

The Phenomenon of Increasing Political Participation in the 2020 Major Election of Semarang with One Candidate Pair in Political Marketing Perspective

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Abstract

The election of the Mayor and Deputy Mayor (Pilwakot) of Semarang with a single candidate pair is a first in the history of the Semarang Election. Public involvement in the Semarang City Elections has increased dramatically as a result of the Pandemic-Covid-19 crisis. The goal of this qualitative study, which includes phenomenological studies, is to identify the elements that contribute to increased political engagement in Semarang. Data was acquired through observation, interviews, and documentation. The phenomena of increased political engagement in the 2020 Semarang Elections is affected by digital media-based information marketing, according to this study. Second, the Semarang's General Commission Election (KPU) discusses various digital media-based political marketing methods. Third, the Semarang KPU employs long-term digital information marketing to raise voter and prospective voter knowledge about the next general election's implementation.

Keywords

political marketing; digital media; the election of one candidate pair



I. Introduction

The general election for regional heads is an appropriate form of the concept of democracy adopted by the Indonesian state (Utami, 2021). The election of the mayor and deputy mayor (Pilwakot) of Semarang in 2020 is one of 270 regional agendas that carry out simultaneous regional elections (Pilkada) in 2020. This activity was originally held simultaneously on September 23, 2020 (PKPU15, 2019). However, on March 2, 2020, Indonesia entered a country affected by the coronavirus. After the discovery of Novel Coronavirus19 (SarsCov-19) in Indonesia, the General Elections Commission (KPU) finally postponed several stages of the election on March 23, 2020 (KPT179, 2020).

After several adjustments were made, the stages finally started again in June 2020 (PKPU5, 2020). The election agenda simultaneously shifted to December 9, 2020. Other adjustments have also been made by the KPU, which relate to the schedule for implementing activities. On the other hand, it is necessary to understand that the 2020 Pilkada is also an important mandate of the law that must be implemented (Utomo, 2020).

Single Candidate Phenomenon

The Semarang KPU has socialized the mechanism for registering individual candidate pairs. The socialization was carried out by inviting public figures in 6 (six) electoral districts in Semarang in 2019. The Semarang KPU also conducted socialization of the registration of prospective pairs of candidates to political parties. On February 23, 2020, at 23:59, the registration for candidate pairs from the individual path was closed with the result: nil.

Table 1. Acquisition of seats for political parties as a result of the 2019 general election in Semarang (SK98, 2019)

Political Parties sequential number	Political Parties' name	Number of DPRD in Semarang
1.	Kebangkitan Bangsa Party	4
2.	Gerakan Indonesia Raya Party	6
3.	Demokrasi Indonesia Perjuangan Party	19
4.	Golongan Karya Party	3
5.	Nasdem Party	2
8	Keadilan Sejahtera Party	6
11	Solidaritas Indonesia Party	2
12	Amanat Nasional Party	2
14	Demokrat Party	6

Table 2. Election data with one candidate pair

No.	Election year	Region (District/City)
1.	2015	Blitar Regency, Tasikmalaya Regency, and North Central Tengah Regency
2.	2017	Pati Regency, Tulang Bawang West Regency, Landak Regency, Buton Regency, Tebing Tinggi Regency, Tambrauw Regency, Jayapura City, and Sorong
3.	2018	Deli Serdang Regency, Padang Lawas Utara Regency, Prabumulih City, Pasuruan Regency, Tangerang City, Tangerang Regency, Lebak Tapin Regency, Minahasa Tenggara Regency, Enrekang Regency, Makassar City, Mamasa Regency, Ventral Mamberamo Regency, Puncak Regency, Jayawijaya Regency, and Kabupaten Regency.
4.	2020	Humbang Hasundutan Regency, Gunungsitoli City, Pematangsiantar City, Pasaman Regency, Ogan Komering Ulu Regency, South Ogan Komering Ulu Regency, North Bengkulu, Boyolali Regency, Grobogan Regency, Kebumen Regency, Semarang City, Sragen Regency, Wonosobo Regency, Kediri, Ngawi Regency, Badung Regency, West Sumbawa Regency, Balikpapan City, Kutai Kartanegara Regency, Gowa Regency, Soppeng Regency, Central Mamuju Regency, South Manokwari Regency, Arfak Regency, Raja Ampat Regency (Kompas, 2020).

Table 3. Percentage of Participation in Semarang's Head Elections

No.	Year	Number of candidate pairs	Participation (%)
1.	2005	4	66,68
2.	2010	5	60,06
3.	2015	3	65,43
4.	2020	1	68,60

This phenomenon of increasing political participation becomes a problem formulation to become a foothold in developing more strategic political marketing. The development of the pandemic outbreaks significantly, including Indonesia being a country affected by the Covid-19 outbreak (Dalilah, 2021). The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020). In a pandemic situation, people are asked to reduce mobility and activities. It is feared that this situation will affect public support in implementing the 2020 elections.

Data compiled from International IDEA shows that voter participation rates in countries that decide to hold elections during this pandemic have decreased significantly (Aisyah, 2020). In the elections in Tanah Toraja (Meyliana & Erowati, 2020, there was a decrease compared to the 2015 elections.

This article attempts to review the phenomenon of increasing political participation in the 2020 Semarang City Election. The main goal is to create a strategy to implement the 2020 simultaneous regional elections that can improve the quality of democracy while still complying with health protocols to prevent the transmission of Covid-19 (Ristyawati, 2020). This research becomes the basis for developing political marketing channels for election organizers.

II. Research Method

This research was conducted using a qualitative research method with a phenomenological study. Qualitative research is a research procedure that produces descriptive data, both written and spoken, obtained from informants or sources in the study (Moleong, 2012). The qualitative method approach in this study was carried out in the form of a description (Ukhra, Hijri, & Taufikurrohman, 2021). In line with (Garma, 1999) states that the qualitative approach is characterized by the aim of researchers who seek to understand the symptoms in such a way that does not require quantification or because these symptoms are not possible to be measured precisely. Then, phenomenology will bring conscious experience to conditions that will help provide this intentional experience (Kuswarno, 2009). It aims to find out;

- a. Phenomenon of increasing political participation in the election of one pair of candidates in Semarang.
- b. Strategic steps are taken to increase political participation.
- c. What are the follow-up efforts made by Semarang *KPU* after the 2020 Semarang Elections?

This research was conducted in the work unit of the General Election Commission of Semarang. This selection was made with several considerations, namely:

1. Semarang Central Java Province's capital
2. The heterogeneity of the population of Semarang
3. Political participation in implementing the 2020 Semarang mayoral election is the highest in the history of the Semarang mayoral election.
4. Semarang holds elections with one pair of candidates

To obtain data in this study, the data collection methods used observation, interviews, and document review (Gunawan, 2013). The additional data collection technique used in this research is the literature study method (Utomo, 2020), taken from official documents owned by the Semarang *KPU*. This analysis is useful to explore the problem under study further.

The interview mechanism was carried out by conducting interview sessions with the Central Java Provincial *KPU* Leaders, the head of the division of socialization, campaigns, voter education and HR of the Semarang City *KPU*, regional apparatus, Semarang City SKPD, Semarang National and Political Unity Agency, Semarang Election Supervisory Board, Institute of Non-governmental organizations and political party leaders. The selection of these sources was based on the hierarchical and organizational structure of the Semarang Election Commission. Qualitative analysis of the interview results then carried out an in-depth interpretation of the relationship between theory and the facts that occurred. Here the author also includes direct quotations from the speakers.

Process Data analysis using the inductive method. Open-ended questions are submitted to the informants so that they can provide specific answers. Open-ended questions will facilitate the communication process and help informants describe their experiences in detail (Creswell, 2007). Apart from not requiring a hypothesis, abstractions are formed based on the parts that have been collected and grouped.

Data analysis begins by reviewing available data sources, and then data reduction is carried out by making abstractions (core summary) so that they become information. The data presentation stage is a structured set of information that allows concluding and action. Furthermore, the conclusion or verification stage is that the meanings that emerge from the data must be tested for validity (Afdjani, 2010).

III. Results and Discussion

Semarang is the capital city of Central Java Province. Within the scope of Central Java, which is the second-highest province after North Sumatra, the City of Semarang is 1 of 21 regions that hold regent/mayor elections. The city of Semarang is divided into 16 sub-districts and 177 sub-districts. A total of 1,653,524 residents of Semarang were recorded in 2020. The population registered in the Permanent Voters List (DPT) was 1,174,068, spread over 3,447 TPS.



Figure 1. Semarang City DPT Infographics

Semarang City *KPU* has signed a regional grant agreement (NPHD) with the Semarang City Government to organize all stages of the Election of Mayor and Deputy Mayor of Semarang, amounting to 71,953,860,000. The socialization budget is Rp. 6,543,248,000, have been arranged in conventional activities (KPU Kota Semarang, 2021). Initially, digital media was only used as an information medium that complemented these conventional activities, including documentation, news, and delivery of the results of activities.

3.1 Conventional vs Digital

The phenomenon that arises is how the increase in political participation in the implementation of the Semarang mayoral election can occur. In this situation, the only information channels that are safe from the spread of the Covid-19 virus are electronic media and digital media. Both types of media are relatively new and tend to be secondary platforms. The convergence in the media realm is considered not significant enough to form a new pattern. Media with digitization and its wide availability is suspected of having only been used for personal activities as a means of communication (McQuail, 2011).

Apart from the socialization agenda amid the Covid-19 pandemic, political marketing in the current era requires various parties to take advantage of advances in information technology (Putra, 2020). Political marketing is a concept and method of implementing marketing in a political context (Firmanzah, 2007). Although it is still relatively new, the concept of political marketing offers various parties, including election organizers, to streamline the preparation of product socialization, segmentation, communication and positioning in politics. The development of political marketing.

Based on the results of interviews with Semarang *KPU* leadership, this work unit carries out digital media-based information marketing using the following methods:

- a. Activation and management of non-Internet digital media.
- b. Internet-based digital media activation and management
- c. Activation and management of social media

The digital media-based information marketing referred to here is to ensure that the stages/socialization activities that will be, are being, and have been carried out by the Semarang *KPU* are also broadcast/socialized in digital media and Semarang *KPU* social media. Based on (Jęczyński, 2008), the forms of socialization media are e-Poster, Video Teaser, Live Streaming Video and AfterMovie Video. Activities at certain times are broadcast via live Instagram, Facebook and Youtube of the Semarang Election Commission.

To activate the role of non-internet digital media (television, SMS, Videotron and Downtron), the Semarang *KPU* has collaborated with several parties. The Semarang Election Commission cooperates with 3 TV stations (TVKu, TVRI and Metro TV) for television broadcasts. Through the Communication and Information Office, the Semarang government facilitates the SMS Blast Feature, 3 Videotron Points and 1 Downtron (KPU Kota Semarang, 2021). These non-internet digital media broadcast infographics, public service advertisements, Stage Information banners, talk shows, and advertisements regarding implementing the 2020 Semarang Elections.

Table 4. Videotron Point Location

No.	Non-Internet Digital Media	Location
1.	Videotron	Brigjen Sudiarto St., Lampersari.
2.	Videotron	Mgr. Soegiapranata St. (Pasar Bulu)
3.	Videotron	Pemuda No. 148 St., Semarang
4.	Downtron	Pemuda No. 175 St., Semarang

The efforts made by the Semarang *KPU* are in line with the idea that technological advances facilitate reporting and reporting (Rivers William, Jensen, & Peterson, 2004). This idea is reinforced by (Schneider, 2010), who stated that the emergence of the internet and social media sites had expanded digital-based information sources. The majority of internet users in Indonesia are users of the right to vote in the 2020 simultaneous elections, namely people who are 16 to 64 years old on average (Putra, 2020). Media and digital literacy are defined as the ability to understand and use information in various forms from a very wide variety of sources (Gilster, 1997).

Amid the hectic efforts of various parties to maximize digital media, it is necessary to prepare a concept to accommodate every activity on a digital platform. Research (Purandina & Winaya, 2020) says that digital society must be literate with digital literacy. According to (Cangara, 2013), message/content is an important communication element in marketing communications. Digital marketing is a marketing activity including branding that uses web-based media such as blogs, websites, e-mail, adwords, or social networks (Tarigan & Sanjaya, 2013).

Research (Sutrisna, 2020) reveals that the digital literacy movement that can be carried out during the Covid-19 pandemic is the family literacy movement and the community literacy movement. In addition, (Bungai, Perdana, & Affandi, 2020) revealed that digital literacy could improve the abilities and skills of the community to empower the community. Innovation (discovery) is then disseminated through the media that will influence the community to follow it (Rogers, 2010).

Information marketing based on digital media at the Semarang City *KPU* Work Unit focuses on Internet-based digital media. The activity was carried out to develop the Semarang City *KPU* website design. Another activity is collaborating with influencers in developing the social media reach of the Semarang City *KPU*. Furthermore, the Semarang City Election Commission created an application called "Padewaras", an Android-friendly application to make it easier for people to search for information about elections in Semarang.

In addition, mass gathering-based outreach activities are still being carried out, but some adjustments have been made. These activities took the form of Afternoon Hurricane Music, Semarang Election Commission Virtual Bike, Virtual Puppet Show with Sujiwo Tejo, Peace Campaign Virtual Event, Virtual Afternoon Music with Hendra Kumbara, Virtual Election Festival with GIGI Band, virtual competitions ahead of the day voting, Virtual Appreciate Concert with Hendra Kumbara, and Web seminar with the community. This convergence mechanism is carried out by limiting the number of people who attend, then collaborating using streaming media Youtube, Instagram, and the Semarang *KPU* Facebook.



Figure 2 and 3. Election discussion with GIGI Band, Forkompinda Semarang in KPU Virtual Bike

Based on observational data and document review collected from Semarang KPU, here are some descriptions of the activities initiated by Semarang KPU that carry conventional, digital and virtual collaboration mechanisms, including

Table 5. Semarang’s General Election Commission Live Streaming Program

No	Description	Youtube Live Events
1	Candidate Pair Registration	https://youtu.be/mkHqNQEIxf0
2	Submission of Decision Letter on September 23	https://youtu.be/DWE4RFPcGFg
3	Location Draw	https://youtu.be/Hg5QZmrBF7Y
4	Peace Campaign Declaration	https://youtu.be/EfL82i5yY_c
5	Plenary City Level Recap	https://youtu.be/Og8JGIN6g50
6	Selection of Chosen Candidates	https://youtu.be/jOievqYgiEM
7	National Seminars	https://youtu.be/Bn35LJwZ000
8	Launching	https://youtu.be/11hwJELylIM
9	Vision and Mission 1 Declaration	https://youtu.be/ZX9UJQCfR-U
10	Vision and Mission 2 Declaration	https://youtu.be/Jlme0fDZDBo

Semarang City KPU strengthens the marketing of digital media-based election stages by creating and distributing content related to voter data research, Adhoc agency recruitment, voter lists, preparation of health protocols, nomination stages, campaign stages, invitations to polling stations, outreach with various segments, and also content related to persons with disabilities. All these public service advertisements become electronic socialization media broadcast on all Semarang KPU official social media, non-internet digital platforms. Local Semarang Influencers also disseminate this content.

Table 6. Semarang City KPU Public Service Advertisement Program

No	Advertisements’ name	Youtube Link
1	ILM Beginner Voter	https://youtu.be/ORCCqz5v-p4
2	ILM Official’s Jingle on 23 September 2020	https://youtu.be/5DL6bsm2zak
3	ILM Start Rightfully	https://youtu.be/IsxWgwHuV5A

No	Advertisements' name	Youtube Link
4	Ki Gula Klapa Kidung Sengkuyung	https://youtu.be/IcqLgrOO0wc
5	Our home	https://youtu.be/dfGypDHSUvA
6	Have you registered as a voter	https://youtu.be/FefPmO5Cpc
7	Wait for PPDP to come to your home	https://youtu.be/WjRACaiA29s
8	Check Voter Data Online	https://youtu.be/W4q9-06QBul
9	Coklit Movement Simultaneously	https://youtu.be/lyL09n-1m9I
10	Jingle 9 December 2020	https://youtu.be/JBW62WPToJ0
11	Candidate Registration	https://youtu.be/9_tDSLahSg8
12	Make sure you are registered in the DPT	https://youtu.be/W0Fq978x9aA
13	Make sure you are registered with DPT	https://youtu.be/6cofSTtOy1M
14	Let us go to polling station (TPS)	https://youtu.be/ycr-KqMhU1o
15	Let us go to Ramayana's TPS	https://youtu.be/2FXcvrLFiXY
16	Let us go to Voxpop's TPS	https://youtu.be/Lrsr0DQfMEM
17	Beginner Voters I Can Not Vote	https://youtu.be/HiYhhXWAhU4
18	Influencer Beginner Voters	https://youtu.be/wHhGdZJUbjY
19	12 New Things in TPS	https://youtu.be/JwX--3yJ5t8
20	Pae and Bue Nyalon	https://youtu.be/ce7dL5Hx4bw
21	Recruitment of PPK and PPS	https://youtu.be/IcqLgrOO0wc
22	PPK Recruitment Infographics	https://youtu.be/SXnuigsi83A

Then, Semarang City *KPU* created routine content called "Ayu Lips". This virtual forum was filled by the commissioners of the Semarang City *KPU*. This video contains the latest information regarding the 2020 Semarang Elections Stage.

Table 7. Ayu Lips Podcast Program (small talk with ayu)

No	Advertisements' name	Youtube Link
1	Ayu Lips Episode 1	https://youtu.be/DRYqdvTRmsY
2	Ayu Lips Episode 2	https://youtu.be/mWXG8yPq1oM
3	Ayu Lips Episode 3	https://youtu.be/ospRHcj1LQY
4	Ayu Lips Episode 4	https://youtu.be/m1X-btpX0WU
5	Ayu Lips Episode 5	https://youtu.be/XKuWFRAWwF4
6	Ayu Lips Episode 6	https://youtu.be/Dm8B2ThZvU8

Another regular content is Twibonnize. Content containing a virtual banner that each individual's photo can fill becomes one of the effective information dissemination tools. The Semarang City *KPU* makes Twibonnize at every stage. The link from twibonnize is then disseminated to all levels of the organizers and the wider community so that the information contained in the design is also disseminated to the public. The public's love for

selfies has also contributed to the ease with which twibonize has become popular among social media connoisseurs.

Table 8. Socialization Program using Twibonize *KPU* Semarang city

No	Twibonize's Name	Link
1	Eid Al-Fitr 1	https://twb.nx/selamatidulfitrikosem1
2	Eid Al-Fitr 2	https://twb.nx/selamatidulfitrikosem2
3	KPU Vaccines	https://twb.nz/vaksinasi KPU
4	Sustainable DPT	https://twb.nz/dptberkelanjutan
5	I will come to TPS	https://twibonize.com/plwktsmg2020
6	I have been registered	https://twinbonze.com/sudahkahkamuterdaftar
7	KPU Kosem Mencoklit	https://twibonize.com/plwktsmg2020
8	New Normal	https://twinbonze.com/newnormalkosem
9	KPU vs Covid 19	https://twinbonze.com/NewNormal

3.2 Virtual Polling Stations (TPS) Simulation



<https://youtu.be/OGaARTJybG8>

Figure 4. Virtual Simulation of Sirekap-based voting and counting

Semarang mayoral election amid a pandemic poses challenges for lower-level organizers and voters. Additional equipment such as thermogun, hazmat clothes, latex and plastic gloves, disinfectant, hand sanitiser, hand washing facilities, soap, special booths, and other PPE are new things in voting at polling stations. Semarang *KPU* had the opportunity to hold a simulation of the implementation of voting at the pandemic polling stations. In addition to broadcasting live activities on Youtube and Instagram, Semarang *KPU* also made a video guide on using voting rights at TPS, complete with simulations of how KPPS carry out their duties. This video is believed to be effective in providing information to the public in the city of Semarang. Video content is the main tool in marketing information for the organizers and the public.

3.3 Activation of Social Media Networks

Social media activation is done by maximizing all official social media platforms from Semarang *KPU*. In addition, all pre-event, live and post-event information content is also informed through the social media accounts of Semarang *KPU* employees, Adhoc Boards (PPK, PPS, and KPPS) with the Whatsapp Story/Group, Instagram, Facebook, Twitter and Youtube platforms. Within the structure of the Adhoc agency at the sub-district and village levels, a socialization division was also formed, whose task was to build awareness on social media by transmitting digital information from Semarang *KPU*. As

many as 32,243 people were recorded as Cyber *KPU* Semarang troops, who were ready to market information to all residents of Semarang.

Based on collecting data and information by observing, interviewing, and reviewing documents, the authors found several things that became the phenomenon of increasing political participation in the implementation of the Semarang Election with one candidate pair. Some of these additional findings become additional points of discussion in this study.

3.4 The Phenomenon of Increasing Political Participation

Digital media is at the forefront of conveying information in the pandemic era. This information was obtained from non-governmental organizations, the general public, and representatives from political parties. Semarang *KPU* has succeeded in utilizing digital media to increase the number of political participations in the regional elections of one candidate pair, which was held amid a pandemic. The presence of digital marketing is caused by advances in technological developments coupled with mobile technology and quoted from (Kasali, 2011), wherewith mobile technology, everyone who has an internet network can get accurate information in just their hands. This is in line with (Putra, 2020) that interesting and creative content will be able to increase popularity, liking, and electability.

Commission II of the DPR RI, as a council apparatus in charge of electoral issues during the follow-up simultaneous regional election supervision visit in Central Java, expressed great appreciation for the innovations carried out by Semarang *KPU*. In his statement, the Deputy Chairman of Commission II of the DPR RI supports the steps taken by the Semarang City *KPU* in marketing the stages of the election based on digital media. The member of Commission II of the DPR RI added that the development of digital-based marketing is feasible to be then duplicated in the national sphere.

Information marketing based on digital media is believed to play a significant role in increasing political participation. Based on the analyzed data, several indicators that can be seen are that there is a significant increase in the number of followers from Semarang *KPU* social media accounts. In every upload of Semarang *KPU* content on official Instagram and Facebook and influencer accounts, the public responds to the content and then shares the information through stories on the Instagram and Facebook platforms. This can be seen from the viewers/likes who watched the content.

Table 9. List of Youtube Uploads (Youtube: @kpukotasemarang, 2020)

NO	TITLE DESCRIPTION	UPLOAD DATE	VIEW	LINK
1	Tentukan Pilihan Hati (TPH) (Make Your Choice) – Official Jingle (Cover By: Shakuntala Band)	8 December 2020	2583	https://youtu.be/k0BLeV2y5D0
2	Simulation of Voting and Counting at Tps	7 December 2020	2460	https://youtu.be/jgSq0k24OII
3	Official MV - Tentukan Pilihan Hati (TPH) (Make Your Choice) -	17 March 2020	2051	https://youtu.be/5DL6bsm2zak

	Official Jingle Regional Head's Semarang election 2020			
4	Tentukan Pilihan Hati (TPH) (Make Your Choice) - Official Jingle (Cover By: Arkana Ben)	8 December 2020	1383	https://youtu.be/WxoEIH-5RYI
5	Ayu Lips - small talk with Ayu	19 December 2019	1261	https://youtu.be/DRYqdvTRmsY
6	"Start rightfully" - ILM Stages of Nominating Individual Candidates for the 2020 Mayor of Semarang City Election	3 February 2020	1229	https://youtu.be/IsxWgwHuV5A
7	Tentukan Pilihan Hati (TPH) (Make Your Choice) - Official Jingle #Plwktsmg 2020 (Cover By : The Berkah Pandemi)	8 December 2020	1210	https://youtu.be/XB18UD38aj0
8	Tentukan Pilihan Hati (TPH) (Make Your Choice) - Official Jingle #Plwktsmg 2020 (Cover By : Talenta Kidz Band)	8 December 2020	922	https://youtu.be/jHydGo_GCOs
9	Tentukan Pilihan Hati (TPH) (Make Your Choice) - Cover	3 December 2019	856	https://youtu.be/6yhh5F2Qb4c
10	Ayu Lips - Episode 2 - Nominations for the 2020 Semarang Wakot Individual Pathway Election	27 December 2019	777	https://youtu.be/mWXG8yPq1oM

Table 10. Instagram Upload List (Instagram: @kpukotasemarang, 2020)

NO	TITLE DESCRIPTION	UPLOAD DATE	VIEW	LINK
1	ILM I can do it	22 October	1091	https://www.instagram.com/p/CGocZA3AeMx/
2	ILM lets go to Polling Station (TPS)	9-Nov	981	https://www.instagram.com/p/CHXOLfRAuDf/
3	ILM Virtual Bike	10 October	879	https://www.instagram.com/p/CGKqXIWgRyI/
4	Voter Data Update #PLWKTSMG2020	26 July	818	https://www.instagram.com/p/CDF6sQZnUXe/
5	ILM I Have been registered	21 July	814	https://www.instagram.com/p/CC5vylZnAhL/
6	Iqro leather puppet	28 October	795	https://www.instagram.com/p

				/CG39MYZgMGh/
7	ILM beginner voters' perspective	24 October	682	https://www.instagram.com/p/CGuD4OLgHe6/
8	Infographics come to polling station	1-Nov	645	https://www.instagram.com/p/CHCQBhTAsdA/
9	Election Fest 2020	5-Nov	527	https://www.instagram.com/p/CHM7GYggvjb/
10	Public Debates/Sharpening Vision and Mission 2020	18-Nov	385	https://www.instagram.com/p/CHt5v4UgKY3/

Interviews' results with the community also show marketing information conveyed through the internet and non-internet digital media is also a reference and information base for Semarang people. Adhoc organizers (PPK, PPS and KPPS) utilize the internet digital media platform to listen to developments, stage adjustments and technical guidance on elections through the Semarang *KPU* social media accounts. This is in line with the spirit of the East Java Democratic People's Alliance which demands the *KPU* to make regulations that prohibit any form of activity involving many people, especially for areas with red zone status, and replace them virtually (Rizki & Hilman, 2020).

First, the phenomenon of increasing political participation in the election of one pair of candidates in Semarang is caused by massive information marketing by Semarang City *KPU* through digital media. This is in line with the concept of Internet marketing, which significantly manages information and customer relationships Canavan, Henchion, & O'Reilly, 2007).

3.5 Strategic Steps in Encouraging Increased Participation

Based on interviews' results with *KPU* leaders of Central Java Province, the political participation of the people of Semarang City throughout the history of the implementation of regional elections deserves to be appreciated. In the previous election, the activity was carried out with multiple pairs of candidates. The leadership of the Provincial *KPU* assessed that the Semarang *KPU*'s breakthrough in carrying out socialization had yielded results and deserved to be continued to be developed.

Political marketing developed using digital media is a way to carry out socialization and stage activities amid a pandemic era. The efforts mentioned above have become the weapons of the Semarang *KPU* to continue to educate the public about the importance of us participating in the implementation of elections. The media managed by Semarang City *KPU* also continue to spread positive narratives to the public regarding security and health protocols that have been implemented in escorting voters to channel their voting rights at polling stations.

Strategic steps as political marketing development influence political participation in the 2020 Semarang mayoral election. The results of collective work and cross-sectoral collaboration also support the strategy's success. This is in line with (Fadhila & Erowati, 2021), this increasing strategy is important to maintain the number of people's political participation so that it does not decrease drastically due to the regional elections during the Covid-19 pandemic.

3.6 Sustainable Information Marketing

After 2020 Semarang mayoral election stage ended, Semarang City *KPU* continued to implement digital sustainable information marketing. This is an effort to continue maintaining communication to the public through available digital media such as Videotron, Website, and Social Media. The activity entitled "Bibir Ayu" also continues to produce and air on the Youtube account of Semarang City Election Commission, which has reached Episode-20. Virtual political education activities are also carried out by the Semarang City *KPU* through the Virtual Short Election Course every six months and have succeeded in capturing 142 people from various regions in Indonesia.

This effort to continue to be updated aims to convey the latest information to the public regarding elections and various mechanisms leading to 2024 Simultaneous general election and local elections. Digital marketing of sustainable information is expected to increase awareness of voters and prospective voters to participate in the election and upcoming election. This is in line with (Febriyantoro & Arisandi, 2018), who states that digital marketing expands their market share, increasing awareness for consumers.

IV. Conclusion

Information marketing based on digital media is a new thing in implementing elections and local elections. The increase in political participation in the election of one pair of candidates, and held in a pandemic situation, was influenced by the marketing of digital media-based information by Semarang City *KPU*. Based on the results of interviews, several things can be concluded in this study. One indicator is the speed and timeliness of conveying information. This can be seen from the massive amount of content released. Another thing is the suitability of content segmentation with the information needed by the community. This indicator is the key to how the increase in political participation occurs in the Semarang mayoral election.

The information marketing management strategy becomes concrete steps in conveying the news to public. This can be seen from how public responds to any content and information created by Semarang City *KPU* described in this study. Other factors influence, but the author places limitations on the marketing of information based on digital media by Semarang City Election Commission.

Sustainable information marketing is a breakthrough that deserves to be continuously developed. This becomes very vital in welcoming 2024 simultaneous elections and local elections. Digital media-based information marketing by Semarang *KPU*, if carried out continuously, it can increase voters' awareness and prospective to participate current and upcoming elections. This is a positive note and the hard work of various parties, how digital media-based information marketing can continue and maintain its intensity and quality.

Suggestion

For future research, the advice given is how to implement and streamline the marketing of digital media-based election stage at Ad-Hoc bodies at sub-district level (PPK) and also at the village level (PPS) on an ongoing basis. Furthermore, the uniformity of social media accounts at the sub-district and village levels is also carried out. District/city *KPU* shall identify, archive and control these accounts, emails, and passwords. When the working period of this Ad-hoc agency ends, all of these accounts are returned to the Regency/Municipal *KPU* to be used again during the next election/election stage. Electoral disinformation and hoaxes can be tackled if this can be integrated into a system.

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