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The Political Strategy of the Indonesian Solidarity Party (PSI) in Ende Regency to Win the Most Votes in the 2024 Legislative Elections

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Abstract

Abstract: This study aims to analyze the success of the Indonesian Solidarity Party (PSI) in gaining the most votes in the 2024 Legislative Election in Ende Regency. The background of this research is that PSI Ende has succeeded in defeating several major political parties. This research method uses a qualitative approach with a descriptive research type. Data collection was carried out through in-depth interviews, observation, and documentation. Data analysis was carried out qualitatively through the stages of data reduction, data presentation, and conclusion. The results show that the PSI Ende Regency during the 2024 Legislative Election widely used a push political marketing strategy. This is seen in how the PSI Ende Party emphasized that each legislative candidate frequently goes down to the community through door-to-door, community dialogue, distributing party stickers and brochures, and active involvement of legislative candidates to establish communication with voters. To assist its legislative candidates, the PSI Ende Party also built a command center or post in each electoral district. The implementation of the pull political marketing strategy is a supporting strategy to the previous strategy because the PSI Ende Party only uses one mass media for campaigning, namely Facebook. Meanwhile, for the past political marketing strategy, the PSI Ende party does not use it much because the party's position is made as an open and plural party that does not consider ethnicity, race, or religion.

Introduction

Political parties and general elections are two inseparable elements that reflect the existence of democracy in a country, including Indonesia. The existence of political parties is enshrined in Law No. 2 of 2011, which defines a political party as a national organization formed voluntarily on the basis of a shared will and commitment to advocate for and defend the political interests of its members, the public, the nation, and the state, as well as to uphold the unity of the Unitary State of the Republic of Indonesia (Basuki, 2020). The ultimate goal of forming a political party is, of course, to gain power, and elections serve as the arena where that power is secured through competition among parties to win the people's votes (Luna et al., 2021). The key to victory in elections lies in a political party's ability to win the hearts of the public to vote for them, and this hinges on the political strategies implemented by the competing parties.

Legislative elections (Pileg) serve as a platform for political parties to nominate their candidates for the House of Representatives (DPR), Provincial Regional Representative Councils (DPRD), and Regency/Municipal Regional Representative Councils (DPRD) (Nofriadi et al., 2024). The 2024 legislative elections were contested by 18 political parties, one of which was the Indonesian Solidarity Party (PSI). As a result, PSI received only 4,260,169 votes nationwide, or 2.81%, and this result, along with that of seven other parties, failed to meet the 4% threshold required to enter parliament. In the 2024 legislative elections, the Indonesian Democratic Party of Struggle (PDI-P) received the highest number of votes with 25,387,279 votes (16.72%), followed by the Golkar Party with 23,208,654 votes (15.29%) and the Gerindra Party with 20,071,708 votes (13.22%) (Muliawati, 2024). Although the PSI failed to secure seats in the national House of Representatives (DPR), the party successfully won 180 seats in provincial and regency/city-level Regional Representative Councils (DPRD). The number of seats is more than double that of the 2019 General Election (Savirani et al., 2021). These results indicate a positive trend for PSI at the local level, including the PSI Party in Ende Regency, which received the most votes in the 2024 Regional Elections.

In the 2024 legislative elections in Ende Regency, the PSI Party secured the highest number of votes at 19,627, marking a notable example of a political party's success at the local level (Konterius & Ndjandji, 2025). It is particularly intriguing that PSI, as a political party newly established on November 16, 2014, and having participated in its first legislative election in 2019, was already able to secure the highest number of votes in its second legislative election in 2024. This result was accompanied by an increase in the number of PSI seats in the Ende Regency Regional People's Representative Council (DPRD), from 3 seats to 4 seats, and simultaneously securing one of the leadership positions in the Ende Regency DPRD for 2024. In this victory, PSI Ende Regency has indirectly realized that the purpose of the formation of a political party was to gain political power and secure political positions through constitutional means to implement its programs (Wara & Nislaka, 2025).

Among 18 political parties participating in the legislative elections, the PSI, along with six other political parties, was considered a newcomer in the 2024 legislative elections. However, only PSI succeeded in immediately securing first place in terms of votes among

political parties in the 2024 legislative elections in Ende Regency. This position makes PSI the only new political party to have defeated the 10 established parties: PKB, Gerindra, PDI-P, Golkar, Nasdem, PKS, Hanura, PAN, PBB, and PPP. This is asserting that PSI is very well-received in Ende Regency, and this serves as a foundation at the local level to support PSI at the national level in the next legislative elections (Habsari, 2020). The following are PSI's vote tallies and the number of seats in the Ende Regency Regional People's Representative Council (DPRD) in the 2024 legislative elections.

Table 1. Number of Votes for Political Parties and Number of Seats in the Ende Regency Regional People's Representative Council in the 2024 Legislative Elections

Political Parties	Number of Votes	Number of DPRD Seats
PKB	11.721	3
Gerindra	13.233	2
PDIP	17.458	5
Golkar	15.324	4
Nasdem	17.047	4
Buruh	3.761	0
Gelora	2.503	0
PKS	5.825	1
PKN	3.827	0
Hanura	12.524	3
Garuda	3.741	0
PAN	7.445	1
PBB	1.643	0
Demokrat	10.051	3
PSI	**19.627**	**4**
Perindo	9.292	0
PPP	624	0
Ummat	348	0

The table above shows that the vote share of the PSI party in Ende which is considered a new party is far greater than that of other new parties such as Ummat, Perindo, Garuda, PKN, Gelora, and the Buruh Party, and the combined vote share of these parties has not reached half that of the PSI. Furthermore, when compared to parties that have also participated in the legislative elections twice in 2019 and 2024, such as the Perindo and Gelora parties, PSI is the only party that has successfully secured a seat in the Ende Regency Regional Legislative Council (Sultoni & Harsasto, 2020). The votes received by PSI in the 2024 legislative elections in Ende Regency showed a very significant increase, rising from 9,550 votes in 2019 to 19,627 votes in 2024. This increase in votes made PSI in Ende Regency once again the only political party to experience a vote gain of over 5,000 votes. This achievement is undoubtedly linked to the political strategies employed by PSI Ende Regency, and when compared to the 2024 legislative election results at the national level, the situation is quite the opposite. Therefore, it is worth examining this phenomenon to analyze the

success of PSI Ende in securing the highest number of votes in the 2024 legislative election in Ende Regency through the use of political marketing strategies.

Research Method

This study employs a qualitative approach with a descriptive research design (Firdiansyah et al., 2024). This approach was chosen to gain an in-depth understanding of the political strategies implemented by the Indonesian Solidarity Party (PSI) in Ende Regency to secure the highest number of votes in the 2024 Legislative Elections, specifically as viewed through the application of Push, Pull, and Pass strategies in political marketing. The research was conducted in Ende Regency, East Nusa Tenggara Province, as the primary location of PSI's political activities during the 2024 Legislative Elections. The study was carried out after the elections were held and the official results were announced.

The research subject was the PSI in Ende Regency, with informants selected through purposive sampling based on their involvement and knowledge of the party's campaign strategies. The Informants included party officials, PSI legislative candidates, and PSI supporters during the 2024 elections. Data collection was conducted through in-depth interviews, observation, and documentary analysis (Chand, 2025). Interviews were used to gather information regarding the planning and implementation of PSI's political strategies; observations were conducted to monitor campaign activities and interactions with voters; while the documentary analysis covered campaign materials, social media content, media coverage, and official documents regarding the results of the 2024 Legislative Elections.

Data analysis was conducted qualitatively through the stages of data reduction, data presentation, and drawing conclusions (Mezmir, 2020). The data analyzed was then interpreted using Adman Nursal's political marketing theoretical framework, with a focus on Push Political Marketing, Pull Political Marketing, and Pass Political Marketing strategies (Handika & Rafni, 2022). Data validity was ensured through triangulation of sources and methods, as well as by cross-checking information with informants to ensure the data aligned with empirical conditions in the field.

Results and Discussion

Push Political Marketing

This strategy emphasizes optimizing direct contact with voters as a means of conveying political messages firsthand. Before engaging in direct contact, the PSI Ende party, in carrying out its political activities during the 2024 election, consistently adheres to the regulations of the General Elections Commission (KPU) and the Elections Supervisory Agency (Bawaslu), as well as applicable laws. Additionally, like most political parties, the PSI Ende prepares campaign materials, manages candidate administrative procedures, and strengthens intensive communication channels between candidates and voters (Suryadi et al., 2021). The PSI Ende carries out these efforts with great seriousness and meticulousness because its candidates serve as the party's representatives when engaging with the public, and this also forms part of the party's consolidation during the campaign period (Farazian & Paskarina, 2021).

After these steps were taken, the PSI in Ende Regency implemented this strategy through direct campaign activities such as door-to-door visits, community dialogues, distributing party stickers and brochures, and the active involvement of legislative candidates in engaging with voters. During the campaign, PSI officials from the regency to branch levels also joined in to assist the candidates in conveying the party's political messages, and this has become a party agreement to build solidarity during the campaign process (Wahyudy, 2020). This is done as a way for PSI to emphasize to its candidates that PSI is a party that is close to the people.

These activities are part of the canvassing strategy employed by the PSI in Ende Regency to secure votes in the 2024 legislative elections. This approach is effective because the people of Ende still highly value personal relationships, emotional closeness, and direct communication as the foundation of political trust. Through this strategy, PSI not only communicates its vision and work program but also builds an image as a party that is close to the people, ensuring it remains accessible to voters and avoids appearing elitist (Zalvadhia et al., 2025). Such direct interaction enables two-way communication, allowing the party to quickly absorb and respond to the public's aspirations. This is similar to what PSI Ende Secretary Awang described, likening the party to preparing a menu for candidates to present to voters, after which voters provide feedback that the party then swiftly addresses to meet their needs. Adam (2021) also view political marketing as a strategic process in designing political messages, symbols, and images tailored to the needs and preferences of voters (Andamisari, 2024).

The Push Political Marketing strategy also serves as a means of consolidating local political networks between parties and the people. In this regard, the PSI in Ende Regency, which seeks to position itself as a party close to the people, demonstrated this not only during the campaign period but also in the party's process of selecting its legislative candidates (Sanjaya & Rosyidin, 2023). This process began with a consolidation effort directly led by the Chairman of the PSI in Ende Regency, Awaludin. The consolidation was carried out in the form of a "People's Forum," serving as the party's strategy for candidate selection to determine its candidates who will run in the election, as well as a means of conveying the message that PSI is a party of the youth, inclusive, and progressive.

Before the Rembuk Rakyat, PSI Ende opened registration as widely as possible to the public wishing to sign up and also engaged in personal outreach to local figures who had registered as legislative candidates. As a result, approximately 72 people registered as legislative candidates for PSI Ende (Pega & Leda, 2025). This aligns with the statement made by the head of the PSI Ende Election Campaign Committee, Arif Wolo, that during the candidate recruitment process, PSI had the most prospective candidates for the 2024 election, indicating that PSI is an open party and that its communication approach has garnered significant attention from the public.

After the registration process was completed, PSI held a public consultation to select the candidates for legislative office in each electoral district. As a result, 21 candidates were

selected to run in the 2024 legislative elections based on the party's strategic mapping and public survey results. Additionally, the 21 selected candidates are those who met at least 2 of the 3 criteria set by PSI Ende. Awang, Secretary of PSI Ende Regency, stated that in selecting candidates, PSI Ende has three criteria: active participation in social activities, political mobility (or candidates willing to engage with the community), and the candidate's financial capacity.

In practice, the face-to-face activities conducted by PSI Ende Regency are not only focused on delivering electoral messages but also on building long-term relationships with the voter base, which ultimately impacts the party's goals to be achieved. Especially in the 2024 legislative elections, PSI Ende secured 4 seats in the Regional People's Representative Council (DPRD), and this result represents one of the targets achieved by PSI, as in 2019 the party had only secured 3 DPRD seats. This increase in seats coincided with a rise in the number of votes for PSI, and it is not unlikely that PSI had already successfully established long-term relationships with its voters in the preceding year.

As a party known for its youth-oriented approach, PSI did not neglect to engage with young people during the 2024 legislative elections in Ende Regency a demographic with whom it felt it could easily build emotional connections without incurring high political costs. These relationships serve as vital social capital for expanding the party's sphere of influence, particularly given the organizational and financial constraints faced by PSI in Ende Regency. Additionally, a "push" approach allows for the personalization of political messages. PSI legislative candidates can tailor their campaign narratives to the specific needs of the local community, and this is part of the micro-management strategy in the election implemented by PSI in Ende Regency. This is what the party emphasized: given that Ende Regency has four electoral districts, candidates must be adaptive to the conditions of their respective districts when conveying their narratives.

The party also emphasized that every candidate must assess the conditions of their electoral district so they can convey the narratives or issues that voters want to hear. For example, Sukri Abdullah, a legislative candidate in Electoral District 4, emphasized a non-formal, persuasive approach to the community by listening to all their grievances and then offering solutions based on those concerns. Sukri Abdullah is an incumbent candidate and was re-elected to the Ende Regency Regional People's Representative Council (DPRD) in the 2024 legislative election. During his tenure as a DPRD member, Sukri stated that he frequently engaged with the community and had successfully established over a dozen farmer and fisherfolk groups within his electoral district.

In addition to the PSI Party in Ende emphasizing to its candidates the need to convey specific narratives tailored to the conditions of their respective electoral districts, the candidates also presented general narratives related to the party's identity, such as the party's commitment to inclusivity, anti-corruption, anti-intolerance, and its status as a party for young people and a party supporting Jokowi. However, not all general narratives can be conveyed by candidates in their respective constituencies, as this is again adjusted based on

data collected by the PSI Party in Ende Regency, which identifies which areas cannot be addressed with certain narratives or issues. For instance, in one area of Ende Regency's Constituency 1, where the use of the "Jokowi-aligned party" narrative was perceived as rejected by the community, candidates were prohibited from using that narrative and advised to use narratives that would be accepted by the community. In conveying this political message, the PSI Party in Ende also emphasized to the candidates the importance of always being adaptive, as in the context of Ende's geographically and socially heterogeneous community, the flexibility of the message is the primary strength of this strategy.

From a political psychology perspective, the PSI Ende party has always emphasized to its candidates the importance of direct engagement to strengthen trust-building between voters and political actors. The physical presence of legislative candidates in community spaces conveys a sense of commitment, seriousness, and dedication. Not only does the PSI Ende party emphasize this to its candidates, but it also actively engages with the community, especially during open campaigns to convey the party's political messages. This is crucial for reducing public skepticism toward political parties, which are often perceived as elitist and transactional. This aligns with what was stated by one of the PSI supporters in Central Ende District; Halim stated that the PSI engages more with the community rather than just holding meetings and even participating in community activities. By interacting directly, the PSI strives to break the stigma that the party only distributes food aid but does not participate in community activities. From a political marketing perspective, this approach aligns with Perannagari and Chakrabarti (2020) view, which emphasizes that the success of political marketing is not solely determined by direct mobilization, but by the ability of political actors to shape perceptions, images, and meanings in the minds of voters.

Furthermore, the push political marketing strategy contributes to political mobilization based on social relationships. Voter support is built not only through individual persuasion but also through the effect of social influence, whereby voters who have been convinced by PSI candidates become informal agents and are enlisted as campaign staff or volunteers who spread PSI's messages and political legitimacy within their communities (Baker et al., 2020). This pattern aligns with the character of Ende society, which is strongly bound by kinship and community ties, so that personal recommendations are often more decisive than mass media campaigns.

In disseminating political messages, in addition to the party granting each candidate the freedom to form their own volunteer teams, the PSI Ende chapter also coordinates with branch and sub-district-level officials to ensure that the message is effectively conveyed. Furthermore, if counter-issues or resistance to the political message arise, the party responds swiftly to address them. To facilitate the party's support for its candidates, the PSI Ende Regency has election campaign offices in each electoral district and a command center.

Thus, the Push Political Marketing strategy in the context of the PSI in Ende Regency is not merely a short-term campaign technique, but rather part of a relational political strategy that prioritizes direct interaction as the foundation for building trust, legitimacy, and

sustained electoral support. This approach demonstrates that the success of political marketing at the local level is heavily determined by a party's ability to interpret the socio-cultural context and translate it into down-to-earth and participatory campaign practices.

Furthermore, the sustainability of the Push Political Marketing strategy heavily depends on the consistency of political presence and follow-up after interactions. The direct contact conducted by PSI Ende Regency will lose its electoral significance if not accompanied by tangible responses to the aspirations that have been gathered. Therefore, this strategy must be understood not merely as pre-election campaign activities, but as a continuous political process encompassing community support, advocacy for local issues, and regular communication between party representatives and constituents. In response to this, PSI Ende implements it by empowering the community as a form of regular communication with the public, particularly with farming groups regarding fertilizer subsidies.

In this context, Push Political Marketing also serves as a feedback loop between the public and the party. The aspirations expressed by citizens through direct dialogue can be translated into the party's policy agenda or work program at the local level. This process reinforces the public perception that the party is not merely seeking votes, but is also opening up space for substantial political participation (Hudson, 2021). Thus, the relationship between PSI and voters shifts from a transactional model toward a participatory and representative one.

However, this strategy has its limitations, particularly regarding reach and resource efficiency. In-person campaigning requires significant time, effort, and intensive coordination, making it difficult to reach all areas equally, especially in regions with challenging geographical conditions such as Ende Regency. Given these conditions, PSI Ende assists its candidates by establishing command centers in each electoral district to facilitate coordination between candidates and the party. This is because it is inevitable that candidates will face challenges in the field, such as attacks on their candidacy and resistance from local communities. With these command centers, the PSI helps its candidates resolve on-the-ground issues, which contributes to the solidarity of the PSI Ende chapter. Therefore, the effectiveness of political marketing efforts must be supported by mapping priority areas, voter segmentation, and synergy with other political marketing strategies to maximize their impact (Kübler et al., 2025).

Furthermore, the success of this strategy is heavily influenced by the personal capabilities of the legislative candidates. Communication skills, social empathy, an understanding of local issues, and personal integrity are key factors in building public trust. In this regard, candidates serve not only as messengers of the party's platform but also as representatives of PSI's values and identity at the grassroots level (Nuraliza et al., 2024). Failure to maintain consistency in the candidate's attitudes and behavior risks undermining the trust built through direct engagement. Consequently, the PSI Ende chapter has, from the outset, implemented a specific approach one of which involves frequently engaging with the

community to understand their needs, both before becoming a candidate and during the campaign.

Considering these aspects, it can be concluded that Push Political Marketing in the practice of the PSI in Ende Regency is a strategy that is contextual and relevant to the social character of the local community. This strategy underscores that political marketing at the local level demands a humanistic, dialogic, and socially relational approach. If managed consistently and in an integrated manner, Push Political Marketing not only contributes to electoral vote gains but also strengthens the quality of political representation and public trust in political parties at the local level

Pull Political Marketing

In addition to direct campaign strategies, the Ende Regency PSI also implemented pull political marketing, a strategy of attracting voter sympathy through image building and indirectly disseminating political messages through the media. In its implementation, the national PSI also maximized the use of social media such as Facebook, Instagram, and WhatsApp as channels to effectively gain voter support and urged PSI members in each region to utilize social media to communicate with voters. This appeal was accompanied by PSI providing technical guidance on the use of social media in the campaign process to PSI administrators in each region. This media selection was based on the high level of digital media penetration, especially among young and first-time voters in Ende Regency.

The political narrative developed by PSI nationally focuses on anti-corruption, anti-intolerance, transparency in governance, youth representation, and local political reform. The emphasis on these issues reflects PSI's identity as a party that promotes clean and progressive politics. Issues developed nationally indirectly impact PSI in each region, including Ende Regency. Through the presentation of visual content, short messages, and documentation and testimonials from field activities, PSI strives to build a positive public perception without relying on intense physical presence in the community. Through social media, the public also learns about other issues related to PSI as a party close to Jokowi, especially now that PSI is led by Kaesang, Jokowi's son (Siregar & Rahmawati, 2024). Based on this issue, PSI Ende is grateful for Jokowi's warm welcome in NTT, which indirectly elevates PSI's voice in Ende Regency.

From the many mass media channels, Facebook is the most widely used by the PSI Ende to disseminate political messages through the Facebook accounts of its candidates. Facebook was chosen as the platform for messaging because many Ende residents use it to find the latest political news. This pull political marketing strategy not only serves to broaden the reach of PSI's political message but also plays a role in strengthening the party's brand image as a new alternative in the local political dynamics of Ende Regency. In response, PSI Ende, through its Secretary, briefed the legislative candidates, stating that PSI is Jokowi's party.

However, not all issues conveyed through social media are accepted by the public. In the field, some people also saw issues on social media that attacked PSI, and even mocked PSI

candidates as a small party and Jokowi as the Communist Party of Indonesia (PKI). In response to this, Awang, the secretary of the PSI Ende, told the legislative candidates to address the public by seeking the truth through the mass media and trying to focus on field work so that the public would automatically change their perception. Ultimately, in the use of social media in the campaign, PSI Ende did not utilize it too much because, according to Awang, from the results of the survey, social media only had a 3% impact on campaigning in Ende Regency, and therefore PSI emphasized the door-to-door strategy. And the use of social media by the people of Ende Regency to seek information about politics is still very small.

In fact, if PSI Ende truly leveraged technological developments and the people of Ende Regency didn't just view political issues through Facebook, social media could be a tool for achieving political victory. In this context, social media use can be seen as a means to segment voters, particularly young and first-time voters, who are sociologically more responsive to visual messages, concise narratives, and interactive digital communication (Mochla et al., 2025). Thus, social media functions not only as a tool for disseminating information but also as a space for constructing political meaning.

Theocharis et al. (2020) emphasize that the use of social media by political actors creates a two-way space between parties and the public, where engagement is a significant indicator in measuring the effectiveness of political messages. Furthermore, research by Vaccari shows that digital-era political marketing requires political parties to integrate content strategies relevant to the local context and utilize social media algorithms to expand the reach of messages to the right voter segments (Medina, 2026). Referring to the latest theoretical thinking, if the PSI of Ende Regency can truly utilize social media, and not just as a communication technique, the practice of pull political marketing could become a political marketing strategy that adapts to digital dynamics, is sensitive to the needs of local voters, and seeks to maximize engagement and message resonance in the digital public sphere. This approach reflects the integration of modern political marketing theory and actual campaign practices that are responsive to changes in political communication behavior in the social media era

Pass Political Marketing

The past political marketing strategy emphasizes the role of intermediary actors, such as community leaders, religious leaders, youth, and local social networks, in conveying political messages to voters. This strategy, in contemporary political practice, positions intermediary actors as key elements in the process of conveying political messages to voters. This is especially true for the Ende community, which is characterized by strong social and cultural ties and the support of trusted figures who play a strategic role in shaping the community's political preferences. The social trust inherent in these local figures makes the political messages more easily accepted than if delivered directly by the party.

In this context, the PSI Ende Regency has not employed this strategy extensively, as the PSI Ende Regency reaffirms its position as an open and pluralistic party that transcends ethnicity, race, and religion. Furthermore, the PSI Ende Regency is not interested in

attracting well-known local figures and promoting them as legislative candidates. Awang reported that the PSI once dropped the name of a former department head in Ende Regency as a legislative candidate. Despite this, the PSI Ende party still values local figures, especially when legislative candidates engage with the community. Local figures remain key points for candidates campaigning in a region. This doesn't mean the PSI refuses to seek support from other parties, as some PSI Ende candidates are also assisted by local figures, social groups, and volunteers formed by each candidate to garner votes in the 2024 legislative elections.

This position is a particular attraction for PSI, and there are also figures, both community leaders and youth leaders, who welcome PSI's communication with them. The popularity of this position, because it is disseminated through the media used by PSI down to the village level, also makes it easier for candidates to communicate with local figures. With a pluralistic position, the head of the PSI Ende Bappilu, Arif Wolo, said that PSI Ende includes all figures in it, from religious leaders, youth leaders, to businessmen who have helped PSI. With all these figures, PSI Ende still considers them as supporting factors that must be appreciated, because the determining factor, according to PSI Ende, is how the legislative candidates always communicate with all members of the community, regardless of position and social strata, and focus on what the community wants.

In practice, the pass strategy can serve as a reinforcement for push and pull strategies. Messages disseminated through local figures and volunteers help bridge political promises and party imagery with voters' everyday social experiences. Social media and formal campaign materials are still used, but field findings indicate that their function is more as a reinforcement and complement, rather than as a primary instrument for building political trust. Thus, the pass strategy becomes a central element connecting the party's political message with established local social structures.

Conclusion

Based on the description of the implementation of push, pull, and pass political marketing by the PSI of Ende Regency, it is clear that the PSI of Ende Regency employed a push political marketing strategy extensively during the 2024 legislative election campaign. This strategy emphasizes its legislative candidates' frequent outreach to the community through door-to-door visits, community dialogue, and the distribution of stickers and brochures. This is done because PSI Ende wants to establish itself as a party close to the people and wants to understand their desires.

Not only does PSI emphasize this to each candidate, but it also assists them in the field by establishing command centers or posts in each electoral district. This ensures that any public demands are promptly implemented and any issues that attack the party can be swiftly countered. This desire to portray the party as close to the people was evident not only during the campaign but also during the candidacy process, where PSI Ende conducted a People's Consultative Assembly (Rembuk Rakyat). The community was involved in the survey process to determine PSI's legislative candidates. So that PSI Ende ultimately wants to become a party that does not appear elitist and does not distance itself from the people.

Although the PSI Ende campaign employed a push political marketing strategy extensively in the 2024 legislative elections, the pull political marketing strategy was still used to support the push political marketing strategy. This was evident in PSI Ende's use of social media platforms, Facebook, to disseminate political messages through the respective Facebook accounts of its legislative candidates. While not all social media platforms were used for political campaigns, PSI Ende benefited from national PSI news coverage across various media outlets, both mass media and social media. This impacted the public image of PSI Ende Regency. For example, PSI is a party closely aligned with Jokowi, and Jokowi's presence was well-received by the people of Ende Regency.

Meanwhile, the PSI Ende Regency campaign employed a minimal political marketing strategy during the 2024 legislative elections. This was due to PSI Ende's consistent adherence to a pluralistic and open party stance, which disregarded ethnicity, race, and religion. Furthermore, PSI Ende did not prioritize personality traits for candidates, as PSI already had three established criteria for candidates. However, local figures remain respected by the party when the PSI Ende party takes to the field.

So, from the 3 political marketing strategies, it can be concluded that the push political marketing strategy can be a benchmark for how PSI succeeded in getting the highest votes in the 2024 Legislative Election in Ende Regency. In addition, the selection of strategies that are widely used is certainly followed by the ability of the PSI Ende party in reading, understanding, and adapting to the social and cultural context, local community relationship patterns, and the solidarity between the party and its legislative candidates in contesting the 2024 legislative election. And in the end, even though 2 strategies are not widely used by PSI Ende Regency, the existing strategies do not stand separately, but rather complement each other and form an integrative, contextual, and voter-oriented political marketing approach

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