Political Marketing of the Gerakan Indonesia Raya (Gerindra) Towards 2024 Election

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Abstract

In a general election, political marketing as a strategy for political parties plays a very important role because it is part of the strategy of persuasion activities in the political marketing approach. This paper aims to explain the political marketing strategy of the Gerindra Party in facing the upcoming 2024 legislative election. In order to approach this problem, Adman Nursal's political marketing theory reference is used. The method used in this research is qualitative research with a qualitative descriptive approach. The data were collected through field studies and literature studies. Field studies to obtain primary data by conducting interviews. While library research to obtain secondary data based on books or other readings related to the research and then analyzed qualitatively. The results of this study indicate that the Gerindra Party of Jombang Regency has prepared a strategy in dealing with the 2024 General Election by conducting political research before carrying out the campaign, and the party machine through the structures in the Gerindra Party Branch Executive Board in Jombang Regency.

I. Introduction

In the era of democratic climate, fair competition is an inevitable phenomenon. Political competition can occur at various levels. First, the political competition that occurs for functions and status within the party. This type of competition takes place in the ideological corridor, the structure and mechanism of the political parties involved. Second, competition for sympathizers and public support. This type of competition is often considered competitive during the campaign (Firmanzah, 2018).

Political parties are organized groups whose members share the same orientation, values and ideals. The purpose of this group is to gain political power and seize political positions (Budiardjo, 2017). To gain power, a political party or candidate must win the general election with the most votes among other candidates. Public demands on the performance of political parties are increasing along with the increasing choices available. Each candidate must be able to show that he is the most capable in solving the problems of the nation and state. The higher the enthusiasm for political parties to emerge, the higher the competition between political parties. The media for inter-political parties to compete for political positions is through the General Election (PEMILU) held by the General Elections Commission (KPU), and to win the election, political parties must obtain support from the community. Of course, it is a tough task for a political party how the party can be accepted and supported by the community as its constituents so that its cadres can become authorities in the government environment in order to realize the vision and mission of the political party. This problem is very crucial, because this is the first step on how the party must instill its image as a political organization in the minds of the people. Parties do various ways to achieve their party's goals, therefore political parties need a special

strategy to get maximum support from the community in every direct election both in the presidential election, legislative members, and regional heads.

Political strategy itself is a strategy or technique used to realize a political ideal. Political strategy is very important for a political party because without a political strategy, long-term change will not be realized at all. Strategic planning of a process and political change is a clear analysis of the state of power, a clear picture of the ultimate goal to be achieved and also all the forces to achieve that goal. The strategy adopted by political parties in promoting their party is called political marketing, in this case many offer many tricks and ways to win certain candidates or politics. In the current multi-party era, political marketing is an unavoidable necessity. This is not only for new parties and relatively small supporters who need political marketing to manage their image and popularity in order to get the right votes, but also for the existing large and established parties that cannot underestimate the presence of one instrument this.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Political marketing is a set of methods that can facilitate individuals or political parties in marketing political initiatives, political ideas, political issues, political ideas, characteristics of party leaders and party work programs. Marketing plays an important role for political institutions. The purpose of political marketing is to help political parties or candidates to become better acquainted with the people they represent. Next, develop a work program that fulfills the aspirations of the community, which is supported by good political communication. In this context, what is more important for political parties is to find ways to build a reputation in public by putting forward policies to address national problems. Indonesia adheres to a multi-party system, this makes political parties have to compete directly with their political opponents (Firmanzah, 2012).

In a general election, political marketing as a strategy for political parties plays a very important role because it is part of the strategy of persuasion activities in the political marketing approach. Basically political marketing is a political campaign strategy that is structured in a planned manner to disseminate political meaning to the voters. The purpose of political marketing is to shape political meaning and instill expectations, attitudes, beliefs, orientations, and voter behavior. The expected voter behavior is an expression of supporting and dropping voters to the choice of a particular political party or candidate (Nursal, 2014). With this political marketing strategy, political parties can market political ideas and ideas to the fullest to the public to get support. As for the community, the existence of political marketing can help and facilitate the community in getting wider information about political life (Firmanzah, 2012).

One of the parties in Indonesia is the Gerindra Party (Gerakan Indonesia Raya) which is a political party in Indonesia which was founded on February 6, 2008. Initially the Gerindra Party was led by Prof. Dr. Ir. Suhardi, SS, M. Sc., but on August 28, 2014 he passed away. Through an internal party decision, the position of general chairman was taken over by Lt. Gen. (ret.) H. Prabowo Subianto, who was originally the Chair of the Gerindra Party Advisory Board. These party administrators and activists are characterized by short and long-sleeved safari clothes and black skull caps. The inspiration for the name

Gerindra came from the name of the old party, Perindra, which was a direct gift from President Soekarno. The emergence of the Gerindra Party with its populist ideas reminded the public of the importance of siding with the little people. The party led by Prabowo Subianto tends to be affiliated with the lower middle class. Such as in advertisements and media publications, both print and electronic, which describe the nature of the Gerindra Party with the community of farmers, laborers and fishermen. Even though it is labeled as a new party in Indonesia, the Gerindra Party has a strong effort and determination to win the general election every year. This was reinforced when the Central Executive Board (DPP) of the Gerindra Party directly instructed representatives of regional branches to the branch level to fight together and prepare various strategies to be able to launch the party's goal of winning the election. When compared to other parties, the Gerindra Party's steps in preparing for the general election seem to have lost ground to other parties that have prepared everything from the start. The initial participation of the Gerindra Party in the General Election was started in 2009.

On this occasion the researcher wants to know how the Gerindra Party has marketed its political ideas and ideas to the fullest to the public to get support from the community. As for what is the basis and impetus for researchers to examine this problem because political marketing is a study or study that is quite phenomenal in elections. It is undeniable that political marketing is a new branch that has just grown and developed in the midst of the sophisticated role of information technology and telecommunications (media) which is widely consumed or used by the wider community. So it is not strange if the media is the main channel in political marketing which is usually used by political parties to socialize certain parties and candidates. Lately, marketing has been widely applied in the world of politics, political institutions also need alternative approaches to build relationships with voters and the wider community. So that researchers are interested in conducting research on "Political Marketing of the Gerindra Party Towards the 2024 Election in Jombang Regency".

II. Research Method

This research uses qualitative research methods, meaning that the data collected comes from interviews, direct observations, field notes, personal documents, memo notes and other official documents. This study uses a type of qualitative descriptive research method, namely a research method that is described in words not numbers according to the opinion of the respondents in accordance with the research questions posed. This is in accordance with the explanation (Moleong, 2016) which states that qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, action, etc., holistically, and in a descriptive way in the form of words and language, in a special natural context and by utilizing various natural methods. Research on the political marketing of the Gerindra Party towards the 2024 election in Jombang Regency was carried out at the Gerindra Party DPC office, Jl. Gus Dur No. 12, Weru, Mojongapit, Kec. Jombang, Jombang Regency, East Java in November to December 2021.

2.1 Data Sources

a. Primary

This data is data obtained by the author through interviews related to the political marketing of the Gerindra Party towards the 2024 election in Jombang Regency. In this study, the primary data sources are people who are considered to know and can be trusted to be sources of data related to the problems in the research.

b. Secondary Data

Sources of secondary data in this study were obtained from literature books, data from agencies in the form of documents, laws and regulations and other information and reports related to this research problem.

2.2 Research Informants

Research informants are people who are considered capable and able to provide information related to the required data. The selection of informants was done by purposive sampling, which is one of the sampling techniques with certain considerations. Where this particular consideration is the person who is considered important to know about the problem to be studied. In determining the sample, what must be done is to choose from one or more people, and when they cannot explain the data or information systematically, therefore the researcher then looks for people who are considered to better understand the information provided previously so that they can complete the desired data. In this study, researchers used research subjects in the form of individuals, namely parties from the Gerindra Party DPC Jombang Regency and several members of the Jombang Regency community related to the problems studied. The primary data source is the Chairperson of the DPC Gerindra Party, Jombang Regency.

2.3 Data Collection

Techniques Data and information collection techniques as materials for evaluating the leading potential marketing strategy. The data and information can be obtained through two techniques, including:

Primary data collection techniques, namely data obtained directly to the research location to find complete data related to the problem being studied. This is done by:

a. Method

Interview or interview can be interpreted as a question and answer between two or more people directly. In relation to the interview technique, it can be emphasized that the interview is a conversation with a specific purpose. The conversation is carried out by two parties, namely the interviewer who asks the question, the interviewee who provides the answer to the question. (Moleong, 2016). The type of interview used for data collection in this study was an interview using an interview instrument in the form of a list of questions that had been prepared previously and an unstructured interview based on the problem in the research. The results of the interviews are presented in the form of a narrative in the discussion in accordance with the problems studied.

b. Documentation Method

The documentation method is a way of collecting documents and data needed in research problems and then intensively examined so that they can support and add to the belief and proof of an incident. (Satori & Komariah, 2017) The data obtained from the results of research through this documentation are complementary data from research

materials, namely by recording or quoting from documents, archives and other sources to complement primary data obtained directly from respondents.

c. Observation

Observance or observation means any activity to make measurements. However, observance or observation here is interpreted more narrowly, namely observation using the sense of sight which means not asking questions.

Secondary Data Collection Techniques, namely the data needed to support primary data. In this study, the secondary data referred is a literature study, namely the collection of data obtained through scientific books, writings, and scientific essays related to research. And documentation is by using existing records at the research site as well as sources relevant to the object of research.

2.4 Data Analysis Techniques

Bogdan and Taylor in (Moleong, 2016) define qualitative methods as research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior. In this study, researchers used interactive data analysis techniques. According to Miles and Huberman in (Rohmadi & Nasucha, 2015) explaining that interactive data analysis techniques are data analysis techniques consisting of four components of the analysis process, namely, data collection, data reduction, data presentation, and drawing conclusions.

Four stages were carried out at the time of data analysis in this study, namely: First, the data collection stage, ideally data collection has been carried out when the research is still in the form of a concept or draft. At this stage the researcher collects data and important things related to the political marketing of the Gerindra Party towards the 2024 election in Jombang Regency. Second, the data reduction stage where the process of merging data is carried out in all forms of writing that will be analyzed. The results of the interviews, and the results of the documentation related to this research were converted into written form according to their respective formats. Third, the data presentation stage is data processing that has been reduced so that it already has a clear theme flow in accordance with the themes that have been grouped. The results of interviews and reduced documentation are placed according to categorization to explain the description of the findings in the field. And fourth, the conclusion or verification stage of the research results regarding the political marketing of the Gerindra Party towards the 2024 election in Jombang Regency.

III. Results and Discussion

Political marketing is a series of activities in politics and becomes a technique in offering political parties and candidates as explained by Adman Nursal as follows:

"Political marketing is a series of activities that are planned, strategic and tactical, as well as short and long term dimensions for disseminating political meaning to the electorate. The goal is to shape and instill expectations, attitudes, beliefs, orientations and voter behavior. The expected behavior of voters is an expression of support with various dimensions, especially in making choices for certain parties or candidates." (Nursal, 2014)

From the explanation of the definition of political marketing above, it can be understood as an effort to increase the existence of political parties both in the short term and in the long term. In addition, in writing this research, there is some literature that can

be used as a reference and comparison in conducting this research. This literature review also provides a variety of views to clarify in this research, which include;

First, the work (Nurdiansyah, 2018) explains that the political marketing strategy carried out by the Gerindra party in the 2014 legislative elections was quite successful by getting 11% of the national vote. Factors that support this are by presenting Prabowo Subianto as a figure who was also running for president at that time, political campaign advertisements, and the positioning of the party that became the party of the small people, namely farmers, laborers, teachers and small traders. The research method used in this journal is using a qualitative approach with a case study method. Taking the subject of this research using purposive sampling or can be said to be in accordance with what you want to discuss.

Second, the work (Ulfa, 2017) explains that the strategy for winning the Nasdem party's legislative elections in Central Lampung Regency cannot be separated from the massive campaign carried out in the media by the Nasdem party itself. Furthermore, the recruitment of Nasdem party cadres, which emphasizes the indigenous people of the area so that they are able to recognize the terrain and characteristics of the local community. This thesis uses a qualitative method with a descriptive approach that explains the current behavior and in this study only uses one variable.

Third, the work (Sitorus, 2016) explains that the Perindo party's political marketing strategy towards the 2019 legislative elections was facilitated by the media network owned by the Perindo party. Its general chairman is Hary Tanoe Soedibjo who controls several national television media, newspapers and online media. In addition, the party's programs to increase its electability are by recruiting local leaders to become administrators of the Perindo party. As well as going directly to the community and also providing business capital such as carts, stands and others to small communities. Agustinus Sitorus in this study uses a qualitative research method with a descriptive approach.

Although he is a newcomer to Indonesian politics, during the three periods the Gerindra Party participated in the general election, the results always increased each period. The good results of the Gerindra Party at the national level can be seen in the table below.

Table 1. Gerindra Party's national vote acquisition in the 2009 Election, 2014 Election, and 2019 Election

Year	Number of Votes	Percentage
2009	4,646,406	4.46%
2014	14,760,371	11.81%
2019	17,594,839	12.57%

Not only at the national level, the Gerindra Party in Jombang Regency also showed good results in each election period. This is evidenced by the acquisition of votes and seats in the General Election in Jombang Regency, as follows:

Table 2. Vote acquisition and seat acquisition for the Gerindra Party of Jombang Regency in the 2009 Election, 2014 Election, and 2019 Election

Year of	Vote	Acquisition Seat
2009	14,717	0
2014	36,324	2
2019	42,868	4

The increase in the percentage of votes and seats acquired by the Gerindra Party in Jombang Regency is due to the success of political marketing carried out by party administrators. The Gerindra Party management in Jombang Regency always tries to always improve the results in every election period. It can be seen that in the next few years the Gerindra Party will take part in the 2024 General Election, in this case there is certainly a political marketing strategy.

The Gerindra Party has a structure starting from the DPC (Branch Leadership Council), PAC (Branch Subsidiary Leaders), and sub-branches. Besides that, there are also wings including the Greater Indonesia Volunteer Unit (SATRIA), Greater Indonesia Women (PIRA), and Tunas Indonesia Raya (TIDAR). In addition, there are also Gerindra wing organizations that accommodate ethnic groups and religions in Indonesia, including the Greater Muslim Movement (Gemira) which represents Muslims, the Greater Chinese Association of Indonesia (Petir) for Chinese citizens, Greater Indonesia Christian (Kira) which accommodates Christians, and Echo Sadhana representing Hindus and Buddhists. However, there is one element of the power organization that is quite prominent, namely the Retired Pejuang Indonesia Raya (PPIR) which is a sub-organ of the Gerindra Party which brings together former TNI-Polri soldiers. These organizations under the auspices of the Gerindra Party are committed to unite in winning the candidate promoted by the Gerindra Party in the 2024 General Election. They move according to their respective fields, according to their own initiatives, so they can also carry out joint activities with the Gerindra Party.

In relation to the preparation for the 2024 General Election, Jombang Regency will of course also conduct a campaign, before carrying out the Gerindra Party's campaign first, conducting political research to understand what the community really needs. Then the party can prepare the theme that the community needs. It is hoped that the theme during the campaign can enter the hearts of the people so that the party can promise the wishes of the community and the community to get what they want. Everything that is happening in the community is very closely monitored because what the community expects is different from what the Gerindra Party of Jombang Regency provides. The goal is to be able to attract public sympathy, because if the community is sympathetic then the way in the future for the party will be easier in the implementation of the General Election.

The Gerindra Party of Jombang Regency has a target of obtaining 8 seats in the 2024 Election, the target is twice as large as the seat acquisition in the 2019 Election. One of the campaign strategies in preparing for the 2024 Election in Jombang Regency is candidates who go directly to the community. This activity is commonly known as Recess (Aspiration Absorption), this routine activity is also carried out by members of the Jombang Regency DPRD every 3 months. Going directly to the field in this activity contains greeting the community, listening and accommodating aspirations from the community as well as picking up various proposals in their respective electoral districts (dapil). Both candidates who will run in the 2024 General Election and DPRD members from the Gerindra Party are expected to take advantage of this time by marketing or promoting the Gerindra Party. In addition, the cadres also often participate in social service activities, Friday Legis, and Sunday wages to build closeness with the community. In carrying out political marketing, the Gerindra Party, Jombang Regency has a team of volunteers who help the party's promotion process towards the Jombang Regency 2024 Election. Volunteer teams are considered important in this process because they are in direct contact with the community. Even though the costs are small, they act based on conscience by voluntarily helping the Gerindra Party prepare everything to be able to realize the party's goals. The existence of this volunteer team can also help ease the burden on the party. In addition to going directly

to the community, the Gerindra Party of Jombang Regency also has social media accounts that are used to promote the party. Not only going directly to the community and promoting through social media, the Gerindra Party also installed billboards, distributed pamphlets and stickers in the context of party promotion.

Preparation for the 2024 Election Gerindra Party of Jombang Regency also learned from the 2019 Election related to political marketing, namely by strengthening the party machine. Strengthening the party machine through structural strengthening in the DPC of Jombang Regency then continued with strengthening at the PAC, namely the sub-district level to directly to the sub-branches which is the village level to strengthening the volunteer team. The political marketing of the Gerindra Party in 2019 has been proven to be continued to prepare for the 2024 General Election, one of which is the Witness Winning Body (BPS). Strengthening the sub-branch and volunteer teams using the military method of command line that was previously applied by Prabowo Subianto in the previous period which was considered quite effective, namely by means that each polling station must have a person who will oversee the vote. Towards the 2024 General Election in Jombang Regency, the Gerindra Party is currently preparing everything from now on, starting from preparing the BPS, which contains the preparation of the people who will sit in the polling station. This activity is coordinated by the head of the sub-branch who will prepare prospective TPS guards in the village he is sheltering. In August 2022, the KPU announced the number of TPS so that in the future the head of the sub-branch can divide the location to the candidate for TPS guard.target that at least one TPS guard can bring 20-25 votes. With this strategy, it is hoped that the Gerindra Party's votes can be well controlled.

In the future, the Gerindra Party will also carry out economic improvements, besides that Pak Prabowo Subianto has also prepared a book related to the people's economy. The economy must be driven from the bottom, especially touching the MSMEs by being driven continuously, which is expected to be the biggest economic supporter. The Gerindra Party also has a cooperative platform called KGN (Garudayaksa Nusantara Cooperative) which accommodates all products from MSMEs from the community. The goal is to improve the lower middle class economy so that it can be more advanced. Members of the people's representatives also provide a kind of stimulant program that some time ago was implemented by the central government. KGN facilitates MSMEs engaged in it so that their products can be marketed, either through cooperatives or other marketing. It is hoped that in the future Indonesia can become an independent nation with its people who are able to become a productive nation and can provide for their own needs and KGN can become a bridge for economic struggle to bring prosperity to the people of Indonesia. In addition, at this time a sense of love for the homeland is also being promoted which is considered to be able to participate in the success and control of the people's economy by loving domestic products (local products). In addition, there is one more thing to be discussed at the center, namely the resilience of the state. The importance of this is because Indonesia is a vast country with natural resources scattered everywhere. If the Indonesian people are not able to secure this country or for example the country's resilience is weak, the wealth of this country will automatically be taken by foreigners. These activities are expected to build public relations with the Gerindra Party.

IV. Conclusion

From the start of participating in the 2009 to 2019 general elections at the national and district levels, the Gerindra Party has experienced a very significant increase every period. In Jombang Regency, the Gerindra Party each period gets twice as many party seats in the Jombang Regency DPRD. This proves the success of political marketing carried out by the Gerindra Party. Towards the 2024 General Election in Jombang Regency, the Gerindra Party has prepared various strategies to be able to market the party and increase the party's vote. The Gerindra Party's political marketing strategy towards the 2024 General Election in Jombang Regency also learned a lot from the previous elections which will later be developed again. The Gerindra Party of Jombang Regency Towards the 2024 Election uses a marketing strategy consisting of: a.) Political campaign, which includes political research before the campaign after which the candidate goes directly to the community to greet, listen and accommodate the aspirations of the community. During the campaign, the Gerindra Party will also promote through social media and install billboards on the roadside to introduce candidates from the Gerindra Party and will also distribute pamphlets and party or candidate stickers to the public. b.) Strengthening the party machinery through the existing structures in the DPC, especially in the sub-branches and the volunteer team who will later guard the Gerindra Party votes at each polling station in the 2024 Election. Apart from this strategy, the Gerindra Party also wants to be able to build close relationships with the community through KGN (Garudayaksa Nusantara Cooperative) which was established to improve the people's economy.

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