

Potential Presidential Candidate's Brand Equity from Political Parties Perspective in the Indonesian Presidential Election Nomination Process 2024

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Abstract

Presidential candidates proposed by political parties or coalitions of political parties in the 2024 Indonesian Presidential Election must meet a number of criteria. This study aims to find out how political parties engage with others to form alliances and determine presidential candidates for the upcoming election based on the candidate's brand equity figure in the 2024 presidential election. The coalition process had resulted in 3 big fights with their respective candidates. The Coalition of Change for Unity (KPP), which consists of the National Democrat party (NasDem), Democratic party, and Prosperous Justice Party (PKS), carried Anies Baswedan as a representative for the theme Coalitions of Change. This step was then followed by 2 other political party coalitions which also determined their respective candidate. This study also wanted to find out what aspects made a coalition of political parties consider a potential presidential candidate to be carried out in the 2024 presidential election. This study was conducted Brand equity theory whose described by D. A. Aaker (1991, 1996). Furthermore, this research also wants to find out what aspects make political parties consider potential presidential candidates to be carried in the 2024 presidential election. This study uses a qualitative method with a phenomenological approach to explore, reveal, describe, and understand the research problem from the perspectives of the groups and individuals involved. The results obtained are actions of the representative of political party to considers the potential candidate based on the electability and personal character who reflects the party's ideology and party's branding strategy instead of the brand equity.

Keywords: *brand equity, candidate, political parties, phenomenology, presidential election.*

INTRODUCTION

The 2024 Indonesian Presidential Election is more than one year away but race for the candidacy has kicked off, with pollsters conducting surveys on the electability of potential candidates. Candidacy determines as the process of how candidates are selected from potential candidates who are able to compete for public position (Norris, 2006). Different among other countries, Indonesian Candidacy Election law number 7 of 2017 regulates that political parties or a coalition of political parties entirely have the authority to propose the candidacy for Indonesian president. It is explained that the candidate for presidential election can only officially registered by political parties and have not allowed the emergence of independent candidates.

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Moreover, the Elections Law Article 222 regulates about the presidential threshold (threshold number), in which only political parties or coalitions of political parties that have at least 20 percent of seats in the People's Representative Council (DPR) or 25 percent of valid national votes in the 2019 election can nominate candidates. Therefore, PDI-P is the only party with enough seats in the DPR to nominate its own presidential candidate is based on 2019 election. With the existence of the presidential threshold, most parties need to form a coalition with two or three other parties to pass.

Such as candidacy process involves a lot of calculations, interest articulation, winning strategies, social political dominant power relations often called "the secret garden of politics" (Gallagher,1998). Looking that political parties entirely have the authority in candidacy, so the competitive situation is whether the candidate can convince political parties to give tickets to become a presidential candidate or not. Where many pollsters have measured the popularity and electability of figures who have the potential to advance in elections as the stages of "surfacing" (Trend, 2015). In this stage electability and popularity become important as a consideration for political parties in selecting candidates. It should be noted that popularity and electability are two different things. Popularity is interpreted as something popular. Meanwhile, electability is interpreted as the ability to be elected to a position in government (KBBI).

Furthermore, popularity is often called as brand awareness helps to choose a brand that is more familiar. As the phenomenon of the "mere exposure effect", familiarity subconsciously gives a "sense of security". In other hand, building popularity for political figures as a brand is more than just building awareness but also building desirability. Where many previous studies examine the presidential candidacy from the point of brand awareness and electability, this study discusses the concept of brand equity. It argues that selecting brand is not just because of awareness, but there are several other factors such as consideration, uniqueness, emotional aspect, value and even premiumness. These factors show how strong the brand is and how much consumer still willing to buy a brand even when the price is higher. In the term of this study, brand equity analyze how presidential candidates are selected not only because of their popularity but also how much his "value" when compared to their competitors. Brand equity can also answer the question why a candidate is still chosen even though he has less "political dowry".

In additional, brand is a name, term, design, or a combination thereof that can identify the goods or services of individual or group sellers, so that they can differentiate them from their competitors (Kotler, 1994). Meanwhile, brand equity is a number of assets related to a brand that can increase or decrease the value of the brand (Kotler & Keller, 2006 in Khasanah, 2013). Brand equity are divided into five categories as follows: 1. Brand awareness, namely the ability of potential consumers to recognize a brand. 2. Brand association, namely everything related directly or indirectly to consumer memory of a brand. 3. Perceived quality, namely the consumer's perception of the overall quality or superiority of the brand. 4. Brand loyalty (brand loyalty), which is a measure of consumer loyalty to a brand. 5. Other assets, namely other proprietary assets, such as patents, copyrights, or rights over brand distribution channels. (Aaker and Joachimsthaler, 2000 in Kunto and Agusli, 2013).

Brand Equity studies are expected to provide benefits in increased the understanding of complexity in candidacy Presidential election 2024 process. Therefore, it is interesting to analyze how the brand equity from each Presidential candidacy based on survey result and political party statements in election 2024. This study will observe actions of the representative of political party to considers the potential candidate based on the brand equity.

RESEARCH PROBLEM

How political parties engage with others to form alliances and determine presidential candidates for the upcoming election based on the candidate's brand equity. Furthermore, this research also wants to find out what aspects make political parties consider potential presidential candidates to be carried in the 2024 presidential election.

LITERATURE REVIEW

Brand equity was described by D. A. Aaker (1991, 1996) as "a combination of brand assets and liabilities connected to a brand, its name, and its symbol, that add to or subtract from the value offered by a product or service to a firm and or to that firm's clients." Additionally, he presented a five-dimensional model of brand equity that accounts for name recognition, brand connections, perceived quality, brand loyalty, and other significant assets. Briefly stated, brand equity was defined by Mishra and Mishra (2014) as the value voters identify with a political brand. As a result, brand equity in a presidential race came to represent the added value of a political candidate's name recognition and reputation.

Recent studies have shown that brand equity is an important factor in the success of a political candidate. In Politics, some academics asserted that political marketing uses multiple levels of brand equity (Ahmed et al., 2015; Almohammad et al., 2013; Akhmad and Azhar, 2015). While Smith (2009) discussed the significance of equity in assisting voters in making decisions, Almohammad et al. (2011) concentrated on the significance of political brand equity to attract more devoted voters. The current emphasis is on the candidate's name-based brand equity, which is the part of a brand that can be spoken and is the main determinant of brand value (e.g., Barack Obama) (Cobb-Walgreen, Ruble, and Donthu 1995; Keller 1993 (Monahan, 2020). Like product brand names, the name of the candidate gives the voter a method for quickly solving problems based on experience, which helps the voter get oriented and affects their decision (Needham 2006; Schneider).

A Potential President Candidate is an individual who has expressed interest in running for President of the election in Indonesia 2024. Building a distinctive character for a good, a service, or a person is what branding is all about (J. L. Aaker 1997; Plummer 2000). Even people can have their own brands. Prabowo Subianto and Anies Baswedan are two examples of important sources of identity. Similar to the latter, candidate brands are established by political figures and the groups of political party they belong to. Recent studies have shown that the most successful potential candidates have a strong base of support from their own political party, have a well-defined platform, and have the ability to raise large sums of money (Monahan, 2020). Additionally, potential candidates must have a strong public image, be able to effectively communicate their message, and have the ability to mobilize voters. As the previous election approaches in 2019, potential candidates must be prepared to face a wide variety of challenges in order to be successful.

The Indonesia Presidential Election is an election held every five years to determine the President of Indonesia. It is the only direct election in the country and is held simultaneously across all provinces. The election is conducted by the General Election Commission (KPU) and is regulated by Law No. 10 of 2016. The most recent election was held on April 17, 2019, and was won by incumbent President Joko Widodo. Recent studies have shown that the Indonesia Presidential Election is a major event in the country, with a large number of people participating. According to a study conducted by the Indonesian Institute of Sciences, over 130 million people voted in the 2019 election, representing a turnout rate of nearly 80%. The study also found that the election was largely free and fair, with only a few isolated incidents of irregularities. Moreover, the election was seen as a major success for democracy in Indonesia, as it showed the country's commitment to democratic principles and the rule of law.

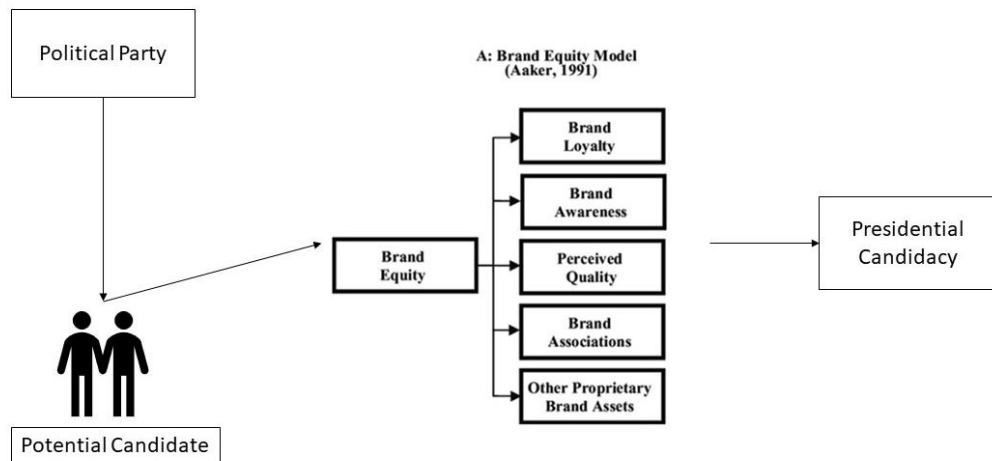


Figure 1. Theoretical Framework

Developed by researcher.

METHODOLOGY

This study uses qualitative methods with a phenomenological study approach to explore, reveal, describe, and understand the research problem from the perspectives of the groups and individuals involved (Ataro, 2020). Based on the research questions, the phenomena that will be interpreted, understood, and produced will be the object of research by the researchers in this study, especially the experiences and challenges that are felt well by the informants. As the goal of phenomenological research is to understand the essence of social phenomena from the perspective of those who experience them (Creswell, 1998).

The objective of this research is to explore brand equity of potential presidential candidates and political parties promoting during the Indonesian Presidential Election Nomination Process in 2024 by conducting a qualitative study using a phenomenological approach. This research will seek to understand the feelings and experiences of individuals involved with the nomination process, such as the candidates themselves, their supporters, and the general public. Through understanding these experiences, the researcher hopes to gain insights into the various aspects of brand equity, including brand loyalty, brand recognition, and brand awareness. The results of this research will provide valuable insights into how brand equity impacts the nomination process and the election in general.

Data collection was carried out using in-depth interviews and participatory observation with research subjects consisting of key informants, namely political party (PP) figures, and political observers (PO). In-depth interviews will involve 6 political party (PP) representatives and 2 political observer (PO) figures.

Table 1: Informants for in-depth interviews

No	Name	Gender (M=Male; F=Female)
1	PP (1)	M
2	PP (2)	M
3	PP (3)	M
4	PP (4)	M
5	PP (5)	M
6	PP (6)	M
7	PO (1)	M

8	P0 (2)	M
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MODEL OF DATA ANALYSIS

This study adopts Miles and Huberman's data analysis. It is the process of a systematic approach to analyzing qualitative data. It has a five-step process that involves collecting and organizing data, coding, and categorizing data, analyzing data, drawing conclusions, and verifying conclusions (Matthew B. Miles, 1994).

Step 1: The process is to collect and organize the data. This involves gathering the relevant data from the sources, such as in-depth interviews with research subjects, documents about Presidential candidacy based on survey result and political party statements in election 2024, or any observations occurred. The data has been organized into a format that is easy to analyze.

Step 2: The second step is to code and categorize the data. This involves assigning labels to the data and organizing it into categories. There is a collection of data compiled and allows the drawing of conclusions. Presentation of data generated in the form of text, matrices, graphs, and charts. This helps to make the data easier to analyze and interpret.

Step 3: Analyze Data The third step is to analyze the data. This involves looking for patterns and relationships between the data. This can be done by looking for similarities and differences between the data, and by looking for relationships between different pieces of data to identify the key themes and insights from the data.

Step 4: Draw Conclusions The fourth step is to draw conclusions. This can be done by looking for patterns and relationships between the data, and by making inferences about the data. The results obtained are actions of the representative of political party to considers the potential candidate based on the brand equity.

Step 5: Verification: The fifth and final step is to verify the conclusions that have been drawn from the data. This can be done by comparing the conclusions to other sources of data, or by conducting further research.

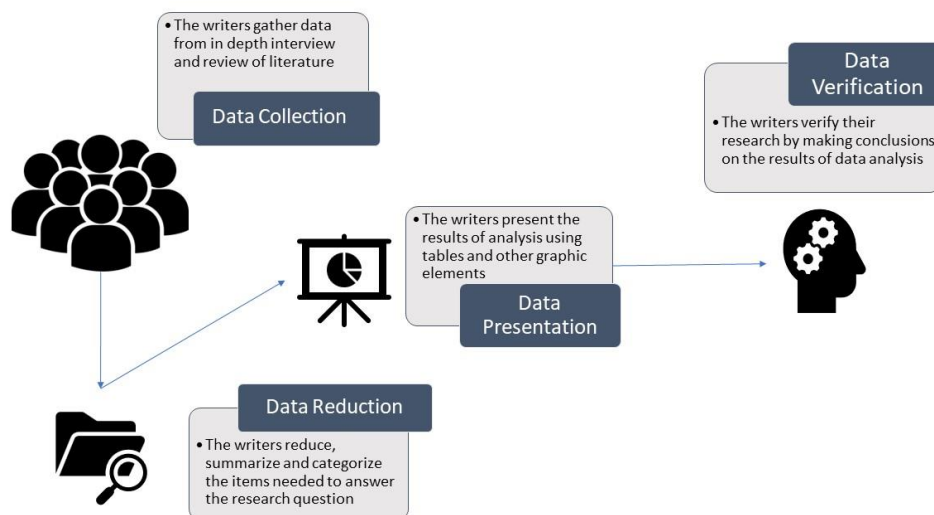


Figure 2: Data Analysis from Miles and Huberman 1994

Data processed by researchers, 2022-2023

RESULT AND DISCUSSION

Indonesia's presidential election process has been marked by a complex interplay of factors, including political party decisions related to candidate brand equity and electability. While political parties seek to promote candidates with strong brand equity to attract voters and increase electability, it is essential to consider a candidate's quality, performance, and alignment with party values and vision. In this context, a critical analysis of political party decision-making related to brand equity and electability can offer insights into the effectiveness and fairness of the electoral process and identify areas for improvement. Here data collected by an in-depth analysis of opinions related to the presidential election process in Indonesia, with a particular focus on the role of political parties in determining candidate selection based on brand equity and electability.

According to the in-depth interviews with key informants from political parties and political experts in Indonesia revealed interesting insights into the promotion of a presidential candidate. Through participatory observation and interviews with six political party representatives and two political observer figures, it was revealed that the promotion of a presidential candidate is a complex and multifaceted process that involves a range of political strategies and tactics. The interviews provided insights into the role of political parties in promoting their candidate, the importance of media coverage and social media in shaping public opinion, and the challenges of campaigning in a highly competitive political environment. Overall, the interviews shed light on the complex nature of political campaigning in Indonesia and provided valuable insights into the strategies used to promote a presidential candidate.

Here is few information which gathered by the writers from informant's statements, talked about their factors in determining the candidate in Presidential Election 2023:

Table 2. In depth interview based on informants stated

No	Background/ Coalition representative	Response/ Informant's statements
1	Coalition of Perubahan	<ul style="list-style-type: none"> • "It is considered by His <u>Figure</u>, His <u>Popularity</u> and Electability" – PKS • "Character must have an ability to increase the <u>electability</u> of party votes: someone who can <u>lead and work</u>, and bring improvements in the future" – Demokrat • Referring to <u>electability</u>, there are a variety of factors both objective and subjective, that can be inferred from the names of the presidential candidate versions of survey institutes - Nasdem • SP (Surya Paloh) did not take anti-intolerant facets of intelligence and <u>public voice</u> into account when choosing Anies as a presidential candidate. - Nasdem
2	Coalition of Merah Putih	<ul style="list-style-type: none"> • <u>This party was founded from the start to assist Mr. Prabowo's campaign for President</u> of the Republic of Indonesia. Gerindra's politics embody the principles that underpinned Pak Prabowo's uprising – Gerindra • Brand equity is more of a quantity factor that may be gathered through pooling. Yet, for parties with a <u>strong ideological character</u>, like the PDI-Perjuangan, the qualification criterion for the <u>candidate's personal character</u> is a crucial element that must be in line with the <u>ideological character of the party</u>. – PDI Perjuangan • Brand equity and <u>the party's branding strategy</u> are related. <u>Nationalism, democracy, Pancasila identity, and a unitary state</u> will be the symbols communicated through the branding, according to the PDI-P.
3	Non-party Expert	<ul style="list-style-type: none"> • The topic of <u>candidate quality, performance, and capacity</u> has not <u>received much attention</u> from research institutes or survey organizations, which makes this discussion intriguing. In general,

		<p>parties are more concerned with the element of fulfilling the minimal nomination standards (20%), the chances of the party chairperson getting nominated, and the likelihood that the Presidential candidate will prevail. <u>The brand equity aspect does not actually appear that way.</u></p> <ul style="list-style-type: none"> • Brand equity (BE) <u>is quite foreign</u> to me in terms of political candidacy, because many parties have a strong BE with their own spectrum (<u>very famous/known/liked/untill hated</u>) but <u>it is not reflected in their electability.</u> However, on the other hand, I believe that the <u>BE elements must have been considered from the electability of the candidate before other supporting forces are deployed.</u> The carrying capacity is the electability of the partner, the readiness of the machine for the bearer/supporter party, & logistical strength. I believe BE is something that has been seriously considered, but it is placed together with the electability factor of the candidate
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- Analysis about the statement from coalition of Perubahan (Nasdem, PKS, Demokrat)

The four statements revolve around the concept of electability, which is an important aspect in political campaigns, especially during elections. Electability is the measure of a candidate's likelihood to win an election based on various factors, such as public perception, popularity, qualifications, and track record, among others.

The first statement by PKS indicates that a candidate's figure, popularity, and electability are important factors in determining their viability as a candidate. While these factors may indeed contribute to a candidate's electability, it is also essential to consider their political platform and vision for the country.

The second statement by Demokrat highlights the importance of a candidate's character and ability to lead and work towards improving the future. This statement suggests that electability is not only about popularity but also about the candidate's capabilities and potential to bring about positive changes in society.

The third statement by Nasdem acknowledges the existence of a variety of objective and subjective factors that influence a candidate's electability, such as those identified by survey institutes. This statement implies that a candidate's electability is not solely dependent on their personal qualities but also on external factors that can sway public opinion.

The fourth statement by Nasdem criticizes SP for not considering the anti-intolerant facets of intelligence and public voice when choosing Anies as a presidential candidate. This statement suggests that electability should not be the only consideration when choosing a candidate. It is essential to consider their values and stance on critical issues such as intolerance, discrimination, and human rights.

In conclusion, while electability is an important factor in political campaigns, it should not be the sole consideration when choosing a candidate. It is crucial to consider a candidate's political platform, values, and vision for the country, as well as the objective and subjective factors that influence public opinion. Therefore, a holistic approach that considers all of these factors is necessary to ensure that the most suitable candidate is chosen to lead the country.

- Analysis about the statement from coalition of Merah Putih (Gerindra, PDI-Perjuangan)

The three statements are related to the role of political parties in election campaigns and their strategies for promoting their candidates. The first statement by Gerindra highlights the party's purpose of supporting Prabowo's presidential campaign. It also suggests that Gerindra's political ideology is aligned with Prabowo's political principles. This statement

indicates that Gerindra's branding and campaign strategies are centered around Prabowo as a candidate rather than the party's platform and vision for the country.

The second statement by PDI Perjuangan emphasizes the importance of a candidate's personal character in line with the party's ideological character. This statement implies that PDI Perjuangan values the consistency of a candidate's character with the party's ideological values more than the quantity of brand equity that a candidate brings to the party.

The third statement by PDI-P underscores the connection between brand equity and a party's branding strategy. It suggests that a party's branding strategy must reflect its ideological values and national identity. This statement implies that PDI-P's branding strategy is built around the party's core values, such as nationalism, democracy, Pancasila identity, and a unitary state.

In conclusion, political parties must have a well-defined branding strategy and ideology that goes beyond promoting a single candidate. While brand equity and personal character are essential factors in determining a candidate's electability, a party's branding strategy and ideology must be built on a clear vision for the country. A party's ideology and principles must guide its candidate selection, and the branding strategy must reflect these values. Ultimately, voters must have a clear understanding of a party's vision and values to make an informed decision at the ballot box.

- Analysis about the statement from Politician Expert – Non party

The two statements address the role of brand equity in political candidacy and the importance of candidate quality and performance. The first statement highlights the lack of attention given to candidate quality and performance by research institutes and survey organizations. It suggests that political parties are more focused on fulfilling minimum nomination standards, party chairperson nominations, and the likelihood of their presidential candidate's success rather than considering candidate quality and performance. The statement also implies that brand equity may not be a significant factor in determining a candidate's electability.

The second statement acknowledges the existence of brand equity in politics but questions its impact on electability. It suggests that many parties have a strong brand equity, but it is not always reflected in their electability. However, the statement also recognizes that brand equity is a crucial factor to consider in a candidate's electability, along with their carrying capacity, machine readiness, and logistical strength.

Briefly stated, both statements highlight the need for a more comprehensive approach to candidate selection and election campaigning. While brand equity can be a useful tool for political parties in promoting their candidates, it should not be the sole determining factor in their electability. Parties should also consider a candidate's quality and performance, their alignment with the party's values and vision for the country, and their ability to lead and bring about positive change. Research institutes and survey organizations should also prioritize evaluating these factors in addition to electability and brand equity. Ultimately, voters should have access to comprehensive information about candidates and parties to make informed decisions at the ballot box.

CONCLUSION

In conclusion, the opinions and analyses presented in the paragraphs highlight the complexity of candidate selection and election campaigning in Indonesian politics. While brand equity can be a useful tool for political parties, it should not be the sole determining factor in a candidate's electability. Parties should also consider a candidate's quality, performance, and alignment with the party's values and vision for the country. Research institutes and survey organizations should prioritize evaluating these factors alongside

electability and brand equity. Ultimately, voters need access to comprehensive information about candidates and parties to make informed decisions at the ballot box. The discussion underscores the need for a more comprehensive approach to candidate selection and election campaigning in Indonesia.

One critical opinion that can be drawn from the analysis above is that political parties in Indonesia should place more emphasis on candidate quality and performance in their candidate selection process. While brand equity may be a useful tool for promoting candidates, it does not necessarily reflect their ability to lead and bring about positive change. By prioritizing candidate quality and performance, political parties can help ensure that the best candidates are chosen to represent their party and compete in elections.

Additionally, research institutes and survey organizations in Indonesia should also focus more on evaluating candidate quality and performance, as well as their alignment with party values and vision. By providing voters with more comprehensive information about candidates, they can make more informed decisions at the ballot box and hold their elected officials accountable.

In terms of recommendations, political parties in Indonesia could benefit from implementing more rigorous candidate selection processes that prioritize candidate quality and performance. This could include conducting more extensive background checks, evaluating a candidate's track record and accomplishments, and assessing their ability to lead and bring about positive change.

Research institutes and survey organizations could also improve their evaluation methods by including more comprehensive metrics that assess candidate quality and performance. This could involve developing standardized evaluation criteria and methodologies that can be used across different parties and candidates.

Overall, by placing more emphasis on candidate quality and performance in the candidate selection process and improving evaluation methods, political parties and research organizations in Indonesia can help promote more effective governance and strengthen democratic institutions in the country.

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