Implementation of Institutional Da'wah Values in the Political Communication Process at the Bandung City General Election Commission

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ABSTRACT

This research finds different points of view in the political communication process carried out by the Bandung City KPU during the selection process for Bandung mayoral candidates. This research was conducted to analyze the good values within the KPU institution from an institutional da'wah perspective. By using a subjective interpretive approach, qualitative methods, and descriptive case study research, this research describes the problems that occurred at the 2018 Bandung Mayor candidate stage as material for improvement for the 2024 Bandung Mayor election as well as mapping political communication da'wah that can be developed by the City General Election Commission Bandung in the framework of finding solutions to problems at the nomination stage. The results of the research concluded that the nomination stage in the 2018 Bandung Mayor election had five issues, so genuine efforts and policies were needed from the Bandung City General Election Commission to improve the nomination stage for the 2024 Bandung Mayor election. One of the efforts that can be made to deal with problems at the nomination stage is developing two political communication da'wah activities, namely the application of the shura method exemplified by Rasulullah SAW in internal political communication, both horizontally and vertically organizational and external political communication between the Bandung City General Election Commission and the citizens of Bandung, especially the prospective candidates for Mayor of Bandung in various forms of da'wah political communication, both face to face and media political communication to realize honest and fair elections.

Keywords: *Da'wah values; institutional da'wah; political communication; KPU.*

INTRODUCTION

Direct regional head elections are a means of creating democracy by maximizing the participation of the voting public in determining leaders. In a democratic system, citizens' preferences are somewhat considered in decision-making and reflected in laws and government policies (Rahmatunnisa, 2011). A government system called democratic is not only seen from the elite's ability to respond to the aspirations of its citizens, but this leadership must result from a general election process that is carried out periodically, directly, publicly, freely, secretly, honestly, and fairly.

General elections mobilize people's support for the government by participating in the political process. Nominations are an inseparable part of the public election system; the nomination mechanism is carried out by political party administrators at the regional level. The nomination mechanism tends to be centralized in countries that adhere to a proportional system. Still, in the nomination of regional heads in Indonesia, there is a formula for obtaining the most votes in regional head elections, which does not make the nomination mechanism decentralized. Instead, it tends to become more centralized (Asy'ari, 2019).

In the statutory provisions, each political party democratically and openly determines regional head and deputy regional head candidates (Surbakti et al., 2008). Nominations are democratic if each individual or candidate competes publicly and freely to obtain political support. Political parties with legitimacy from their members will support candidates with advantages to be proposed as regional head candidates.

According to Jurdi (2020), the mechanisms political parties can use to determine candidate pairs are conventions, polls, surveys, and general meetings involving political party members. The determination of regional head candidate pairs is preceded by a political survey through survey institutions, both internal to political parties and carried out by candidates to measure the candidate's level of popularity and electability. The most commonly used method is a survey.

According to Prihatmoko (2008), direct regional head elections are an arena for competition and contestation between political elites, so various things need to be considered in regional head elections. These considerations can become a means of political communication for the General Election Commission. Da'wah in Arabic comes from the

words *da'a-yad'u-da'watan*, which means to call, summon, invite, entertain, or the phrase *da'a-yad'u-du'a-an, da'wahu,* meaning to call for him. According to Hardian (2018), da'wah is an effort to invite people to the path of Allah, which, in the ontological study of this invitation, comes from the Koran and hadith. Things to consider include:

First, elections must be carried out democratically, providing opportunities for regional head candidates to compete fairly and honestly. Honesty is a value that must be preached because it must be practiced by every Muslim (QS.33:70). Every candidate for the regional head, especially Muslim ones, must always be honest in expressing various things, both about themselves and their vision and mission, and work programs.

Second, direct regional head elections must be directed at electing regional heads who are better, more qualified, and have high political accountability and a more substantial degree of legitimacy because the elected regional heads receive a direct mandate from the people. Islam also teaches how to choose good leaders (Zulkarnaini, 2018), so when the General Election Commission invites the people to choose good leaders, it is the same as preaching political communication to the people.

Third, implementing elections is practical, meaning that the process and stages are simple and easy for the public to understand. The electoral process must be carried out more simply, and election results must be determined openly and transparently. Islam also teaches that life is always simple in various ways (Mauluddin & Habibah, 2022), so the concept created by the General Election Commission to simplify regional head elections is part of the preaching of political communication.

According to Afan Gaffar (1999), political recruitment is filling political positions in a country so that the political system can function as well as possible to provide services and protect the community. The critical point is the service and protection function for the community. Political recruitment is the process of filling positions by involving the active participation of the community to get involved in the process of holding general elections. Those selected and elected can play a role in providing services to the community effectively and quickly to hold general elections that are direct, general, free, secret, honest, and fair.

The direct election for Mayor of Bandung will be held in 2024, to be precise, on 27 November 2024. This democratic party will be lively because many candidates will be predicted to participate. The death of the

incumbent Mayor, Oded Muhamad Danial, and the arrest of the Deputy Mayor who became the Substitute Mayor by the Corruption Eradication Commission provides a significant opportunity for other candidates. Therefore, several prospective candidates have emerged, either introduced by the mass media or introducing themselves through the mass media or other public activities.

Apart from the "disappearance" of the two incumbents, the emergence of many candidates for Mayor of Bandung is possible because of the City of Bandung, one of the big cities that is a repository of quality human resources. Therefore, in the Bandung City regional head election, competition between candidates from political parties and individual candidates will be tight.

There are many candidates for Mayor of Bandung in several regional head elections. In the 2018 provincial head election, there were three pairs of candidates: Nurul Arifin-Chairul Yakin Hidayat, Yossi Irianto-Aries Supriatna, and Ode Muhamad Daniel-Yana Mulyana. The 2013 regional head election with eight candidate pairs, namely, Dr.H. Edi Siswadi, M.Si.-Erwan Setiawan, S.E., H.Wahyudin Karmadinata-drg.H. Tonny Aprialiani, Drs. H. Wawan Dewanta, M.Pd.-H.M. Sayogo, M.Sc., Muhammad Ridwal Kami-Oded Muhamad Daniel, Ayi Vivananda, S.H., M.H.-Hj. Nani Suryani, Bc.AN, Ir. M. Qudrat Iswara- Dr. H. Asep Dedi Rusadi, M.Si., Budi Setiawan-H. Rizal Firdaus, and H. Bambang Setiadi, M.H.-Drs. H. Alex Taksin Ibrahim. The 2008 regional head election had three pairs of candidates, namely Dada Rosada-Ayi Vivananda, Taufikurahman-Deni Triesnahadi, and Endang Hudaya Prawira-Nahadi.

As a primarily urban area, voters in Bandung are dominated by "intelligent" voters. At least the people's education level and political literacy will influence their voting behavior. The tendency to use objective measurements when making choices is very possible compared to other districts or cities in West Java. The majority of Bandung City residents (BPS Bandung City, 2019) are Muslim; BPS noted that almost 70 percent of Muslims in Bandung are adherents, so Islamic values are very likely to become a reference for voters in Bandung City.

This reality is reinforced by the geographical condition of the city of Bandung, which is small; the area is spread out but has a very high population density, so friction between candidates when campaigning against voters is very likely to occur. Competition among candidates is very

close and open. On the other hand, the accessibility of mass media also dramatically influences the people of Bandung City. From radio, newspapers, television, and even social media, cyberspace has become a part of the lives of the people of Bandung. It automatically influences their behavior, including voting behavior, in determining the Mayor of Bandung.

These realities reinforce that nominating the Mayor of Bandung is challenging but requires careful consideration with objective study results. The desire for power to achieve the position of Mayor of Bandung must be framed by rationalizing the results of detailed and accurate studies, one of which is through survey methods and other methods of capturing aspirations that can capture the candidate's self and the desires of the people of Bandung City carefully and accurately.

The one assigned to organize the Bandung City regional head election is the Bandung City General Election Commission, which the Bandung City Election Supervisory Board also assists as a technical team in the field sector. Their role in the regional head election is crucial so that the provincial head election can run as well as we all wish. The Bandung City General Election Commission is more than selecting and verifying political parties. The Bandung City General Election Commission has the duty and role of referee and supervisor; of course, their proportional performance is entirely expected. Not just as long as the work is completed, especially for the interests of certain political groups, this kind of thing must not happen and must be avoided. The Bandung City General Election Commission is expected to have high commitment and dedication to the success of regional head elections and to uphold democracy in the City of Bandung.

In holding the regional head election for Mayor of Bandung, the City General Election Commission must build support not only for the voters but also for the prospective candidates for Mayor of Bandung. In Islamic teachings, trust is a significant value, so Islam views people or institutions with a trustworthy character as one of the characteristics of a good person (Mujiono, 2013).

Therefore, the Bandung City General Election Commission must build influential and trustworthy political communication for prospective candidates for Mayor of Bandung. As part of a regional state institution, the Bandung City General Election Commission is part of the political superstructure of the Bandung City Government. As Hikmat (2019) views,

political superstructure dominates political communication in direct regional elections. State institutions in the Central and Regional governments have a more critical role, including the Bandung City General Election Commission, which is vital in developing Political Communication in organizing the Bandung City regional head election.

The Bandung City General Election Commission's political communication da'wah can occur with all regional head election stakeholders, including prospective candidates for Mayor of Bandung. The various political messages the Bandung City General Election Commission conveys will influence the prospective candidates' confidence level for the Mayor of Bandung. As Nimmo (2011) views, political communication has a significant influence on the cognitive, affective, and conative nature of communication when the communication process still uses the classic Aristotelian model that communication is the process of conveying messages from the communicator to the communicant (communicate); the process of getting messages from the Bandung City General Election Commission to prospective Bandung City Mayor candidates.

Moreover, in today's view, communication is no longer one-way traffic communication; it already uses a circular approach. The communication process always occurs in two directions (two-way traffic communication). Therefore, the Bandung City General Election Commission no longer refers to communicators and prospective candidates as communicants, but both act as communicators and communicants. Hence, Mulyana (2013) refers to them as communication participants. The Bandung City General Election Commission and the Bandung Mayor candidates participate in political communication, namely interacting with politically charged messages (Harun & Sumarno, 2006).

In this context, the existence of the Bandung City General Election Commission is very strategic. The Bandung City General Election Commission, as part of the regional political superstructure, is an essential political actor in the region which carries out strategic functions, one of which is the development of political communication for the successful election of the Mayor of Bandung.

Research in the field of political communication in Indonesia is increasing. On May 23, 2023, on the political communication page site. go.id, there were 23,200,000 political communication research titles, 1,800,000 political communications from the General Election

Commission, and 925,000 political communications from the Bandung City General Election Commission. The Indonesian Institute of Sciences, on its page site https://lipi.go.id, recorded 276,000 research studies on political communication, but the political communication of the General Election Commission fell to 73,400, and the political communication of the General Election Commission of Bandung City to 28,000. At Sunan Gunung Djati State Islamic University Bandung, on the political communication page site: www.uinsgd.ac..id There are 88,400 political communication studies, 10,000 political communications from the General Election Commission, and 8,560 from the Bandung City General Election Commission. However, research on the City General Election Commission's political communication towards regional head candidates needs to be improved.

Previous research that is relevant to the problems raised in this paper includes research by Yohana et al, entitled 'Implementasi nilai-nilai Islam dan Dinamika Politik Indonesia' (Lavan, Siti, Wiradikusumah, & Azhari, 2021), research written by Ikhsan et al entitled 'Kegiatan Dakwah Sebagai Strategi Komunikasi Politik Islam di Kota Palembang (Studi Kasus DPD PKS Kota Palembang)' (Alqodrisyah, Bastian, Wijayani, Misnawati, & Zinaida, 2023), Alqodrisyah research by Sumadiria and Hikmat (2022) entitled *West Java DPRD Political Communication in the Policy of Religious Tolerance*; Suryana's research (2021) with titlel: *Politik sebagai Dakwah: Komunikasi Politik Partai Keadilan Sejahtera,* research by Muchtar and Aliyuddin (2019) with the title: *Public Relations Politik Partai Keadilan Sejahtera dalam Pemilukada Jawa Barat*; Tabroni's research (2017) with title: *Komunikasi Politik Mohammad Natsir*; Alamsyah and Misnan's research (2021) with title: *Manajemen Komunikasi Politik Partai Golkar Pada Panggung Agregasi Kebijakan Omnibus Law.*

This research tries to find different points of view in the political communication process carried out by the Bandung City KPU during the selection process for Bandung mayoral candidates. The point of view in question is mainly related to the implementation of institutional preaching values. The value of da'wah is essential as one of the theological frameworks that needs to be taken into account by the Bandung City KPU, which is based on the majority of the Bandung City population being Muslim. Apart from that, the institutional da'wah perspective differs from research conducted previously, especially about the Bandung City KPU.

Strengthening institutional da'wah values is an effort to enhance and increase understanding and implementation of da'wah values in an institution or organization. The da'wah values that underlie the lives of Muslims, such as justice, openness, simplicity, honesty, and compassion, are the basis for this strengthening process (Rustandi, 2021). Strengthening institutional da'wah values involves carrying out administrative tasks and creating an Islamic, moral, high-integrity environment. In this way, this institution can be a good example and positively impact society and the surrounding environment.

Several steps in strengthening institutional da'wah values include: First, Education and Training: Providing education and training to institutional members and employees about da'wah values, Islamic principles, and how to apply them in their daily tasks. Second, Socialization of Da'wah Values: Carrying out regular outreach regarding Da'wah values to all parties involved with the institution, both internal and external. Third, Policy Preparation: Ensuring that the policies made by the institution are in line with Islamic principles and the values of da'wah that are upheld.

Fourth, Implementation in Action: Integrating da'wah values in every action and decision the institution takes, both in the administrative and operational scope. *Fifth*, Monitoring and Evaluation: Carrying out regular monitoring and evaluation of the implementation of da'wah values in various aspects of institutional activities and making improvements and changes if necessary. Sixth, Leadership Commitment: Strong leadership and high commitment from institutional leaders are significant in encouraging the strengthening of institutional da'wah values. Seventh, Collaboration with Related Institutions: Collaborate with Islamic institutions and other da'wah organizations to mutually support and strengthen the application of da'wah values in various aspects of life.

The Bandung City General Election Commission (KPU), a state institution responsible for organizing regional head elections in its region, has a strategic role in conveying good values to society. Of course, the good values in question are not limited to institutional administrative tasks that must be accountable to the government. However, it also contains moral responsibilities that must be considered within a sociological and theological framework.

As mentioned previously, let's look at several essential aspects of implementing institutional da'wah values. The Bandung City KPU has

ample opportunities to strengthen universal good values in the context of implementing the mayoral election. This can be done in several practical steps, such as the education and training process for organizers at the sub-district and sub-district levels, education for voters, socialization of the principles of goodness in the election process, the process of monitoring and preventing various actions that violate the rules and strengthening commitment: leadership and strategic partnerships with all stakeholders in the city of Bandung.

As mentioned previously, let's look at several essential aspects of implementing institutional da'wah values. The Bandung City KPU has ample opportunities to strengthen universal good values in the context of implementing the mayoral election. This can be done in several practical steps, such as the education and training process for organizers at the sub-district and sub-district levels, education for voters, socialization of the principles of goodness in the election process, the process of monitoring and preventing various actions that violate the rules and strengthening commitment: leadership and strategic partnerships with all stakeholders in the city of Bandung. based on this explanation, the problems studied in the research can be formulated: first, what are the issues with the candidacy stage for Mayor of Bandung for the 2024 simultaneous regional head elections. Second, why is the political communication of the Bandung City General Election Commission towards prospective candidates for Mayor of Bandung so necessary for success? Simultaneous regional head elections in 2024. Third, what is the implementation of the da'wah values contained in the political communication process at the KPU.

From the results of this research, there has yet to be a consensus on implementing da'wah values in political communication—General Election Commission in holding direct regional head elections. The methods used also tend to be "single" between qualitative and quantitative; no one uses mixed methods. This research adds to the wealth of research that focuses on the political communication of the General Election Commission in holding regional head elections: Case Study at the nomination stage for the 2024 Bandung Mayor Election.

This research uses a subjective interpretive approach, so the research method used is qualitative with a descriptive type of case study research. A case study is a type of research with elements of how and why research questions, examines contemporary problems, and has little opportunity for

researchers to control their study events (Hikmat, 2021).

Case studies are used because they are by the research objectives, namely exploring processes, activities, and events (Creswell, 2013), which in this context is the political communication da'wah carried out by the Bandung City General Election Commission towards the nomination stage in the 2024 Bandung Mayor election. According to Stake (Creswell, 2013), a case study is a research strategy in which researchers carefully investigate a program, event, activity, process, or group of individuals.

The case study focuses on the Political Communication Da'wah of the Bandung City General Election Commission in preparation for the 2024 Bandung Mayor election towards the nomination stage. The nomination stage is the mayoral election stage, which is quite complex because it involves external parties, namely, political parties, candidate pairs from political parties, and individual candidates who involve the support of the people.

According to Robert K. Yin (2008), case studies are divided into three types: explanatory, exploratory, and descriptive. These three types are based on the type and objectives of the research. Case studies allow researchers to retain holistic and meaningful characteristics of life events, such as real-life cycles. This explanation is the basis for the idea that case studies have the characteristics of qualitative research where there is a natural setting.

The data collection techniques used were observation, interviews, documentary analysis of strategic documents in the form of policy products for the 2024 Bandung Mayor election program created by the Bandung City General Election Commission, internet searching, and focus group discussions among colleagues. Data analysis uses inductive analysis by simplifying data into a form that is easier to read and interpret—organizing and sorting data into categories and basic descriptive units. Analysis began when data collection was carried out intensively (Mulyana, 2004).

RESULT AND DISCUSSION

Simultaneous Regional Head Election

Indonesia is a country with a Muslim majority. Still, interestingly, every time a general election is held, the dominant party elected is the nationalist party rather than the party that has an Islamic basis itself. It seems that the

secularization of religion in the political aspect is considered successful in influencing society's worldview, where involving religion in the political realm is seen as politicizing religion; even though religion should be involved in the world of politics, so politics is by religious ethics and teachings, especially when political, moral conditions are worrying, both in competition for power and when exercising power itself.

The concept of direct regional head elections in Indonesia has long existed. Juridically, direct regional elections were introduced in Law No. 1 of 1957 concerning the Principles of Regional Government. Article 23 paragraph (1) states that the Regional Head is elected according to the rules stipulated in the Law". In the Explanation section, it is emphasized that the Regional Head must be close and known to the people of the region concerned, and therefore, the Regional Head must be someone who has received the people's trust and is entrusted with power over that trust. Therefore, the only way to fulfill this purpose is for the regional head to be directly elected by the region's people concerned.

However, this Law has yet to become a solid basis for realizing direct regional head elections, even to the point of repealing the Law. About 45 years later, direct regional head elections in Indonesia have returned to public discourse. The idea of direct regional head elections strengthened as a reaction to democratic deviations in the election of representative regional heads by the Regional People's Representative Council as regulated in Law Number 22 of 1999. Concern and disappointment with the practice of regional head elections according to this Law were caused by two crucial issues: the rise of money politics and interference by political party administrators at the local and central levels.

At the same time, advocacy and political movements pushing for direct regional head elections are becoming increasingly massive. The decision of the House of Representatives was accelerated by psychological and political factors that developed during the 2004 general election. The political factors were changes in the political map and constellation resulting from the 2004 general election, both for the composition of the central legislature and regional legislatures and the election of the President and Vice President. The psychological factor is the instinctive desire and moral pressure to pass on strategic political decisions for democratic change.

This continued with the birth of Law Number 32 of 2004, which

contained provisions regarding direct regional head elections and, at the same time, buried the conceptual debate regarding strategies for improving the quality of regional democracy. Independent and non-partisan institutions generally hold quality direct regional head elections. With such organizing institutions, objectivity in transparency and fairness for voters and regional head election participants can be relatively optimized. Law Number 32 of 2004 divides the authority to organize direct regional head elections between three institutions, namely the Regional People's Representative Council, the Regional Government, and the Regional General Election Commission.

Direct regional head elections began in June 2005 but were deemed to have many shortcomings, so efforts were made to improve them with the emergence of joint regional head elections or simultaneous regional head elections. Law Number 1 of 2015 concerning Regional Head Elections is called simultaneous voting, namely the schedule for voting to be held simultaneously on one day. Regulations for simultaneous regional head elections continue to be rolled out through evaluations and academic discourse. Afrosin Arief (2012) stated that at least several studies recommend the following regarding direct regional head elections.

First, simultaneous regional head elections can be held by updating existing laws and regulations with the argument that in the implementation provisions, regional head elections at the end of the governor's term of office coincide with those of regional heads in districts/cities can be held simultaneously.

Second, regional head elections are carried out simultaneously between regional head elections in provinces and districts/cities, taking into account the continuity of government and the end of the term of office of each regional head, considering saving costs and time and reducing voter boredom.

Based on the two thoughts above, the 6th President of the Republic, Susilo Bambang Yudhoyono, proposed the requirement for direct regional head elections by providing the House of Representatives with Government Regulation instead of Law No. 1 of 2014 concerning Direct Regional Head Elections. This Government Regulation instead of Law was then ratified and signed by President Joko Widodo on January 20, 2015. In Article 201, Government Regulation, instead of Law No. 1 of 2014, Simultaneous voting in the Governor, Regent, and Mayor elections will be

held in 2015, 2018, and 2020. Simultaneous voting will be implemented in 2015, provided that the terms of office of the Governor, Regent, and Mayor end in 2015. Implementation will be in 2018, with the provisions that his term of office ends in 2016, 2017, and 2018, and his term of office is only two years, namely until 2020. As for implementation in 2020, namely the election of Governors, Regents, and Mayors whose terms of office end in 2019 and 2020.

Then Article 201 Paragraph (8) of Law Number 10 of 2016 regulates simultaneous national and regional head elections to be held in 2024. Results of Coordination of the Working Team with the People's Representative Council, Ministry of Home Affairs, General Election Commission, Election Supervisory Body, and Organizing Honorary Council The general election agreed that simultaneous regional head elections will be held on November 27, 2024.

One of the main requirements for regional head elections is the existence of regional head candidates, referred to as regional head election participants. Citizens who can become candidates for regional head must meet the requirements. Candidate requirements refer to fulfilling education requirements, age, health, legal decision status, not being bankrupt, and submitting a list of personal assets. Candidates must also be devoted to God Almighty and loyal to Pancasila, the 1945 Constitution, and others.

Apart from that, the nomination mechanism is also regulated by political parties or through individual channels. Political parties can nominate candidates through two options: an accumulation of 20 percent of the seats or 25 percent of the number of votes. These two options can be implemented without a coalition or through a combination of political parties. Political parties that obtain 20 percent of the seats in the Regional People's Representative Council or 25 percent of the votes in the general election for the Regional People's Representative Council can nominate candidates without joining forces with other political parties. Political parties can also nominate candidates in coalition with other political parties.

Apart from nominating through political parties, it is also possible to select through individual support. The condition is that the candidate pair must have the support of voters registered in the latest regional head voter list of 10% to 10%. 6.5%. For elections for regents or mayors, 10 percent is for those with several registered voters, up to 250 thousand people, and 8.5 percent is for more than 250 thousand people. 500 thousand, 7.5

percent more than 500 thousand s.d. 1 million, and 6.5 percent more than 1 million. This minimum support must meet a minimum distribution of 50% in the area. Prospective candidate pairs must pay attention to the minimum number and distribution in raising support through individual channels.

To provide knowledge and understanding regarding the conditions and mechanisms for nomination to prospective candidates for regional head elections, the General Election Commission, as the organizer, must communicate politically. The General Election Commission, according to Biroroh and Muwahid (2021), is an actor in the electoral political superstructure that carries political messages in the form of nomination requirements and mechanisms to prospective regional head election candidates. In the context of the Bandung Mayor election, it is the Bandung City General Election Commission that acts as the electoral political superstructure actor that must carry out political communication to prospective candidates, both the Bandung City General Election Commission as an institution and individual members of the Bandung City General Election Commission. Both parts are attached and difficult to separate.

Therefore, the General Election Commission as an actor must be able to bridge worthy leadership candidates and be able to maintain a political ideology based on Islamic ethics where politics is one aspect that cannot be separated from Islamic ideology, which is the highest level of implementing *amar ma'ruf nahyi Mungkar* is also obliged to hold elections with quality and integrity so that a legitimate and robust government and people's representatives can be created in running the government in Indonesia, especially in the city of Bandung.

Problems of Candidacy as a Political Communication Message

The political communication of the Bandung City General Election Commission, both institutionally and as individual members of the Bandung City General Election Commission, towards prospective Bandung Mayor candidates departs from the problems of the nomination stage in the previous Bandung Mayor election, specifically the Bandung Mayor election which was held in 2018. The evaluation results of the mayor election problematics in Bandung 2018 are a big note for improvements for the 2024 Bandung mayor election.

The planned political message design departs from the problematic facts of the nomination stages for Bandung Mayor candidates so that the Bandung City General Election Commission's political communication preaching is more focused. Political communication management, like management studies in general, starts from planning, and the success of political communication is primarily determined by political communication planning (Alamsyah & Misnan, 2021). The substance of the Bandung City KPU's political communication da'wah planning for Bandung Mayor candidates for the 2024 regional head election was obtained from a portrait of the experience of the 2018 regional head election candidacy stages.

Based on a reference study of the research results of the Bandung City General Election Commission (2019), it was found that several problems at the nomination stage in the 2018 regional head election were found as follows.

First, Article 4 paragraph (1) points (c), (k), (m), and (n) General Election Commission Regulation No. 3 of 2017 should have been implemented on time. All pairs of prospective candidates for Mayor of Bandung 2018 met the candidate requirements on the registration deadline on January 10, 2018, so the fulfillment of the candidate requirements was all during the candidacy revision period, January 20, 2018, at 24.00 WIB.

Chairman of the Bandung City General Election Commission, Rifki Mubarok, admitted that several requirements that had not been submitted to the General Election Commission were mostly State Officials' Asset Reports from the Corruption Eradication Commission, taxes, bankruptcy letters from the Commercial Court and legalized diplomas. Meanwhile, the nomination requirements still need to be met for individual couples, namely the revised support files amounting to 206 thousand, which must be submitted by January 20 at 24.00 WIB (Radio, 2021).

Second, implementation of Article 4 Paragraph (1) point (g) of General Election Commission Regulation no. 3 of 2017, which states that Indonesian citizens can become candidates for Governor and Deputy Governor, Regent and Deputy Regent, and Mayor and Deputy Mayor by fulfilling the following requirements: For former convicts who have completed their sentence cumulatively, they must meet the criteria to openly and honestly present themselves to the public and not be repeat criminals, except for former convicts who have completed their criminal

term at least 5 (five) years before the registration schedule.

Translating concrete requirements regarding the contents of the regulation is quite complicated, including convincing the public that if a mayoral candidate is a former convict, the public's tendency to reject it is high. Every citizen has passive and active rights that can be used in general elections. The passive right to vote is to nominate and be elected in the general election, for example, a candidate for Mayor. Citizens' active rights can be used to choose candidates in general elections, such as mayoral candidates.

There are at least three things regulated in this article: 1. a person who can run for the regional head is never threatened with imprisonment for 5 (five) years or more, except for criminal acts of negligence and political crimes; 2. former convicts can nominate themselves as regional head candidates only if the person concerned has passed 5 (five) years after completing their prison sentence; 3. a candidate for regional head who is a former prisoner must announce his background as a former prisoner); 4. The person concerned is not a repeat offender (recidivist).

Second, implementation of Article 5 paragraph (2) of General Election Commission Regulation no. 3 of 2017, which states that the nomination requirements are for political parties or combinations of political parties that obtain at least 20% (twenty percent) of the number of seats in the Regional People's Representative Council or 25% (twenty-five percent) of the accumulated valid votes in the election. Last general. The mechanism for merging or coalition of political parties is an essential part of winning regional head elections because supporting factors in political parties become a phenomenon, dynamic, and political problem in its own right in regional head elections.

However, political parties often have little of a role after that because there are also success teams or volunteers in regional head election contestations. Regional head elections sell candidate pairs' profiles, but that doesn't mean political parties don't have a role. Political parties, as political organizations, have duties and functions as political vehicles and facilitate their cadres to form coalitions with other parties so that the victory of candidate pairs can be kept from the political party's strategy in seeing opportunities or political control over other competitors. The ability of political party coalitions to establish political communication with several other political parties as a bridge to determine which partners will advance

in regional head elections is essential.

Opening references to the last Bandung Mayor election in 2018, there were three pairs of candidates, each of whom was in coalition with another party. The candidate pair Nurul Qomaril Arifin-Chairul Yaqin Hidayat was supported by three political parties, namely the Golkar Party with six seats, the Democratic Party with six seats, and the National Awakening Party with one seat, a total of 13 seats. The candidate pair Yossi Irianto-Aries Supriatna was supported by four political parties, namely the Indonesian Democratic Party of Struggle, the Hanura Party, the National Democratic Party, and the United Development Party, with a total support of 24 seats. The candidate pair Oded M. Danial-Yana Mulyana was supported by two political parties, namely the Prosperous Justice Party and the Greater Indonesia Movement Party, with 13 seats.

In the 2024 Bandung Mayor election, the opportunity for coalition between political parties is still high because, based on the results of the 2019 general election, the seats won by political parties in the Bandung City Regional People's Representative Council are pretty even. The Prosperous Justice Party won the most seats with 13 seats, the Greater Indonesia Movement Party with eight seats, the Indonesian Democratic Party of Struggle with seven seats, the Golongan Karya Party with six seats, the Democratic National Party with five seats, the Democratic Party with five seats, the Indonesian Solidarity Party with three seats, the National Awakening Party 2 seats, and the United Development Party 1 seat. Only one political party has a ticket with a nomination requirement of 20% of seats, namely the Prosperous Justice Party. Eight other political parties must form a coalition so that the coalition problems that occurred in 2018 are likely to occur in 2024.

Third, political parties take a long time to determine mayoral candidates, both in determining the coalition of supporting political parties and determining the figure of candidate pairs. Various things, both academic and political, influence the need for this long time. Based on interviews with high-ranking political party officials in Bandung, political parties have various recruitment techniques within political parties.

The mechanism for determining prospective candidates for Mayor of Bandung is divided into two ways, namely through internal party mechanisms and coalition political party agreements, which means that it takes quite a long time. The results of researchers' observations found that

determining mayoral candidates, on average, takes around 2 to 3 months before the Bandung City General Election Commission opens candidacy registration.

The Bandung City Prosperous Justice Party determines prospective candidates based on their internal track record. Prospective candidates are seen from their daily behavior; the source of behavior can be members of political parties or other sources. After that, if there are many candidates, the vote of support is determined by a general election or a convention at the internal political party level. Unanimity in determining prospective candidates will be considered scientifically; input from figures and surveys can be obtained. The *Syuro* Council will determine the final decision.

The Bandung City Greater Indonesia Movement Party did almost the same thing in determining prospective candidates. The party prioritizes candidates with integrity, popularity, and electability obtained from survey results. The Golongan Karya Party, the Democratic Party, and the Indonesian Democratic Party of Struggle in Bandung City also carry out the mechanism for determining candidates. They also look at potential candidates based on popularity and require a figure who must be accepted by society. This differs from political parties with fewer seats, such as the Hanura Party, the National Democratic Party, and the United Development Party. They do not determine prospective candidates from internal cadres. The mechanism for selecting prospective candidates is more determined by the agreement mechanism between coalition political parties.

Fourth, support for individual candidacy in the election for Mayor of Bandung is also very complex, regulated in Law Number 10 of 2016 as the second amendment to Law Number 1 of 2015. Historically, the city of Bandung is the home of individual candidates. The 2018 Bandung Mayor election was without individual candidates, but previously, several potential individual candidates registered but did not qualify because they were deemed not to have met the support requirements. Three independent candidates have registered with the KPU: Oktri: Muhammad Firdaus-Dika Chrisna, Sylvariyadi Rahman-Ajat Sudrajat, and Dony Mulyana Kurnia-Yayat Rustandi. The three of them failed to participate in the election for Mayor of Bandung because their National Identity Card support was needed to meet the requirements of 110 thousand.

In 2013, there were four pairs of individual candidates for the Mayor

of Bandung, but they still needed to be elected. In 2008, one pair of independent candidates was among the three candidates for Mayor of Bandung but also failed. Nationally, the number of individual candidates in the 2015 simultaneous elections was 156 candidates from 264 regions. In the 2017 simultaneous election, individual candidate pairs decreased to 69 out of 110 areas, and in the 2018 simultaneous election, out of 171 regions, only 60 particular candidate pairs participated. This number continued to decline until, in the 2020 simultaneous elections, 68 pairs of independent candidates from 270 regions held elections.

This shows that the individual route as an alternative candidacy route is starting to be abandoned while the phenomenon of elections with one pair of candidates continues to increase. In 2020, only one pair of candidates attended 25 simultaneous district/city elections. The decrease in individual pairs shows the irrationality of the requirements for individual candidacy in the regional head election law.

Increasing the percentage of nomination requirements for individual candidates is essentially indicated to have eliminated citizens' political rights, guaranteed in Article 27 Paragraph (1) and Article 28D Paragraph (3) of the 1945 Constitution. Normatively, this provision is accommodated through Article 18 (4) and Law no. 12 of 2008 Article 59 paragraph (1), which allows people to take the individual route so as not to close down the constitutional rights of citizens, especially the right to be elected. However, in Law Number 10 of 2016 concerning the Second Amendment to Law Number 1 of 2015 concerning the Stipulation of Government Regulations instead of Law Number 1 of 2014 concerning the Election of Governors and Deputy Governors, Regent and Deputy Regent and Mayor and Deputy Mayor, the support requirement was increased to 3.5% based on the final voter list.

The substance of irrational laws and regulations often occurs. According to Max Weber, irrationality in legislative regulations consists of two things. First, is foolish and material law, where legislators and judges base their decisions on emotional attitudes without referring to legal rules. Second, irrational and formal law, namely legislators and judges, use rules beyond reason as guidelines (Asshiddiqie, 2016).

Implementation of Da'wah Values Through Internal and External Political Communication

Various problems with the candidacy for Mayor of Bandung in 2018, which may occur in 2024, need to be addressed carefully by the Bandung City KPU so that they do not happen again. Although there are normative problems related to formal policies in the form of KPU (Central) regulations, they are formally challenging to overcome unless the KPU (Central) itself revises them.

Political communication that the Bandung City KPU can develop is internal political communication among the General Election Commission. In this context, the KPU's internal political communication can be divided into two relations, namely commission-to-commission relations, both vertical and horizontal. Horizontal commission-to-commission internal political communication between KPUs at the same level, such as the Bandung City KPU and district/city level KPUs, both within and outside the province. Meanwhile, the commission-to-commission relationship is vertical between the KPU at different levels in terms of organizational structure, such as the Bandung City KPU and the provincial KPU, even with the Central KPU.

As a vertical political superstructure institution with standing organizational relationships with the provincial KPU and the Central KPU, the issue of wanting to revise (Central) KPU regulations is challenging; it requires appropriate steps. A long span of control, such as the structural distance between the city-level KPU and the central-level KPU, is one of the obstacles in organizational communication (Rismayanti, 2018). Several members of the Bandung City KPU felt this obstacle. It is difficult for them to communicate directly politically with the KPU (Central), especially with the commissioners as policymakers, if they want to propose various things related to conditions in the field and improvements to regulations (Setiadi, 2021).

Therefore, the Bandung City General Election Commission needs to develop a spiral circle model of political communication, namely expanding political communication while remaining focused on the main goal point. The main focus is to communicate politically with KPU commissioners (Central) regarding proposals for regulatory revisions, for example. Still, the spiral vortex can share politically first with provincial KPU commissioners in the framework of bringing the organizational communication range

closer so that it is closer. The strength of the proposal increases from the level province and is no longer a proposal from the city-level General Election Commission.

The spiral circle can be developed further to seek more robust support by communicating politically with the KPU at the district/city level. Horizontal communication between organizational members with equal positions in the organizational structure is more accessible, more fluid, and more open (Evelina & Angelina, 2014). Political communication by bringing up the problem of candidacy regulations that are not appropriate to regional conditions, for example, can become one of the issues of political communication with the General Election Commission at the district/city level. Usually, there are similarities in the difficulties they face, so they will be strong because they come together. The issues brought to the KPU (Central) will be more substantial and receive more attention.

This model of political communication, whether direct or indirect, is sometimes carried out by the General Election Commission at the district/city level. According to Setiadi (2021), the Bandung City General Election Commission, when faced with a problem, for example, the issue of nominating the Mayor of Bandung, one of the efforts taken is to communicate politically with the provincial General Election Commission within a consultation framework. However, the problem is that the local General Election Commission sometimes needs help to decide or provide a solution, especially regarding regulations that the central General Election Commission has set.

Meanwhile, political communication with the General Election Commission at other district/city levels, both within one province and other provinces, is sometimes carried out but could be improved. Sometimes, political communication between district/city General Election Commissions only occurs during coordination meetings at the provincial level and those held by the central General Election Commission. Coordination meetings are one of the moments for the district/city General Election Commission to communicate politically, including proposing various solutions to problems faced in holding regional head elections.

Second, the internal political communication of commissioners within the General Election Commission, in the Bandung City General Election Commission, there are five commissioners (members). The

existence of the General Election Commission commissioners, such as the Bandung City General Election Commission, must be independent people. Therefore, the General Election Commission is led by a chairman and member who is elected from and by the members. Elections are carried out by deliberation by all members, and if no agreement is reached, a vote is held. In this context, organizations such as the General Election Commission are often called collegial collective institutions.

The collegial collective is a general term that refers to a leadership system that involves interested parties in issuing decisions or policies through the mechanisms adopted, deliberation to reach consensus, or voting by prioritizing a spirit of togetherness. A collegial collective is a bond and interaction carried out simultaneously like colleagues (Udu, 2019).

A collegial collective is one leadership system among many leadership systems that apply in an organization, such as authoritarian, democratic, paternalistic, and charismatic leadership systems, and so on. Collegial collective leadership is a leadership system in an organization. To achieve goals, coordination is required between one leader and another. Each leader has the same rights in making decisions and policies within the institution. Decisions are taken through deliberation or together (collectively) because the same goal binds them to realize the institution's mutually agreed vision and mission.

Therefore, all commissioners of the General Election Commission are leaders, so all commissioners are given the same space within the framework of achieving a shared vision and mission. As a coordinator, the Chairperson is tasked with coordinating the distribution of their respective functional duties while remaining focused on achieving common goals. Administratively, the Chair represents the institution in formal activities in which administrative documents require legality in the form of signing documents.

In one perspective, collegial collective system leadership fosters equality among members. The existence of independent Information Commission members cannot be regulated directly or ordered directly by the Chairman so that they can develop "confidence" in making decisions or institutional policies freely because the votes of all members and also the Chairman are one man, one vote if a vote occurs.

In this context, political communication between the Bandung City General Election Commission commissioners will be more accessible,

fluid, and open, but that does not mean any problems. The ego of individual commissioners is sometimes also a serious obstacle to an influential political communication process between them. Fluid political communication between commissioners, so that it always produces unanimous decisions, is an essential instrument for the success of the General Election Commission's subsequent political communication.

The problematic portrait of the Bandung Mayor nomination stage, which will become a political communication message described above when communicated to the Central General Election Commission, Provincial General Election Commission, and other Regency/City Election Commissions, must be a mutual agreement. Political communication between the five commissioners in the Bandung City General Election Commission must be complete to produce a unified message and be supported together in a collective, collegial spirit.

Political communication messages in the form of problems at the nomination stage, as well as proposed improvements for the 2024 Bandung Mayor election after being mutually agreed upon in the plenary meeting of the Bandung City General Election Commission commissioners internally, were then offered in political communication with other political communication participants. Although not everything must be communicated internally in vertical communication, such as to the Provincial General Election Commission or Central General Election Commission or internally horizontally commission to commission to the district/city General Election Commission, it is also possible that some Plenary Meeting decisions can be directly communicated to external parties (Setiadi, 2021).

This internal communication is an implementation of Islamic da'wah, namely *shura* (deliberation), *shura* is a decision-making concept taught by Islam by Qs. Ali Imran: 159 and Qs. Ash-Shura: 38. The Qur'an mentions the ethical ideas of deliberation (*shura*), justice ('*adl*), and egalitarianism (*musawah*) several times. Several principles were practiced in the early Islamic political tradition, especially during the time of the Prophet Muhammad (Rizky, 2022).

Shuro is a pre-participatory mechanism effective and severe in making decisions, not just ceremonial in meetings with no purpose. Syuro has a role in selecting people's representatives in parliament and the legal legislation mechanism. *Shuro* also plays a role in safeguarding public

interests by examining the implementation of executive power and fighting for the people's interests (Zein, 2019).

In the context of political communication at the nomination stage for Mayor of Bandung, the most relevant external political communication participants are prospective candidates who become candidates for Mayor of Bandung. However, in some instances, it can also be communicated to Bandung City residents as voters. However, within the framework of developing more effective political communication, delivering political messages focusing on communication participants, the primary targets to produce the desired effect, is a better thing.

The developed political communication model can also be carried out in actual variants based on research observations, which the Bandung City General Election Commission has often carried out. These communication models include:

First, a direct political communication model between the Bandung City General Election Commission commissioners and the Bandung Mayor candidates with various event designs, seminars, workshops, outreach, dissemination, literacy, etc. Commissioners of the Bandung City General Election Commission can communicate political communication messages by explaining problems during the nomination stages so far, solutions developed, and policies issued by the Central General Election Commission.

In the direct political communication model, the commissioners of the Bandung City General Election Commission can develop various forms of political communication. According to Hikmat (2019), there are seven forms of political communication, and you can choose which form is most suitable for direct political communication between the Bandung City General Election Commission and the Bandung Mayor candidates; this can be in the form of political rhetoric, political propaganda, political public relations, political campaigns, and others.

Second is the media model of political communication, both mass and non-mass media. There are many choices Through mass media, whether print, electronic, or social media, as is the phenomenon of contemporary society with various social media platforms according to the audience segment. It can still be done through non-mass media as a supplement so that messages can reach all audience segments.

Based on observations, in the 2018 Bandung Mayor election, the two

models of political communication in various forms were carried out by the Bandung City General Election Commission when socializing the nomination stages to Bandung residents, especially Bandung Mayor candidates. However, multiple problems still occurring at the nomination stage must be solved.

What is a severe problem in the various issues at the nomination stage for Mayor of Bandung, as mapped above, are regulations that are not yet "in favor" of regional head candidates, for example, regulations regarding the parliamentary threshold limit, which is still high, so that coalitions are often the primary choice and the percentage of support requirements for individual candidates who are almost irrational.

This problem is quite severe because it involves regulations produced by the General Election Commission and is contained in the Regional Head Election Law, which is the authority of the People's Representative Council and the Central Government. In this context, political communication must be carried out institutionally by the General Election Commission at the Central level, which has frequently communicated with the Central Government and the People's Guardian Council. However, this requires support and motivation from the Regional General Election Commission, both at the provincial and district/city levels, so that the solution to the problem of the regional head nomination stage can answer all things that are happening in all regions.

Managing good relationships, both internally and externally, in an organization, such as the General Election Commission, in the study of political communication is a form of political communication in political public relations. This type of political communication emphasizes political communication messages conveyed through interpersonal communication relationships and group communication, which emphasizes persuasiveness. According to Trimanah (2018), public relations is a science and profession related to efforts to build good relationships with other people (the public) to gain mutual understanding. A Public Relations Officer is required to grow a positive image and reputation of the organization in the eyes of the public. To provide a good picture and messages about the organization, some principles must be followed, including Telling the Truth, Proving it with Action, Listening to the Customer, Managing for Tomorrow, Conduct Public Relations as If the Whole Company Depends On it, Remaining Calm, Patient and Good Humored. This principle is in line with the values

in Islamic teachings, as stated in the verses of the Al'Quran and the hadith of the Prophet Muhammad SAW.

Therefore, if you carry out political public relations to convey messages in political communication, the Bandung City General Election Commission is carrying out political communication internally and externally. Moreover, the message spoke about the principles of political public relations are in line with the values of Islamic teachings, namely the value of honesty (QS.33:70), saying what you do (QS.02:44), respecting other people's opinions (QS. 03:187), preparing for tomorrow (QS.59:18-19), remaining calm (QS.13:28), patience (QS.03:200), and humor QS.27:19).

Regarding the ideals of forming an Indonesian nation and state born from a healthy political process, honesty in politics is the ethical basis. Unfortunately, honesty has become a political myth today's politicians may consider outdated and too traditional. Honesty is almost always missing in every democratic performance, such as elections, regional elections, or other events (Dwihantoro, 2013). In politics, there is beauty and not just dirt; there are noble values and not just deceit or dishonesty. These are the reasons why elections must be carried out with full responsibility. This is a field of da'wah for the KPU to realize honest, fair, and open elections.

Strengthening the institutional preaching of the General Election Commission (KPU) in the Election of Mayoral Candidates in the City of Bandung can be done through several steps: First, Voter Education. The Bandung City KPU can carry out institutional da'wah by educating the public about the importance of general elections, the role of the mayor, and the democratic election process. Second, Legal Counseling. In this case, the Bandung City KPU can provide prospective voters, mayoral candidates, and political parties with legal education regarding the rules and regulations for mayoral elections. Third, Promotion of Community Participation. The Bandung City KPU needs to encourage public participation in the election process by socializing the right to vote and facilitating the public to use their voting rights actively. Fourth, Transparency and Accountability. One aspect that can strengthen public credibility towards institutions is information disclosure and the integrity of organizers. Thus, the Bandung City KPU must ensure transparency and accountability in all stages of the election, from the candidate registration process to the announcement of the election results.

Fifth, Law Enforcement. Ensure law enforcement against violations during the election process, both by election participants and other parties involved. Sixth, Partnership with Related Parties. Active participation from various stakeholders in Bandung will open optimal institutional collaboration in broadcasting good values. To support institutional da'wah efforts, the KPU must establish partnerships with various related parties, such as non-governmental organizations, mass media, and educational institutions. Seventh, Use of Information Technology. This is done to increase the use of information technology in the election process to facilitate access to information and minimize the potential for fraud.

With these steps, the KPU can strengthen institutional da'wah in the election of mayoral candidates and increase public awareness and participation in the democratic process. The implementation of da'wah values carried out by the Bandung City KPU in the Mayor Election (Pilwakot) process can include several aspects, including:

First, Justice. The KPU ensures that all stages of the election, from candidate registration and campaigning to vote counting, are carried out fairly and transparently. The Koran consistently emphasizes the importance of justice in various aspects of life, including in government management and the electoral process. Allah's Word in Surah An-Nisa verse 58 reminds us to act pretty, even towards people who don't like it.

Second, Openness and Transparency. The KPU provides transparent and open information to the public regarding the election process, including candidate registration procedures, election schedules, and vote-counting mechanisms. The concept of openness is fundamental in Islam. Rasulullah Muhammad SAW always encouraged transparency and openness in public affairs. The hadiths emphasize the importance of providing transparent and open information to all people.

Third, Peace and Order. The KPU is responsible for creating a safe and peaceful environment during the election process and monitoring that the campaign is carried out in an orderly manner and does not disturb public order. Islam encourages the establishment of peace and order in society. Rasulullah SAW took a firm stance against disturbances to public order and always promoted peace amid conflict.

Fourth, Voter Education. The KPU carries out outreach and education to the public about the importance of elections, the rights and obligations of voters, and information about the candidates competing in

the polls. Islam encourages education and increases public awareness. Rasulullah SAW was a great educator who always educated and provided understanding to his people.

Fifth, Integrity. The KPU maintains its integrity by enforcing rules and sanctions for violations that occur during the election process, both by election participants and other related parties. Islam emphasizes the importance of integrity and honesty in all aspects of life. Rasulullah SAW said that honesty leads to goodness, and goodness leads to heaven.

Sixth, Partnership and Collaboration. The KPU collaborates with various parties, such as political parties, non-governmental organizations, mass media, and other government agencies, to make the election process successful. Islam teaches the importance of cooperation and partnership in achieving excellent and noble goals. Rasulullah SAW always collaborated with various parties to advance the goodness and benefit of the people.

Seventh, Use of Technology. The KPU utilizes information technology, such as voter information systems and vote-counting applications, to increase efficiency and transparency in the election process. Even though the era of Rasulullah SAW was different from the current technological era, the principles of efficiency, safety, and ease in using existing facilities and technology have been considered in Islamic teachings.

By implementing these da'wah values, the Bandung City KPU plays a role in establishing democratic, clean, and integrity elections so that people can choose leaders who suit their wishes and needs. In the Al-Quran and Hadith, some principles are relevant to implementing da'wah values carried out by the KPU in the Mayor Election (Pilwakot) process. Even though they do not directly refer to the KPU's activities, these principles provide a view of how a government or institution should behave in its duties. By implementing these principles, it is hoped that the KPU can become an institution that upholds the values of Islamic preaching in carrying out its responsibilities, especially in the Mayor Election process, so that it can provide significant benefits to society and the state (Rustandi, 2023).

CONCLUSION

The results of this research conclude two things: First, the nomination stage in the 2018 Bandung Mayor election is not free from problems, so

genuine efforts and policies are needed from the Bandung City General Election Commission to improve the nomination stage for the 2024 Bandung Mayor election.

Second, one of the efforts that the Bandung City General Election Commission can make in dealing with the problems of the nomination stage in the 2024 Bandung Mayor election is to develop two political communication da'wah activities, namely: 1. Internal political communication, both horizontally and vertically organizational; Horizontal political communication is carried out with fellow commissioners at the Bandung City General Election Commission and with other regional Regency/City General Election Commissions as well as vertical Political Communication, both with the Provincial General Election Commission and the Central General Election Commission with the message of designing solutions to problems at the nomination stage. 2. External political communication between the Bandung City General Election Commission and the citizens of Bandung, especially the prospective candidates for Mayor of Bandung, in various forms of political communication, both face-to-face and media political communication. Both communications are by the teachings of Islamic da'wah, namely carrying out shura in decision-making and promoting the values of honesty, justice, and openness.

This research should have implications for improving the election of leaders in the future by minimizing problems that have occurred before and involving ethics and Islamic teachings so that elections can be achieved with quality and integrity. By applying the values of da'wah, the Bandung City KPU plays a role in establishing democratic, clean, and integrity elections so that people can choose leaders who suit their wishes and needs. In the Al-Quran and Hadith, some principles are relevant to implementing da'wah values carried out by the KPU in the Mayor Election (Pilwakot) process. Even though they do not directly refer to the KPU's activities, these principles provide a view of how a government or institution should behave in its duties. By implementing these principles, the Bandung City KPU can become an institution that upholds the values of Islamic da'wah in carrying out its responsibilities, especially in the Mayor Election process, so that it can provide significant benefits to the community and the state.

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