



## Political Strategy of The Pks Faction in Advocating Public Aspirations in The North Sumatra Provincial DPRD

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**Abstract.** This study aims to analyze the political strategies implemented by the Partai Keadilan Sejahtera faction in advocating community aspirations within the North Sumatra Provincial Regional House of Representatives. The research employs a qualitative approach using a descriptive method. Data were collected through interviews, observation, and documentation. Interviews were conducted with Hannah May Lisa as a PKS staff member and Riduansyah as a faction expert staff at the DPRD Secretariat of North Sumatra. The results indicate that the PKS faction's political strategy in advocating public aspirations involves several stages: gathering community aspirations through recess activities and direct communication with constituents, internal faction discussions to determine priority issues, and political communication and collaboration with other factions and the regional government. In addition, the role of faction expert staff is essential in providing policy analysis and supporting data for the decision-making process. Therefore, faction political strategies play an important role in ensuring that public aspirations are accommodated in regional public policies.

**Keywords:** DPRD; Party Faction; PKS; Political Strategy; Public Aspirations.

### 1. BACKGROUND

In the modern democratic system, political parties have an important role as a means of articulating and aggregating public interests. Political parties are a bridge between the people and government institutions, especially in the process of public policy-making (Siddiqy et al, 2025). Through political parties, people's aspirations can be formally channeled into the political system so that they can be considered in the process of formulating state and regional policies (Kodiyat, 2019). Therefore, the existence of political parties not only functions as a tool for power struggle, but also as a representation of the interests of the people in the legislative institution.

At the regional level, this role is carried out through the regional legislative institution, namely the Regional People's Representative Council (DPRD) which has the functions of legislation, budget, and supervision of the running of local government (Nurdin, 2020). In carrying out this function, DPRD members do not work individually, but are members of political groups called factions. Factions are representations of political parties in the legislature that play an important role in determining the direction of political policies, decision-making strategies, and in fighting for the aspirations of the people they represent (Silitonga & Gaol, 2025).

The existence of factions in the DPRD is important because it is through this faction that political parties organize political attitudes, communication strategies, and political measures in fighting for the interests of their constituents (Agun, 2023). Each faction has a different political strategy in articulating the aspirations of the community, both through the discussion of regional regulations, supervision of local government policies, and through recess activities and political communication with the community (Griselda, 2024).

One of the political parties that has representation in the North Sumatra Provincial House of Representatives is the Prosperous Justice Party (PKS). This party is known to have a fairly strong public support base in several regions and has a political character that emphasizes public service, public policy advocacy (Arrasyd & Riza, 2025), and strengthening moral values in politics. This support is inseparable from the image of PKS as a party that emphasizes the values of integrity, service to the community, and commitment to social welfare issues. PKS is also known to be active in advocating for various public policies that are oriented to the interests of the wider community.

In practice, the PKS faction in the North Sumatra Provincial DPRD plays a role in conveying various community aspirations related to issues of social welfare, economy, education, and regional development. The existence of the PKS faction in the North Sumatra Provincial Parliament not only serves as a representation of political parties, but also as a forum for the struggle for people's aspirations. Through various political strategies and communication with the community, this faction seeks to bridge the interests of the community with the policy-making process at the regional level so that the resulting policies can be more responsive to public needs (Vittorio, 2025).

In the dynamics of regional politics, the process of fighting for the aspirations of the community is often complex and challenging. Party factions in the DPRD face various obstacles such as differing interests between parties, shifting political coalitions, limited authority, and the intricate nature of societal issues that need to be addressed. For instance, political strategies play a critical role in engaging and integrating community aspirations into the legislative process. As seen in recent studies, political candidates and parties like PKS often adopt both offensive and defensive strategies to ensure that voters' concerns are heard and addressed, which involves directly engaging with the community and educating voters on policy matters (Indra, 2025). Moreover, these factions must navigate coalition dynamics within the DPRD to negotiate and reconcile diverse interests, ultimately transforming public aspirations into tangible regional policies. A study by Narendo (2024) highlights how political parties in the DPRD, through strategic negotiations and coalition-building, play a pivotal role

in ensuring that legislative actions are aligned with the needs of the community, balancing various competing interests. Therefore, an effective political strategy is essential for ensuring that the aspirations of the people are optimally represented and advocated for in the policymaking process.

Based on these conditions, it is interesting to examine how the political strategy carried out by the PKS Faction in fighting for the aspirations of the people in the North Sumatra Provincial DPRD. This study is important to understand the role of political party factions in the regional democratic system and how the mechanism of political representation is carried out in the practice of regional legislative institutions.

## **2. THEORETICAL STUDIES**

### **Political Strategy**

Political strategy is a step or method used by political actors to achieve certain goals in the political process, both in gaining support, influencing policies, and fighting for the interests of the community. According to Peter Schroder, political strategy is a systematic planning used by political actors to gain and maintain power and influence the political decision-making process (Risqita, 2024). In the context of legislative institutions, political strategies can be carried out through political communication, coalition formation, policy negotiations, and the delivery of people's aspirations in formal parliamentary forums.

### **Political Party Factions in the Legislative Institution**

Factions are groupings of legislative members based on political parties that function to coordinate the political attitudes of members in representative institutions (Ramadani, 2022). Factions have an important role in determining policy direction, formulating political strategies, and conveying party views in public policy discussions. At the regional level, factions are the representation of political parties in regional legislative institutions such as the Regional House of Representatives which have the functions of legislation, budget, and supervision of local governments (Melati, 2023).

### **People's Aspirations in a Representative Democracy System**

In a representative democracy system, the community channels its interests and aspirations through the people's representatives who sit in the legislative body (Ferdian, 2017). According to Miriam Budiardjo, people's representative institutions have the main function as a means of channeling people's aspirations so that the policies produced reflect the public interest (Andini, 2024). The aspirations of the community are usually gathered through various

mechanisms such as recess activities, public dialogue, hearings, and direct communication between legislative members and their constituents.

### **3. RESEARCH METHODS**

This study uses a qualitative approach with a descriptive method to analyze the political strategy carried out by the Prosperous Justice Party in fighting for the aspirations of the community through its faction in the North Sumatra Provincial Regional People's Representative Council located in Medan. This approach is used to understand in depth the political processes and dynamics that occur in regional legislative institutions. Data collection techniques are carried out through interviews, observations, and documentation. Interviews were conducted with DPRD members from the PKS Faction, while documentation was obtained from activity reports, recess documents, and other sources relevant to the research. Data analysis uses an interactive analysis model from Matthew B. Miles and A. Michael Huberman which includes data reduction, data presentation, and conclusion drawn. This method is used to obtain a clear picture of the political strategy of the PKS Faction in fighting for the aspirations of the community.

### **4. RESULTS AND DISCUSSION**

This research aims to analyze the political strategy carried out by the Prosperous Justice Party through its faction in fighting for the aspirations of the people in the North Sumatra Provincial House of Representatives. The research data was obtained through direct interviews with two sources who are related to the political and institutional activities of the faction, namely Hannah May Lisa as a PKS staff and Riduansyah as a faction expert at the DPRD secretariat.

#### **Absorption of Community Aspirations**

Based on the results of an interview with Hannah May Lisa, one of the main strategies carried out by the PKS Faction in fighting for the aspirations of the community is through the process of absorbing aspirations directly from the community. This process is carried out through various activities, such as recess of DPRD members, meetings with community leaders, dialogue with community organizations, and informal communication with constituents in the constituency. Through this activity, members of the faction can find out directly about various problems faced by the community in the region.

Hannah May Lisa explained that the aspirations conveyed by the community are usually related to various regional development needs, such as improving road infrastructure,

improving educational facilities, health services, and community economic empowerment programs. These aspirations are then recorded and collected by the faction team for further analysis before being brought into discussion at the legislative level. This process shows that factions not only play a role as a political representation of the party, but also as a means of communication between the community and local governments.

### **Faction Internal Discussion Process**

After the community's aspirations are gathered, the next step taken by the PKS Faction is to conduct internal discussions within the faction. In this stage, every incoming aspiration will be discussed by faction members to determine the priority of issues that need to be fought for in the DPRD's agenda. This internal discussion is important because not all people's aspirations can be directly accommodated in regional policies, so a selection process and priority determination based on the urgency of the problems faced by the community is needed.

Through the faction's internal meeting, DPRD members from PKS also developed political strategies that will be used in the legislative forum. The strategy can be in the form of conveying the views of the faction in the plenary meeting, submitting proposals for regional development programs, as well as submitting criticism and input to local government policies. Thus, internal discussions of factions are an important stage in turning people's aspirations into a political agenda that can be fought for in the policy-making process.

### **Political Communication and Cooperation Between Factions**

The results of the interview with Riduansyah show that in practice, fighting for the aspirations of the people in the legislature cannot be done individually by one faction alone. Therefore, the PKS faction also implements a political communication strategy with other factions in the DPRD as well as with local governments. This political communication aims to build support for proposals or aspirations brought by factions so that they have a greater chance of being approved in the discussion of regional policies.

Riduansyah explained that the political communication process is usually carried out through commission meeting forums, budget body meetings, and informal discussions between legislative members. In the forum, each faction conveyed its views and interests on a regional policy. Through the process of political discussion and negotiation, the aspirations of the people brought by the faction can be included in regional development programs or become part of local government policies.

### **The Role of Experts in Supporting Faction Strategies**

In addition to political communication strategies, the role of faction experts is also an important factor in supporting the efforts of the PKS Faction in fighting for the aspirations of

the community. According to Riduansyah, faction experts have the task of assisting DPRD members in conducting studies on various policy issues discussed in the DPRD. Experts also help prepare analysis materials, supporting data, and arguments needed in the policy discussion process.

With the support of experts, the aspirations of the people fought for by the faction can be conveyed more systematically and based on data. It is important that the proposals submitted by the factions are not only political, but also have a strong academic and policy analysis basis. In addition, experts also play a role in helping factions understand the impact of a policy on society so that factions can take the right political stance in the decision-making process in the DPRD.

### **Challenges in Fighting for People's Aspirations**

Although various strategies have been carried out, the process of fighting for the aspirations of the people in the legislature is inseparable from various challenges. One of the challenges faced is the difference in political interests between factions that can affect the decision-making process. In addition, the limitations of the regional budget are also often an obstacle in realizing the various aspirations of the community that have been conveyed to the members of the DPRD.

However, the PKS Faction still strives to carry out the function of political representation by maintaining good communication with the public and continuing to convey aspirations that are considered important for the public interest. With a political strategy that involves the process of absorbing aspirations, internal discussions of factions, political communication with various parties, and the support of experts, the PKS Faction tries to ensure that the interests of the community remain a concern in the policy-making process in the DPRD.

Based on the results of the research, it can be understood that the political strategy of factions in fighting for the aspirations of the community is a process that involves various stages and actors in the legislative institution. Success in fighting for the aspirations of the community is not only determined by the political strength of a faction, but also by the ability of the faction to build political communication, conduct policy analysis, and maintain relationships with the community as its constituents.

## **5. CONCLUSIONS AND SUGGESTIONS**

Based on the results of this study on the political strategy of the Prosperous Justice Party in advocating public aspirations in the Regional House of Representatives of North Sumatra

Province, it can be concluded that the PKS faction carries out its political representation function through several key steps, including absorbing public aspirations through recess activities, public dialogues, and communication with constituents. These aspirations are then discussed internally to determine priority issues and are pursued through political communication and collaboration with other factions and local government. The support of expert staff also plays an important role in providing analysis and data in the policy-making process. Thus, the strategy involves aspiration absorption, internal coordination, and political communication within the DPRD to ensure that public aspirations are incorporated into regional public policies. Based on these findings, it is recommended that the PKS faction enhance the use of digital technology in gathering aspirations, improve transparency in managing them, and strengthen expert capacity as well as cross-faction collaboration to ensure that public aspirations are effectively realized.

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