

Analysis of Political Marketing Activity on Decision-Making for the District Leaders Election to a Novice Voters

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Abstract – Political marketing concerning on the election of Governors, Regents and Mayors, to the district leader election which carried out simultaneously. The political marketing activity means to build trust and image of politics to the candidate and political party. However, at this point there is not been a model of a marketing concept that used a candidate or a political party targeted to novice voters especially on the use of media communication. The purpose of this research is to analyze the political marketing model for novice voters in areas of the district. The research method used descriptive qualitative. Data obtained from the questionnaire, documentation study both written and media, in-depth interview toward the political elite, the candidate of the head region or winner team and community. The data were analyzed by analysis of integrative models, Miles and Hubberman from reduction of data, display data and do conclusions. While the results of the study suggest that the political marketing strategy on the district leader election simultaneously more emphasis on using digital media up to 80%, comparing to conventional media only 20%. This is in accordance with the needs of novice voters media used. That is, voters beginner in taking decisions in the district leader election based on digital media marketing.

Keywords – Marketing Politics, Decision Making, District Leader Election.

I. INTRODUCTION

The district leader election in 2015 was carried out through a system of direct election and carried out simultaneously. During this time, political marketing strategy conducted a wide range of both traditional or modern that can have an effect on the decision of the voters. However, until now there is no a model of using digital media on political marketing strategy that is match on district area. Previous research by Suyanto, et al (2014:459-460) says that the constituents prefer legislative candidates based on personal/figures, popularity and capacity/capability of candidates. Previous research has provided an overview of the legislative elections candidate in particular, it turns out that the public choose based on the figure, popularity and capability/capacity that exist on the candidates, this is done on the legislative candidates, many of the election candidates both in one political party as well as the different political parties. In contrast to the district leader election, where a political party just promoting one of all good candidates, only one candidate of the party or coalition.

Marketing strategy is the political efforts made by political parties during the election, the candidate, and his sympathizers or winning team unveils the politics in hopes of gaining votes and became the winner of elections held. Political parties in trying to maintain its existence can obtain a position in the society in the form of support for the would-be head of a proposed area. The candidate is an agent for a political party to gain the support of the community and at the same time as agent of the community in delivering their aspiration to candidates who are chosen to represent the desires, expectations and needs of the community through the Executive power to repair aspects of life (economic, social, educational, and others).

Novice voter is the right marketing target for regional area or the district leader election. According to Electoral Commission Data (the Election Commission or KPU) suggests, turnout Election a 2014 beginners aged 17 to 20 years of about 14 million people. While that was 20 to 30 years around 45.6 million or about 30,7% (<http://www.pemilu.com>). The data belongs to a large enough number of novice voters, in addition it is also possible a little novice voters get political education. This is confirmed on the results of the research by Aji N (2013) that turnout was still low due to a lack of beginner socialization of politics.

It is important for the candidates of political parties and also in defining and formulating the right political marketing strategies in order to attract the support of the community and acquire a lot and become a winner or qualify for either level of the district/city, provincial, and national level.

One of the indicator of the good election is transparent and accountable with a good level of participation, so that is also one indication of democratic societies. When the review of the legislative elections conducted in 2014, level of participation of the community to grant a legislative candidate based on her voice to a source that provided the Central Election Commission higher than on legislative elections in previous year, i.e. of 79,9%. This indicates that people have started using the suffrage as part of a democratic society. Beside that, it also indicated that the political machine in order to marketing the candidates getting better. However, the beginner voter looks like using their suffrage just because the curious and caused by less perception in the political education (Topan, 2014).

Base on above discussion, this study focuses on the questioning of choosing media which can deliver a message to the beginner voters.

II. RESEARCH METHODOLOGY

The research method used descriptive qualitative. Data obtained from the questionnaire, documentation study both written and media, in-depth interview toward the political elite, the candidate of the head region or winner team and community, direct observation. The data were analyzed by analyzing of integrative models, Miles and Hubberman from reduction of data, display data and do conclusions.

III. RESULTS

Research found that the marketing politics of district leader election that held simultaneously by 2015 for novice voters experience has the difference strategy. This study, still in the process of collecting data especially through by questionnaire and interviews. The form of reconstruction is changing districts electoral system simultaneously and immediately. The election of the head of the region (district leader) by 2015 that was performed on December 9, 2015. As for the district leader election for governor election of 8 provinces: West Sumatera, Riau, Jambi, Bengkulu, North Kalimantan, South Kalimantan, North Sulawesi, South Sulawesi.

For the district leader election both city and district has a total of 217 area with details as follows: North Sumatra consists of 13 area, West Sumatra consists of 13 area, Riau consists of 4 areas, South Sumatra province consists of 7 areas, Bengkulu province consists of 7 areas, province of Lampung consist of 13 areas, the Riau Islands province consists of 3 regions, Banten Province consists of 2 areas, West Java 5 area, Central Java 17 area, Yogyakarta Province 3 areas, East Java 24 areas, Bali 6 areas, the province of Nusa Tenggara Barat 7 areas, 8 areas of Nusa Tenggara Timur, West Kalimantan province 6 areas, province of Central Kalimantan 1 area, South Kalimantan 7 areas, East Kalimantan region 8 areas, the province of North Sulawesi 5 areas, Gorontalo Province 3 areas, West Sulawesi province 3 areas, Central Sulawesi province 8 areas, the province of South Sulawesi 10 areas, Southeast Sulawesi 9 areas, Maluku Province 2 areas, 8 regions of North Maluku province, Papua Province 4 areas, Province of West Papua 7 regions (source: URL pilkada2015.kpu.go.id, accessed on December 30, 2015).

Sample of research used 84 respondents came from Bandung Regency that come from various backgrounds including students, employees of the private sector, Entrepreneurs, teachers, and civil servants. In addition, the respondent's determination is based on the age range (18 – 25 years, 25 – 33 years, and 33 – 40 Years), students (junior high, high school, Undergraduate, and graduate level), as well as views from the involvement in the general election.

Seen from the age, the respondents in this research are largely on the age range of 17-25 years old 83%, respondents aged 25-34 years old 11%, and respondents aged 33-40 years old 6%. An educated respondents Bachelor is more than other with 48%, while the senior high school is 31%, master is 18%, and the last junior high school education is 3%. Judging from the background

working or the profession, most respondents have an employment status at the rate of 37%, then student status 19%, private employees 17%, self employed 20%, 5% of civil servants, and teachers 2%. The participation of respondents to the elections is more than 3 times that as general election, which is as much as 43%, the rest of 2 times, and first time is 42% and 15% consecutively.

IV. POLITICAL MARKETING STRATEGY IN THE DISTRICT LEADER ELECTION

Political marketing strategy used by the candidate between district leader election that carried by the political party with a candidate for the district leader of individual candidates (independent) has the difference, especially from the point of orientation and dimensions of marketing.

1) To the communicant. Indicates that place becomes an important aspect to noticed. Placements was very closely associated with the way the present or the distribution of a party and his ability to communicate with voters.

2) Different from the candidate who carried out by political parties. The prospective head of the areas that depart from the path of individuals has a significant power from the people that are directly associated with the mechanism of the promotion being run.

3) Dimensions of promotion that have the same contribution against the decision of voters in determining regional head (district leader) either from political parties as well as from the individual (independent) is the dimension of the promotion. After assessment and analysis, the researchers looked at dimensions of promotion that have strategic role, especially on the digital era. Most of the candidate used digital media, such social media for promoting on delivery their program to the beginner voters rich until 80% portion of their channel used.

4) Product Dimensions almost the same influence on the decision of voters in determining its options, either select a candidate for the head of the region that carried political parties nor candidates head area depart from independent candidate with the respective percentage of 74 and 73%.

5) As seen from the dimensions of the product, the prospective head of the area comes from the political party has greater power from the independent candidate, who respectively is at number 78% and 70%.

Promotion strategies run by either political party or candidates is very determining as far as information/political message about the candidate's head area which can be carried and accepted by the community. Viewed from a political marketing strategy, things done by the candidates who carried out by political parties or candidates from the individual (independent) as already described in the research results, belongs to the three strategies of political candidates confirmed by Nursal (2004) include; push marketing, pass marketing, and pull marketing.

The context of this research which is more influential and can serve as the input against the election of regional

heads (district leader) is carried by both political parties and through the individual (independent) is a push marketing. Push marketing is a political product delivery directly to the voters. Pass marketing namely marketing strategy using individuals and political groups that could affect voters' opinions. In this case, successfully whether or not raising voice/mass will be largely determined by the selection of the influencers. Such as can be seen from the results of a study that found the involvement of community leaders/public figure in the campaign head area has a large percentage for voter decision making, i.e. 100% independent candidates and 86% of the candidates who carried a political party. These results are aligned with the research previously carried out by Ramadhany (2016) shows that political promotion strategy has a strong influence towards the participation of the electorate by degrees ties of 68,6% or 0.686. Ramadhany (2016) also shows that promotion strategy the most influential political strong pass is marketing, i.e. of 85.4% where the community select candidates based on opinions or decisions made by district community leaders who are actively conducting meetings with the community.

V. CONCLUSION

Based on the results and discussion of this research, then the conclusion are as follows political marketing strategy on the regional head (district leader) election simultaneously more emphasis on digital media namely amounted to 80% portion. This is in accordance with the needs of novice voters media used who familiar with the digital gadget. That is, voters beginner in taking decisions in the selection of the head of the area based on digital media marketing.

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