

Abstract

Political parties play a role in disseminating political information to the public. One of the functions of political parties is to carry out political socialization activities. This political socialization is carried out by all political parties in Indonesia, including the Democratic Party. The Democratic Party has three big agendas in facing the 2024 elections. These three big agendas are also policies at both the central and branch levels, including in the Branch Representative Council (DPC) of the Ogan Komering Ilir Democratic Party. This research examines the political socialization of the Branch Leadership Council (DPC) of the Ogan Komering Ilir Democratic Party for the Party's Three Big Agendas in the 2024 Election. This type of research is descriptive qualitative with primary data sources in the form of interviews with the Secretary of the DPC of the Ogan Komering Ilir Regency Democratic Party, Mr. Fisli Hartono, M.H., along with secondary data in the form of books, literature and documents. The results of this research show that the political outreach carried out by the Branch Leadership Council (DPC) of the Ogan Komering Ilir Democratic Party for the Party's Three Big Agendas for the 2024 Election is: a. Strengthening infrastructure at district, sub-district and village levels by conducting training and workshops aimed at conducting outreach to communities that do not understand. b. Carrying out a campaign to introduce the Democratic Party, the candidates being promoted, and the programs that cannot be separated from the leadership of Susilo Bambang Yudhoyono. c. Support from central leadership and members by providing direction, guidance and communication strategies to support the delivery of party messages. d. Building collaboration with local communities such as community organization groups (Ormas) and payuguban to gain a support base and better understand the needs and aspirations of local communities. The obstacle in the socialization process is the party network that has not been optimal. The Democratic Party of Ogan Komering Ilir tried to overcome these obstacles by optimizing the cadre network.

Keywords : Political Socialization, Democratic Party, Ogan Komering Ilir, Election