

Political Communication Strategy for The Electoral Victory of Legislative Candidates from The National Awakening Party (Pkb) in Electoral District 6 in the 2024 General Election in Bandung Regency

Merin Anandita Sukmawati Sugandi¹
Universitas Wanita Internasional

Toteng Suhara²
Universitas Wanita Internasional

Correspondence : Merin Anandita Sukmawati Sugandi (merinsu24@gmail.com)

Abstract

This study focuses on analyzing the political communication strategies, inhibiting factors, and mitigation efforts undertaken by legislative members of the National Awakening Party (PKB) to achieve victory in Electoral District (Dapil) 6 of Bandung Regency during the 2024 General Election. A descriptive qualitative approach was employed in this research. Data collection techniques included in-depth interviews with political actors, campaign success teams, and local constituents, supported by field observations and relevant documentary studies. The findings indicate that the applied political communication strategies align with Anwar Arifin's (2011) theory, which encompasses maintaining leadership figures and solidifying institutional structures through synergy between individual reputations and party machinery, fostering togetherness through cultural and religious approaches, and building consensus through aspirational dialogues and verbal commitments. The primary obstacle encountered was the physical and age constraints of the candidates due to high campaign mobility. To overcome these challenges, candidates optimized consolidation across four key instrumental pillars PKB party structures, grassroots government apparatus, youth organizations, and religious leaders/clerics (kyai). This study concludes that a structured and integrated communication strategy effectively enhanced popularity, strengthened candidate image, and delivered electoral victory.

Keywords: Strategy, Political Communication, General Elections

INTRODUCTION

Political marketing is understood as a process in which political parties identify voter needs and preferences, then formulate political messages, candidate profiles, and programs suited to securing electoral support (Lees-Marshment, 2001). PKB is able to adapt this strategy by combining the strength of its traditional base with a more segmented approach to contemporary political communication. The fact that PKB dominates the vote count in Bandung Regency demonstrates its ability to effectively segment and target voters particularly among the Nahdliyin, Islamic boarding school communities, and rural populations. From a political marketing perspective, this success highlights the party's capacity to manage political products such as legislative candidates, party ideology, and work programs in ways that align with local needs. Furthermore, the presence of religious figures as opinion leaders remains a crucial tool for influencing voter preferences. A key element of PKB's political marketing strategy in Bandung Regency is the optimization of political promotion across various communication platforms, both digital and conventional. Face-to-face

campaigning, religious activities, and social media usage all serve to foster emotional connections and expand voter reach, particularly among the younger generation. This reflects a combination of "on-the-ground" and digital campaigning a vital component for boosting a party's electability according to contemporary political marketing studies. In 2024, the Final Voters List (DPT) for Bandung Regency comprised approximately 2.65 million voters, distributed across thousands of polling stations throughout the regency's districts.

Tabel 1.1 Vote counts for all parties in Bandung Regency

No	Party Name	Bandung Regency Electoral District 1	Bandung Regency Electoral District 2	Bandung Regency Electoral District 3	Bandung Regency Electoral District 4	Bandung Regency Electoral District 5	Bandung Regency Electoral District 6	Bandung Regency Electoral District 7	Final Amount
1	National Awakening Party	59.857	51.380	50.607	54.440	82.236	83.622	65.324	447.466
2	Golkar Party	45.329	30.352	37.526	62.409	25.790	51.285	64.139	316.830
3	Prosperous Justice Party	27.407	49.244	40.221	30.699	37.755	36.341	36.341	258.008
4	Gerindra Party	44.761	28.333	33.838	26.424	20.337	35.042	32.972	221.707
5	Democratic Party	30.339	27.943	18.366	24.247	31.017	46.643	27.305	205.860
6	National Mandate Party	32.408	28.465	17.728	9.030	10.473	20.782	41.762	160.648
7	NasDem Party	35.362	17.889	17.946	12.862	26.379	22.372	23.381	156.191
8	PDI Perjuangan	18.895	24.618	26.374	17.011	26.411	22.306	19.828	155.443

Sumber : Data from the Bandung Regency KPU Website, 2024

The table above shows that the National Awakening Party (PKB) secured the highest number of votes in the 2024 legislative election in Bandung Regency, garnering 447,466 votes (21.11%) and winning 12 seats on the Bandung Regency Regional House of Representatives (DPRD). This dominance can be analyzed through the lens of political marketing specifically, the party's ability to build a political image, leverage social networks, and engage in voter

segmentation.

PKB's dominance is also evident in Electoral District 6 comprising the Ciparay, Pacet, Kertasari, and Baleendah districts where the party secured 83,622 votes. This high level of support is believed to stem from political communication strategies that employed social, religious, and cultural approaches, alongside the close rapport between legislative candidates and the local community. Out of the nine available seats, PKB won two: one through H. Tarya Witarsa, S.Ag. (22,889 votes) and another through KH. Wawan Sofwan (10,639 votes).

This phenomenon serves as the basis for a study analyzing PKB's political marketing strategies in winning the 2024 election in Bandung Regency, particularly in Electoral District 6. The research focuses on the segmentation, targeting, and positioning (STP) strategies employed by PKB to understand voter characteristics and formulate campaign strategies tailored to the local community's social conditions.

LITERATURE REVIEW

Political Communication Strategy

Anwar Arifin (2011) defines political communication strategy as the process of planning and controlling communication undertaken by political actors to achieve specific political goals. This strategy encompasses not only the delivery of political messages but also how political communicators garner public support, build public trust, and maintain political legitimacy through effective communication. A political communication strategy is a conditional decision regarding communication actions employed to achieve future political objectives. Communication strategies must be planned by taking into account audience demographics, message content, the media utilized, and the communicator's capacity to influence public opinion. Anwar Arifin identifies three primary strategies frequently used as indicators in political communication research:

1. Cultivating Personal Stature and Strengthening Institutions
2. Fostering Togetherness (Building Cohesion)
3. Building Consensus

Political Communication

Political communication, as defined by Swanson & Nimmo (1990), is a communication process aimed at influencing public knowledge, beliefs, and actions regarding political issues. Initially, political communication followed a top-down pattern, flowing from political structures to the public. However, with the advent of new media, political communication can now also occur in a bottom-up manner, with the public communicating with political elites. The objective of political communication is to influence political processes and the policies adopted by political institutions. From Gabriel

Almond's perspective, political communication is considered an ever-present element within every political system. Almond views it as a process of message transmission that occurs alongside six other functions such as political socialization and recruitment, interest articulation, interest aggregation, rule-making, rule implementation, and legal dispute resolution. Consequently, Almond asserts that the function of political communication is intrinsically integrated into every aspect of the political system (Solihin, 2005).

Political communication is generally utilized by individuals engaged in state political activities to foster relationships with other parties, specific groups, or the broader public. This aims to effectively achieve the communicators' objectives. In this context, commonly used communication channels involve mass media such as public meetings, press conferences, and other forms of communication (Mayssara A. Abo Hassanin Supervised, 2014). Political communication plays a central role in a nation's political life, as it involves the transmission of messages, information, and ideologies among political actors aimed at achieving specific political objectives. Its crucial role is manifested in shaping public opinion, influencing voter decisions, and molding political dynamics within a community.

Political Campaign

A political campaign is a planned and organized communication activity designed to provide information and influence audience behavior over a specific period. Atkin and Rice (2013) view campaigns as a series of communication actions utilizing various channels to generate non-commercial effects for individuals and society. Meanwhile, Rogers and Storey (cited in Ruslan, 2008) define a campaign as a series of integrated, sustained communication activities aimed at producing specific impacts on a target audience. From a legal standpoint, Law Number 10 of 2008 defines a campaign as an activity undertaken by election participants to persuade voters by presenting their vision, mission, and programs. Consequently, campaign strategy plays a crucial role in efforts to secure public support. Errors in determining this strategy can lead to a waste of time, effort, and resources.

In the context of political communication, campaign strategies can be implemented through four key aspects:

1. Selection of the Communicator: Determining who will deliver the campaign message by considering communication skills, credibility, ideas, and creativity.
2. Targeting: Identifying and understanding the specific groups of people targeted by the campaign, based on voter characteristics and needs.
3. Formulation of the Campaign Message: Crafting a message that is informative, persuasive, and capable of capturing the audience's attention, supported by logical arguments and

relevant facts.

4. Media Selection: Choosing appropriate communication channels, such as print media, electronic media, outdoor media, indoor media, and direct face-to-face communication with the public.

Thus, the success of a political campaign is determined not only by the intensity of campaign activities but also by the appropriateness of the communicator, the target audience, the message conveyed, and the media utilized.

4P Political Marketing Theory

Political marketing is a concept that integrates political science and marketing to understand how political parties or candidates build their image, establish trust, and garner public support. Butler and Collins (2001) explain that political marketing is an ongoing activity for political parties and candidates aimed at building relationships and a positive public image.

This study employs political marketing to understand the communication and political marketing strategies used to garner voter support. One of the approaches utilized is Niffenegger's (1989) "4P" political marketing mix concept, comprising product, promotion, price, and place. Although it adopts concepts from commercial marketing, its application in politics possesses distinct characteristics because the offerings consist of ideas, candidates, programs, and political identities (Firmanzah, 2012).

1. Product
2. Promotion
3. Price
4. Place

Thus, the 4P political marketing concept is used to analyze how PKB manages its political products, promotion, political pricing, and political placement or distribution strategies to secure public support, particularly in the 2024 General Election within Electoral District 6 of Bandung Regency.

RESEARCH METHODS

This study employs a constructivist paradigm with a descriptive qualitative approach to gain an in-depth understanding of the political marketing communication strategies used by National Awakening Party (PKB) legislative candidates in Electoral District 6 of Bandung Regency during the 2024 General Election. The constructivist paradigm is utilized because political reality is viewed as a social construct shaped by interactions, communication, public perceptions, and strategies devised by political actors to garner public support. The study focuses on the processes, forms, and patterns of political communication strategies employed to build an

image, convey campaign messages, and secure public support; the subjects comprise 15 informants including legislators, victory teams, success teams, campaign teams, and residents of Electoral District 6 selected via purposive and snowball sampling techniques. Data were gathered through direct observation of campaign activities and political interactions, in-depth interviews with informants, and the review of documentation such as news reports, articles, journals, archives, and other relevant written sources. Data analysis was conducted qualitatively through the stages of data reduction, data presentation, and conclusion drawing and verification, while data validity was tested using source, technique, and time triangulation. The research was conducted at the PKB Branch Leadership Council (DPC) office in Bandung Regency located in Baleendah District, Bandung Regency, West Java focusing on the political communication strategies that contributed to the success of PKB legislative candidates in the 2024 General Election.

RESULTS AND DISCUSSION

Results

Political communication strategies employed by National Awakening Party (PKB) legislative candidates in the 2024 General Election within Bandung Regency Electoral District 6.

Research findings indicate that H. Tarya Witarso's winning strategy was built through the integration of political communication and political marketing strategies. The analysis employs Anwar Arifin's three dimensions of political communication strategy nurturing personal stature and institutional strength, fostering a sense of togetherness, and building consensus interpreted alongside Niffenegger and Firmanzah's "4P" political marketing framework.

The Dimensions of Nurturing Stature and Strengthening Institutions

H. Tarya's standing was built upon a track record of social and religious engagement prior to his candidacy. Activities such as the distribution of basic necessities, assistance for the sick, home renovations, healthcare services, and religious initiatives generated the social and symbolic capital that bolstered public trust.



Figure 4.2 Ambulance Provision

Source: Instagram @taryawitarsa

At the institutional level, the Bandung Regency PKB branch (DPC) utilizes an Election Winning Body (LPP) and Liaison Officers (LOs). The LPP conducts territorial mapping and coordinates the division of operational areas among candidates to prevent overlap or vote cannibalization, while LOs handle administrative support. Campaign teams then refine the candidates' images by leveraging local neighborhood networks (RT/RW), community groups, and the party structure. Thus, the personality-driven strategy operates at the level of the individual figure, while the institutional framework provides the infrastructure to organize and disseminate campaign messages. Both elements mutually reinforce the candidate brand and the party brand.

The Dimension of Creating Togetherness (Social Cohesion)

A sense of togetherness is fostered through face-to-face communication and a cultural-religious approach. H. Tarya utilizes four key instruments: the PKB structure, local government elements, youth organizations (Karang Taruna) and youth leaders, and religious figures. He also actively attends religious study sessions, collective prayer gatherings, Prophet's Birthday celebrations, religious study groups, youth activities, and community meetings.



Figure 4.3 Gathering with the community

Source: Instagram @taryawitarsa



Figure 4.4 *Tadarusan* (Quran Recitation) Gathering

Source: Instagram @taryawitarsa

A consistent presence helps narrow the social distance between candidates and citizens. Messages are disseminated through PKB's sub-district (PAC) and local branch units, Garda Bangsa, Perempuan Bangsa, the NU organizational network, prayer groups, and local neighborhood associations (RT/RW). This approach demonstrates the use of opinion leaders and a multi-step flow of communication, ensuring political messages are conveyed through networks already trusted by the community. The strategy also reflects audience segmentation: youth networks target young voters and women's networks target female voters, while religious and local community networks reach traditional voters.

The Dimension of Consensus Building

Consensus is built through dialogue, the gathering of public input, and a commitment to addressing community needs. Candidates offer commitments regarding the development of village facilities, access to clean water, support for religious activities, and the championing of public aspirations through the Regional House of Representatives' (DPRD) "Key Priorities" mechanism.



Figure 4.5 H. Tarya Witarsa's feedback website

Source: Haji Tarya Centre (HTC) website

The use of websites or apps for voicing aspirations facilitates the creation of more open, two-way communication channels. Citizens can convey their needs either directly or through support teams. Following the election, this mechanism is maintained through community-level (RW) communication teams and legislative recess activities. This strategy integrates the "Place" dimension representing accessibility with the "Product" dimension, comprising performance, responsiveness, and service

delivery to constituents.

What are the obstacles faced by National Awakening Party (PKB) legislative candidates in the 2024 General Election in Bandung Regency Electoral District 6?

First, the candidate's physical limitations and age pose a challenge, as the vastness of Electoral District 6 demands high mobility and frequent face-to-face engagement; these factors can restrict the duration and frequency of direct interactions. Second, internal obstacles arise from differing perceptions and egos among team members. Involving community leaders and local officials (such as RT and RW heads) from diverse backgrounds requires strong coordination to prevent such differences from escalating into conflict. Third, internal competition exists among PKB legislative candidates due to overlapping campaign territories; without clear mapping, this situation risks triggering a scramble for the same voter base and leading to a waste of resources. Fourth, some young and critical voters are skeptical of socio-religious outreach, viewing it merely as an image-building exercise; these groups tend to demand proof of performance and more concrete programs. Fifth, the geographical diversity of Electoral District 6 adds complexity to logistics and communication, necessitating campaign strategies tailored to the specific characteristics of the area and its voter demographics.

What efforts were undertaken by the National Awakening Party (PKB) legislative candidates in the 2024 General Election for Electoral District 6 of Bandung Regency?

To overcome these obstacles, the campaign team optimized four social network instruments: the PKB organizational structure, local administrative units (RT/RW), youth organizations, and religious figures. This division of roles helped expand the campaign's reach while reducing the candidate's mobility burden. For elderly voters or those with reading difficulties, the team provided sample ballots and voting simulations. Meanwhile, young voters were engaged through social media, photo and video content, education on legislative functions, sports activities, and discussion forums. This approach was designed to address skepticism among young voters while broadening communication channels. Following the election, the communication team was not fully disbanded but repurposed to serve as a conduit for constituent aspirations. The use of applications, RW-level communication teams, recess activities, and the realization of constituent-proposed programs served as instruments to maintain connections with constituents and reinforce post-election trust. Overall, these efforts demonstrate a strategy combining direct engagement, social networks, voter education, digital media, and aspiration management an adaptive response to geographical, organizational, and demographic challenges.

Discussion

Political communication strategies employed by National Awakening Party (PKB) legislative

candidates in the 2024 General Election in Bandung Regency Electoral District 6.

Research findings indicate that H. Tarya Witarsa's electoral victory was determined not merely by campaign activities leading up to the election, but by an accumulation of previously established social and symbolic capital. This is evident in his consistent engagement in social and religious activities, as well as his close interpersonal ties with the community. From Arifin's perspective, this strategy strengthened the political communicator's position while establishing the credibility of the message source. The PKB's institutional framework specifically through its Election Winning Body (LPP) and Liaison Officers (LO) complemented the candidate's personal strengths. Territorial mapping, the division of tasks, and the coordination of outreach efforts among legislative candidates demonstrate that political communication was conducted through an organized network. Simultaneously, a cultural-religious approach aligned with the social character of Electoral District 6, thereby enhancing community rapport and message reach.

Regarding the consensus dimension, the commitment to public aspirations and the realization of constituent-proposed programs demonstrate that political outputs do not stop at mere promises but are linked to performance and service accessibility. Within Niffenegger's framework, the elements of "Product" and "Place" are evident in the candidate's track record and performance, as well as in the availability of easily accessible channels for voicing aspirations. Thus, H. Tarya's political communication strategy can be understood as an integrated approach combining personal stature, institutional mechanisms, cultural channels, interpersonal communication, networks of opinion leaders, and post-election services addressing constituent aspirations.

Obstacles faced by National Awakening Party (PKB) legislative candidates in the 2024 General Election in Bandung Regency Electoral District 6.

Research barriers show that campaign effectiveness is not only determined by the message, but also by organizational capacity and the conditions of the communication environment. Physical fatigue, ego clashes, overlapping regions, skepticism of young voters, and geographical heterogeneity are factors that can reduce campaign efficiency. In the perspective of Atkin and Rice, a campaign is a planned communication process that requires organizational solidity, internal communication flows, and human resource management. Findings regarding internal egos and competition among legislative candidates highlight the importance of coordination and the division of territories to prevent organizational energy from being consumed by internal conflict. Meanwhile, skepticism among young voters indicates that symbol-based communication and social rapport need to be complemented by evidence of performance and substantive information. This implies that communication strategies must be tailored to the characteristics of the audience rather than applied uniformly.

Efforts undertaken by National Awakening Party (PKB) legislative candidates in the 2024 General Election in Bandung Regency Electoral District 6.

The efforts undertaken demonstrate an ability to adapt strategies in the face of obstacles. Leveraging local administrative units (RT/RW), party structures, youth organizations, and religious leaders expanded communication reach when candidate mobility was restricted. Voting simulation sessions were tailored to the needs of elderly voters, while social media and educational content were utilized to engage younger voters. From a political marketing perspective, these strategies strengthened the "Promotion" and "Place" elements through a combination of direct communication, social networks, and digital channels. Post-election, mechanisms such as constituent feedback platforms, RW-level communication teams, legislative recess periods, and the realization of constituent-proposed programs extended the relationship between the candidate and their constituents. Thus, political communication did not cease with the campaign period but continued through service delivery and the management of constituent aspirations. Overall, the winning strategy in Electoral District 6 was shaped by integrating the candidate's social capital, party structures, community networks, voter segmentation, digital communication, and a proven track record. This integration proved crucial in maintaining effective political communication within a voter base characterized by geographic and social diversity.

CONCLUSION

Research findings indicate that the election victory of H. Tarya Witarsa, S.Ag. a legislative candidate from the National Awakening Party (PKB) in Bandung Regency's Electoral District 6 during the 2024 election resulted from a combination of a relationship-oriented political communication strategy and the application of a political marketing mix. This strategy was implemented by reinforcing the candidate's public persona as an religious teacher, activist, and local philanthropist; consolidating party institutions through territorial zoning managed by the PKB Branch Leadership Council (DPC); employing a cultural-religious approach via study circles, Quranic study groups, gatherings, and other religious activities; and building consensus by gathering public aspirations and championing local development needs. Viewed through the lens of the political marketing "4Ps," the candidate's success was supported by a "political product" comprising a religious yet down-to-earth persona and tangible programs; "promotion" via a mix of door-to-door canvassing and social media; "political price" management focused on team operational needs and voter psychological comfort; and "political place" optimization through micro-targeting establishing Ciparay District as the primary vote base while expanding into Baleendah, Pacet, and Kertasari. Implementation faced internal obstacles such as the candidate's physical limitations, high campaign

mobility demands, team member egos, and potential territorial overlap with other PKB candidates as well as external challenges, including skepticism among some rational voters, Millennials, and Gen Z regarding the religious approach, and the vast, diverse geography of Electoral District 6. To overcome these hurdles, the candidate and campaign team optimized party networks, RT/RW (neighborhood/hamlet) structures, religious leaders, and youth organizations, while also utilizing voting simulations for rural voters, particularly the elderly. developing a social media division that produces educational content regarding legislative functions via Instagram, TikTok, and Facebook; and establishing post-election communication mechanisms through an aspiration-gathering app and communication teams at the community unit (RW) level. Thus, the success of PKB's political communication strategy in Electoral District 6 is determined not only by candidate popularity but also by the ability to build social rapport, manage political networks, respond to voter characteristics, and maintain ongoing communication with constituents.

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