



## How To Implement Political Marketing Strategy For Winning Regional Head Election?

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# **How To Implement Political Marketing Strategy For Winning Regional Head Election ?**

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## **Abstrak**

This paper aims to describe how the Political Marketing Strategy of Nadjmi Adhani and Darmawan Jaya Setiawan couples to win the regional head election in Banjarbaru City in 2015. Researchers used a qualitative approach to the type of descriptive research. The results of this study indicate, the political marketing strategies of Nadjmi Adhani and Darmawan Jaya Setiawan couples can be said to be successful. This is seen from the indicators of political marketing strategy, namely the product has an influence and one of the considerations of the voting community in choosing. Promotion, which is carried out not only in the campaign period but rather long before the campaign schedule. Price (price), in terms of economics in the form of costs in terms of advertising, publication, the cost of the grand meeting to the administrative costs of organizing the campaign team. Whereas in terms of psychological and image also becomes important to provide confidence to the community. Place (place), face to face directly to the community and attend invitations from the community. It is recommended that the candidates for regional head candidates, the supporting political parties and the campaign team can make this research as a guideline, so that the objectives of political marketing will result in victory.

**Kata kunci: Strategy, Political Marketing Politik, Regional Head Election**

## **Inroduction**

The direct election of regional heads and deputy regional heads (Pilkada) is a means of learning democracy for the people who are expected to form a collective awareness of all elements of the nation about the importance of choosing the right leader according to their conscience. Pilkada is also a means of strengthening regional autonomy. Because the success of regional autonomy is also determined by local leaders. The better the local leaders produced in the direct regional elections, the more committed local leaders are in realizing the goals of regional autonomy, namely to improve the welfare of the community by always paying attention to the interests and aspirations of the community.

Direct and direct elections for regional heads and deputy regional heads (Pilkada) are contained in Law Number 8 of 2015 Article 1 Paragraph 1 which states that the direct and democratic election of the Governor and Deputy Governor, the Regent and Deputy Regent, and the Mayor and Deputy Mayor. This democratic

method is translated by providing space for the voters to determine the candidates who will lead their regions. Then Article 1 paragraph 4 states that the Candidates for Regent and Deputy Regent, Candidate for Mayor and Deputy Mayor are election participants proposed by political parties, coalitions of political parties, or individuals who are registered or registered with the Regency / City Election Commission. The direct election of regional heads and deputy regional heads in Banjarbaru City which took place on 9 December 2015 is considered the best political way to make local democratic practices lively. This is the first step for the local community in managing a reliable government because it has direct legitimacy from the people. The implementation of the Pilkada has something that underlies it that makes democracy implementation interesting in Banjarbaru City, namely the participation of candidate pairs through individual / independent channels and candidates who are nominated through political parties are a coalition of parties that get the most seats in the Banjarbaru City DPRD. As well as the re-participation of incumbent mayor candidates who can give their own color in the election competition in Banjarbaru City. One of the candidates who participated as Candidates for Mayor and Deputy Mayor is the Nadzmi Adhani and Darmawan Jaya Setiawan who were proposed through the individual / independent route.

The pair Nazmi Adhani and Darmawan Jaya Setiawan as candidates must offer programs related to actual problems so that they are considered attractive and worthy of being elected by the public. To do so, a very serious and professional engineering process is required. In this context, according to Roni Tabroni, (2014, 18) then emerged in the world of politics in this world what is called Political Marketing. Political marketing is very important in order to peddle political parties and candidates as if the merchandise is polished and imaged as best as possible so that from external to the most abstract aspects, it can be packaged to be attractive to look at, hear, read and ultimately influence people's emotions and ratios.

Various political marketing approaches and techniques will be directed towards influencing voters to make their choice on certain candidates. Expertise in formulating political marketing strategies is a way that is considered to have a contribution in directing the perceptions and tendencies of voters on their choices. Likewise with the methods, strategies and concepts of political marketing carried out by the Candidates for Mayor and Deputy Mayor of Banjarbaru Nadzmi Adhani and Darmawan Jaya Setiawan. Where in the implementation of the Regional Head Election there are interesting political developments, especially in the Pilkada struggle in Banjarbaru City in 2015.

One of the candidates, Nadjmi Adhani, in the mass media caused problems, because he first carried out his political promotion from the existing provisions. Whereas according to the General Election Commission Regulation Number 7 of 2015 concerning the Election Campaign for the Governor, Regent and Deputy Regent and / or Mayor and Deputy Mayor, it is explained in Article 34 Paragraph (1) that it is carried out for 14 (fourteen) days before the start of the quiet period (Media Kalimantan, February 2, 2015). In addition, the risk that occurs when entering the era of political marketing is the high cost of democracy for each

stakeholder. In addition, because political marketing is also not simple, what happens is to entrust this process to a special team called political consultants who are also quite expensive.

Moving on from this problem, researchers are interested in researching the Political Marketing of the Nadjmi Adhani and Darmawan Jaya Setiawan pairs to win the 2015 Pilkada in Banjarbaru City.

## **Theory Review**

### **Political Marketing Concept**

The word political marketing is a combination of marketing and politics. The word marketing has to do with how the organization behaves in relation to its customers. Meanwhile, politics is defined as how political actors and institutions behave with attention to their citizens.

The marketing concept was originally used in the business world with the aim of winning the competition with the same product from other companies. But nowadays, the concept of marketing is also used in politics, which has given birth to a new term called political marketing (Political Marketing). According to Hafied Cangara in Efriza, (2012, 477) political marketing is intended as the dissemination of information about candidates, parties and programs carried out by political actors (communicators) through certain communication channels aimed at certain segments (targets) with the aim of changing insight, knowledge, attitudes, and behavior of prospective voters in accordance with the wishes of the information provider. Then according to Adman Nursal in Roni Tabroni, (2014, 3) political marketing is a political campaign strategy to form a certain set of political meanings in the minds of voters. A series of political meanings formed in the minds of voters to elect a particular contestant. This political meaning is an important output of political marketing that determines which party will be elected.

Meanwhile, according to Firmanzah (2008, 190) explains that political marketing is an activity carried out by political parties and individual contestants in designing issues that will be thrown into society, communicating solutions to be applied when in power, conveying party ideology and social control over parties or powerful individual.

### **The Role Of Marketing In The World Of Politics**

In this case, marketing is seen more philosophically and relational. Philosophical in the sense of marketing is an exchange mechanism between two or more parties. Between contestants and constituents there is an exchange of ideas, ideas, ideologies, and work programs. Political parties and individual candidates try to compile work programs in accordance with public expectations. In addition, the work program needs to be communicated and get feedback from the community, so that a relational relationship is formed.

According to Firmanzah (2007), marketing, which used to be only the domain of the business world and is now part of the political world, has a role in determining

the democratic process. Given the development of democracy in the country which requires a succession process to be directly elected by the people, however in Indonesia political marketing is a necessity that cannot be avoided. Techniques previously only used in the business world have now been adopted into political life. Marketing techniques applied in political life are increasingly sophisticated. With political marketing, many people then “polish” political candidates and parties like a product they sell to the wider community. Success team members try to 'market' their candidate or political party in a variety of ways that we often feel are no different from advertising products in the media, promoting outdoors or indoors. All tactics are used so that the rating is high and the people vote for him in the voting booths. In addition, political marketing can improve the quality of the relationship between contestants and voters. Voters are parties who must be understood, understood, and found a way to solve each problem at hand. Political marketing places voters as the subject, not the object of manipulation and exploitation.

Political marketing requires a unique approach because political products are very different from commercial products, both product characteristics and consumer characteristics. One of the differences between the marketing of political parties or candidates and products lies in the segment. Product (goods) marketing is carried out to certain segments so that it is more focused. However, in marketing political parties or candidates, they are required to reach all segments of society. There are restrictions on age, education, socio-economic conditions, not to choose and focus on one of them, but only to determine the strategic position in each of these segments and all of these segments must be accessible and intervened. Products in politics are different from products in the business world, so political marketing is required to develop a wider dimension. Apart from focusing on segments, marketing in the business world also focuses on what will be marketed, such as ideas, products, or people. But again, again in political marketing, what is marketed is everything, such as the organization (political parties with all their symbols), ideas (such as vision-mission, platforms and programs), as well as personalities (figures and candidates).

It should be underlined here according to O'Shaughnessy in Firmanzah (2010, 41) that political marketing does not determine the victory of a political party or candidate. Political marketing is simply a method and tool for political parties or candidates to approach the public. So political marketing becomes a necessity and is no longer a determinant. Who wins and loses will largely be determined by the quality of political marketing and not just by joining in.

The political marketing process proposed according to Niffenegger in Firmanzah (2008, 18) includes the following:

1. Products

Products which are offered by political institutions / candidates, are complex, which voters will enjoy after the party / candidate is elected. In this case the product is divided into three categories, namely platform candidates, past records and personal characteristics. Candidate platform that contains concepts, ideological identities and work programs. A concept is an abstract idea that can be used to store classifications generally expressed with a term or

series of words. Ideological identity is concerned with how to organize power and how it should be exercised. The work program is a program that will be implemented when in power later. In this case the candidate's platform is what is conveyed and also how the candidate communicates it to the public.

## 2. Promotion

Promotion is a way for a political institution / candidate to promote its platform during the campaign. Political campaigns involving entertainers are also part of the promotion. Media choice is also an important factor in conducting political messages to the public, for example through print media such as newspapers, social media such as Facebook and YouTube and through debates on TV. Promotion can also be done by distributing pamphlets, banners, posters, brochures and banners. In addition, promotion can also be carried out through mass direction of attending a "Tabliq Akbar" which this opportunity is usually covered by the mass media so that it can indirectly be seen as a promotional media. It needs to be underlined here that actually the promotion of political institutions / candidates does not only occur during the campaign period. Promotional activities must be carried out continuously and permanently and not only limited to the campaign period. One of the most effective ways to promote political institutions / candidates is to always pay attention to important problems faced by a community where the political institution / candidate is located. Thus, the public will always feel the presence of the political institution / candidate. this is important to do in order to build public trust.

## 3. Price

In political marketing includes economic prices, psychological prices and image prices. Economic prices include all costs incurred by political institutions / candidates during the campaign period. From publication advertising costs, "grand meeting" fees to campaign team administration costs. Meanwhile, psychological price refers to psychological perceptions, for example whether the voter feels comfortable with the candidate's background, religion and education. Meanwhile, the price of image is related to whether the voter feels that the candidate can give a positive image and can be the pride of the region or not. The pride is graded from personal, family, regional to national pride.

## 4. Place

Place which is related to the way the candidate is present or distributed and his ability to communicate with voters or potential voters. The distribution system is defined as a network that contains people and institutions related to the flow of political products to the wider community, so that people can feel and access political products more easily. The selection of media such as newspapers, TV, radio, internet, magazines, brochures, pamphlets and posters distributed to the regions is also a physical form of distribution in the context of political marketing. In addition, the visits of political parties and contestants to the regions can also be categorized in political distribution.

## **Regional Head Election**

Direct Regional Head and Deputy Regional Head Election or often referred to as Direct Pilkada is a democratic mechanism in the framework of recruiting regional leaders, where the people are given full rights and freedom to determine candidates for regional head who are considered capable of voicing their aspirations.

Pilkada seeks to produce regional heads who are better, more qualified and have a high political aspect and a strong degree of legitimacy, because the regional head is selected to have a direct mandate from the people. The wide acceptance of the elected regional head in accordance with the principle of majority is necessary so that controversies that occur in elections can be avoided. In turn, direct regional head elections will result in an effective and efficient Regional Government, because the executive's legitimacy is strong enough and is not easily swayed by the legislature.

With direct elections, regional heads have strong democratic legitimacy. On the other hand, the people will feel more responsible for their choices. The people, of course, will not be reckless in determining their leaders because this choice will determine the future of their region and will affect their future as an individual. The accountability of the regional head is really focused on the people, and vice versa. This direct relationship will bring the government closer to the one being governed. With this rational closeness, it is hoped that the channeling of people's aspirations will be smoother and every government policy will be easier to control. In the end, it was hoped that the concept of sovereignty in the hands of the people could be fully actualized in regional practical politics.

Participants in regional head elections are pairs of regional head candidates proposed by political parties or coalitions of political parties; and / or pairs of individual candidates who are supported by a number of people. In this case Law Number 8 of 2015 article 40 paragraph (1) states that political parties or coalitions of political parties can register a pair of candidates if they meet the requirements for obtaining at least 20% of the total number of DPRD seats or 25% of the accumulated valid votes acquired in the general election for DPRD members in the region concerned. In this case, the pair Nadzmi Adhani and Darmawan Jaya Setiawan became Pilkada participants as individual / independent candidates supported by a number of people.

## **Research methods**

This study uses a qualitative research approach. With this type of descriptive research that aims to obtain answers related to a person's opinion, response or perception, namely regarding political marketing in the 20015 regional elections in the city of Banjarbaru (Study of candidate pairs Nadjmi Adhani and Darmmawan Jaya Setiawan).

## Discussion and Results

Following are the results of research on the Political Marketing of the Nadjmi Adhani & Darmawan Jaya Setiawan Pair at the Regional Head Election for the City of Banjarbaru using Niffenegger's political marketing theory (in Firmanzah: 2008), are as follows:

### 1. Products

The pair Nadjmi Adhani & Darmawan Jaya Setiawan used the products offered to the public to win the 2015 regional elections in Banjarbaru. To face the election, the pair Nadjmi Adhani & Darmawan Jaya Setiawan offered their products which contained a candidate platform, past record and personnel characteristics.

- a) The candidate platform which contains concepts, ideological identities and work programs based on the results of the research shows that, namely: First, the concept offered needs a change for Banjarbaru, choose anum and there needs to be a young leader serving and people to become a special attraction that has an influence on the public to elect Nadjmi Adhani & Darmawan Jaya Setiawan over other candidates. Second, the ideological identity offered by the pair Nadjmi Adhani & Darmawan Jaya Setiawan to create Banjarbaru, a service city with character also influences the development of the community to choose it. Because it has clarity compared to other candidates. Third, the work program offered by the Nadjmi Adhnai & Darmawan Jaya Setiawan pair also has an influence which is a consideration for the community to choose. Because the programs offered are needed for the City of Banjarbaru. What Niffenegger meant about the platform containing the concept, ideological identity and work program of the Nadjmi Adhnai & Darmawan Jaya Setiawan pair that was offered to the public could be said to be both the pair's platform.
- b) The past record, namely the results of the research, shows that what Nadjmi Adhani did in the past, who was the secretary of the regional arts council of the City of Banjarbaru, the Head of the Subdistrict in the North Banjarbaru District and Liang Anggang and had been the Head of the Sub-District in South Banjarbaru and Landasan Ulin had a major influence on the community's consideration to elect him. . Likewise, what was done by Darmawan Jaya Setiawan in the past, who was once the Chairperson of the Banjarbaru Healthy City Pokjanal and a member of the Banjarbaru DPRD as well as the Head of CV Prima Jaya Utama which had good networks in various circles of society. So that there are many public responses that what was done in the past becomes consideration for choosing the partner. This is also evidenced by the results of the vote acquisition from five sub-



districts in Banjarbaru City, four of which were won by Nadjmi Adhnai & Darmawan Jaya Setiawan. The four sub-districts consist of Banjarbaru Selatan, Banjarbaru Utara, Landasan Ulin and Liang Anggang. What was meant by Niffenegger regarding the past record offered by Nadjmi Adhnai & Darmawan Jaya Setiawan to the public could be said well and had an effect on the couple.

- c) Personal characteristic, namely the results of the study show that the responses of many people like the personnel characteristics of the Nadjmi Adhani & Darmawan Jaya Setiawan couple who like to mingle and interact with the community. So that it becomes a consideration for the community to choose the partner. What is meant by Niffenegger regarding the personal characteristics offered by Nadjmi Adhnai & Darmawan Jaya Setiawan can be said to have a positive impact on a political product offered by the couple.

## 2. Promotion

Promotion, namely the results of research showing that the promotion is successful. Because it can be seen from the large participation and response of the community when directly involved in the community in various activities. Then the promotion carried out by Nadjmi Adhani and Darmawan Jaya Setiawan was not only during the campaign period but was carried out long before the campaign schedule had been carried out. This can be seen from what the Head of the Campaign Team stated that the promotion had been carried out a year before the election. Even Nadjmi also stated that since he was head of the village to the sub-district head, the promotion had been carried out by getting closer and providing solutions to problems faced by the community. Likewise Darmawan Jaya Setiawan, who was once the Chairman of the Pokjandal and also a member of the Banjarbaru DPRD, often interacted and met the community. So as to build public trust which is a consideration for choosing the couple. What was meant by Niffenegger regarding the promotion by the Nadjmi Adhani and Darmawan Jaya Setiawan pairs can be said to be successful.

## 3. Price

Economic prices, namely the results of the research show that the costs incurred in terms of advertisements, publications, the costs of the 'grand meeting' to the administrative costs of organizing the campaign team are 6 (six) billion rupiah. What Niffenegger meant about economic prices was also used by the pair.

- a) Psychological value, namely the results of the research show that the community thinks it is good and it does not become a matter of

background, religion or education that becomes a consideration for choosing the candidate. What is meant by Niffenegger regarding the psychological price offered by Nadjmi Adhani and Darmawan Jaya Setiawan can be said to be going well.

- b) The price of image, namely the results of the research shows the pride felt by many people because of the belief that Nadjmi Adhani and Darmawan Jaya Setiawan are able to provide better changes for the City of Banjarbaru. What Niffenegger means about the image price offered by Nadjmi Adhani and Darmawan Jaya Setiawan can be said to be good.
4. Place, namely the results of the research show that it can be seen from the participation and also the response of the community to the presence of Nadjmi Adhani and Darmawan Jaya Setiawan, both during visits to markets, greetings, weddings and hospitality with the community and face to face with the people who have scheduled in the campaign schedule. So that it becomes a consideration for choosing the partner. In addition to reaching all voters, the political distribution carried out by Nadjmi Adhani and Darmawan Jaya Setiawan is to rely on volunteers to convey political products to the public. What Niffenegger meant about the place conducted by Nadjmi Adhani and Darmawan Jaya Setiawan can be said to be going well.

## **Conclusion**

Based on the results of research and discussion, it can be concluded that the political marketing of the pair Nadjmi Adhani & Darmawan Jaya Setiawan in the regional head elections in Banjarbaru City can be said to have succeeded in disseminating the information offered to the public as potential voters to elect the pair. This can be seen from the indicators of political marketing, namely the product was successfully offered, because the product offered hit the voting public. Promotions, which are carried out in addition to face to face, also use banners, billboards, advertisements in mass media and social media such as YouTube and Facebook. Promotions that are carried out are also not only during the campaign period but are carried out long before the campaign schedule that has been carried out a year before the election. Even Nadjmi Adhani since he served as Head of Village and Sub-district Head, this promotion has been carried out by getting closer and providing solutions to problems faced by the community so that they are easily recognized and trusted by the public. Price, in the economy, is also needed by Nadjmi Adhani & Darmawan Jaya Setiawan for costs in terms of advertisements, publications, grand meeting costs to administrative costs of campaign team organizing. Meanwhile, in terms of psychological and image related to the background in terms of religion and education, it is also important to give confidence to the community. Place (place), in terms of how to attend or

distribute the Nadjmi Adhani & Darmawan Jaya Setiawan pair, apart from meeting face to face with the people who have been scheduled in the campaign schedule, they also make visits to the market, attending invitations from the community in the form of greetings and religious activities. As well as to reach all voters, the pair Nadjmi Adhani & Darmawan Jaya Setiawan also rely on volunteers to convey political products to the public.

### **Suggestion**

Based on the above conclusions, the researcher recommends that the candidate pairs for regional heads, supporting political parties and the campaign team can take the existing research into consideration as a guideline for carrying out political marketing in regional head and deputy regional head elections, so that the political marketing goals carried out result in victory.

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