

Marketing of New Party-Political Towards the 2024 Election Winning Strategy of the Indonesian People's Wave Party

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Abstract

The general election in the State of Indonesia is held before the term of office of the previous official runs out, which is 5 years. Every 5 years the people of Indonesia will hold elections to choose their leader. In 2019, Indonesia held simultaneous elections, namely legislative elections and presidential-vice presidential elections, but there were several new polemics that occurred at that time, namely Law No. 7 of 2017 which states that the pair of presidential and vice-presidential candidates must be supported by at least 20% of dpr officials or 25% of the votes of the entire Indonesian people. This is set as a condition to determine whether or not the candidates for the presidential and vice-presidential candidates in the general election. In addition, there are regulations regarding the threshold of minimum party votes or Parliamentary Threshold of 4% of the vote for political parties can occupy the seat of the House of Representatives. So, this research is more likely to discuss how new political parties in Indonesia such as the Indonesian Gelora Party in conducting political manufer to be able to pass the parliamentary threshold in the 2024 election. The purpose of this study is to observe what the Indonesian Gelora Party has done and will do in order to pass the parliamentary threshold and win the 2024 legislative elections, and apply the concept of political marketing in order to win the Indonesian Gelora Party in the 2024 general election, by getting votes above the parliamentary threshold. This research uses qualitative methods with a case study approach. Techniques in collecting data are observation and in-depth interviews. The results of the research obtained show that the Indonesian Gelora Party as a new party has conducted massive political marketing by offering its platform as a political product in the form of a big narrative of the Indonesian nation towards the world's top five. Public appreciation of the consistency attitude of the Indonesian Gelora Party is seen from when Gelora faced the reality of plurality of religious relations with the State, relations between tribes, ethnicities that smell of politics, relations between groups with diverse forces and with the State.

Keywords

political marketing;
parliamentary threshold; gelora
party platform



I. Introduction

As in the world of industry, trade or services. The political world too composed from consumers and Producers, who become producers are political parties or candidates who compete for the popular vote. The consumer is the community. The interaction and communication between the producers of political products and the people is what creates the political market. The existence of marketing in the political sphere is due to various things, namely the shift in the way of campaigning that used to be with speeches or convoys with vehicles in a crowded manner, now campaigns use mass media or electronic media.

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).

Purpose in political marketing is to encourage perspective and public opinion, advance political ideology, win contests and political elections, and pass laws and forms of referendums related with the needs, wants, and desires of the target market segment (Newman, 2002).

Political marketing can be described as structured and rational analysis, preparation, concreteization, evaluation and management of political and electoral programs, programs and processes designed to realize, improve, straighten out and develop exchange transactions.

Productive, relationships between political parties (on one hand) and relevant audiences (society, party members, funders) to achieve efficiency and effectiveness. Political marketing is the right theory in analyzing marketing done in the world of politics (O'Cass, 2001).

Today, digital technology has become an important tool for party political campaigns especially candidates. As the use of social media increases by candidates and political parties to provide political information, citizens' ability to use the tools of political participation has also increased. This makes an opportunity for the Indonesian Gelora Party in the use of social media as one of its political marketing strategies in the campaign process until the election takes place. Especially millennials whose target market allows 65% of users aged 18 to 29 years to engage and research at least one in five political candidates with political involvement during election campaigns, as more politicians on social media get more votes in regional, national, and legislative elections (Effing & Huibers, 2011).

II. Review of Literature

2.1 Political Marketing

Political marketing can be interpreted as application concepts, principles, and approaches, marketing in political matters by people, groups, organizations, and countries Approach wich related with marketing. Politics includes the analysis of planning, implementation, evaluation and control of political activities by persons, groups, political parties, governments and lobbyists Purpose main inside. Political marketing is to encourage perspective and public opinion, advance political ideology, win contests and political elections, and pass laws and forms of referendums related with the needs, wants, and desires of the target market segment (Newman, 2002).

This study presents a political marketing model that is not only conventional or traditional marketing, but also digital media. Social media is a form of digital media that provides a platform for political marketers to create a political market candidate, government officials, and political parties can use social media to direct public opinion in the desired direction. Social Media today has become a very powerful tool for expressing opinions, views, and ideas and has become an influential tool in the creation of opinions (Arofah & Nugrahajati, 2014).

2.2 Concept of Political Marketing

Political marketing can be conceptualized as the application of principles, and marketing approaches in political issues by target-oriented people, groups, organizations, and countries that have been conceptualized at the beginning of planning. In designing a political marketing strategy, it is necessary to pay attention to the basic concepts that become a reference in achieving the target market, namely as follows:

a. Market Orientation

In the science of marketing, competition means being able to fight for the hearts of consumers so that consumers choose it.

b. Competition Orientation

With competition, political parties can analyze the extent to which political marketing has been carried out effectively. Effective or not can be seen from the results of the general election whose position compared to other political parties.

c. Consumer Orientation

In this case, a political party must be able to analyze the needs and desires of its political consumers. Because the needs and political desires of the community can be used as a work program so that what political parties do can be appropriate and on target.

d. Competitor Orientation

Not only comes from internal factors of political parties, but problems can also occur from external factors such as competitor behavior that can have an impact on people's decisions to vote. This must be minimized and evaluated continuously so that there are no political issues that have an impact on the decline of voters for the political party.

2.3 Political Marketing Strategy

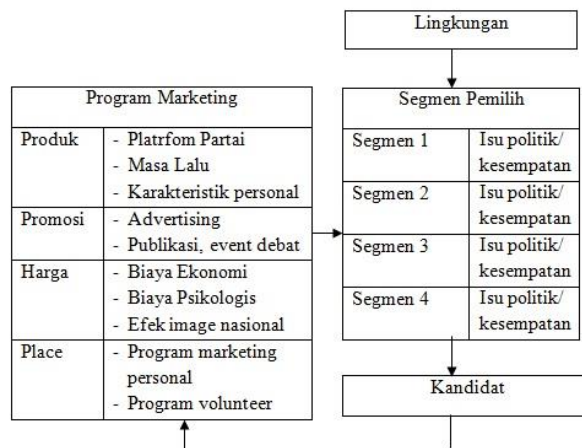
According to Adam Nursall (2004) there are three political marketing strategies in expanding supporters and voters of a political party, namely:

- a. *Push marketing* is a marketing activity that does marketing by providing information about political products directly to political consumers. The strategy is carried out by means of a grand meeting with the candidate.
- b. *Pull marketing* is a marketing activity carried out by utilizing mass media, it can be electronic media such as television and radio or print media such as newspapers and brochures. Pull marketing strategy, felt more effective because everyone can see the promotion carried out by the political party.
- c. *Pass marketing* is a marketing activity carried out by forming political relationships with third parties that have influence on voters. For example, public figures or other important figures who have influence on the audience. Because the figure can be a liaison to convey the political message of the candidate and is expected and becomes an influence for some people who follow or trust him.

Orientation in this political marketing strategy focuses on customer or *customer centredness*, a great reliance on customer response or in this study is picky, can be towards segmentation, defines competition broadly, and has a strategy that uses all elements of the marketing alloy (Kotler & Keller, 2012).

2.4 Political Marketing Process

A political product needs to get political support from various lines or sectors as much as possible. Without this, it is difficult for political products to get the most votes. An overview of the *political marketing* process can be seen in the following image:



Source: (Niffenegger, 1989)

Figure 1. Political Marketing Process Chart

Because political marketing is a new branch of marketing, so most experts and researchers are just adapting the 4P dimension as an approach to maintain marketing strategies in *political marketing*, because it is of the view that not all concepts in business marketing can be applied in the political sphere. The use of 4P which is a classic marketing concept is considered to have the capacity to include a broad set of variables to adapt to various situations (Niffenegger, 1989).

2.5 Political Marketing Mix

Political marketing is not a concept to sell a political party or candidate to voters. This is a permanent concept that must be carried out continuously by political parties or contestants in building trust and public image. Not only until political campaigns, but also formulating political products through the formation of imagery, platforms, and programs offered (O'Shaughnessy, 2001).

In order for political marketing to run effectively, it must apply several aspects applied to marketing science that are conceptualized in the form of *a political mix* dimension. The dimensional model of *the political marketing mix* according to Jain, Kumar, & Dash (2015) is divided into 4 dimensions, namely:

a. Product

In political marketing, the real political product is the party platform.

b. Place

To win the competition in elections, political parties must meet the needs of society such as work programs, ideologies, hopes and figures of leaders.

c. Cost (Price)

The cost in question is the effort either financially or energy expended by the candidate in carrying out his political marketing activities.

d. Promotion

Promotion is a special mix of mass media advertising, specialized media advertising, and personal sales used to reach its target voters. According to Sutisna (2002), in the promotion must take into account 3 components, namely:

Bagan Tiga Komponen Sikap

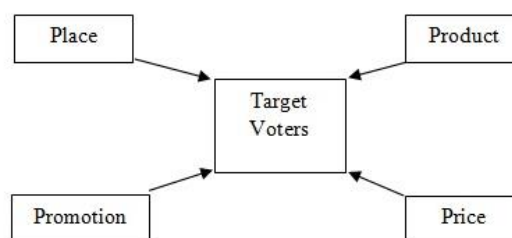


Figure 2. Attitude Component FlowChart towards candidates

2.6 The Relationship of the Political Marketing Mix with Voters

In this context, trust in politics must be accurately proven and commitment plays an important aspect in voter decision-making. The variables studied are twofold, namely: voter trust and commitment as independent variables to the loyalty of political parties. So, it can be concluded that the higher the trust in a political party, the greater its influence on loyalty to political parties, and voter commitment is very closely related to their loyalty to political parties too. In other words, strong emotional connections ultimately influence decisions made by voters.

Product, price, place, and promotion are part of the marketing mix that aims to get target consumers. The model of the political marketing mix Kotler & Armstrong (2016) can be seen in the following image:



Source: Modification of (Kotler & Armstrong)

Figure 3. Political Marketing Mix Model

2.7 Political Marketing with Social Media

Political parties also use the internet for political campaigns such as websites that give parties the opportunity to communicate directly with the public to provide information about political actors and current events. Moreover, in recent years, the activities of political parties have grown significantly through the use of multimedia devices and internet features (De Ronde, 2010). Although the use of social media is not only aimed at young voters, but only many young people know it. The general goal is to remove barriers to participation in politics by making it easier or more attractive for young people to reach out to politicians or political parties. Social networking sites like YouTube/Facebook that provide a good environment to interact with voters and drive policies allow users to interact with each other on political issues.

This makes the opportunity for the Indonesian Gelora Party in the use of social media as one of its political marketing strategies in the campaign process until the election takes place. Especially millennials whose target market allows 65% of users aged 18 to 29 years to engage and research at least one in five political candidates with political involvement during election campaigns, as more politicians on social media get more votes in regional, national, and legislative elections (Effing & Huibers, 2011).

2.8 Political Marketing Model (*Input-Process-Output*)

In the application of political marketing, its main function is to approach the public through learning to accommodate the aspirations of the community, the conformity factor of the preparation of work programs with the needs of the community becomes important. In addition, the realization of promises that have been spread during the campaign time must also be fulfilled, so that the output of political marketing becomes optimal. The image of the party becomes positive with the increase in the level of public trust. And in his turn, it will have an impact on the increasing supporters of the party and can win the election. Here is a chart of input, process, and output models in the implementation of political marketing:

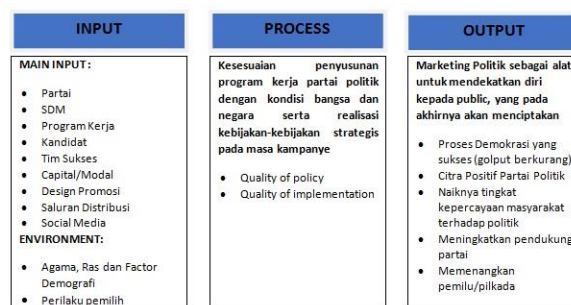


Figure 4. *Input-Process-Output Model Chart*

2.9 Perception of Value in Political Marketing (*Perceived Values*)

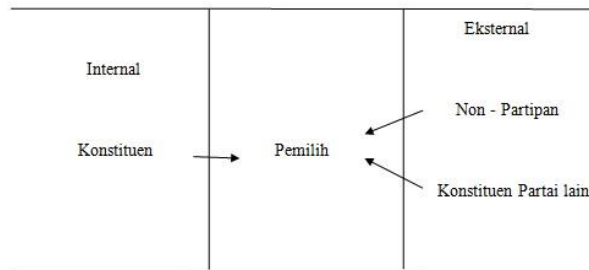
Perceptions of value in marketing politics can be influenced by political attributes generated by political marketers. In purchasing decision making, consumers are strongly influenced by their perception of the product or service offered. Therefore, according to Assael (1995) one of the vital elements of the success of marketing strategies is the improvement of products driven by promotional programs related to customer needs (in accordance with consumer expectations).

A person's perception of stimuli can be formed through three stages, including: exposure, attention, and interpretation. Value is also determined as an evaluation of the usefulness of the product or service, based on the consumer's response of what they experience, both in the form of products and services. Consumer value can also be interpreted as something perceived by consumers, without the influence of the seller. So, consumer value is what the consumer wants and is an assessment of the use of the product or service offered by the seller (Solomon, 2004).

2.10 Decision to Vote (*Decision Constituent to Vote*)

Analyzing voters in elections is as complex as analyzing consumers of a product or service in the marketing of that product or service. With the development of information technology, such as various kinds of social media, applications, and internet media, it is not the time that political parties or candidates place voters as passive objects and make them as mere political objects. Therefore the introduction of various voter characters and the

way they approach must be done appropriately. The selection variety, if grouped in outline, will appear as follows:



Source: Firmanzah (2008)

Figure 5. Division of Voter Types

Voters in making their choice are also influenced by their characteristics. People who have closeness both ideologically and work programs do not have much effect on the determination of candidate choices. But on the contrary, there are also groups of voters who use logic and rationality in making their choices. Analyzing these things will determine the steps and strategies chosen by political parties or candidates in winning the competition.

Voter decisions are considered as the result of different ways of judging, thinking, and behavior towards the surrounding environment. The environment is seen not as a determinant of its behavior, but only as influencing it. The final decision remains in the hands of the electorate itself. The above factors are considered and analyzed by political parties in carrying out their political marketing strategies. More clearly, the picture of the determinant factor of the electorate is like the following chart:

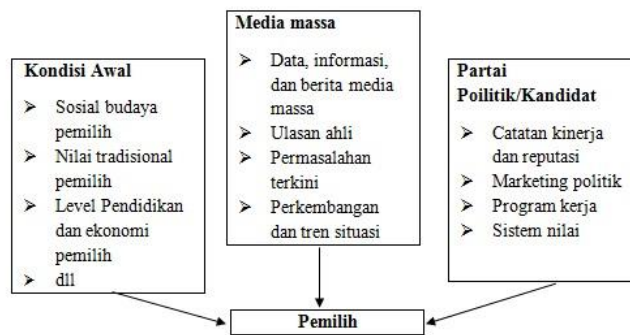


Figure 6. Voter Determinant Factors

III. Research Method

To conduct this research requires an exploration of marketing concepts and political strategies as a basis for ilmiah thinking that has to do with further research on political marketing segmentation, the researcher decided to use qualitative research methods. Researchers use qualitative research methods because the opinions on each cadre and management of the Gelora Indonesia party as informants must be different. And also because of the nature of the qualitative approach that says that realistic is double, complicated, dynamic, and realistic truth is dynamic (Mulyana, 2013).

Qualitative research is a process of research and understanding based on methodology that investigates a social phenomenon and human problem within a political party. In this approach, researchers create a complex picture, examine the words, detailed reports and views of respondents or informants and conduct studies on natural situations (Creswell, 1998). Then for the population and sample of this study are the chairman and vice chairman of the party, party administrators, and party cadres. For the data collection instrument, it uses interviews with semi-structured interview models.

Data Analysis

The method of data analysis while in the field uses the *Miles and Huberman* model, where the model suggests that activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that the data is saturated. Activities in data analysis, namely *data collection*, *data reduction*, *data display* and *conclusion drawing / verification*.

IV. Results and Discussion

4.1 Informant Profile

Based on interviews that have been conducted on cadres and administrators of the Gelora Indonesia party where each manager has a diverse background, including:

Table 1. Research Informant Data

Nama	Jabatan
Bapak AM	Ketua Umum DPN Partai Gelora Indonesia
Bapak FH	Wakil Ketua Umum DPN Partai Gelora Indonesia
Bapak MY	Pengamat Politik dari Universitas Diponegoro
Bapak AMD	Ketua DPW Partai Gelora Provinsi Jawa Tengah
Bapak FDY	Sekretaris DPW Partai Gelora Provinsi Jateng
Bapak NM	Ketua Bappilu DPW Partai Gelora Provinsi Jateng
Bapak HA	Ketua Bidang Teritori DPD Kota Semarang
Bapak UK	Ketua DPC Kec. Mijen Kota Semarang

4.2 Political Marketing Process

Gelora Indonesia Party as a new party is optimistic to be able to win votes and public support with various political strategies carried out. The crisis regarding the unhealthy political system and behavior made the Indonesian Gelora Party move to bring about change by educating the Indonesian people about the dynamic and healthy world of politics. In addition, the Indonesian Gelora Party has also made strategic political steps in introducing itself as a new party. This can be seen where the Indonesian Gelora Party as a new party has conducted massive political marketing by offering ideas and ideas in the form of issues of change, public expectations for justice and the welfare of the Indonesian nation. From interviews conducted as many as 22% of the reasons why the public why choose the Indonesian Gelora Party, among others, because the Gelora Party brings the issue of change, and people's expectations. This is what the Indonesian Gelora Party continues to do consistently in carrying out its political strategy.

In addition, the Gelora Indonesia party as a new party has managed to win the popular vote in each constituency both at the provincial, district, and regional levels. This is due to the organizational structure formed by the Indonesian Gelora Party which can go down to the regional level. In addition, the electability and figure of Anis Matta, and Fahri Hamzah as party chairman became a special attraction for the Indonesian people to make their choice for the Indonesian Gelora Party.

4.3 Political Platform of Gelora Indonesia Party

The political platform of the Indonesian Gelora Party in the form of a big narrative of the Indonesian nation towards the world's top five is also one of the political strategies that continue to be consistently disseminated by the Indonesian Gelora Party in introducing itself as a new party. The purpose of the narrative is that Indonesia is a power, where Indonesia is a large country that has many strengths and potentials such as nature, tribal diversity, culture, religion, and competent human resource potential. Indonesia is also rich in nature, culture, and other energy sources that are not widely owned by other countries. But this has not been utilized optimally by all elements of Indonesian society. So that the Indonesian Gelora Party is here to move the People of Indonesia to be able to jointly move in realizing the ideals of the Indonesian Nation, namely to become a great nation that can be viewed by the world. In addition, the party platform that is nationalist, pluralist, nationalist must be shown by the Indonesian Gelora Party to the community, that the Gelora Indonesia Party is able to cover all groups of people, all tribes, religions, and races in Indonesia.

4.4 Gelora Party strategy passes *Parliamentary Threshold* of 4%

A big narrative of the Gelora Party to make the Indonesian nation towards the top five of the worlds, used as a foundation for new parties in Indonesia such as the Gelora Indonesia Party in conducting political manufer to be able to pass *the parliamentary threshold* in the 2024 election. Because it is a new party, the party must be able to compete and get sympathy from the public to be known to the public and boost the popularity and existence of the Indonesian Gelora Party, especially during the general election campaign period. Because it does not rule out the possibility, especially for the new party not to pass *the parliamentary threshold*. This is because several factors include the crystallization of political choices and constituent attitudes due to the practice of electoral democracy and the absence of differentiation or differentiating factors owned by the new party, so that people will return to the old party they previously chose.

V. Conclusion

The crisis regarding the unhealthy political system and behavior made the Indonesian Gelora Party move to bring about change by educating the Indonesian people about the dynamic and healthy world of politics.

Gelora Indonesia Party as a new party has conducted massive political marketing by offering ideas and ideas in the form of issues of change, people's expectations of justice and welfare of the Indonesian nation.

The basis of the Ideology of the Indonesian Gelora Party as a nationalist and open party becomes a foundation that influences the community in knowing and choosing the Gelora Party.

As many as 22% of people's reasons why they choose the Gelora Party include because the Indonesian Gelora Party brings the issue of change, and the expectations of the community.

The Indonesian Gelora Party continues to conduct political marketing by continuing to accommodate other aspirations both interfaith, cross-cultural in each constituency of cadres in the Gelora Party. The product or political platform of the Indonesian Gelora Party is in the form of a big narrative of the Indonesian nation towards the world's top five.

The narrative of the Indonesian nation towards the world's top five is intended that Indonesia is a large country that has many strengths and potentials such as nature, tribal diversity, culture, religion, and the potential of competent human resources. Indonesia will continue to move from a middle country to a large country with the presence of the Gelora Party as a motor of movement.

The Gelora Indonesia Party carries out its political marketing strategy by strengthening the territorial base where the structure of a wide network to the bottom directly to the electorate in political marketing will be more strategic.

The Gelora Indonesia Party already has a network structure that is wide to the bottom to the DPC level, so the Gelora Indonesia party is optimistic to be able to pass *the parliamentary threshold* of 4%.

One of the political marketing strategies of the Gelora Indonesia party in developing Indonesian society is to be able to have a new view by combining religion with nationalists so that it will be easy for all circles to enter and not be boxed in anymore.

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