



THE WINNING STRATEGY OF THE PROSPEROUS JUSTICE PARTY (PKS) IN EAST LAMPUNG REGENCY IN THE 2029 ELECTION THROUGH THE IMPLEMENTATION OF THE DATA-DRIVEN CAMPAIGN APPROACH

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Abstract :

Political campaigning is undergoing a major transformation through data-driven strategies that predict voter behavior, segment target audiences, and optimize political communication. In Indonesia, data-driven campaign (DDC) methods are increasingly used by political parties seeking competitive advantages in regional elections. This study analyzes the winning strategy of the Prosperous Justice Party (PKS) in East Lampung Regency for the 2029 Election by examining the design and implementation of DDC principles to improve voter outreach and electoral performance. Using a qualitative descriptive method, the study draws on document analysis, interview data, and secondary sources to identify stages of strategic planning, voter profiling, digital mobilization, and field operations. The findings indicate that PKS leveraged voter databases, demographic clustering, behavioral analytics, digital engagement metrics, grassroots reports, and targeted messaging to influence voter preferences more effectively. The study concludes that DDC strengthened PKS's organizational preparedness, message precision, campaign efficiency, and capacity to build competitive electoral strategies while navigating ethical and regulatory challenges.

Keywords : data-driven campaign, PKS, East Lampung, political strategy, micro-targeting, local elections, Indonesia.

INTRODUCTION

Digital transformation has reshaped political campaigning worldwide, with data becoming a central element in designing strategies, predicting voter behavior, and optimizing political communication. The adoption of data-driven campaign (DDC) approaches which combine demographic data, behavioral analytics, sentiment mapping, and digital engagement has become increasingly common among political parties seeking to maximize electoral competitiveness. This practice, popularized in campaigns such as those of Barack Obama (2008–2012), has spread rapidly across Asia and has begun influencing political strategies in Indonesia.

In Indonesian local politics, the intensity of electoral competition continues to rise due to decentralization, the proliferation of political actors, and the strengthening of direct regional elections. East Lampung Regency represents a unique political landscape characterized by demographic diversity, rural-urban



disparities, strong religious networks, and dynamic voter mobility. These factors make the region highly competitive during elections, pushing political parties to adopt more sophisticated and data-centric strategies.

The Prosperous Justice Party (PKS), known for its strong cadre system and disciplined organizational structure, has increasingly integrated digital tools and data analytics into its political strategies. In preparation for the 2029 Election, PKS East Lampung began investing in database development, constituency mapping, digital voter engagement, and targeted communication. The shift toward DDC reflects PKS's attempt to strengthen its electoral base and expand its appeal among undecided voters, youth demographics, and digitally active communities.

However, research on how DDC is implemented by Indonesian political parties especially at the regional level – remains limited. Most existing studies focus on national campaigns, digital activism, or general patterns of political communication. Very few examine the internal mechanisms, voter profiling methodologies, or strategic steps taken by political parties at the district level.

Therefore, this study aims to analyze:

1. How PKS East Lampung develops and utilizes voter data for strategic campaign planning.
2. How DDC components such as voter segmentation, targeted messaging, digital engagement, and field mobilization shape PKS's winning strategy for the 2029 Election.
3. The implications of data-driven approaches for political competition, voter participation, and party institutionalization.

This research provides an important contribution to the study of digital politics in Indonesia by offering empirical insights into how regional political parties implement modern campaign strategies in the era of data-driven democracy.

Literature Review

Data-Driven Campaign (DDC)

Data-driven campaign refers to the use of voter data, analytics, and digital tools to guide strategic decisions during elections. According to Kreiss & Jasinski (2020), DDC integrates demographic databases, behavioral predictions, micro-targeting, and digital mobilization to influence voter choices. Key components of DDC include:

- Voter data collection
- Segmentation and clustering
- Predictive modeling
- Targeted content distribution
- Performance analytics

In emerging democracies, DDC is increasingly used to compensate for limited resources and maximize the effectiveness of political communication.

Micro-Targeting and Political Communication

Micro-targeting enables political actors to deliver highly personalized messages to specific voter groups. Hager & Hilbig (2021) emphasize that micro-

targeting increases message relevance, emotional resonance, and voter persuasion. In Indonesian electoral contexts, micro-targeting aligns with the diversity of voter groups across regions, ethnicities, and social identities. Political parties that can precisely segment communities gain an advantage in mobilization efficiency.

Political Parties and Digital Transformation

The digitalization of political parties involves the adoption of:

- Data management systems
- Social media analytics
- Digital volunteer networks
- Online persuasion tools

According to Tapsell (2022), Indonesian parties are increasingly turning to digital platforms to engage younger voters and counteract political apathy. PKS, with its strong grassroots cadres, is well positioned to combine traditional organizing with modern data-driven approaches.

Local Elections and Voter Behavior in Indonesia

Local elections (Pilkada) in Indonesia are shaped by:

- Personal networks
- Religious and community ties
- Patron–client structures
- Local issues and identity politics

Mietzner (2019) argues that voter behavior in local elections is fluid, with political preferences shaped not only by ideology but also by candidate appeal, service delivery, and social networks. In regions such as East Lampung, demographic variation requires tailored campaign approaches.

PKS Organizational Strength and Electoral Strategy

PKS is known for:

- Strong cadre regeneration
- Structured territorial organization
- High volunteerism
- Religious-based network mobilization

Previous studies (Aspinall, 2020) show that PKS combines ideological consistency with adaptive campaign strategies, including digital campaigning and community-based outreach. PKS's increasing use of data reflects its attempt to position itself as a modern, competitive political party.

RESEARCH METHOD

Research Design

This study employs a qualitative descriptive research design to analyze the strategic use of the Data Driven Campaign (DDC) approach by PKS in East Lampung for the upcoming 2029 Election. A qualitative design is appropriate for understanding strategic decision-making, internal organizational processes, voter engagement methods, and data utilization techniques within a political party. This approach allows an in-depth exploration of how PKS integrates data analytics into its grassroots political strategies.

Research Location

The research was conducted in East Lampung Regency, an area characterized by electoral competitiveness, diverse demographics, and strong community-based political networks. PKS has established territorial structures across subdistricts in this region, making it a suitable case for analyzing regional-level data-driven strategies.

FINDINGS AND DISCUSSION

Overview of PKS's Data-Driven Organizational Framework

The findings demonstrate that the Prosperous Justice Party (PKS) in East Lampung has successfully established a sophisticated and layered data-driven organizational framework to support its 2029 electoral strategy. This framework consists of a three-tiered data infrastructure designed to store, analyze, and operationalize voter information systematically.

First, PKS maintains a centralized voter database that integrates the official voter list (Daftar Pemilih Tetap/DPT) with additional demographic, socioeconomic, and behavioral attributes. This database serves as the core repository for voter information and enables predictive analysis regarding voter preferences and turnout probabilities.

Second, PKS has developed territorial micro-datasets at the subdistrict and village levels. These micro-datasets allow the party to contextualize voter behavior based on geographic and cultural characteristics. In a district as heterogeneous as East Lampung—where rural, semi-urban, and religious community clusters coexist—this localized data is essential for crafting nuanced strategic interventions.

Third, PKS integrates digital engagement analytics derived from social media interactions, online sentiment patterns, and user engagement metrics. Through dashboards and tracking tools, PKS systematically monitors trending issues, levels of public support, and sentiment dynamics. These datasets are continuously refined through periodic cadre reporting, community surveys, digital listening systems, and real-time political event monitoring.

The integration of these three data layers forms a dynamic and adaptive system. The continuous update mechanism ensures that the party's strategic decisions remain relevant and responsive to changing political climates. This organizational infrastructure demonstrates PKS's capacity to blend digital innovation with its traditional grassroots structure, placing it ahead of many other parties in data-driven political management.

Voter Data Collection and Profiling

PKS East Lampung employs mixed-method data collection techniques to ensure the comprehensiveness and accuracy of voter information. The combination of online and offline tools allows PKS to reach diverse demographic groups.

Offline methods include door-to-door surveys conducted by cadres across villages and subdistricts. These surveys gather demographic information, household characteristics, issue priorities, and political sentiments. The close

interaction between cadres and community members increases the reliability of the data and builds trust with voters.

Online instruments complement offline efforts. PKS distributes digital surveys via WhatsApp and Telegram clusters, both of which are widely used communication platforms in East Lampung. The digital approach reduces data collection costs, speeds up processing time, and captures insights from younger and more digitally active voters.

PKS also utilizes open-source intelligence (OSINT) to gather demographic data and track public concerns across online platforms. Furthermore, event-based registration, conducted during community service activities such as UMKM empowerment, health services, and educational workshops, enables PKS to gather voter preferences while simultaneously strengthening community engagement.

These inputs produce a dynamic voter profile capturing key variables including age, gender, occupation, religious involvement, socioeconomic class, political engagement level, and issue preferences. The inclusion of likelihood-to-vote (LTV) scores and candidate preference rankings enables PKS to prioritize resource allocation and craft tailored messaging strategies. The comprehensiveness of this voter profile forms the backbone of PKS's micro-targeting approach.

Micro-Targeting and Voter Segmentation

Based on the voter profiles, PKS performs data clustering to classify voters into strategic categories. This segmentation allows PKS to deliver tailored messages, increasing the relevance and persuasive impact of the campaign.

1. Core Supporters

These include long-term PKS voters and members of its cadre networks. PKS focuses on reinforcing loyalty, building commitment, and motivating turnout through personalized engagement by local leaders.

2. Persuadable Voters

This category includes religious communities, youth groups, teachers, farmers, UMKM actors, and middle-income households. PKS deploys policy-oriented messages centered on education, agriculture, social welfare, and economic empowerment.

3. Swing Voters

These are individuals whose political choices remain fluid and are heavily influenced by local issues. Door-to-door persuasion, targeted service programs, and community-based discussions are more effective for this group.

4. Opposition Leaners

Although historically aligned with rival parties, some members may shift if specific issues resonate. PKS uses indirect engagement and positive campaigning to approach them cautiously.

Each voter segment receives distinctly tailored messaging, consistent with global DDC practices highlighted by Kreiss (2020) and Tapsell (2022). This approach enables PKS to optimize message delivery, enhance issue resonance, and maximize conversion potential across demographics.

Digital Strategy and Online Mobilization

PKS East Lampung integrates an advanced digital strategy to strengthen its online presence and connect with digital-native voter groups. The strategy relies on several digital tools and techniques:

- Social media monitoring dashboards track engagement rates and public responses.
- Sentiment analysis tools help identify emerging concerns or negative narratives.
- Hashtag optimization amplifies campaign messages to broader audiences.
- Volunteer-based content generation increases authenticity and relatability.

Key findings show that PKS effectively uses local influencers and micro-community groups to enhance message penetration. These individuals act as trusted intermediaries who amplify PKS narratives at the grassroots level. Short-form videos on TikTok, Reels, and YouTube Shorts significantly increase youth engagement, reflecting a strategic adaptation to generational communication preferences.

WhatsApp broadcast groups serve as a high-trust communication channel where cadres share updates, mobilize volunteers, and distribute targeted messages. Digital engagement data is continuously fed into the party's strategic planning through feedback loops, enabling PKS to adapt quickly to shifts in voter sentiment and online discourse.

Offline Field Mobilization

Despite its technological advancements, PKS maintains strong offline mobilization mechanisms, which remain crucial in regions with low digital penetration or traditional community structures. Field mobilization includes:

- Door-to-door canvassing by cadres and volunteers
- Engagements within religious gatherings and community forums
- Social and economic empowerment events such as UMKM training, youth skills development, and charity initiatives
- Establishment of Rumah Aspirasi (listening posts) for community concerns

Data-driven insights determine:

- Which villages require priority intervention
- The optimal deployment of cadres based on local networks
- Which issues should be emphasized in specific areas

The integration of data-guided strategies with grassroots mobilization gives PKS a distinct strategic edge. This hybrid model enhances outreach precision and reinforces the party's reputation as a community-oriented organization.

Strategic Advantages Gained Through DDC

The DDC framework yields several strategic benefits that significantly enhance PKS's electoral competitiveness:

1. Precision Messaging

PKS can craft messages aligned with socioeconomic concerns, religious involvement, age demographics, and local issues. This precision increases message relevance and reduces campaign noise.

2. Efficient Resource Allocation

Data enables the party to identify high-potential areas where minimal effort yields maximum results, while also avoiding low-yield segments that drain resources.

3. Enhanced Cadre Coordination

The integration of data systems improves coordination among territorial teams, digital volunteers, and field mobilizers. Synchronization increases campaign coherence and reduces duplication of effort.

4. Real-Time Adaptation

Access to real-time survey inputs, sentiment tracking, and digital analytics allows PKS to respond rapidly to emerging issues, political shifts, or opposition narratives. This agility is crucial in fast-paced electoral environments.

Together, these advantages reinforce PKS's positioning as a technologically adaptive and organizationally disciplined political actor.

Discussion: Implications of DDC for PKS's 2029 Victory

The overall analysis suggests that PKS's potential success in the 2029 Election in East Lampung is closely tied to its ability to integrate data analytics with its deep-rooted grassroots organizational discipline. The DDC approach strengthens PKS in three key dimensions:

1. Strategic Clarity – PKS gains a precise understanding of voter needs, preferences, and behavioral patterns.
2. Adaptive Capacity – The party can refine its messages and tactics quickly based on real-time feedback.
3. Mobilizational Efficiency – Coordination between online and offline systems improves turnout and expands voter reach.

Compared with traditional campaign strategies, PKS's approach is more scientific, structured, and scalable, aligning with global trends in political data analytics. This model presents a potential blueprint for other political parties in Indonesia seeking to modernize their electoral strategies.

CONCLUSION

This study concludes that the Prosperous Justice Party (PKS) in East Lampung has developed a highly effective winning strategy for the 2029 Election by implementing a Data Driven Campaign (DDC) approach. Through systematic voter data collection, segmentation, micro-targeting, and integration of digital engagement analytics, PKS has enhanced both the precision and efficiency of its political communication and field mobilization.

The hybrid strategy combining data-driven digital tactics with strong territorial grassroots structures positions PKS as one of the most adaptive political organizations in the region. The use of DDC not only improves electoral competitiveness but also strengthens internal capacity for long-term political consolidation.

Future research should explore:

- Ethical implications of political data usage
- Comparative studies with other parties' data strategies

- Quantitative assessments of DDC effectiveness using voter behavior metrics

This study contributes to a deeper understanding of how political parties in Indonesia can innovate within the evolving landscape of data-driven democracy.

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