importance of participating in elections and various local political activities. However, its implementation faces several challenges, such as limited availability of competent human resources, inadequate infrastructure support, low levels of community participation, and the influence of cultural factors and negative perceptions of political parties. Political education is delivered through various approaches, including open forums, scheduled discussions, national seminars, and character education, focusing on locally relevant issues.

To address these challenges, the Golkar Party in Padang Pariaman Regency has undertaken strategic measures, such as conducting visits to mosques and mushollas, organizing regional leadership meetings (Rapimda), enhancing communication with sub-district leadership, and inviting speakers from outside the party. To ensure the program's sustainability, recommended actions include strengthening the infrastructure of political education by establishing education centers at the sub-district level, conducting regular training sessions for cadres to enhance their competence, and optimizing digital technology as a broader means of disseminating information. Data-driven evaluations are also necessary to assess the program's effectiveness and adjust it according to constituents' needs. Future research is recommended to explore public perceptions of the efficacy of political education, including social and cultural barriers, to support the formulation of more inclusive, relevant, and adaptive political education strategies.

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