

## **Political Communication Strategy of Sahabat Ganjar Pranowo (SAGA) in Increasing Electability Ahead of The Presidential Elections of the Republic of Indonesia**

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### **Abstract**

The Lampung Ganjar's Friends Volunteer (SAGA) conducts personal branding to increase the electability of the Candidate for the President of the Republic of Indonesia, Ganjar Pranowo. The personal branding aims to shape the public's perception of Ganjar Pranowo's personality, making it easier for the Lampung SaGa volunteers to implement political communication strategies. The political communication strategies are employed to facilitate two-way communication with the public and establish a distinct character, shaping the self-image, and enhancing electability. This research explores the political communication strategies utilized by the Lampung Ganjar's Friends Volunteer (SAGA) in boosting electability ahead of the Presidential election in Indonesia. The method employed in this study is a qualitative descriptive approach. The research findings are as follows: Firstly, the volunteers observe the issues before devising political communication strategies. They analyze the situation thoroughly. Secondly, the Lampung Ganjar's Friends Volunteer (SAGA) manages the planning and program development. They create a detailed action plan. Thirdly, the communication actions are taken, and the planned programs are implemented efficiently, focusing on designing Ganjar Pranowo's personal image (Personal Branding) as effectively as possible. Fourthly, program evaluation is conducted, during which the Lampung Ganjar's Friends Volunteer (SAGA) can assess the activities' success and achievements.

**Keywords:** political communication strategy, electability, presidential election.

### **Introduction**

In developed countries, competition for votes in general elections is considered an excellent alternative to determine the figure of a political leader responsible for his voters. In 1998, the milestone of democracy in Indonesia was officially planted. The mass upheaval driven

by students and the community then made everything change. The fall of the New Order regime not only opened up opportunities for the political life of the Indonesian nation but also fostered the desire of political figures to reach power through political parties. Discussions on general elections in Indonesia have always received attention and have become important political discourses. In Indonesia, many types of elections are held, such as the Legislative Election (Pileg), which aims to elect members of the DPR and Provincial and Regency/City DPRD. Elections for Regional Heads or post-conflict local elections determine who has the right to hold the powers of the Governor, Regents, and Mayors. Even in the struggle for top power, namely, the President, the Presidential and Vice-Presidential Elections (Pilpres) were also carried out. If we look at voter participation, the number of voters who were present to exercise their constitutional rights at TPS was higher in the presidential than in the legislative election. This condition confirms that the presidential election is the culmination of the power struggle, which has received much attention.

Internationally, the Indonesian elections are considered technically very complicated elections to be carried out even from a financing standpoint, the elections being the most expensive in the world. For example, the Lowy Institute based in Australia said that the complicated elections were only held in one day. With this complexity, the process of voting and counting up to the recapitulation of vote acquisition results is done manually and in stages. It requires a lot of human resources and costs to hold elections in Indonesia. This is why many related parties who have an interest in elections always call for the super mega election costs not to be diverted and used according to their designation based on the law. Various breakthroughs were made so that the stages of holding elections could be shortened.

The Election Law Number 7 of 2017 stipulates that the 2024 election will be carried out simultaneously between the presidential, legislative, DPD, and post-conflict local elections. Presidential candidate pairs for the Presidential and Vice-Presidential Election; in winning the Presidential and Vice-Presidential Election, a more specific communication strategy is needed, namely a political communication strategy.

The process of communication is usually done by every human being when interacting with each other. Almost all matters related to society are carried out through communication-related to aspects carried out for each individual or group, one of which is political

communication. Political communication is part of establishing political communication, which aims to convey political messages to the communicant. The political messages conveyed are different for each political actor, all of whom have their own characteristics in the delivery process to the meaning objectives to be conveyed to the public. The disseminated Political messages must have the right strategy to convey to the communicant adequately. In this era of digitalization development, social media has become one of the promising media (Riski et al., 2021) and is considered appropriate for carrying out political communication. Social media that is developing at this time will undoubtedly be utilized to the fullest by political actors. The opportunities and strategies offered are considered to be able to help smooth the process of political communication. From online news media to social media platforms such as Facebook, Instagram to Youtube, political actors are starting to get involved in order to get better attention from the general public. With the support of an audience that enjoys various social media content provided by political actors, the image or personal branding will increase and make the progress of political actors in the process of political communication work well.

Political communication is communication that involves political messages and political actors, or something related to power, government, and government policy. With this understanding, as an applied science, political communication is nothing new. Political communication can also be understood as communication between 'those who rule' and 'those who are governed'. Political communication is the process of conveying messages that occurs when six other functions are carried out: socialization and political recruitment, articulation of interests, aggregation of interests, rule making, application of rules, and rule of justice. This means that the function of political communication is attached to every function of the political system. Political communication strategies are basically steps in carrying out political communication related to creating, disseminating, receiving, and influencing messages with political content through human interaction and social media.

One of the Indonesian politicians and state officials who use social media to amplify political aspirations is Ganjar Pranowo, Governor of Central Java, for two terms (2013-2018 and 2018-2023). The social media used by Ganjar Pranowo, include Facebook, Twitter, Instagram, and YouTube and have become official accounts. Later, on January 27, 2020, the TikTok account @ganjarpranowofc appeared (not an official account), as well as two TikTok accounts

@ganjarku\_ and @ganjarpedia which are interesting to study because of their structured packaging. When this article was written, the TikTok account @ganjarpranowofc recorded 3.1 million followers, uploaded 944 videos, and garnered 56.4 million likes. The TikTok account @ganjarku\_, released on December 8 2021, has accumulated 19 thousand followers and 251.1 thousand likes, and is connected to the Instagram account @ganjar\_ku. Meanwhile, the TikTok account @ganjarpedia, released on December 16, 2021, has collected 5,338 followers and 91.9 thousand likes and is connected to the Instagram account @ganjarpedia.

The figure of Ganjar Pranowo was chosen as the subject of the analysis because, based on survey results released by three institutions, Ganjar Pranowo's electability was in the top three positions. The Charta Politika survey in Central Java on June 24-30, 2022 shows Ganjar Pranowo's electability of 71.5%. Meanwhile, at the national level, a survey from the Indopol Survey and Consulting agency conducted from June 24 to July 1 2022 placed Ganjar Pranowo in first place, namely 24.55%. The National Survey Institute (LSN) on 10-24 June 2022 showed Prabowo in first place with 29.5%, and in second place was Ganjar Pranowo with 20.9%, and Anies Baswedan who pocketed 18.5% of the vote.

Among several volunteers from Ganjar Pranowo, one is a *Sahabat Ganjar Pranowo* (friends of Ganjar) or SAGA. They claim to support Ganjar to continue Joko Widodo's leadership in the 2024 presidential election based on sincerity. The Board of Trustees of Sahabat Ganjar, KH Khayatul Makki or familiarly called Gus Khayat confirmed this idea. For them, Ganjar has the same vision and mission as President Joko Widodo. So as a volunteer, you must have an element of sincerity to help socialize a presidential candidate who will be supported and accepted in society. Volunteers must first have an element of sincerity, in sincerity, they must have hope. This is why the Ganjar Friends Volunteers (SAGA) chose Mr. Ganjar Pranowo to become the President of Indonesia. Forming this volunteer aims to help lead Ganjar Pranowo to become a leader in the Republic of Indonesia in 2024. Because President Jokowi's current leadership can be continued, and seeing this is in the figure of Mr. Ganjar Pranowo, and there is confidence from them that Ganjar will be able to bring Indonesia to a better state. By looking at the background of the problems above, the writer wants to know the Political Communication Strategy of the

## Volunteer Friends of Ganjar Pranowo (SAGA) in Increasing Electability Ahead of the Election of the President of the Republic of Indonesia.

In terms of theoretical concepts, according to Dahlan in Cangara (2014), Political communication is a field or discipline that examines the behavior and communication activities that are political in nature, and have political consequences. Alternatively, influence political behavior. According to Arifin (2011: 1), political communication is talk to influence the life of the state. Political communication can also be the art of designing what is possible (the art of possible) and can even be the art of designing what is impossible (art impossible). Gabriel Almond (Heryanto and Rumar, 2013: 5) states that political communication is a function that always exists in every political system, related to interest in political issues, making political rules, application rules, and other rules and involving processes and acts of communication.

Meanwhile (McNair, 2013) refers to Denton and Woodward, who emphasize the intentionality of political communication. However, McNair defines communication as a political goal that includes: 1) All forms of communication carried out by politicians and other political actors to achieve specific goals. 2) Communication aimed at political actors with non-politicians such as voters and newspaper columnists. 3) Communications about political actors and their activities, as contained in news reports, editorials, and other media forms of media discussion of politics.

Communication is influenced by the political system, which is seen by various regulations governing the flow of information, such as in Article 37, paragraphs 1 and 2 of law no. 23 of 2003, concerning presidential and vice-presidential elections, says that print and electronic media provide equal opportunity to pairs of candidates to convey campaign themes and materials (paragraph 1) and that electronic media and print media must provide equal opportunities to pairs of candidates. Candidates to place election advertisements within the framework of the campaign (paragraph 2). (Republic of Indonesia Law Number 23 of 2003, [Hukum.unsrat.ac.id](http://Hukum.unsrat.ac.id)).

Another concept is communication strategy, which combines communication planning and communication management to achieve the stated goals. This communication strategy must show how its operations are practically carried out, in the sense that the approach can vary depending on a condition and situation (Effendy, 2014).

The Communication Strategy needs to be developed flexibly to quickly adapt the operational communication tactics to the influencing factors. To achieve communication goals effectively (Koa, 2021), a communications strategist needs to understand the nature of communication and messages in order to be able to determine the type of media to be taken and the communication techniques to be determined (Effendy, 2014). Political communication strategy is a tactic that plays a significant role in winning general elections. The success of the political communication strategy makes a significant contribution in using and planning strategies for pairs of candidates or political parties to develop in the face of elections and post-elections. Strategy is planning (planning) and management (management) to achieve a goal. The strategy does not only function as a road map which only shows a direction map but must be able to show the operational tactics.

Politics and strategy are two things that must go hand in hand when pursuing political goals in winning elections or local elections. Meanwhile, strategy also requires tactics, a prerequisite in planning is strategic planning. Tactical planning and taking action can only have meaning if a strategy is carefully planned. So, tactical planning can provide answers to the questions of who will do what, when, where, how, and why. This kind of tactical decision is used to achieve every strategic objective. These decisions depend primarily on recognizing scope, framework prerequisites, and personal capabilities. Therefore, tactical planning should be strategically rather than by leaders at the tactical level because only this is where the needed knowledge is located (Schroder, 2014). Developing a communication strategy requires thought by taking into account the supporting factors and inhibiting factors. It would be better if the strategy considered the communication components and the supporting and inhibiting factors.

According to experts, the stages of the communication strategy are as follows:

- 1) Observing the problem

It is a combination of activities such as researching and monitoring the knowledge, opinions, attitudes, and behavior of people interested in being affected by the actions taken. So, they look for and rely on the character of the public or society. This is basic knowledge of the communication strategy that will be implemented.

2) Program planning and development

After information and data have been collected, then developing programs, goals, actions, and communication strategies. These processes can be done only if the characteristics of the community are known because planning and programs are an advanced stage of observing problems from conditions and situations in the community.

3) Taking action to communicate

This stage is the implementation of plans and programs that have been planned carefully. In this phase, designing an image as effectively as possible to attract people's attention. This is done in order to communicate the messages conveyed communicatively.

4) Evaluation of work programs

This stage is to evaluate all that has been done, starting from observing problems, planning, programs, implementation, and communication. The rationale for evaluation is to focus effort, determine effectiveness, support good management and facilitate.

5) Accountability

At this stage, we can also know the success and success of all the activities.

Electability is the electability level adjusted to the selection criteria (Peacock et al., 2021). Electability can be applied to goods, services, people, entities, or parties. Electability is often discussed ahead of general elections. The electability of political parties means the level of electability of political parties in the public. High electability of the party means that the party has high voting power. To increase electability, electability objects must meet the selection criteria and are also popular (Yunus, 2014).

High electability of the party means that the party has high voting power. To increase electability, electability objects must meet the selection criteria and are also popular. People who have high electability are people who are widely known in society. There are good people, who have high performance in fields that have to do with the public office they want to achieve, but because no one introduces them, they become unelectable. On the other hand, people with high

achievements in fields that have nothing to do with public office may have high electability because someone popularizes them correctly. In society, it is often interpreted that popular people are considered to have high electability.

Conversely, someone who has high electability is a popular person. Popularity and electability do not always go hand in hand (Pahmi, 2010). Popularity is often equated with electability. However, popular and electability are two different words. Popularity is the level of fame in the public eye. Even though it is popular, it is not necessarily worth choosing. On the other hand, even though they have electability, it does not mean they deserve to be elected because public may not know and not vote. Increasing popularity and electability depends on the campaign technique used. The word electability generally appears in connection with local or presidential elections, as before the 2014 elections and in several regions in Indonesia holding regional elections. The word electability can be associated with the figure to be elected or the name of the party participating in the election.

Criteria in electability: 1.) Well known by the wider community; 2.) Proven to have good performance; 3.) Have achievements in certain fields; 4.) Have a positive track record in the field. People who have high electability are people who are widely known in society. There are good people, who have high performance in fields that have to do with the public office they want to achieve, but because no one introduces them they become unelectable. On the other hand, people who have high achievements in fields that have nothing to do with public office may have high electability because someone popularizes them appropriately (Max Weber, 2006).

However, in a country that adheres to a presidential democracy, the position of the President is vital, apart from being the head of state and the head of government. Therefore many things really depend on the leadership of the President. The President's failure can fail the democratic system to be applied in practice. Because of the presidency's importance, how to choose it is also important. Because, he will certainly influence the level of political effectiveness of the President-elect. The definition of the presidential election itself is contained in Law Number 42 of 2008 concerning "President and Vice-President General Election" and is stated in Article 1 Paragraph 1, namely Concerning General Provisions which reads: General Election of the President and Vice President, hereinafter referred to as the Election of the President and Vice President , is the general election to elect the President and Vice President in



the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia.

Principles, Implementation, and Organizing Institutions for the Presidential and Vice-Presidential Election: a. Principles of Election of the President and Vice President The principles of Presidential Election are contained in Law Number 42 of 2008 concerning "General Election of the President and Vice President" Article 2 which reads: "Elections for the President and Vice President shall be carried out effectively and efficiently based on the principles of direct, free, confidential, honest and fair". b. Implementation of Presidential and Vice Presidential Elections Implementation of presidential and vice presidential elections is contained in Law Number 42 of 2008 concerning "President and Vice Presidential Elections" Article 3, paragraph (1) to (7) which reads: 1) Presidential and vice presidential elections president is held every 5 (five) years. 2) Presidential and vice-presidential elections are held throughout the territory of the Unitary State of the Republic of Indonesia as a single electoral district. 3) Voting is carried out simultaneously on holidays or holidays. 4) The day, date and time of voting for the Presidential and Vice-Presidential Election shall be determined by a KPU decision. 5) Presidential and vice-presidential elections are held after implementing general elections for DPR, DPD, and DPRD members. 6) Stages of holding presidential and vice-presidential elections include a) preparation of voter lists; b) registration of prospective pairs of candidates; c) determination of pairs of candidates; d) campaign period; e) quiet period; f) voting and counting of votes; g) determination of the results of the election for president and vice president; and h) pronouncing the oath/pledge of the president and vice president. 7) Determination of the elected pair of candidates by 14 (fourteen) days before the end of the term of office of the President and Vice President. c. Election Organizing Institutions for the President and Vice President Election Organizers for the president and vice president are included in Law Number 42 of 2008 concerning "President and Vice-President Elections" Article 4 paragraph (1) and (2) which reads: (1) Election the president and vice president are organized by the KPU. (2) Bawaslu shall supervise the holding of presidential and vice-presidential elections.

## **Method**

This study uses a qualitative descriptive approach focusing on a particular side of a phenomenon. Moleong (2012: 6) explains that the purpose of a qualitative approach is to understand the phenomenon of what is experienced by the research subject.

While Rakhmat (Rakhmat & Ibrahim, 2017) mentions several objectives of descriptive research, including collecting actual information that describes existing phenomena in detail, identifying or examining problems and conditions of practices that apply to phenomena, making comparisons, and determining what will be done by someone in the face of problems and learn from experience to solidify decisions and plans in the future. This qualitative approach will study this research in more depth to produce descriptive data/information. It can provide a deeper understanding of the research subjects studied in this article. The qualitative descriptive approach used is by the purpose of writing this article, namely to find out the Political Communication Strategy of the Friends of Ganjar Pranowo Volunteers (SAGA) in Increasing Electability Ahead of the Election of the President of the Republic of Indonesia.

This study used a purposive sampling technique to determine the research subject. The subject studied is the Volunteer Friends of Ganjar (SAGA). In this study, the research object to be examined is political communication strategies for increasing electability. The number of research informants is three people according to the criteria; (administrators of the Regional Leadership Council (DPW) Volunteer Friends of Ganjar (SAGA) Lampung, the general public, and netizens who follow Ganjar Pranowo's developments on social media.

## **Discussion**

Political communication strategy is a strategy used to realize political goals. Political Communication Strategy for Volunteer Friends of Ganjar Pranowo (SAGA) in Increasing Electability Ahead of the Election of the President of the Republic of Indonesia, namely:

### **1. Observing Problems**

Volunteers of Sahabat Ganjar (SAGA), before setting up their political communication strategy first formulate the problems that exist in society or constituents and outline what things need to be planned strategically by seeking data and information about what kind of figure

should be the President of the Republic of Indonesia replacing Mr. Jokowi. In observing the problem, it must include three elements: the overall goal, which describes the position we want to achieve through strategic planning, the reasons for the importance of achieving the overall goal, and the time frame (period of time) in which the overall goal must be achieved. In a political strategy Relawan Sahabat Ganjar (SAGA) mission can be interpreted as approval of a certain position, participation in a certain task, being selected as a candidate and in a political career planning, the mission must state who the strategy is planned for. Thus the mission of the Ganjar Friends Volunteers (SAGA) is to designate Mr. Ganjar Pranowo as one of the Candidates for President of the Republic of Indonesia in 2024, not only to determine but also to support the Ganjar Friends Volunteers (SAGA) fully support the work program planned for him later. The mission must identify a timeframe until the overall goals are achieved, and the mission must not be formulated so optimistically that it becomes unrealistic. The Missions of Volunteer Friends of Ganjar (SAGA), namely 1) Widely open acceptance of volunteers who want to support Ganjar Pranowo through the digital world and by setting up posts in 34 provinces. 2). Conducting training for volunteers in 34 provinces and also utilizing information technology to amplify Ganjar Pranowo's activities. 3). Organize social activities by embracing prospective voters from various circles. 4). Recruitment and formation of cyber troops in preparation for air war against opponents. 5). Consolidate all volunteers in all regions in 34 provinces and volunteers in foreign countries through online and offline systems. While the vision is 1). Maintaining the Ganjar Pranowo voter base includes maintaining the level of popularity and positive sentiment so that it can affect the level of electability. 2). Expand the reach of voters and loyalists by forming a solid network of Sahabat Ganjar volunteers to add new voices to increase electability. 3). Guarding and escorting the name Ganjar Pranowo to continue flying throughout Indonesia until the election period ends.



Figure 1: SAGA

## 2. Program Planning and Development

After the information and data have been collected, in order to develop programs, goals, actions, and communication strategies, the Volunteers of Ganjar Friends (SAGA) identify the characteristics of the community because, after all, planning and programs are an advanced stage of observing problems from conditions and situations in the community. The work program created by the Ganjar Friends Volunteers (SAGA), namely Restructuring to strengthen the management of the DPC Sahabat Ganjar Lampung, Gathering, Declarations in every Regency throughout Lampung, Basic Food Markets, Hackathon Competitions, Lumpung Horse Dance Festival, Hijab Creation Contest, Friends Music Festival Ganjar, Vocational Competition for TKJ Vocational School Students throughout Lampung and many other work programs that have been made by the Volunteer Friends of Ganjar (SAGA) Lampung.

## 3. Take Action Communicate

After planning and making the program, the Volunteers of Ganjar Friends (SAGA) carry out the implementation stages of the plans and programs that have been carefully scheduled. Friends of Ganjar Volunteers (SAGA) implement how to design self-image (Personal Branding) or Mr. Ganjar Pranowo's image as effectively as possible to attract the attention of the people in Indonesia. This is done in order to communicate the messages conveyed communicatively.

### **a. Vocational Competition for SMK TKJ Students in Lampung**

Held at the Horison Hotel, Bandar Lampung City, Lampung, on October 22, 2022, Sahabat Ganjar Volunteers held this activity to prepare youth resource competencies to play an essential role as development agents and environmental change agents through their active participation in the world of science and technology. Not only that, Ganjar Friends Volunteers will continue to be committed to rekindling the spirit of Ganjar Pranowo in cultivating the potential of the younger generation who can compete in the society5.0 era.



Figure 2: Youth Competition Programme by SAGA

### **b. Declaration of Volunteer Friends of Ganjar (SAGA) Lampung District**

More than a thousand volunteers and sympathizers of Sahabat Ganjar held a rally in Tanjung Bintang, South Lampung (Lamsel). The head of the DPW for Sahabat Ganjar Volunteers (SAGA) Lampung, when met by the writer at the time, said that the sympathizers and volunteers for Sahabat Ganjar came from various regions in the Lampung region. They took part in several events, namely the halalbihalal friendly gathering for Eid al-Fitr 1443 Hijriah, celebrating Labor Day, which falls on May 1 2022, and a declaration of support for Ganjar Pranowo. The activity at Tanjung Bintang was the right moment to stay in touch with the people of Lampung and various other elements. "Hopefully, the friendly event that we have held here can have a good impact in voicing labor rights and supporting Mr. Ganjar Pranowo in the upcoming 2024 Presidential Election.



Figure 3: SAGA's declaration in Lampung

Sahabat Ganjar opened his weekend activities in Lampung Province by attending a declaration of support for Ganjar Pranowo, which was held in Bandar Lampung City on Saturday, 30 July 2022. The activity began with a declaration of support made by "Militant Mothers" in Bandar Lampung City . In addition to the declaration of support, the cheap cooking oil bazaar and the distribution of door prizes colored the activities that took place in the province which has the siger tower icon. The general chairman of the DPP Sahabat Ganjar, Gus Nahib, said that this series of activities aimed to help others. In addition, this oil bazaar activity was carried out to help, to help with the scarcity and high price of cooking oil in the recent past. Then, the door prizes we distributed are proof that Sahabat Ganjar is close to the community. The declaration and activities of the cheap oil bazaar took place very lively. Before the declaration, Ganjar volunteers, who continued to innovate, distributed pasera or food packages for the people held in Kedaton District, Bandar Lampung City. The chairman of the DPW

Lampung, directly led the activity of distributing basic necessities to the people of Bandar Lampung. He also explained that Lampung has a special target: winning Ganjar Pranowo for the upcoming 2024.

### c. Hijab Creation Contest



Figure 4: Hijab Contest

Sahabat Ganjar volunteers help empower millennials and the younger generation in Indonesia. This effort is made because Indonesia will receive a demographic bonus in 2030, namely the population is dominated by productive young people, so a platform is needed to create a superior and valuable generation for the nation. One of the efforts made by Sahabat Ganjar volunteers was inviting millennials to take part in the Hijab Creation Workshop in Kedaton District, Bandar Lampung City, Lampung, on Saturday, December 24 2022. This activity succeeded in attracting womenfolk to increase their creativity in wearing hijab according to current trends. The head of DPC Sahabat Ganjar, City of Bandar Lampung, said that this activity was very good and right on target because it could provide insight and inspiration regarding the correct use of the hijab. On the other hand, he also introduced the figure of Ganjar Pranowo to the residents of Bandar Lampung City.

### d. Support from Santri in Lampung for Ganjar

The activity of Sahabat Ganjar in Bandar Lampung was continued with a prayer with the students of the Nurul Islam Islamic Boarding School, with the theme "A Million Prayers of

Indonesian Santri, Ganjar Pranowo for Indonesia 2024". This event is a step in the endeavor of Ganjar Pranowo sympathizers to bring big changes to Indonesia.



Figure 5: Support for SAGA from Santri

This event, which united Islamic ukhuwah, succeeded in attracting local residents to give their best wishes and prayers. The Nurul Islam Islamic Boarding School students opened the event with a hadroh performance followed by the recitation of the holy verses of the Koran by Ustaz Windarto. In addition, there is a video screening of Ganjar Pranowo's profile and his closeness to the students and religious leaders. On this occasion, the Nurul Islam Islamic Boarding School's caretaker, Ustaz Qusyaeri, expressed his gratitude for this activity and offered prayers for Ganjar Pranowo and Indonesia.

## Conclusion

To conclude, evaluation is important to evaluate all that has been done starting from observing problems, planning and programs, implementation and communication. The rationale for evaluation is to focus effort, determine effectiveness, support good management and facilitate. accountability. At this stage the Lampung Friends of Ganjar (SAGA) Volunteers can also find out the success and success of all the activities that have been carried out.



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