# POLITICAL COMMUNICATION STRATEGY LEGISLATIVE CANDIDATES CAMPAIGN IN SOUTHWEST ACEH
## (Political Strategy Analysis interesting candidates in the Public Support Manggeng Raya)

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**Abstract**

Some candidates must already build up its image ahead of time in the process of seeking support and gain much public sympathy. Politicians, as a political communicator, to be able to make an effective political communication with the masses in order to build an image (images buildings), restore the image (image recovery), and maintaining the image (maintenance of image). In an occasion democratic party that is Election legislature that had elapsed, the authors wanted to examine and analyze return strategies Legislative Candidates who have been successful in grabbing power, especially candidates DPRK, political movements and the forces of what he achieved before the democratic party took place, on that occasion the author examines this issue in the province of Aceh Regency of Southwest Aceh District of Manggeng. In this paper, entitled *"Political Communication Strategies candidates in the campaign in Southwest Aceh".* The author wants to analyze the communication strategies of political candidates Manggeng in the sub-district just ahead Legislative Candidates and what factors influence people's behavior towards lection Manggeng candidates. This paper uses methodology includes a variety of methods and approaches used to achieve the goals and objectives of the study. Planning research methodology should be done regularly. In this study, using a qualitative descriptive study based locally by interviewing respondents, Candidate Legislative and local communities. Analysis of these results ranging from Manggeng Legislative Candidates Political Communication Strategies, Public needs candidates in the campaign, and the phenomenon of the field during the campaign. Most of the communication strategy in the sub-district Manggeng Political candidates have leverage in persuading or influencing the community in its campaign, the form of strategy do the candidates are using billboards, make political meetings with the community, and help distribute the infrastructure according to the needs of society Manggeng. To improve the livelihoods of fellow Muslims would be wonderful in this political strategy we conducted in accordance with good political ethics that has been regulated by the State and which has been set by Islam

**PRELIMINARY**

Ahead of the elections, the Legislative Candidate must be able to attract public sympathy with political products they offer and the image they wake up. All they have to show you are better ways that can be emulated by the public and not by coercion that actually makes the public depressed. However, by way of persuasion sweet (persuasive) to influence public opinion and to find a place in the hearts of society. Certainly not by persuasion cloaked in lies. Good political communication in an effort to ingratiate the people ahead of the elections must be built, maintained when it woke up and restored (recovery) in case of injury because the authorities can not implement a rule without the participation of the community. People's participation is manifested through a representative. In this very basic need that strategy in a way to socialize the content of

the interpersonal communication. There are two main channels of interpersonal communication that helps political success, namely the family and the environment consisting of close friends and familiar, known as a peer. Conventional wisdom once said that "remains a fact that no doubt that the family is the primary social institution in all countries". As a general conclusion is that the family was the most important source for the politician. This is supported by the findings of the many similarities between the political orientation of parents and their children. However, recent research indicates that the last discussion about political science stuff too much time assessing the part played by the mass media and peer groups.[1]

When all the way or strategy has been prepared that but politicians are also aware of the phenomenon in the field society, because many people respond to the content and alternative communication channels in a way that is different. Of course most of the contents of the information on the issue. This view of how people respond to the issue has changed with the increasing research on the subject. Long ago, social scientists reject democratic folk classic response to the issue. This model illustrates that the citizens of Democratic as being attentive, motivated, and knowledgeable about the issues, tend to discuss issues and matters of principle and able to rationally choose the most appropriate way to achieve the desired goal. However, Some candidates must already build up its image ahead of time in the process of seeking support and

gain much public sympathy. Politicians, as a political communicator, to be able to make an effective political communication with the masses in order to build an image (images buildings), restore the image (image recovery), and maintaining the image (maintenance of image). In this case, not only communication with the people that must be considered, the communication between fellow Elite is also very important.[2]

In an occasion democratic party that is Election legislature that has passed, despite the democratic party is already over, but authors wanted to examine and analyze return strategies Legislative Candidates who have been successful and completed in grabbing power, especially candidates DPRK, political movements and the forces of what only achieved before the democratic party took place, on that occasion the author examines these issues in the province of Aceh district of Aceh Barat Daya District of Manggeng, it begins with the various political movements anything in order to build public opinion by figures who wish to become candidate for the Legislature (DPRK) earlier in attracting public sympathy.

How do strategies of political communication of the candidate for the Legislature in Abdya to perform imaging of their former selves, indeed, to be able to make people fall in love, the means of coercion (coersif) is not the time to apply the era of information technology today, but the era of today, such methods are old-fashioned to apply.

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1 Itonagar, *Konsep Negara Ideal kajian pemikiran politik Sayyid Ahmad khan*. (Program Pascasarjana Institut Agama Islam Negri Ar-raniry. 2010), h. 98.

2 Jalaluddin Rahmad, *Komunikasi Politik Khalayak dan Efek*, (Bandung: Remaja Rosda Karya. 2006), h. 110.

**STUDY OBJECTIVES**

Based on the background that has been pointed out above, the author formulates problem namely: Analyzing political communication strategy towards election candidates the sub-district Manggeng Legislative Candidates and what factors influence people's behavior towards election Manggeng candidates.

**CONCEPTUAL REVIEW**

**Understanding Communication**

Communication is a process in which the parties mutually to use the information for a common goal and a communication link that ties posed by the successor generation of stimulation and response. Definition of communications under Forsdale (1981) an expert on education, especially science communication.

He explained in a sentence that "communication is the process by the which a system is established, maintained and Altered by means of shared signals that Operate According to rules". Communication is a process where a system is established, maintained, and modified with the aim that the signals sent and received are done according to the rules. Communication is a process that allows one to deliver stimulation (usually using verbal symbols) for change the behavior of others.[3]

**Political Sense**

Politics is an art and a science to gain power constitutionally or nonconstitutional. Politic comes from Dutch and English and

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3 Adam Malik, , *Menuju Pelaksanaan Demokrasi Pancasila*, (Jakarta:1979), h. 3.

each has the same source, namely the Greek language that have a relationship with the state itself, and the root is Politics which means residents state and policies that have meaning city-state. In concept, the word politics itself is still in touch with the police (Rudy, 1993: 50).

**The Forms Of Political Communication**

There are several forms of political communication made by the communicator political infrastructure to achieve its political objectives, namely:

a) Rhetoric, derived from rhetorical Greek, meaning the art of speaking, originally used in Greece during the 5th century BC. At that time Greece as the center of western culture and the philosopher competing to seek what they perceive to be the truth. The influence of Greek culture has spread to the East such as Egypt, India, Persia, and even Indonesia. The rhetoric began to flourish in the days of Socrates, Plato, and Aristotle. Furthermore, rhetoric later evolved into a science and is considered the first teacher in the science of rhetoric is Georgias.

b) Political agitation, of language Agitare, means to move or move it, in the arguments in the courtroom courts to influence each other so that is developing interpersonal. Then activities into the activities of mass communication that is addressed to the audience.

c) Propaganda, derived from the Latin word propagate (embed shoots of a plant), which was originally a form of Catholic proselytism activities in 1822 Pope Gregory XV commissioned a cardinal named Congregatio de Propaganda Fide to cultivate the Christian faith among the nations.

d) Public Relations (PR) Politics, which

grew developing in the United States after World War II, as an effort alternative to compensate for the propaganda that are considered dangerous social and political life, the president Theodore Rossevelt (1945) declared the government as the square offer section (honest and open) in relations with the community and to establish reciprocal links rationally. So the goal to create a relationship of trust, harmony, open or accommodating between politicians, professionals or activists (communicator) with audiences (cadres, sympathizers, the general public).

e) A political campaign is a form of political communication that person or group (organization) within a certain time to acquire and strengthen the political support of the people or the electorate.

f) Political lobby, the term itself actually lobby where guests wait for the talk in the hotel because the present politicians who talk politics (political lobbying) occurs face to face dialogue (interpersonal communication) is informal but important.

g) Through mass media, according to McLuhan as an extension of the human senses (sense extension theory) and as a media message (the medium in the message) in this case a political message for influence, power-stories, Markowitz and alter public opinion or support and political image , to a wider audience, or that can not be reached by other forms of communication.

**Political Function**

According to Almond and Powell Jr., structural-functional approach advantage is it allows us to avoid the confusion that might arise between the objectives of the formal structure with political functions that actually they run.

According to the structure of politics can be differentiated into systems, processes and aspect change (maintain or change) political structures and especially the structure displays the functions of political socialization, political recruitment, and political communication.

a) Political socialization function is a function where young people and children get the socialization of political life from various institutions such as the family, places of worship workplace, school and so on.

b) Political recruitment function involves a process wherein political leaders are recruited through political parties.

c) Political communication functions into a connector for the whole system in order to work properly. Without the energy of political communication that exists in the elements of the political system can not flow, resulting in a political system stalled. Strukture political process involving how the functions of interest articulation, interest aggregation, policy-making and implementation of policies implemented by the political structure.

Almond and Colemen distinguish political structures on the infrastructure consisting of the political structure of society, the atmosphere of the political life of society and political sectors of society and supra-structure consists of the government sector, the atmosphere of political governance and administration. In a democratic political life,

the political structure can be divided into two, namely formal informal. The formal structure of a political machine with valid identification all the problems, define and implement all the Decree of the which have binding force on the whole of society, while the informal structure is a structure that is able to influence the way work forces people to raise, distribute translate convert the demands of support and problem related to provision provides general.

Formal political structure, the political system is the distinguished structure of the executive, legislative, judicial, according to the teachings of triad politics. In the expansion of democratic countries tend to use the power-sharing modern than using the principle of separation of powers which are taught by purely as John Locke and Montesquieu. By john locke, state power is divided into three namely the executive, the legislative, and the federative power. Montesquieu enhances tries political doctrine by dividing governmental power into legislative, executive and judicial. Montesquieu suggests that independence could only be secured if each power is not held by one person or in one ruling body.[4]

## REVIEW THEORIES
### Theory of Needs

The theory suggests that human needs are a hierarchy of psychological needs, a sense of where and certainty, compassion, self-esteem, and self. Human behavior reflects the effort to meet this need. Unless people have certain basic needs for food, clothing, housing, energy, heritage, the etc.-bit likelihood that they will think, feel or act politically. One has

only to turn to politics only after fulfilling the basic physical and social needs [5]

Impulse support may need to be explained as follows:

a) Encouragement: Want to know typing, organizing, and suspect (predictability). Everyone is trying to understand and gain meaning from his world. We need a reference frame (frame of reference) to evaluate the new situation and direct the appropriate action. People do not wait in an atmosphere of ambiguity, uncertainty, or are difficult to predict. Because of the tendency for members on the meaning of what happened, if the information obtained is limited, people will find their own answer: people will draw the conclusion without waiting until the complete information in advance. If there is a sudden heavy rain, people will interpret this strange phenomenon may be on a pack of rich who died this afternoon.

b) Encouragement of competence. Everyone wants to prove that he was able to overcome any life. Feeling able to rely heavily on the development of intellectual, social, and emotional. Motif competence is closely connected with the need for security. We want to get old age guarantee: we want our children to a good school so that an economic investment. When people already meet the biological needs, and convinced that his future brilliantly, he is considered to have the ability of self

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4 Hafied Cangara, *Pengantar Ilmukomunikasi*, (Jakarta: Raja GrafindoPersada, 2007), h. 16.

5 Rudy, Teuku May. *Pengantar Ilmu Politik: Wawasan Pemikiran dan Kegunaannya*. (Bandung : Eresco. 1993), h. 50.

to meet their needs (competence).

c)  Encouragement love. Able to love and be loved is essential for the growth of personality. People want to be accepted in the group as a member of the voluntary and not that difficult willingly. The warmth of friendship, sincerity affection, acceptance of others which is very much needed human. Various studies have shown that the need for love that is not met will cause human unfavorable behavior: people will be aggressive, frustrated, and suicide.

d)  Encouragement of self-esteem and the need to find an identity. Closely related to the need to demonstrate the power and get the love, is the need to demonstrate the existence of the world. We want our presence not only considered to be a number, but also taken into account. By because it, along with the need for self-esteem, people are looking for their own identity. The loss of self-identity will cause pathological behavior (illness): impulsive, restless, easily distracted, and so on.

e)  Needs the value, longing and the meaning of life. In the face of the turmoil of life, people need to demand values in making decisions or giving meaning to life. Included in this motif is religious motives. When people lose value, do not know what the purpose of life true, he does not have certainty. Thus, he will quickly despair and lose grip.

f)  The need for self-fulfillment. Kit not

only want to defend our lives, we also want to improve the quality of our lives, to fulfill our potentials. Maslow himself by saying "what a man can be, he must be" the need for self-fulfillment is done through the following: (1) develop and utilize the potential of creative Us with constructive manner, for example by art, music, science, or matters thing that drives expression of creative self, (2) ensuring that the quality of life by expanding the range and quality of experience and gratification, for example by road excursion, (3) establish a warm relationship and meaning with other people around us, (4) attempted " human ", became persona we crave.[6]

The theorists argue that many of the needs that people learn about politics depend on the personality acquired in childhood while trying to meet the basic needs psychological and social in the early period of his age. Write Knutson, how important it is that children learn personality patterns before starting formal education. So "personal individual, as to which was formed in the first years of age, will be a source of more important though less visible than 'information, value or feelings have been faced with the' ground rules are basic working and connecting the entire system of humanitarian-social, political, economic and cultural to socialize rather than concurrent, and later the realization that affect him. In summary.

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6 Chilcote, Ronald H, *Theories of Comparative Politics*, (Colorado: Westview Press, 1981), h. 162.

**Human Relations**

Human relationships are a translation of human relations. Those that interpret human relations and human relations, but in terms of human relations is not only in terms of communicating but in the implementation of humanitarian values and the values contained elements profound psychological.

Human relationships are generally done to eliminate communication barriers, removing misunderstandings and develop human nature. To conduct human relationships usually used several approaches that emotional approach and socio-cultural approach.

a)  Emotional Approach

In this connection communicator communicant of the fact risking trust the message, then this technique led to pay off or reward, ie enticement or seduction by way of "luring" communicant with things that benefit or promise of hope. In general, this approach uses emotional counseling as a powerful weapon, either directly or indirectly, it is intended that the messages can be directly touching the communicant.

b)  b) Socio-Cultural Approach

One goal of communication is delivered messages from the communicator to the communicant, it is advisable for communicators to first understand the social behavior and culture of the local community which will be a communicant. it is intended that the communicant, better understand and not be offended by the message sent by the sender, in addition to it being a communicant society cannot be separated from culture.

**Psychoanalytic Theory**

Discussion This may be more familiar or understood by the word Psychology or everyday human behavior, psychology give human characteristics communicant and internal factors and external factors that affect communication behavior. At communicator, Psychology track its properties and asks: what causes a source of communication succeed in influencing others as a source of communication and others not?

Psychology is also interested in the communication between individuals: how the message of an individual into a stimulus that causes a response in another individual. Psychology examines even emblem-be delivered symbol. Psychology examines the process of expressing thoughts into symbols, shapes symbol and emblem influence on human behavior. This research gave birth to the science of crossbreed between psychology and linguistics, Psikolunguistik.[7]

Two variations of the personal and interpersonal, how personality affects learning and behavior Personal politics. The personalized stream of psychoanalytic theory is Sigmund Freud's tradition. Freud argued that people act on the basis of an unconscious motive or on the basis of thoughts, feelings, and tendencies conscious and unconscious in part. Freud argued about the proper functioning of the process of the subject's personality:

a) The idea, which is a process of people trying to impose desire would be a fun thing.

b) Ego, a tool used to rate that person or reality.

c) Super Ego, which lowered people's ideas (usually through the experience with her parents) about what's good and bad. The

7 Rakhmat, Jallaludin. *Metode psikologi Komunikasi.* (Bandung: Remaja Rosdakarya 2001), h. 93.

process of the idea of seeking pleasure and sense of right or wrong is reflected in the super-ego, often at odds. Ego completes this conflict through various defense mechanisms.[8]

These mechanisms include repression (forcing the trust value, and hope that threaten out of consciousness), redirect (divert emotional reactions from one object to another object), sublimation (search for an acceptable way to express encouragement by other means is not acceptable), rasionalyze (giving a dubious reason to justify the behavior or separately eliminate disappointment), regression (returning to behavior that is not mature, the formation of the reaction (switch from one extreme to the opposite extreme), introjection (picking up the establishment of another person as the establishment of its own), or identification (increasing the sense of strong, safe, or guaranteed by taking the nature of other people).The psychoanalytic theory brought into the political world have suggested that an unconscious defense mechanism whose adaptive blocking political.[9]

Interpersonal. The interpersonal variant of psychoanalytic theory largely derived from the work of Harry Stack Sullivan. In the words of Sullivan, "persont is the relatively immutable pattern of recurrent interpersonal situations that characterize human life." Sullivan accepted the idea that humans have a biological need as innate. The need for food, water, warmth, and disposal that are not needed by the body. He added that people need a sense of security from their experiences with others who raise sub-district and guarantee satisfaction of the tension that is biological. And in reducing anxiety and biological demands satisfying people often knock on the relationship with other JV complicated and distorted.[10]

**Phenomenological Theory**

Thought phenomenological Schutz on criticism of Husserl that phenomenological emphasize thinking on the symptoms of human life without questioning causality (cause) of the reality of "objective" was or even who had been seen. Orentasi of studies phenomenon is a symptom of human life is primarily focused experience in the dimension of consciousness, cognitive dimensions, and the perception of how the action of these processes overrated and in appreciation of the aesthetic. The fundamental orientation of phenomenon is stressing themselves to the search for an understanding of how individuals (Actor) constructing meaning and basic concepts in the form of intersubjectivity. In early study sociology, there are several approaches that underlie the understanding of the social phenomenon that can be deep society. One approach is contained in the phenomenological sociology. Phenomenology is generally known as an approach used to capture as symptoms or phenomena that are in society.[11]

The phenomenological theory also has the view that the role of personality in the

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8 Ramlan Surbakti, *Memahami Ilmu Politik*, (Jakarta: PT Gramedia Widiasarana Indonesia, 1992), h. 182.

9 Chepyharicahyono, *Ilmu politik dan perspektifnya*, (Yogyakarta: Tiarawacana, 2001), h. 157.

10 Jalaluddin Rahmad, *Komunikasi Politik Khalayak dan Efek*, (Bandung: Remaja Rosda Karya. 2006), h. 72

11 Robert A. Dahl, *On Democracy*, (Yale University Press, 1999), h. 45.

behavior (including personality in politics) is most easily understood by describing the role of a live person that is the process used by those who draw attention to and understand the phenomenon that is served directly by them. Therefore, the phenomenological theory emphasizes that the way people subjectively experienced - sense world, feelings, and fantasies are involved- is the starting point for examining how people respond to various objects.

Two main lines phenomena think reflects the approach that is:

a) Gestalt theory of perception. Adherents of this theory argue that the main aspect of personality is how people arrange experience into patterns or configurations. They emphasize the principle of simplicity in preparing perception.

b) Theory field. This theory argues that personality (eternal and behavior patterns obtained by learning) alone can not explain how people behave. Everyone has a living space composed of the magnetic field. In the act, individuals approaching or avoiding objects in style and living space as it is he understands the style of the current act.

Past experience would be a force in the field but did not specify how people will act toward the object in a certain situation. Field theory. Rejecting the idea that the cause of human actions lies in the old problem of every individual; otherwise, the field at the present time is the product of these areas according to its state at the time had just passed past experience far helped shape the field today indirectly with the passage of time, but an experience that immediately provide information that is more definite about why people behave like any accomplishments in the field today.[12]

**Theory Black Campaign**

Words can penetrate the castle or the ship's deck cannon even the most resistant. Napoleon more afraid of words than their guns. He could be softer than silk but can be sharper than a samurai Toyotomi Hideyoshi, Japanese swordsman Azuchi Momoyama era. The black campaign there. Especially in times when the regional head candidates to campaign themselves to the public. The black campaign is the other side of the coin. On one side of a clean campaign model of an open and covert campaign on the other side with a view to knocking your opponent. Campaign offensive, embarrassing the opponent's voters shunned. According to Law No. 32/2004 "election campaign head and deputy head of the region is hereinafter referred to campaign activities in order to convince the voters by offering a vision, mission, and programs of candidates" (article 1, paragraph 23). Unlike the black campaign that always burdened dropped the opponent.[13]

Literally, the black campaign could be interpreted as a smear campaign dropping right opponent by using isu negative unfounded. First, the "black campaign" also

12 Mulyana, Deddy. Dr, M.A. *Nuansa-Nuansa Komunikasi.*(Bandung: Remaja Rosda Karya.2005), h. 75.

13 Pappilon H. Manurung. *Komunikasi dan Kekuasaan* (Universitas Atma Jaya Yogyakarta: Forum Studi Komunikasi, 2002), h. 105.

known as whispering campaign through word of mouth, usually can be more sophisticated by using common Elektronik. on black media campaign characterized by a very basic: more gab than facts. Indeed, there could be one or two facts but he will be processed in a way to raised to sway public opinion toward the negative. The black campaign can be an open attack. This method is very easy to recognize intend to impose an opponent. Contain the negative side of the opponent and always exaggerated by the fact that not axiomatic. Voters must be observed where the fictional and real. The dirty campaign can also be done sporadically by waiting for the right moment and disappear in a short time. He was always waiting for the right moment to attack, for example, waiting for a certain opinion as a pacesetter. If the discussion died down when that's the "attacker" lost temporarily.

Another model is to kill Usually the "attacker" does this too with covered. Amazingly this is a model that systematics. The black campaign opponents will attempt to infiltrate "his" entry into the opposite camp. When the intruder has entered then he will attempt to make something that is detrimental to the group compromised. Often the statement that came out actually counterproductive, for example, made a statement that made voters angry, bend and lose sympathy. This tenth would be detrimental to the group that infiltrated with damaging the image.[14]

But certainly from all campaigns pattern was very difficult to prove "intellectual actors" behind the attacks are tendentious and

negative. Two elements stand out in this black campaign is news that comes out of the fact, enlarged exaggerated reality, tendentious, and potentially kill the character. It would also harm the public because the public has the right to get the news is true and factual. Proclaiming a message that is not based on fact is a violation of public rights. In caricature, the actor behind the negative campaign is like the shadow of a giant laughing. He was among the crowd who did not hesitate. No one guessed how it seems, can sometimes soft like an angel-faced but could be tempered wild with bleary eyes.[15]

Theory weaknesses into strengths are the intelligent model. We do not need to collect the energy scattering campaign. Wait and intelligent enough to answer, for example by telling us misled. Sometimes these efforts to accommodate powerful mass sympathy. The difficult part is the pattern of infiltration systematic the counterparty to destroy from within. So what should be done is the sterilization of our group, to recognize friends and enemies. Infiltration from the outside that goes into much more dangerous than the enemy in front of the eyes.[16]

## METHODOLOGY STUDY

This methodology includes a variety of methods and approaches used to achieve the goals and objectives of the study. Planning research methodology should be done

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14 Rakhmat, Jallaludin. *Metode psikologi Komunikasi.* (Bandung: Remaja Rosdakarya 2001), h. 43.

15 Alwin Basri, *Evaluasi Bauran Pemasaran Politik Pasangan Kepala daerah Dalam Pemilukada (Studi Kasus Pasangan Ir. Hj. Diah Soenarsi - Milhouse Teddy Sulistio, SE Dalam Pemilukada Kota Salatiga Tahun 2011* (Tesis Program Pasca sarjana : INISNU, 2012), h. 32.

16 Ian Marshal, *Kampanye Hitarn Dalam Pilkada dan Pemilu*, (Jakarta, Grafiti Press, 2006), h. 83.

regularly. In this study, using a qualitative descriptive study based locally by interviewing respondents, Candidate Legislative and local communities.

## ANALYSIS OF RESULTS
### Political Communication Strategies Legislative Candidates Manggeng

As on this occasion, the author has interviewed several members of the House of Representatives of Southwest Aceh district level which has then become candidates DPRK.

DPRK candidates Aceh Party (PA):

In the framework of the democratic party of the Aceh Party's candidates were named Mr. Khairuddin succeed in its power to occupy the bench Council district level by gaining 609 electoral votes the voice of the four constituencies. The initial stage of binding relationship with the community to reach members of the DPRK in 2009. Starting aid to the public in the year 2012 to the year 2014, with a wide range of community needs better means of facilities of rural needs nor Mr agricultural equipment needs.

Facilities and infrastructure are distributed during the political campaign conducted by Mr. Khairuddin:

1) Rehabilitation of 26 Mosques in four districts of Aceh Barat Daya district in 2012;
2) Build 18 Mushalla in four districts of Aceh Barat Daya district in 2012;
3) Channeling and development facilities in the form of book study facilities on 8 boarding school in four districts of Aceh Barat Daya district in 2013;

4) Distribute to the public Manggeng agricultural machinery amounted to 7 tractors in 2013;
5) Giving agricultural facilities in the form of tools work to 5 groups of women farmer in sub-Manggeng in 2013-1014.

The strategy was undertaken by the father Khairuddin DPRK party candidates Aceh:

1) By installing Balihao 10 sheets each rural;
2) Make the meeting of 8 times each rural;
3) Print banners for Manggeng society when there are special occasions.

Being a strong and strong constraint weight borne by Mr. Khairuddin in the campaign period candidates in 2014 came under fire from his own party that the Aceh Party which tried to knock it with an assortment of Opinion. While the emotional very familiar with people from a variety of things.

DPRK candidates Nasdem Party:

Early become a member of the DPRK to the number of votes 607 ballots were named Mr. Samsurizal. These candidates campaigned Starting in early 2013 which then also distributes aid to communities in last 2013 and in early 2014, with a wide range of community needs better means of facilities of rural needs nor agricultural equipment needs.

Facilities and infrastructure are distributed during a political campaign by Mr. Samsulrizal:

1) Distribution funds for the Rehabilitation of 2 Mosque in village fields and village Meurandeh Manggeng sub-

district Southwest Aceh district in 2014;

2) Providing funding for the event benefit orphans in village Manggeng subdistrict desert Southwest Aceh district in 2014;

3) Channeling study facilities in the form of the fourth book of the existing landfill in four villages in the subdistrict Manggeng Southwest Aceh district in 2013;

4) Channeling agricultural facilities to the people of each rural Manggeng in 2013-2014.

Politic campaign strategy carried out by the father of the DPRK Samsulrizal Nasdem Party candidates:

1) By installing Billboard 24 sheets of each rural area;

2) Make a meeting with the community as much as 15 times each rural;

3) Print banners and the sponsored soccer match between district.

The constraints Mr. Samsulrizal the campaign period candidates in 2014 are not too heavy just under attack from any opposing party also want to unite with an assortment Opinion. While the emotional relationship with Manggeng community is also very familiar from various fields.

DPRK party candidates PKB:

Mr. MUSLIDARMAN also a preliminary list of candidates in elections on 9 April 2014 and, until now it has earned a member of the House of Representatives of Southwest Aceh district level (DPRK). With turnout the election 760 from three constituencies. Starting with the public political campaigns since 2011 last year.

Facilities and infrastructure are distributed during a political campaign do by Mr. Musliadarman:

1) Penyaluran funds for the Rehabilitation of the existing 4 sub-district Mosque Manggeng Southwest Aceh district in 2013-2014;

2) Providing boarding facilities in the form of books and teaching materials sub-district Manggeng equipment in 2014;

3) 3) Channeling study facilities in the form of the book to two landfills in four sub-district village Manggeng Southwest Aceh district in 2014;

4) 4) Channeling sports facilities to the youth village of Ujong field in 2013-2014.

Politic campaign strategy carried out by the DPRK Party candidates Muslidarnman father PKB:

1) By installing Balihao 20 sheets each rural;

2) Make a meeting with the community as much as 12 times each rural;

3) Turning a variety of youth activities in village Ujong Padang such as Art and Sports.

The obstacles father Muslidarma the campaign period candidates in 2014 is also not too heavy, just under attack from opposition parties who also want to unite with an assortment Opinion. While the emotional relationship with Manggeng community is also very familiar from various fields.

**Needs Community In Legislative Candidates Campaign**

According to the results of interviews, the author of various Members of the House of Representatives of Southwest Aceh district level sub-district Manggeng the needs of society is inseparable from the requirement relating to the benefit of society, namely:

1) Economic facilities and infrastructure needs;
2) Social facilities and infrastructure needs;
3) Facilities and infrastructure needs of the arts and culture;
4) Facilities and infrastructure needs of Spiritual

**Campaign Period phenomenon Legislative Candidates On the field**

The phenomenon of Legislative Candidates campaign period has not become something in field new thing when it came under attack from the opponent party from the party even be a serious threat when campaign period black (Black Campaign). Even got a provocation from the other party to the people not to accept a party or candidates, example capitalize upon existing media such as newspapers engineering or opinions dropped a party or candidates.

**CONCLUSION**

The author has been completed in conducting research in the field and analyze the data in depth to the discussion of the Political Communication Strategies candidates in the campaign. So, in this case, felt the need to take a conclusion, so purposeful and organized all of the topic sentences of the description of writing. In addition, the conclusion as follows:

1) Most of the communication strategy in the sub-Manggeng Political candidates have leverage in persuading or influencing the community in its campaign, the form of strategy do the candidates are using billboards, make political meetings with the community, and help distribute the infrastructure according to the needs of society Manggeng.

2) That became the trigger factor in influencing the behavior of society towards political campaign field is persuasion and seduction that is brought into complicit to the general public knowledge because of lack of knowledge society challenge of political ethics in understanding languages or opinions published in the media, both print and media electronics.

**SUGGESTION**

As for suggestions from the author so focused and motivated after reading this paper, he suggested the following:

1) Hope all attachment writer to the candidates in the district Manggeng to be more ethical in a competitive and more didactic in the campaign to the public, Which in most of the community is not understood for the science of political truth.

2) Use political strategies were positive and healthy to society so that people do not fall for complicit causing any atmosphere between the members, which essentially not benefit the

community even made loss alone.

3) To improve the livelihoods for fellow Muslims would be wonderful in this political strategy we conducted in accordance with good political ethics that has been regulated by the State and which are prescribed by Islam, if necessary, have a lot to consider and pay attention to the religious and spiritual strong our faith and piety to Allah.

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