Political Marketing as a Winning Strategy in Legislative Elections

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Abstract

The qualitative method used to obtain primary data and secondary data is through literature studies obtained from libraries, journals, news, books, and arranged systematically and studies based on the analytical framework of marketing mix theory, political party theory, political communication theory, role theory and the function of political marketing, the theory of marketing approaches in politics can be concluded from the results of this study explaining that in political contestation there is a real need for political marketing which must be packaged carefully to obtain maximum results. This applies to all contestants who will compete in political competition.

Keywords: *Strategy, Political Marketing, Legislative.*

INTRODUCTION

The embodiment of the voting system is individual administration by individuals and for individuals. Despite the fact that vote-based systems come in different types of individual standards, today the idea of popular governance is largely perceived by the presence of democratic components, satisfaction of individual and minority rights, fairness of opportunity, justice under law and opportunity.

A vote-based system is also a type of regulatory component of a country's public authority as an effort to understand individual power (population control) over that country to be resolved by the country's public authority.1 One of the mainstays of popular government is the trias politica standard which divides the country into three political powers (executive, legislative, judicial) which

shown in three kinds of basis, autonomous and equal. One of the conditions for recognizing a vote-based system is the existence of ideological groups that work ideally and appropriately as a forum for discussing individual political desires. An ideological group is generally considered to be a coordinated collection of individuals, whose individuals pretty much share the same quality direction and goals, and whose goal is to gain political power and control it to carry out a predetermined program. Ideological groups also succeeded as a mode of conducting state organization to understand the circulation of public goals and to work on the nature of popular government through broad partitions.

The embodiment of democracy is individual administration by individuals and for individuals. One of the principle achievements in supporting a majority rule political framework is through decisions. Decisions are made entirely with the intention of electing individuals to sit in DPR, DPD and DPRD seats, just like electing the President and Vice President who manage the Government. General decisions are made by the Indonesian state in terms of understanding individual power such as implementing fair standards or

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qualities, expanding individual political attention to effectively take part in the implementation of the general race for recognition of the goals of Indonesian majority rule. culture.

General political race is a political practice for understanding individual power that allows the development of delegated government. General political decisions are characterized as the means or intentions to decide which individuals will deal with individuals in exercising public authority. In day-to-day decisions, applicants will usually battle it out before voting is completed during a pre-determined time window. General competition is carried out by the Indonesian state in terms of understanding individual power as exercising equal standards or qualities, expanding individual political attention to effectively take part in the implementation of general elections for the recognition of Indonesian people's beliefs based on votes. culture. The political decision coordinator is an institution that unites races consisting of the General Election Commission, the Election Supervisory Body.

The Honorary Council of Election Organizers as the unified capacity of Election Organizers to elect individuals from the People's Representative Council, individuals from the Regional Representative Council, the President and Vice President, and to directly elect individuals from the Regional People's Representative Council.2

Rogers and Story (1987) characterize a campaign as "a progression of organized correspondence activities aimed entirely at making a particular impact on a large number of people that is completed consistently over a specified period of time.3 campaigns usually come full circle on occasion certain to stand out, support, understand and expose issues, while influencing the general population on specific issues, subjects and points.

Situations like this make government issues that are characterized by contestation increasingly strengthened by the presence of a multiparty framework. The opposition that occurs is that the opposition becomes popular which encourages the struggle for individual hearts so that individuals or ideological groups emerge and are elected. This opposition, in accordance with political behavior, is to think of more interesting ways or systems how to convince the public that their competitors or ideological groups are worthy of being elected. A lot of broad communication will also strengthen the idea of Political Marketing, because broad communication is a method for combining authoritative projects or pioneering newcomers, so that individuals can provide judgment and not choose. wrong for novice voters, then, at that time political advertising and sane citizens must be implemented.

Basically, each region ultimately needs to make political decisions, but generally they don't vote, but contribute. As pointed out by Samuel L. Popkin in Tabroni (2012), political decisions are speculations about placing resources into public goods. 4 Nursal argues that McCracken's model must be complemented by Popkin's hypothesis

about voter prudence. McCracken's hypothesis that includes passionate and sociocultural elements is what causes the McCracken-style performance system structure of the locus and direction of exchange of social significance to be more relevant to be applied in political promotion than an advertising methodology approach that emphasizes representative factors. and the utilitarian benefits of a good. Overall, citizens appear to be "predetermined" to have political behavior remaining appropriate to the socio-social climate in which voters are found

The most obvious example of advertising implementation in Indonesia is at the mission stage. As Kotler and Roberto point out, a campaign is work coordinated by a gathering (of change specialists) aimed at convincing the targeted interest group to recognize, change, or abandon certain thoughts, mentalities, and practices. At this stage, all applicants and their affluence groups have to work hard to win over individuals to gain many votes and win the overall political decision. A campaign is a movement that attracts the attention or

affection of individuals and expands the electability of newcomers among the general population and builds their recognition among the people at large.5

The messages that need to be conveyed in the idea of political advancement are:

(1) making voters the subjects, not the objects of ideological groups or candidates for office, (2) making the issues seen by citizens the initial stage in preparing work programs offered with their respective philosophical casings. every meeting, (3) political advertising does not guarantee victory, but equips the apparatus to follow the relationship with voters so that trust will work from that point, so that their vote support will be obtained.6

In a political contest, skill in completing political methodology is one of the determinants of success in winning the battle. At first thought about engineering was only created in the tactical field, specifically how to win conflicts, but over time, the methodology has moved into various fields including legislative issues. The word technique itself actually comes from the Greek "strat-egia" which means troop initiative or skill in driving soldiers. Methodology is the careful organization of exercises to complete explicit and interrelated exercises as far as time and size.7

What ideological groups need is a methodology in leading the ideological group's crusade with the general public. This methodology identifies with the political items to be introduced, the mission program will be carried out and what methodology will be used. Political methodologies are used by administrative competitors to present themselves and appeal to individuals.

In this methodology should also provide items, political images, political messages, which help strengthen the personality of the newcomer. The test for an authoritative applicant is to retain old allies and gain new ones, to achieve the goal of voting and gaining DPRD seats. In general, elections are a cycle of quiet power differences that are resolved occasionally according to the standards set by the constitution that in essence, races are a political act of a state with respect to recognizing the vote-based system in use. to elect individual delegates, who will fight for individual interests. also, region.

General competitions are also a way to exercise individual power which is carried out in a straightforward, open, selfless, closed, sincere and sincere manner to realize a majority state government based on Pancasila and the 1945 Constitution.8 A state government that is run with vote-based standards requires delineation arrangements that allow all individual meetings to handle. The aim is that when making a choice, no association is left out. However, since the possibility of democracy was attempted, parliament has never handled any meetings in the public arena.

Reality this led parliament to frequently pass arrangements that completely suppressed the local gatherings it adopted. One meeting that has not been discussed in parliament is women. The depiction of women as inferior not only disrupts women's parties, but also society as a whole.

This is where developments to expand the depiction of women need to choose an electoral framework that gives more open freedom to female competitors to enter parliament. Thus, it is important to rethink the importance of the majority rule system of agents, emphasizing the importance of the political presence of the essence of politics, to be an even distribution of specific depictions among people, a balance of depictions controlled society is an idea in which men expand their power organization with women subservient on a physical and social level.10

THEORETICAL BASIS

Political parties

From an overall perspective, an ideological group or political party is a coordinated gathering whose individuals share the same qualities, direction, and beliefs. The aim is to gain power and take a political position and after that complete the arrangement either naturally or illegally..11

As shown by Carl J. Friedrich in his book entitled "protected and vote-based systems; Theory and Practice in Europe and America" characterizes that political parties are coordinated groups of individuals whose goal is to follow and maintain control over public authority and provide benefits to individuals who gather either actually or preferably.12

Arifin Rahman nationalized ideological groups as associations that fight for the political situation in a country. Where this type of fighting does not have

to be with actual power or cruelty but compete favorably between ideological groups or political parties.13

A A. Said Batara and Moh. Dzulkia revealed that in a sociological view, an ideological group or political party is a collection of individuals who seek to obtain, follow and hold power in a government or country.14

Political Communication

Political marketing will produce results when it has high political correspondence, which is implied when the correspondence is a political message whose aim is to influence the perspective of the public who is the political target.

Political correspondence is the study of correspondence behaviors and practices that are political in nature, influence political behavior and have political outcomes, and the messages conveyed have consequences for the political cycle. This is also a way to convey the message of being able to wield power, this will last as long as data trading is still possible, both between associations, people, networks and specialists.

Then, at that time political correspondence not only conveys a few messages but can also appear as issues driven by policies such as belief systems, pioneering figures, parties, work projects and vision and mission. These issues will turn into a kind of political exertion to fortify and shape the image in the public arena. Political correspondence is also like two titles, where political correspondence is not only from ideological groups to regions but also from regions to political parties.

Political Marketing Concept (political marketing)

Firmanzah explains that strategy is the arrangement of actions to achieve an interconnected goal according to a schedule or measure. So this methodology is a work and science where the system can grow strengths such as philosophy, governmental, social and cultural issues to achieve the goals that have been prepared recently.

Meanwhile, according to Cangara, strategy is an important advance, which means that in methodology one must be careful to design correspondences, because, should the decisions in the procedure be incorrect, the results obtained will be destructive, especially as far as material, energy and time are concerned. . Therefore, the technique is also secret and must be covered up by the organizer

correspondence, especially for political efforts and marketing advertising.15

Meanwhile, according to Marrus and Umar, strategy is a cycle in determining an arrangement for experts that highlights hierarchical goals, within the framework of a job so that the goals that have been prepared can be achieved.16

Political advertising or political marketing is a fairly new idea that has recently been felt in a political movement that relies on presenting social thoughts about progress by following benefit message techniques, but the focus will be much on structuring awareness, changing perspectives in tolerating things. and a new mentality. If seen from its direction, social service is not far from providing advice, efforts and socialization.17

Political performance is the hypothesis of promoting science in political life in which correspondence occurs not only to introduce things but also by examining the existence of images and qualities that connect people to each other. As a result, this will later be seen as a social action whose reason for existing is to support the character of the local area.18

Nursal believes that political promotion is a series of activities that are important and organized but also fast to spread legislative issues to

areas that include types of political fusion, advertising interactions and performance systems.19

The Role or Function of Political Marketing

In political contestation, political parties need a reasonable strategy to win the competition. To see the proportion of victory in legislative matters is to see who will be the champion. However, this must be considered and examined considering the overall influence between ideological groups. In some agricultural countries, political work and capacity is carried out by several world-class political meetings. Then, since then, often the way government issues work is specifically determined by class elements in the political world. The view of these figures is still very strong, if one of the figures is persuasive, it will determine the success or failure of the association or the association's efforts to get a seat.

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The lower classes will generally be less inclined to overshadow public strategies and are often used as political items by the upper end to guide them to accomplish political goals. Political promotion plays a role in data interaction so that it can work with access to data that was previously very difficult to reach.

Due to the great task of world class politics in agricultural countries, this shows that the task of showing off politics is irreplaceable.

Marketing Approaches in Politics

Promotion is adapted in the world of politics which is carried out to expand the ability and adequacy of the exchange of belief systems and work programs, which obtains the motivation of applicants in making items as work projects and issues that depend on the issues seen by the community. The universe of government issues is more open and straightforward. That is not prone to competition where opposition is to the individual's heart and causes individuals to vote for their own up-and-comers during the term of the official general political race.

Marketing concept according to Lock & Harris

Political marketing is a hypothesis that has been carried out for quite a long time

considering that to falsify the image of applicants they must be assisted through long-term relationships by ideological groups, with the reason of building trust and public image which is carried out consistently not only during the mission season, therefore there are two marketing politics as follows:

First a. Political marketing is something other than political correspondence.

Second, political marketing is utilized by all ideological groups which are not only about crusades but also how to shape political goods by building stages, images and advertised projects.

Thirdly, political marketing is a broad promotional idea, not just a show-off strategy, from a distribution strategy, offering projects and thoughts, just as an item to the market and handling data.

Fourth, political marketing includes many disciplines in its conversation as a sociological element related to personality and image, while the mental component is the passionate closeness and character of a pioneer in the natural part of the gathering stage.

The five political marketing can be used in various political exercises ranging from general decisions to campaigns.20

Thus, political marketing is subordinate to the 4P's idea in presenting hypotheses in the business world. As stated by Lock and Haris in "Political promote vive la contrast", political performances are as media, sources of subsidies, individual parties, and voters that must be changed according to understanding politics because advertising in the business world is completely different from political promotion.

A political image is not only to gain sympathy from the general public but must also be based on the issue of ideological groups or immigrants so that the open impression of a political image is not far in assessing ideological personality. groups and newcomers and in selecting applicants, what emerged next was Lock and Harris' idea of political advertising which then, then recognized them in the 4p's, namely item, progress, cost, and spot.

Therefore, Lock & Harris explain Political marketing in the 4P's:

1. Product (Product)

The things implied here are in the form of further thoughts and ideas as the main result of a political stance which contains the ideas of associations, individuals and work programs.

2. Promotion (Promotion)

The progress referred to here is Gerindra's way of displaying its collection by thinking about the most appropriate media to use in advertising it. Progress can also be said to be a guiding capital for the media by using media. The media is interested in generating support, noting that these actions are not only completed during the mission season but these limited time actions must be performed well over time.

3. Price (Cost)

The costs in question are not only about costs but also include many things, especially economics which will include all costs incurred by political parties during the mission, whereas in brain science it is the cost of wisdom to work on the nature of the applicant, if the up-and-comer nature is acceptable , it will paint a positive picture for competitors.

4. Place (Place)

Place is the spread of a political party and its capacity to speak to the general public or citizens. Political parties should have the option to collect and geologically guide structures taking into account the spatial distribution of political items or projects. So that

individuals can experience the items as a program of the meeting without any problems.21

METHODOLOGY

In this writing, an approach method is used that is commonly used in reviewing matters related to studies and things that will become analytical tools for dissecting various things related to the study that will be written, in this case the approach that will be taken is using a qualitative approach. Qualitative is a series of activities that can produce descriptive data such as written, spoken or spoken words from information and behavior shown as primary data and also used as a complementary literature review as secondary data.

In this research, the approach used is a qualitative approach. The qualitative approach is an exploration technique that is focused on broad standards that depend on indications of manifestations that exist in human existence.

Subjective exploration is an examination interaction designed to understand human problems that relies on organizing unpredictable and far-reaching images as shown by a point-by-point perspective on sources and resolved in a logical arrangement.

Data analysis will be carried out by searching and compiling data systematically, by selecting important things that are expected to be studied and resolved so that they can be easily perceived without others and others. Carried out since the information collection occurs, and after the information sorting produces results.

Then, in this case, it depends on the information that has been submitted by the participant, after which it continues through discussions of reading discussions related to the study material.

DISCUSSION

In connection with the struggle for political position, the development system plays an important role considering that without essential arrangements, it is difficult to achieve victory. Political procedures are defined as something that is real and must be owned by each political party with the ultimate aim of winning political decisions. Likewise with weapons, apart from fighting, systems are also very important to help and open up promising opportunities to win a fight. Without good procedures, the chances of winning the fight will also be smaller.

The political system is important for political parties and governments, but also for non-ideological group associations. In other studies, technique is characterized as a set of strategies to win contestations between different political opponents that require power, both in political decision contestations and in regional elections. This procedure was used to win favor and win the pity of citizens. Theoretical systems before completing procedures for very basic purposes. This is done to distinguish qualities and shortcomings, both from oneself and from those who limit it. The motivation behind developing this essential structure was to decide on the paths to be taken.

A strategy with a modern concept has several phases that must be passed, namely; situation analysis phase, formulation phase, implementation phase to monitoring and evaluation phase of a strategy. For this reason, candidates, success teams and political parties must have good capabilities in carrying out these various phases, so that the goal of getting political support from the community can be effective and efficient. This research aims to describe these phases, and the execution process of the strategy that has been determined.

In carrying out strategic planning to the execution of the planned strategy, it illustrates how important political strategy planning is to maximize political support from the voting public. Utilizing the role of the human resources involved, especially those who make up the successful team, utilizing the available modalities and flexibility in implementing maximum strategies are significant indicators for victory, because sometimes strategies that have been well planned still have to undergo changes when entering the implementation stage. This is because the dynamic environment is an arena for political contestation. That is where the role of alternative strategies is needed. Sometimes, candidates and their successful teams must be forced to be pragmatic for the sake of political victory. These dynamic changes can be made while still considering several rules including;

1. Socialization Strategy

Socialization is essentially an effort made to obtain the widest possible assistance from the local area. Political socialization is a work to provide data that brings the presentation and delivery of political qualities to local areas that influence public assistance for legislative candidates.

2. Utilization of Social Capital

The social basis of legislative candidates can be taken into account, for example the level of training, starting position, local character (strict pioneers, customs, youth associations, calling, etc.). Social capital must be possessed by newcomers which is identified with building connections and trust in individuals. Strength is also gained through trust. from local areas, where social relations reflect the side effects of social communication over a rather long period of time resulting in networks, examples of participation, social commerce, shared beliefs including basic social standards and relationships.

4. Utilization of Political Capital

Political capital is the cash flow that underlies individuals to fight in political races, where support from political institutions, to become a particular political party, takes an important role for someone, even if they have large financial capital, but if they don't. being held in high esteem by the party will be in vain, social capital, cultural, economic capital which can be a picture of mutualism with political capital from one perspective, an individual who needs to run for office needs a political vehicle to advance, but once again the political party needs a solid figure who have sufficient cash flow to have the option of winning authoritative political contestations.

5. Utilization of Economic and Psychological Capital

Economic value is very necessary in supporting someone's orientation in socializing indoor and outdoor programs using print or electronic media and so on. Apart from the economic value, you must also think about the psychological value in preparing yourself to face political competition. Psychological costs basically refer to the nature of competitors, for example how a company acquires quality units. Before knowing the results it will bring to society, ideological groups must also prepare, of course. With a quality framework, it will provide a positive picture of ideological groups, such as habits, and big information, which is the premise that competitors must have and increase their self-image more positively.

6. Implementation of Political Marketing Strategy

Political marketing is not exactly the same as marketing (business). Political marketing is not an idea to sell certain ideological groups or competitors. This idea serves to form important proposals for the general public in surveying certain political parties or legislative candidates. Legislative candidates can create and offer work programs that are directly related to the local area so that political marketing influences legislative candidates' vote acquisition.

CONCLUSION

Efforts to win legislative candidates must have special strategies and programs that can differentiate them from other legislative candidates so that it is more advantageous to have a successful team and team volunteers who are persistent and more productive to campaign during the legislative election campaign period, even long before.

By referring to the theory of Lock and Harris in the Political Marketing Mix 4p's, you can start by paying attention to the Product, namely by carrying out activities that have been carefully created and also adding and improving the facilities and infrastructure used to deliver it to the wider community either directly or through various The existing media ranges from electronic media to outdoor media which he really excels at. Then there is Price, in terms of economic value, it is funds that can be used at any time during the campaign period which are also allocated for renting a place or secretariat for the team and its volunteers. And psychologically or mentally to get a positive image of being a legislative candidate in the election. In relation to Place, legislative candidates must focus on their respective regions to be able to spread the programs they have created or programs they have created themselves.

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