

DIGITAL FACES OF POLITICAL PARTY IN LOCAL GOVERNANCE: A CASE STUDY OF PARTAI SOLIDARITAS INDONESIA JAKARTA

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Abstract

This paper examines the dynamics of political party representation in Indonesia with a focus on Partai Solidaritas Indonesia (PSI) in Jakarta, particularly in the context of digital platform usage in the party's role in local governance. The background of this study includes the need to update political analysis in Indonesia in light of the digitization phenomenon affecting political practices, as well as to evaluate the party's presence at the local level, which has often been overlooked in previous studies that concentrated on the national level. PSI Jakarta is chosen as a case study due to its role as a new political party actively engaging in digital activities, making it an ideal representation to explore the digital face of political parties. This study adopts the "three faces of the party" concept by Katz and Mair, which includes the party's face at the organizational level, public office, and grassroots level, to analyze how PSI Jakarta manages these three aspects in its digital platform usage. The research employs a qualitative case study approach, utilizing data collection methods such as observation, interviews, and document analysis. The primary focus of this paper is the relationship between the three faces of the party and the organizational challenges faced by PSI Jakarta, as well as the relevance and implications of these findings for general political party studies. The main findings indicate that PSI Jakarta leverages digital platforms as a tool for interacting with constituents and managing party performance; however, there are still challenges in aligning the three faces of the party proportionally.

Keywords: Political Party Faces, Party Digital Platforms, Party Role in Local Governance

INTRODUCTION

This paper explores the concept of political party faces and their contemporary practices in Indonesia. The motivation for this study is based on several factors: First, analyzing Indonesian politics not only contributes data and information to the study of political parties and their implications for government performance but also advances the state-of-the-art in this field. Therefore, this paper aims to update mainstream studies in this area. Second, contemporary political and governmental studies are confronted with disruptive phenomena such as digitalization across various sectors. This paper seeks to examine how these disruptions affect party

organization practices (Mas'udi & Karim 2021). Third, previous writings on party faces have predominantly focused on central or national levels. This paper specifically discusses the realm of local politics and governance.

To address these backgrounds, this paper uses the case of Partai Solidaritas Indonesia (PSI) in Jakarta to examine the digital face of political parties at the local government level. PSI Jakarta is chosen due to its role as a new political party in Indonesia that actively uses digital platforms for its political activities. Hence, this paper is expected to discuss the latest empirical facts regarding the digital face of political parties. Local governance in Jakarta is also selected for several reasons: First, electoral political analysis in Jakarta remains relevant as a sample or barometer for national politics. Second, in the relationship between central and regional governments, Jakarta practices asymmetric decentralization due to its unique status as the capital city and the center of national economy, business, and finance (Dardias 2012). Third, Jakarta faces a range of public issues such as transportation and public spaces, environmental concerns and ecological disasters, social and urban poverty, as well as technocratic, demographic, and other issues.

To achieve the aforementioned goals, this paper is structured around the central idea of examining the relationship between the faces of political parties to explain the link between the political actions chosen by the party and the organizational dilemmas it faces. Katz and Mair (1993) describe the relationship between political choices and organizational challenges through the concept of the “three faces of the party.” This concept includes three crucial aspects of party organization: the organizational face, the public office face, and the grassroots face. These aspects are interconnected, and ideally, a party should balance all three.

The organizational face refers to the internal function of the party as a political organization. The grassroots face involves the direct interaction between the party and its constituents/voters and how the party bridges the relationship between individuals and democracy. The public office face pertains to how the party manages and engages in governance. A political party is considered ideal if it has a strong organizational structure, solid constituent support, and competent, credible cadres in public positions. All three faces must operate simultaneously; if one aspect is

lacking, the party will face difficulties in managing its organization. In preliminary analysis, PSI Jakarta as the subject of this study has presented several faces or activities through digital instruments, such as information released on its website and social media. For instance, PSI Jakarta's website at jakarta.psi.id contains general information about PSI Jakarta's track record, including annual performance reports and other documents, discussions of PSI Jakarta's measurable vision and mission, and the values that PSI Jakarta promotes. Additionally, there are profiles of PSI Jakarta's council members or the Indonesian Solidarity Party faction in the Jakarta Provincial Regional House of Representatives (DPRD). The site also features a section on Information and Documentation Management (PPID) and links to PSI Jakarta's social media, which includes daily content on both formal and informal political activities.

To frame the analysis in this paper, it is essential to consider the genealogy of PSI as a political party and the broader issues of party organization in Indonesia. As a preliminary analysis, PSI has undergone a transformation from a discourse of a new political force based on youthful enthusiasm, anti-corruption, and anti-intolerance during the 2019 electoral year to a discourse of supporting or being aligned with the status quo of the regime and serving as an extension of the political dynasty in the 2024 electoral year. These discourses require critical examination concerning their construction and contextuality. Additionally, in reviewing general issues related to the system, structure, and institutionalization of political parties in Indonesia, there are at least three main arguments: First, the party system in Indonesia is cartel-based, involving collusion among political parties and interest groups to maintain influence and resources. Second, the party system in Indonesia is oligarchic, with a few individuals controlling party policies. Third, the party system in Indonesia is personalistic, with patronage of key figures controlling party organizations, which undermines the institutional spirit of political parties, emphasizing systematic degrees, value identity, decision-making autonomy, and public knowledge of party.

Based on the above description, the research questions in this paper are formulated with a primary question and three sub-questions. The main question is: How do the organizational, public office, and grassroots faces of PSI Jakarta relate based on the

analysis of digital platforms? The sub-questions are: First, what is the relevance of PSI Jakarta's digital face findings to the general study of political parties? Second, can digital platform analysis represent the face of political parties? Third, how do the findings on the digital face of political parties reflect on local governance?

LITERATURE REVIEW

Previous studies on the interconnection of the three faces of political parties in Indonesia and the dynamics of PSI as a political party have been conducted. Desideria Setya Mentari's (2018) work significantly contributes to the analytical framework of this paper. Mentari explores the relationship between the three faces of a party and the underlying issues between political choices and party dilemmas. She argues that every political choice made by a political party leads to consequences, as seen in the dynamics of Partai Keadilan Sejahtera (PKS) and Partai Demokrat. Mentari emphasizes that the interconnected and influential faces of a party—its organizational face, its public office face, and its grassroots face—must be adequately addressed for the party's continuity. The choice between being an idealistic or pragmatic party will test the institutionalization and survival capability of the party. The conceptual argument proposed by Mentari is illustrated as follows:



Figure 1. *Illustration of the Party's Faces in the Dilemma Between Political Choices and Party Organization (Mentari, 2024)*

Although serving as a foundational framework for the concept of party faces in this paper, Mentari's study does not address several empirical issues considered in this paper, specifically regarding the party's face at the regional or local government level and the party's face based on the use of digital platforms. Several studies have

examined the party's face at the regional or local government level in Indonesia, from the most recent to earlier works, including Krisna Widyanto's (2022) study on the autonomy of Partai Demokrasi Indonesia Perjuangan (PDI-P) in Surakarta, Rahma Putri Khasanah's (2022) study on social capital of PKS in Batam, Sri Mulya Syafitri's (2022) study on PKS institutionalization in West Sumatra, Tegar Ario Yudhanto's (2021) study on PDI-P and Partai Golkar stance in Cilacap regarding regional expansion discourse, Muhammad Ikhlasul Affa's (2020) study on PPP's campaign in Bantul, Bandiyah's (2016) study on party cadre supervision in the Bali DPRD, and Dimas Adiputra's (2015) study on PDI-P's stance in Klaten on food policy.

Categorically, previous studies on the three faces of parties can be divided into two main areas: the three faces of parties in local government with a policy context and the three faces of parties in local government with an institutional context. This review finds that research on the three faces of parties in local government in Indonesia has been extensively conducted, whereas studies focusing on the party's digital face are relatively rare or have not been conducted. This paper aims to address the digital face of the party in local government using PSI Jakarta as a case study, both in terms of institutional and policy contexts, to gain an exploratory and comprehensive understanding. Notably, as far as the author's search on Google Scholar reveals, there are no studies on the political face using the PSI case, whether at the central level or at the regional level.

Regarding studies on PSI as contextual material to support this analysis, several have been conducted. For example, in the context of institutional and policy issues within local government, there are studies such as Nanang Suryana et al. (2020) on PSI's institutionalization in Bandung, Moneter and Susanto (2020) on PSI Jakarta's political communication strategies, Aditya (2020) on PSI's political communication strategies in Parepare, Andrei I. Pandelaki et al. (2020) on political recruitment in North Sulawesi, as well as many other studies on PSI in the local government sphere. As previously mentioned, there is currently no focused and in-depth study on the digital face of PSI in local government.

Based on the review of previous studies on party faces conceptually and PSI empirically, this paper aims to operationalize the analytical framework established in

prior studies, including the addition and testing of variables related to local government scope and digital platform use within the concept of political party faces and their relation to government performance and party accountability to voters or the public. Additionally, using PSI as a case study in this paper can contribute to current dilemmas in party organization, the contextual understanding of evolving discourses, and classic topics of political education for voters and citizens.

METHOD

This paper examines the interconnection between the three faces of political parties in Indonesia—organizational, public office, and grassroots faces—using the recent dynamics of the digital face of PSI in Jakarta as a case study. The aim of this paper is to address gaps in previous literature by focusing on the institutional and policy context of PSI Jakarta, specifically regarding the use of digital platforms. Although Desideria Setya Mentari's (2018) study provides a foundational framework, it does not cover the party's face at the local government level or the use of digital platforms. Mentari's work underscores that political choices impact these three faces and can influence the sustainability of the party.

Referring primarily to the concept of the three faces of a party by Katz and Mair, the operationalization of Mentari's analytical framework is as follows: First, the organizational face of a party is defined by its ability to manage the organization, such as handling internal party activities. The grassroots face pertains to the party's interaction with voters or citizens, typically occurring in campaign contexts and participation recruitment. Meanwhile, the public office face refers to the performance of party representatives in government. In the Indonesian local government system, the government consists of Regional Governments and Regional Representative Councils (DPRD) as a form of checks and balances.

Second, the connection between the organizational face and the grassroots face may involve how the party simplifies choices for the public, implements political socialization and education, fosters loyalty through the dissemination of ideas and values, and mobilizes people to participate, particularly in elections. The connection between the organizational face and the public office face can be seen in how the

party manages human resources in government, such as political recruitment, cadre development, and candidacy. The connection between the grassroots face and the public office face may manifest as programs linking party cadres in government with citizens or constituents. For instance, in DPRD programs, this could include recesses or aspiration channels.

Third, Mentari's study indirectly addresses contemporary opportunities and challenges faced by political parties in their establishment and development. These include changes in the media industry, especially the extensive use of social media with varying user literacy, shifts in political attitudes and participation—particularly the implications and manipulation of electoral results—and the circulation of political discourse affecting public knowledge, which can be systematically designed. These points can inform reflections on the digital face of political parties within the contexts of organization, public office, and grassroots levels.

The definitions and operationalizations outlined above form the basis for formulating each instrument for data collection and analysis, such as key interview questions and discussion frameworks. Regarding data collection and analysis techniques, this paper focuses on the period following the early 2024 national elections and before the simultaneous regional head elections at the end of 2024. During this period, various institutional dynamics and policy attitudes within PSI Jakarta are expected to emerge. To accommodate the flexibility of the data coverage to be analyzed, this paper employs a case study research method. Case study research, with a qualitative approach, investigates one or several cases in depth and detail over a specific period. This paper utilizes various sources of information, including observations, interviews, audio and visual recordings, and research reports. The topics presented will be based on the findings (Creswell 2007).

This paper employs a collective or multiple case study approach, meaning that although it focuses on a singular issue—specifically, the digital presence of PSI Jakarta—it will examine several cases to illustrate this digital landscape. The data collection methods utilized in this study combine two techniques: literature review and field research. The literature review encompasses an analysis of documents related to the institutional processes of the party, the party's stance on policies,

media analyses, and other relevant documents pertaining to the digital presence of PSI Jakarta. Concurrently, the field research involved conducting Focus Group Discussions with stakeholders associated with the digital presence of PSI Jakarta, including managers, users, and expert observers. This group represents PSI Jakarta, the citizens of Jakarta, as well as social media activists and digital marketing practitioners.

RESULT AND DISCUSSION

This discussion is organized into several sections. The first section explores the profile of PSI Jakarta, including the history and development of PSI as a new political party and the role of PSI Jakarta's activities. The second section examines the digital face of PSI Jakarta, focusing on the appearance of its website and social media content. The third section presents an analysis of PSI Jakarta's digital face through comparative schemes and the interrelation of the three faces of the party, using data from field study and desk study. The fourth section provides supporting analysis of the main findings, including PSI's transformation from the 2019 to the 2024 elections and the organizational challenges faced by political parties in Indonesia. The fifth and final section reflects on the relationship between the three faces of PSI Jakarta and their relevance to findings on digital platform usage, as well as the role of PSI Jakarta or political parties in local governance.

This discussion is structured to accommodate the background of the study, emphasizing the importance of political analysis in Indonesia with regard to political parties and its implications for local government performance and contemporary changes affecting party organization, particularly the phenomenon of digitalization. By exploring the concept of the three faces of a party and digitalization in political parties, this discussion aims to summarize the interconnections between the three faces of the party in the context of PSI Jakarta and the role of digitalization in local politics and governance. It also serves as a basis for recommending contemporary practices in party organization in Indonesia, especially in the digital era, and for further research on the digital face of political parties at the local level.

1. Profile of PSI Jakarta

PSI was founded on November 16, 2014, initiated by Muhammadiyah youth activist Raja Juli Antoni, former presenter Grace Natalie, Isyana Bagoes Oka, and two other individuals whose names were not disclosed. These five individuals advocated for political reform akin to the reformation phenomena seen in the Indonesian National Army (TNI) and the National Police (Polri). They believed that one way to achieve this was through establishing a political party based on new ideas, new methods, new people, and new mechanisms. The founding of PSI was also influenced by the election of Joko Widodo in the 2014 General Election, as PSI saw him as a best practice example of grassroots politics.

PSI's vision, as stated in its Articles of Association and Bylaws, is an Indonesia characterized by populism, humanity, dynamism, justice, and dignified progress. The values promoted by PSI include virtue (anti-corruption) and diversity (anti-intolerance), forming the party's DNA. The party's motto emphasizes spreading virtue, nurturing diversity, and reinforcing solidarity as its core identity. PSI's logo features a clenched fist holding a rose, with dominant red and white colors, inspired by President Sukarno's quote: "The rose does not advertise its fragrance; it naturally spreads its scent around." Some have likened this to the international socialist democratic movement. In the 2015, 2017, 2018, and 2020 simultaneous regional elections and the 2019 General Election, PSI marketed itself as a party for the youth.

Structurally, PSI consists of the Advisory Council, National Council of Considerations, National Expert Council, Party Court, Central Executive Board (DPP), Provincial Executive Board (DPW), District/City Executive Board (DPD), Sub-District Executive Board (DPC), Village Executive Board (DPRt), Overseas Party Representatives, and Party Affiliated Organizations. The DPP is organized with a Chairman, Regional Campaign Chairman, Department Heads, Secretary-General, Deputy Secretary-Generals, Treasurer-General, Deputy Treasurers, and other departments, institutions, and bodies as needed. The DPW and DPD include the Advisory Council and Executive Board members such as the Chairman, Secretary, Treasurer, and other supporting units.

PSI Jakarta is a DPW located in the Special Capital Region (DKI) Jakarta, now known as the Special Jakarta Region (DKJ), due to the relocation of Indonesia's capital to Nusantara (IKN). The structure of PSI Jakarta's DPW includes the Chairman, Vice Chairmen, Secretary, Deputy Secretary, Treasurer, and Deputy Treasurer. It oversees the DPDs and DPCs within Jakarta. PSI Jakarta also operates several bureaus, including the Bureau of Advocacy for Special Groups, Bureau of Social Action, Bureau of Digital, Data and Mass Media, Bureau of People's Economy, Bureau of Law and Legislative Research, Bureau of External Cooperation, Bureau of Environment and Urban Affairs, Bureau of Human Resource Training and Development, Bureau of Young Voter Mobilization, and Bureau of Evaluation.

In political and governance activities, PSI Jakarta was involved in the 2017 Jakarta gubernatorial election and the 2019 General Election. PSI Jakarta supported the Basuki Tjahaja Purnama and Djarot Saiful Hidayat pair in the 2017 Jakarta gubernatorial race, though they lost to Anies Baswedan and Sandiaga Uno. In the 2019 elections, PSI Jakarta supported Joko Widodo and Maruf Amin, who won against Prabowo Subianto and Sandiaga Uno. Although PSI did not meet the national parliamentary threshold, it achieved notable results in Jakarta's provincial legislative elections, securing the fourth-highest number of seats.

As of the writing of this document, data regarding PSI's performance in the 2024 elections and its involvement in the 2024 Jakarta gubernatorial election is available. In the 2024 general elections, PSI supported Prabowo Subianto and Gibran Rakabuming Raka, who defeated Anies Baswedan and Muhaimin Iskandar, as well as Ganjar Pranowo and Mahfud MD. Despite not meeting the national parliamentary threshold, PSI Jakarta achieved the seventh-highest number of seats in the Jakarta DPRD for the 2024-2029 period, maintaining the same number of seats as in the 2019-2024 period. In the 2024 simultaneous local elections, PSI Jakarta supported Ridwan Kamil and Suswono against Pramono Anung and Rano Karno, with the vote scheduled for the end of 2024. Thus, the analysis in this document is limited to PSI Jakarta's role in local government, particularly its performance in the Jakarta DPRD for the 2019-2024 period.

2. Digital Face of PSI Jakarta

PSI is among the political parties that leverage digital platforms as a primary tool for its activities. This analysis explores PSI's digital presence, focusing on its website www.psi.id and its social media channels, including [Facebook](#), [Instagram](#), [X \(formerly Twitter\)](#), and [YouTube](#). A link not featured on the website is TikTok. PSI Jakarta's digital presence is centered on its website www.jakarta.psi.id, which is linked to its social media accounts: [Instagram](#), [X \(Twitter\)](#), [TikTok](#), and [YouTube](#). Unlike the national party, PSI Jakarta does not have a Facebook account but provides a [WhatsApp link](#). An analysis using web analytics tools shows the performance of PSI and PSI Jakarta's websites as follows:

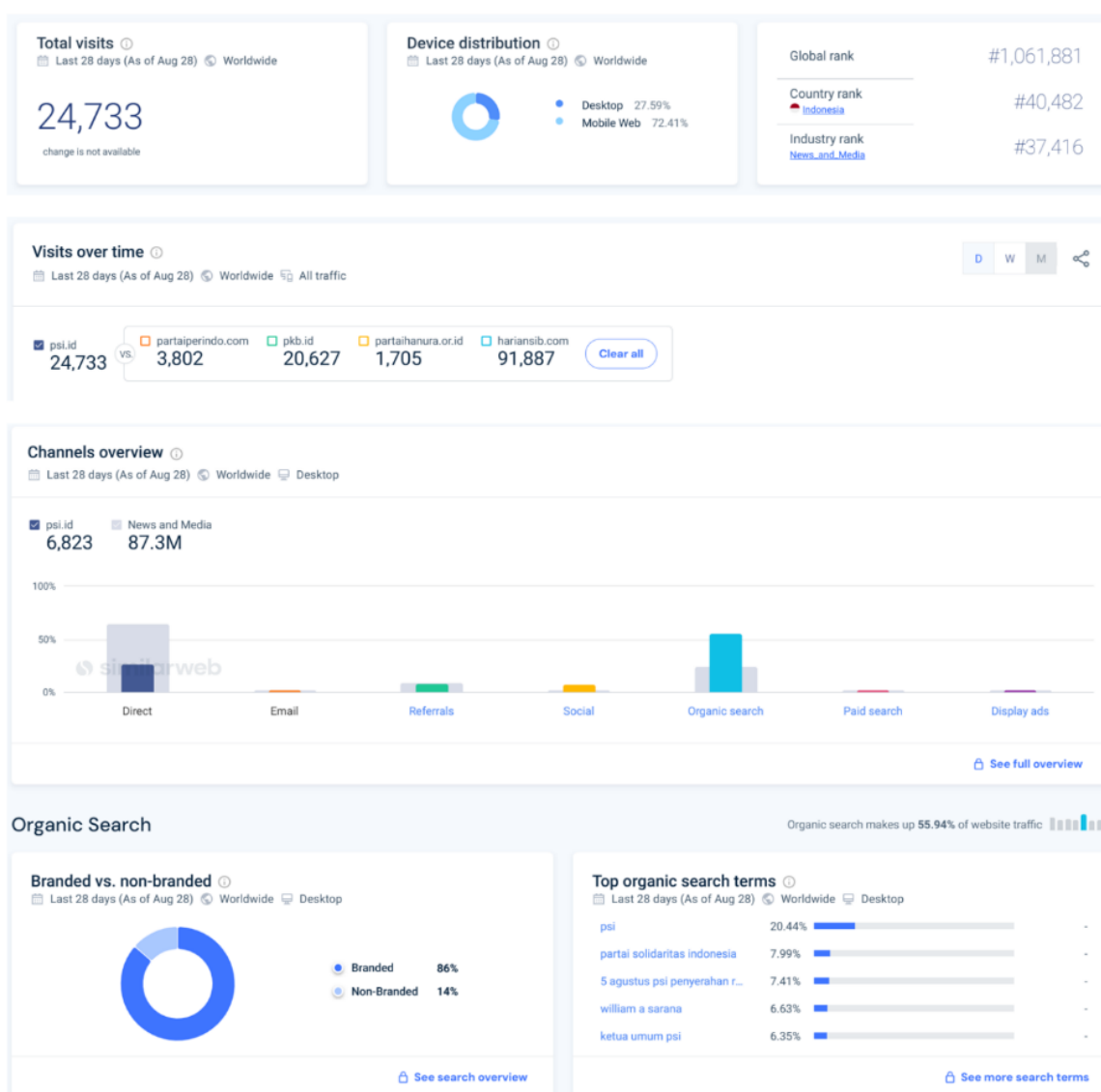


Figure 2. Performance of the DPP PSI Website (similarweb.com, 2024)

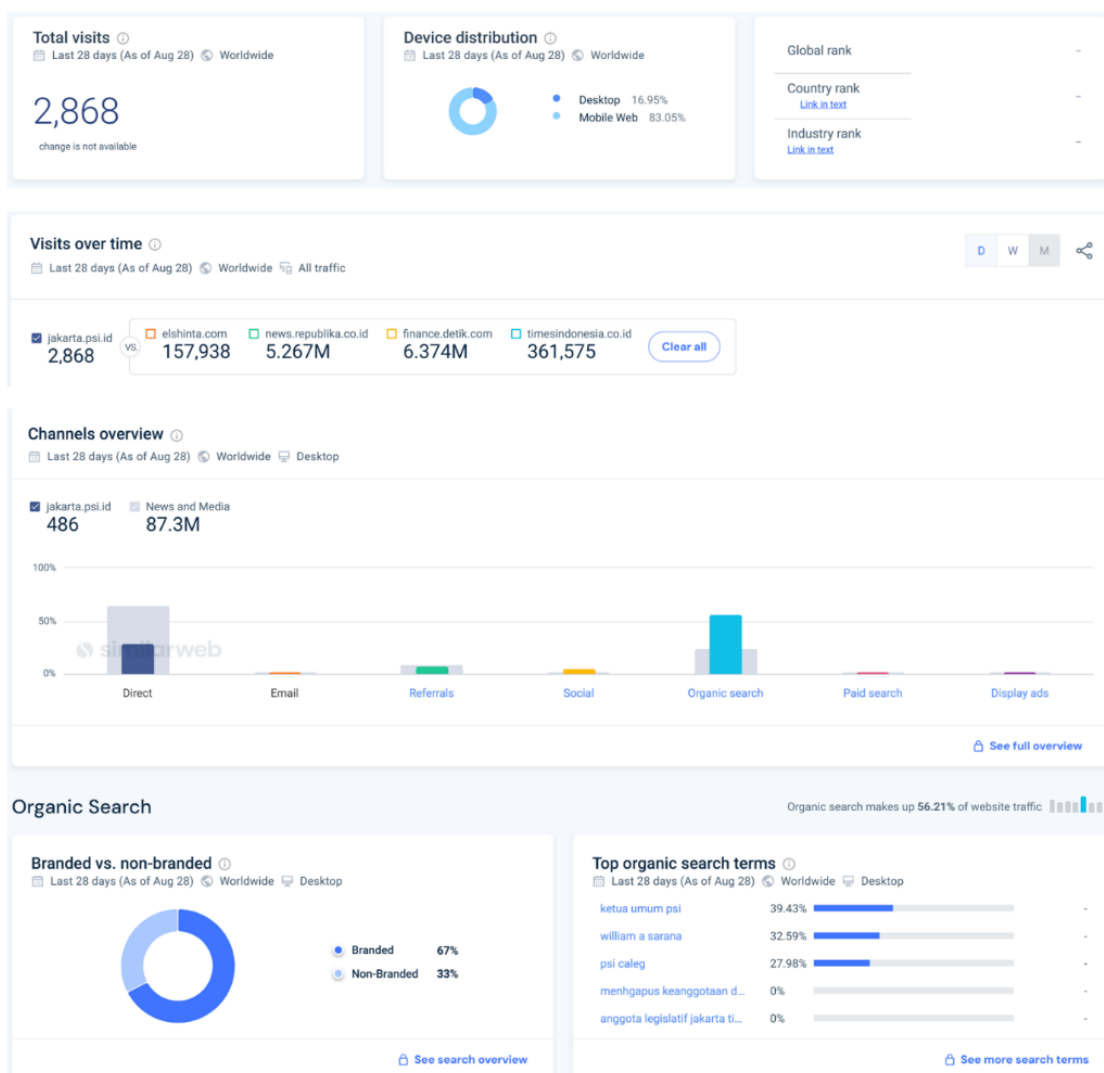


Figure 3. Performance of the DPW PSI Jakarta Website (similarweb.com, 2024)

As of September 1, 2024, the Central Executive Board (DPP) of PSI has accumulated 168,000 followers on X (formerly Twitter) with 44,000 posts since March 2015. The party has garnered 2.9 million followers on its Facebook page, which has been active since its first post about the founding of PSI on November 17, 2014. On Instagram, PSI has 370,000 followers and 5,000 posts since March 2015. On YouTube, PSI boasts 119,000 subscribers and 1,000 videos, which have accumulated 14 million views since May 2015. Additionally, PSI has 908,000 followers on TikTok, with posts receiving a total of 38.4 million likes.

For the Jakarta Regional Executive Board (DPW PSI Jakarta), the statistics are as follows: 13,000 followers on X with 6,000 posts since November 2015; 29,000 followers on Instagram with 2,000 posts since April 2017; 379 subscribers on YouTube with 91 videos and 40,000 total views since December 2015; and 8,000

followers on TikTok with 300,000 likes on its posts. Given these social media statistics, this paper will focus primarily on the analysis of the website platform. This focus is justified by the website's provision of complete control over content, its credibility and formality, and its ease of archiving and documentation compared to the more dynamic and less controlled nature of social media platforms.

The website of PSI Jakarta features several menus in addition to links to social media: About PSI Jakarta, the profiles of PSI Jakarta's council members, the Public Information and Documentation Management (PPID) of PSI Jakarta, and public information about PSI Jakarta. The homepage includes a Jakarta gubernatorial screening and a form for becoming a party member. It displays posters of the PSI General Chair and the Chair of DPW PSI Jakarta, a section introducing PSI Jakarta cadres, testimonials from PSI figures, news about PSI Jakarta's activities and positions, office and faction contact information, bank account details, and a newsletter subscription form. This presentation aligns with the website of the DPP PSI, which features the tagline "present and working for the people." The DPP PSI website includes menus such as About PSI, PSI Present, PSI Works, Opinion Column, and Support, which provides information on membership, the SAKTI card, PSI's e-commerce links, and the PSI basecamp address. Notably, the PSI website includes links to an application or feature called Pantau and Aduan Anggota DPRD PSI, where the public can view profiles, schedules, activities, reports, suggestions, complaints, social media links, and WhatsApp numbers of PSI members of the Regional House of Representatives (DPRD) throughout Indonesia. For the 2019-2024 period, 72 PSI DPRD members are listed, including 13 members in the Provincial DPRD and 59 in the Regency/City DPRD, available for public complaints.

3. Analysis of PSI Jakarta's Digital Presence


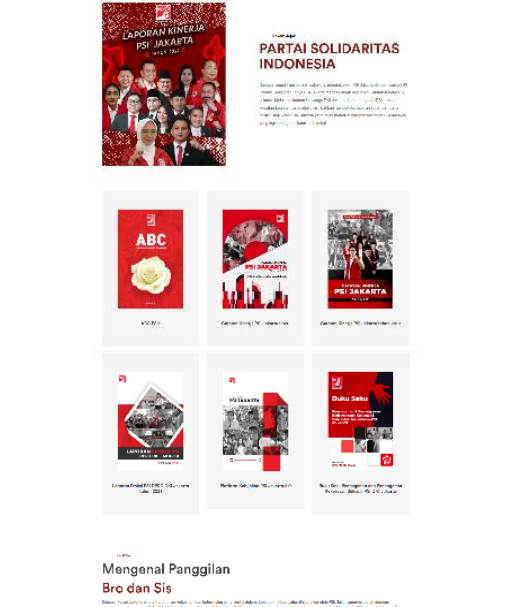
When analyzing PSI Jakarta's digital presence through its website, which reflects the organizational, public office, and grassroots faces of the party, the website features several key aspects. The "About PSI Jakarta" menu includes sections on the party's track record, vision and mission, and core values. These values encompass a transparent and participatory political culture, anti-corruption spirit, commitment to women, children, and vulnerable groups, and advocacy for tolerance in Jakarta. PSI

Jakarta's vision is to become a new political force in Jakarta that is organized, participatory, and disciplined in advocating for the aspirations of Jakarta's residents, particularly regarding urban planning and new budgets. The goal is to become the largest party in DKI Jakarta with 1.2 million votes and 22-27 seats in the DKI Jakarta DPRD. Its mission includes being organized (completing the organizational structure from DPD to branch levels and enhancing its effectiveness), participatory (engaging with the community to gather aspirations), and disciplined (establishing an accountable, transparent, and productive work culture, with continuous evaluations).

The track record section of the PSI Jakarta website features publications such as the ABC of PSI, detailing the party's profile, annual performance records, annual reports from PSI's DPRD Jakarta faction, policy platforms addressing Jakarta's issues, and a handbook on preventing and handling sexual violence. The public office face is reflected in the menu listing council members or the PSI DPRD Jakarta faction. Comprehensive information about the organization and public officials can also be found in the public information menu. This section includes general information on information management policies, procedures for requesting information, party decisions (including documents from DPW, DPDs, and bureaus), PSI Jakarta's organizational structure, statutes and by-laws, the structure of the PSI faction and DPRD Jakarta's council instruments, annual faction reports, and office addresses for DPDs in the PSI region. PSI Jakarta is ranked first in Jakarta's category of political parties in terms of public information openness, an accolade awarded by the Jakarta Provincial Information Commission.

In examining PSI Jakarta's digital platform usage, the grassroots face of the party, unlike the explicit organizational and public office faces, requires further investigation regarding its implementation. The grassroots face of the party is ideally manifested through interactions with voters or citizens beyond election periods, encompassing daily aspirations and government oversight. Although digital platforms can design the manifestation of these three party faces, it is essential to assess their relevance, effectiveness, and efficiency, especially concerning the interconnections among the party's faces. A checklist for evaluating the sub-content of PSI Jakarta's website is provided as follows:

Table 1. Assessment of PSI Jakarta's Website Content Based on the Faces of the Party

| No | Website Content | Organization's Face | Public Official's Face | Grassroot's Face |
|----|--|---------------------|------------------------|------------------|
| 1 | <p style="text-align: center;">Home Menu</p>  | ✓ | ✓ | ✓ |
| 2 | <p style="text-align: center;">Track Record</p>  | ✓ | ✓ | |

| | | | | |
|---|---|---|---|---|
| 3 | <p style="text-align: center;">Vision and Mission</p>  | ✓ | | |
| 4 | <p style="text-align: center;">Values</p>  | ✓ | | |
| 5 | <p style="text-align: center;">DPRD's member</p> <p style="text-align: center;">Anggota Dewan PSI Periode 2019-2024</p>  | | ✓ | |
| 6 | <p style="text-align: center;">PPID</p>  | ✓ | | ✓ |
| 7 | <p style="text-align: center;">Whats on PSI Jakarta</p>  | ✓ | ✓ | ✓ |
| 8 | <p style="text-align: center;">Additional: https://app.psi.id/dprd/jakarta</p>  | | ✓ | ✓ |

Source: Author Analysis, 2024

Fundamentally, the organizational face of PSI Jakarta is comprehensively depicted on the website through menus or content related to organizational management and internal party activities. Similarly, the public office face of PSI Jakarta is detailed on the party's website. However, concerning the grassroots face, the focus of analysis is on the interaction between the party and the citizens. Thus, the sub-content on the website that may represent the grassroots face is indicated by the homepage, which provides contact information, addresses, newsletter subscriptions, donation options, social media links, membership opportunities, and other related features. Nonetheless, this representation of the grassroots face remains superficial.

Additionally, the Public Information and Documentation Management (PPID) page of PSI Jakarta also contains several pieces of information and documents that are closely related to transparency, accountability, and participatory performance between PSI Jakarta and its constituents or the general population of Jakarta. Likewise, the Pantau and Aduan application for PSI Jakarta's DPRD members facilitates open channels of communication and information between citizens and PSI Jakarta's DPRD members.

Regarding the interrelation among PSI Jakarta's faces on the digital platform, the connection between the organizational and public office faces is predominant, particularly in terms of how PSI Jakarta manages its cadres in government. Furthermore, the digital platform also provides information about membership, contributions through the SAKTI card, and candidacy aspirations for the gubernatorial election. Specifically, the SAKTI card (Solidarity, Anti-Corruption, and Anti-Intolerance) is categorized as follows:

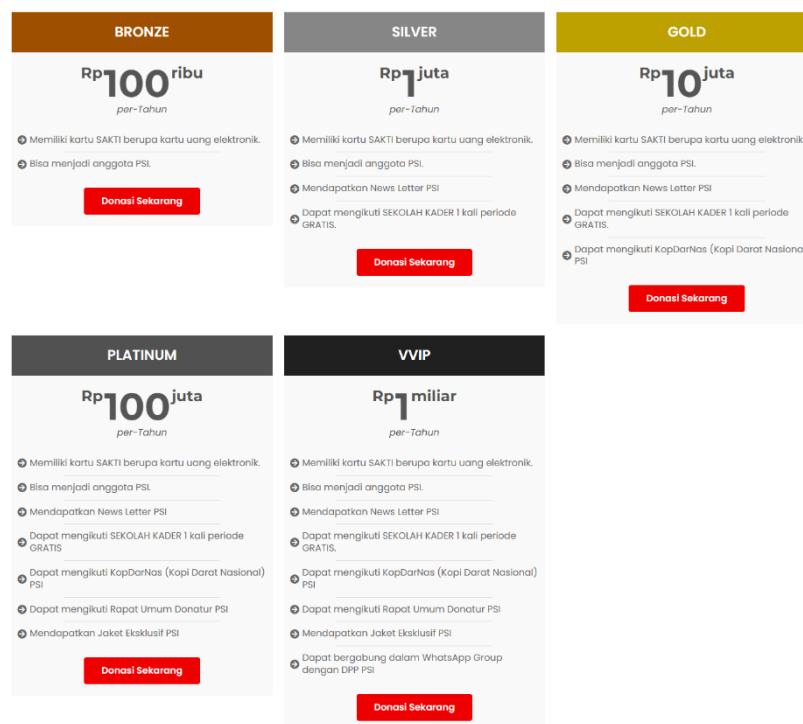


Figure 4. *The Category of the SAKTI card* (<https://psi.id/kartusakti/>, 2024)

4. Analysis of PSI Jakarta’s Organizational Practices

While this paper provides insights into the interconnection among the three digital faces of PSI Jakarta, it does not delve into examining the construction and contextual dynamics of PSI as a party, particularly the transformation from the 2019 elections to the 2024 elections and the associated organizational challenges. It is essential to explore the empirical practices of digital platform use by the party, especially regarding their parallelism in the field. Several aspects warrant examination in this context: popularity and support, financing and resources, internal issues, vision and mission, public and media perception, as well as coalitions.

Regarding popularity and support, PSI, established in 2014, faces significant challenges in building a support base. A common question is whether media and social media popularity correlates with grassroots popularity and how PSI differentiates itself from other parties. A strong identity is crucial for a party to attract voters, especially idealistic ones. However, a subsequent challenge is how the party strategizes to win elections with required thresholds. Effective campaigns, such as digital campaigns to reach young urban voters and clear, relevant work programs, are strategies PSI has employed. Yet, if popularity and support are measured by electoral victories, PSI has failed in two national elections, although PSI Jakarta

succeeded in the Jakarta Legislative Assembly elections. If the measure is the quality of electoral competition and value-based or programmatic campaigns, this is another matter and requires further analysis, particularly concerning engagement and sentiment analysis in the context of the party's digital platform use.

In terms of financing and resources, logistics are crucial for both the party and candidates during the candidacy process. Logistics are necessary for operations, campaigns, and programs. Besides funding from donors, which PSI openly manages, transparency and accountability in funding sources and management, whether from influential individuals or institutions, should be examined. Additionally, scrutiny is needed on the membership system concerning financial contributions. Financing and resources are also related to internal issues, such as managing influence and party resources. Although an internal management system is designed and identified on the digital platform, other highlighted issues include party leadership, both at the DPP PSI level and PSI Jakarta. Leadership at PSI has changed several times, from Grace Natalie to Giring Ganesha, and now Kaesang Pangarep. In PSI Jakarta, leadership has shifted from former Gerindra Party cadre Michael Victor Sianipar, who moved to Partai Perindo, to interim leadership by Grace Natalie, and now to Elva Farhi Qolbina, formerly the secretary of DPW PSI Jakarta.

Leadership is closely related to internal management, financial support, popularity, and vision and mission. Regarding vision and mission, the party discourse at PSI has transformed from a progressive social-democratic party to a pragmatic and power-supportive party. This shift became evident from Giring Ganesha's leadership to Kaesang Pangarep, the son of President Joko Widodo. Despite still focusing on new voter segments, youth, urban, anti-corruption, intolerance, and digital bases, some PSI activities diverge from the party's foundational AD/ART and initial campaign promises. This context requires deeper investigation, possibly through discourse and ideological research. Leadership impacts public and media perceptions of PSI, affecting whether sentiment is positive or negative and the nature of public discourse. Leadership can also influence strategic aspects such as coalitions and collaborations. This warrants further examination using institutional, behavioral, and rational choice approaches (Marsh & Stoker 2002).

5. Reflection on PSI Jakarta's Digital Face

PSI Jakarta and PSI nationally, as a relatively new political party in Indonesia, emphasize digital platform use in their party activities. The opportunities and challenges lie in how to leverage these digital platforms for interaction and presenting the party's image to the public. The three faces—organizational, public office, and grassroots—constitute an important framework for understanding how PSI Jakarta operates and communicates. This section explores how these faces integrate in the context of digital platform use and their relevance to PSI Jakarta's role in local governance based on the findings.

The organizational face of PSI Jakarta, encompassing internal management and transparency, is strongly supported by digital platform use. The PSI Jakarta website provides comprehensive information about organizational structure, vision and mission, and internal activities, reinforcing the party's image of transparency and openness. Meanwhile, the public office face is clearly represented in the presentation of information regarding DPRD members, legislative or governmental activities, and annual performance or financial reports. This digital platform allows the public easy access to this information, demonstrating PSI's accountability in their governmental functions. Conversely, grassroots face focuses on direct interaction with the voter base through social media and other communication channels. Although there are efforts to build deeper engagement, the results are still limited, indicating PSI needs to enhance its effectiveness in facilitating two-way dialogue.

The use of digital platforms by PSI Jakarta shows significant relevance in managing and strengthening the three faces of the party. The website and social media not only extend communication reach but also support transparency and accountability. The digital availability of information allows the public to better understand PSI Jakarta's operations and performance, while digital channels expand public access to DPRD members and party policies. Despite progress in increasing reach and support, challenges remain in enhancing deeper engagement with voters.

In local governance, PSI Jakarta plays a crucial role as a political party striving to influence policy processes. Digital platforms provide essential tools for oversight, enabling the public to provide feedback and engage in discussions about policies.

This strengthens PSI's role in overseeing DPRD members' performance and shaping policies. However, to achieve more effective and comprehensive public engagement, PSI Jakarta needs to continue developing its digital strategies and improving responsiveness to public interactions. In conclusion, the integration of PSI Jakarta's three faces and digital platform use offers significant potential to advance transparency, accountability, and public participation in local governance contexts.

CONCLUSION

This paper addresses the concept of the three faces of political parties and the digitalization of political parties, using the case study of PSI Jakarta's digital face in its role in local governance. For PSI Jakarta, the three faces of the party—organizational, public office, and grassroots—are closely interconnected through the use of digital platforms. The PSI Jakarta website reveals information about the party's internal structure and governance, supporting transparency and accountability. Digital platforms also facilitate public engagement by providing direct access for the community to monitor DPRD members' performance and access other government activity reports. The key findings indicate that digitalization plays a crucial role in local politics and governance, with the potential to enhance party transparency and accountability. Digital platforms allow the public real-time access to information and the ability to monitor party activities and public officials' performance. However, public engagement through digital platforms remains limited, suggesting a need for strategies to activate two-way dialogue and deepen interactions with voters.

For contemporary practices in party organization in Indonesia, it is essential for parties to continually develop digitalization strategies by enhancing content, responsiveness, and interactive features on their digital platforms. Integration of information across various digital channels should be consistent to ensure a seamless user experience. Additionally, parties should focus on improving public engagement with features that enable active participation and greater transparency regarding internal management and activities. Future research should concentrate on analyzing the effectiveness of digital engagement, public perceptions of party activities on digital platforms, and the impact of digital transformation on party

organization. Evaluating digital platform performance can provide insights into areas needing improvement, allowing parties to better leverage technology to enhance their relationships with constituents and overall political effectiveness.

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