

Political Marketing Strategies Through Social Media Tools in Indonesia

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ABSTRACT

A precise political marketing strategy is required in order to prevail and ensure the success of political parties or the politicians they support. Political marketing is the practice of organizing activities in a practical, planned, and strategic manner with the goal of ensuring the success of a political party or candidate supported by a political party in achieving its various political goals. Conventional media, including print and electronic media, are typically utilized to conduct political marketing. Given that the current environment suggests a shift in the public's attention from traditional media to social media, it will be interesting to see how political parties and candidates adapt their efforts and strategies to use social media for their political marketing. The objective of this study, which employs a qualitative research technique based on literature review, is to examine the evolution and tactics used by political parties to conduct political marketing on social media. The findings of this study show that social media is now a platform with a very high number of users, indicating that the time has come for political parties to put into practice an effective strategy in political marketing through social media in order to be able to win over voters' sympathy and interest in political parties or candidates

INTRODUCTION

The occurrence of various forms of development in the world of technology at this time, it can be said that it is no longer a foreign thing in the eyes of the world community, the general public has begun to get used to various changes and the emergence of various new habits that arise as a consequence of very significant technological developments at this time. Social media is one of the products of technological development that has contributed to changing the habits of the general public. One of the habits affected by the presence of social media is the habit of receiving information provided by various sources.

The presence of social media platforms for today's society has slowly but surely shifted conventional media such as radio, newspapers, and television in its existence as a medium that provides actual information to the public. It seems natural that this phenomenon occurs if we look at the consequences of the times that cause people who increasingly crave a more practical way of obtaining information. (Ahmad, 2021).

The very wide reach and ease of being able to reach various levels of society through the use of social media, makes many parties increasingly interested in using this media as the main means in an effort to convey certain information. Social media offers a different experience compared to conventional media in general, if often the communication established in conventional media is one-way, then this is different from social media which offers a two-way communication style and is more flexible. Through social media services, the community or the intended party can directly communicate or have an interactive conversation with the information provider, so that it provides a different sensation from the previous conventional media. Through social media, users can directly tag, edit, upload content, comment on, and discuss directly on information that has been received, and all of that can happen in a very short time process.

The development situation in social media is quickly utilized by various parties to achieve their respective goals. This momentum has now also reached the activists and actors in the political world in Indonesia. Seeing that there has been a shift in the pattern of people's habits in receiving information, various political parties quickly responded to this by diverting and focusing more attention on their political marketing on social media platforms.

Political marketing or what can also be known as political marketing, is a variety of activities arranged in such a way that is practical, planned, and strategic carried out to achieve a goal, namely winning and ensuring the success of a political party or candidate carried by a political party that will carry out various planned political goals. Furthermore, the strategy in political marketing will be carried out using a marketing approach or strategy, in order to obtain a target market that is carried out on certain communication media. (Kuncie, 2023).

In general, the target market in political marketing through social media is the millennial generation and also generation Z, most of whom will also act as first-time voters. But of course, extra effort is needed in cultivating sympathy for these targets, because they often have good knowledge and insight into the digital world (digital native), making them more understanding of certain patterns and smarter in anticipating an advertisement that is presented to them. (Harkandi, 2019).

It is interesting to see more about the development of political marketing aspects that turn to social media tools today, the various strategies that will be applied, the creativity that must be improved, and the patterns of strategies that have been applied in political marketing through social media in Indonesia, of course, will be an interesting issue for further study, based on this, the author is interested in conducting research with the title "Political Marketing Strategies through Social Media Tools in Indonesia".

METHODOLOGY

In this research, the author decided to use a qualitative research approach, based on systematic literature review. The systematic literature review process is a process that includes the identification, evaluation, and interpretation process of previous sources that have been successfully obtained such as e-books, the internet, theses, and scientific journals that are still relevant and related to related research to be expected to answer the issues under study. (Crowther, M., Lim, W., & Crowther, M. A, 2010). Secondary data for this research is taken from several research reviews on the internet and based on data on the development of political marketing in the era of social media in Indonesia.

RESULT AND DISCUSSION

Speaking of political calm in the country of Indonesia, it will always be closely related to the concept of democracy, this is a consequence that was born when Indonesia established the sovereignty of the state in the hands of the Indonesian people as stated in article 1 paragraph (2) of the 1945 NRI Constitution. Democracy in the system of government, will always provide a place for the general public to always be able to participate in terms of running and overseeing state power, through this system the public can choose to participate either directly or through a representative system with representatives they have determined themselves who are certainly considered and expected to be able to carry out their duties and functions for the benefit of the people, so that in the end it can be said that the democratic system will always believe that the system of government will always come from the people (from the people), by the people (by the people) and for the benefit of the people (for the people).

In a country that adheres to the concept of democracy, political competition will determine the winner based on mass support. This is a part that will be difficult to separate in the concept of democracy. Political victory in a democratic perspective will occur if there is sufficient support by constituents, although in the end this will not guarantee that the winning party and the one who gets a lot of support is the right representative to lead the people. (Haroen, 2014).

In order to achieve victory in political competition, the right method is needed so that all information and messages to be conveyed can be received by the target that has been determined. One method that is certainly well known in the political world, which is often used as a strategy to achieve victory in political competition is "Political marketing" or in Indonesian known as "Political Marketing".

Political marketing is defined as an attempt to apply marketing methods and concepts to politics. (Juditha, (2015). The marketing component is needed to win the struggle for the market (in this case, voters) which is very tight. So that to face this intense competition, a method is needed that can change the behavior, attitudes, and insights of potential voters efficiently and effectively.

Political marketing is not the same as commercial marketing. Political marketing is an idea that shows how political parties or candidates can make plans related to a problem that is being faced or will be faced in the future if the political party or candidate is successfully elected and wins in political competition, and not a concept that only sells political parties or candidates to the public. The approach in political marketing is also always directed to be able to run in two directions between political parties or candidates and the community. Thus, political marketing is defined in this study as the overarching goals, strategic steps, and tactical activities that political players use to promote and sell political products to target groups. (Juditha, 2015).

The goal to be achieved in political marketing is always directed to foster a critical sense for the community by raising critical issues, as well as efforts to raise awareness in choosing the appropriate leader in a region. This is certainly different from what will be found in business marketing, because the orientation contained in business marketing is to gain profits based on the success of meeting the needs and desires of consumers, which in the process includes determining goods, conducting production, determining market prices, promotion to consumers, and ultimately the sales process.

The essence of political marketing will be very useful and beneficial for a political party or candidate, while business marketing is needed for a company. Political marketing is a way for people to help them make choices, while business marketing comes out as a promotional tool to help consumers make choices in buying a product.

In the strategy to implement political marketing successfully, there are at least 4 (four) products that must be able to run well, the four products are divided into: 1. Policy, can be in the form of vision and mission offered, work programs, issues, and policies that will be taken later, 2. Person, can be in the form of figures from supporters and figures from candidates, 3. Party, can be a political party as the main actor, 4. Presentation, in this case it can be a way of delivery by candidates on programs or policies that will be carried later. With the running of these four products, it is expected to increase the chances of political marketing success run by candidates and political parties in an effort to win a political competition faced. (Juditha, 2015).

Various efforts are made to increase the effectiveness of the implementation of political marketing in order to provide maximum results, these conditions make political parties must always be sensitive to the potential developments in technology and society that can be utilized. These development conditions then lead us to further discussion about the potential of social media as a means that can be used for political parties and candidates to expand the aspects of political marketing implementation so that the program can run on target.

In its current development, the scope of political marketing is no longer limited to conventional marketing through mass media, but has also touched and reached the realm of digital media. Social media is a form of digital media that provides a place for political marketers to create political markets, so candidates, government officials, and political parties can use social media to direct public opinion in the desired direction. Social Media is currently a very powerful tool for expressing opinions, views and ideas and has become an influential opinion creation tool. (Safiullah, 2017).

The presence of social media for society at large causes many significant changes, these changes can be in the form of increasing the effectiveness of various human activities in obtaining information without facing significant obstacles in terms of place, cost and time. (Sugeng, 2016).

Social media it self is defined as a tool that can be used widely, and will often be used to share information, images, text, video, or sound with other users. (Kottler, 2016) Interaction between individuals will occur in social media through sharing opinions, sharing ideas or ideas, and other interaction patterns carried out through online or virtual interactions. (Jusuf, 2021).

There are several divisions that apply to social media, these divisions include:

1. Content Communities

Is a media that provides access for users to share content and create their own content, examples of this social media are such as TikTok or YouTube.

2. Networking Sites

Is a media that provides personal information such as text, videos, or photos about its users and provides services for users to connect with others, examples of this social media are such as Facebook and Instagram.

3. Collaborative Projects

Is a type of social media that provides access to its users to be able to add, delete and or eliminate even to change the various contents contained on the web, one example of this type of media is Wikipedia (Jusuf, 2021).

4. Blogs and Microblogs

Blogs can be interpreted as websites that provide access for users to post written content and can be uploaded for public viewing. As for microblogging, it is defined as a small form that comes from blogs. There is a difference between the two media, which is that blog users can post their writings without any character limit, while for microblogs, there is a maximum writing limit of 200 characters. Examples of this media are Twitter and Facebook (Makhmudah, 2019).

5. Virtual Game World

This is an imitation of the 3D part, which allows users to create avatars and interact with other users online. An example of this media is online gaming. (Makhmudah, 2019).

6. Virtual Social World

This is a type of media that provides a place for users to be able to access and explore the virtual world at large, and can interact with other users. An example of this media is the second life game. (Makhmudah, 2019).

The developments that occur in social media certainly have a huge impact on people's habits in receiving various information, which is usually through conventional media, so at this time social media offers a variety of convenience and cheapness in accessing information. This momentum is of course often in the spotlight for political parties and candidates in carrying out their political marketing strategies. To be able to see the direct influence of social media on the success in implementing political marketing, we can look back at its application in the Presidential and Vice Presidential elections held in 2014. In that political year, it can be seen that both presidential candidates utilized social media as one of the main focuses in carrying out their political marketing. The main social media used in running political marketing by the presidential candidates at that time were Facebook and Twitter. The transition of political branding strategies to social media at that time was based on the development of a society that was very enthusiastic about the presence of social media, then also based on the awareness of the high costs that must be incurred if the campaign process is only focused on conventional media such as print and electronic media. (Anshari, 2014).

Although the shift in political marketing strategy was new at the time, intense competition immediately occurred between the presidential candidates. Both are competing to be able to adjust to these conditions, and try to make themselves stand out through the introduction and branding they do. (Kustiawan, 2022) The political marketing strategies carried out by the two presidential candidates at that time were also based on the 4P principles known in political marketing strategies, including policy, person, party and presentation.

The shift of political marketing strategy from conventional media to social media seems very reasonable if we look at the phenomenon of public enthusiasm in welcoming the development of social media. The transition with a larger scale and more creative ways in the future also seems to be very likely if we look at the development of social media users who are growing at this time.

Based on data described by the Ministry of Communication and Information of the Republic of Indonesia (Kominfo) through a survey published in the journal Status of Literacy in Indonesia in 2022, it is stated that currently the number of internet users in Indonesia has reached 62.1% of the population. The number is claimed to always increase every year. Furthermore, based on data from the survey results from Kominfo conducted on 10,000 respondents with the conditions of using the internet for 3 months of the survey period, ages 13-70 years and located throughout Indonesia. (Kominfo, 2022). Based on the survey results published by Kominfo, it can also be seen that the media ranks first as a source for respondents in terms of getting information. The comparison is intended to find out the changes in habits that occur in the use of conventional media towards the use of social media. It cannot be denied that the majority of people at this time crave freedom and practical things in terms of getting information.

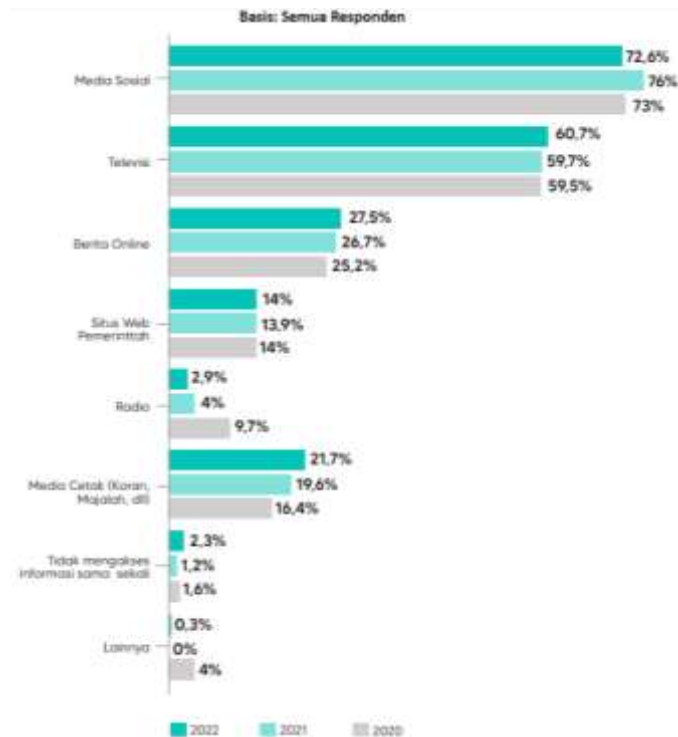


Figure 1. Data Sources for Obtaining Information
Source: Kominfo, 2022

In the survey, respondents were asked about which source among the several options was most often accessed to get information, then after getting responses from all respondents, the results showed that social media was the most popular source by the majority of respondents as a source of getting information.

Then, in addition to this data, Kominfo also managed to collect data on the types of social media that are most in demand or most often used by respondents in their daily lives. Based on the data obtained, it states that WhatsApp, Facebook, and YouTube are the social media most frequently used by respondents in their daily lives. The three social media are consistently the most popular in the 2020-2022 timeframe.

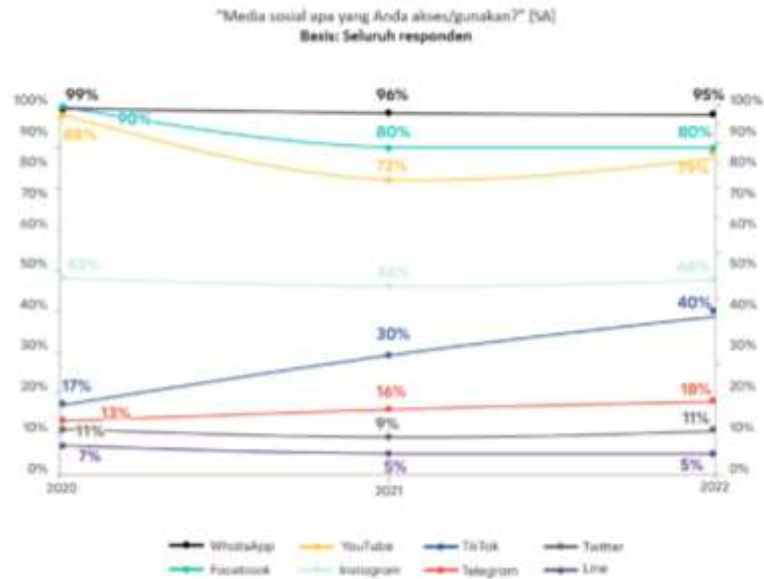


Figure 2. Social Media Access

Source: Kominfo, 2022

Based on some data regarding the use of social media in Indonesia represented by several respondents, it can be recognized that at this time the trend of using social media has indeed expressed its dominance compared to other conventional media. This can certainly be a consideration for every political actor in determining the political marketing strategy they make later. By utilizing the moment of the rise of social media as a means to gain sympathy and support from constituents or voters, it can be said to be an effort for political parties to follow a trend in the development of the times in the current era.

In general, the target market in political marketing in the approach through social media is the millennial generation (generation Y) and also generation Z, most of whom will also act as first-time voters. But of course, extra effort is needed in cultivating sympathy for these targets, because they often have good knowledge and insight into the digital world (digital native), making them more understanding of certain patterns and smarter in anticipating an advertisement that is presented to them. (Harkandi, 2019).

Respondents who were targeted in the survey conducted by Kominfo also stated that the dominant respondents were from the generation who in fact had a very good understanding of the digital world.

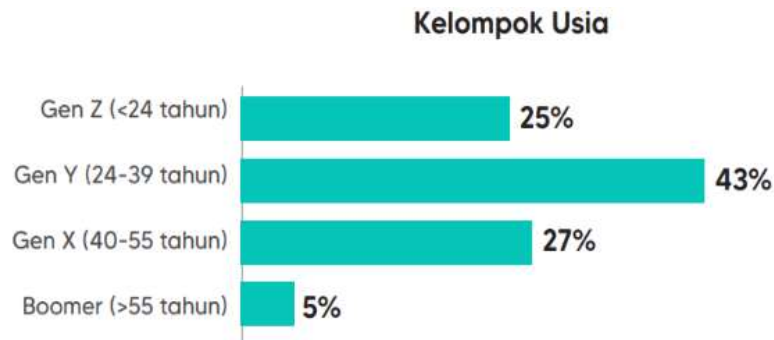


Figure 3. Age Group of Respondents
Source: Kominfo, 2022

In principle, this is indeed intended to see the shift in habits in a period where the majority has been filled with the digital native generation. So based on the data, a straight line pattern can indeed be seen stating that the more the generation is digital native, then they will also make the transition to things that are more digital, such as for example switching from conventional media such as print media and electronic media, to social media.

If political parties or candidates want to carry out political marketing effectively, then they must be able to adjust between political marketing strategies and social media, which of course is a new challenge, considering that social media certainly has its own market and has various different characteristics when compared to other media. Political parties must begin to consider implementing strategies by considering Segmentation, Targeting, and Positioning.

1. Segmentation

Segmentation in the realm of political marketing is defined as an approach technique taken to the community, where in this phase it is focused first on recognizing the characteristics of a community at each layer. Through proper segmentation efforts, political parties and candidate teams can develop campaign plans, political products, work programs and socialization appropriately.

The target market in political marketing is very much determined by the segmentation step, by understanding or knowing the characteristics of the target community, it can help political parties to create a pattern of strategies that are in accordance with the characteristics of the community, of course this is very important considering the background and characteristics of each community are different. (Firmanzah, 2012).

2. Targeting

The next step is targeting after successful segmentation. In this stage, measurements will be made of each political segment that has been successfully collected. The main target will generally be aimed at groups with large populations, because of course these groups will be profitable in contributing political support. However, sometimes there are also some groups that are not too large, but these groups are able to influence public opinion, and it will be dangerous for a party or candidate if these types of groups are not included as their main supporters, so that in carrying out this stage it is very necessary to be

careful and thorough by the party and candidate so that there are no mistakes that can be detrimental to the party. (Prasetya, 2013).

3. Positioning

Next is the positioning process or stage, at this stage political parties will generally determine the strategies that will be used to foster a good and memorable image of candidates or political parties to the public. This is intended to give voters the confidence to be able to choose certain candidates and political parties that use this strategy.

Positioning will be specifically aimed at the minds of voters. Because positioning will concern the image or image owned by candidates and political parties, such as reputation, work programs, and track records. The implementation of positioning will be directed to provide a mindset for voters to be confident in making their choices. By giving an impression through the positioning process, voters tend to have confidence and are ready to provide support to parties that have successfully implemented the strategy, because they managed to find their own uniqueness owned by a political party, and ultimately determine that the political party will be their choice, and these conditions will certainly be very beneficial for political parties.

It will take some adjustments and study processes to be able to apply some of these strategies to social media-based political marketing in Indonesia. The market in social media is currently filled with parties with increasingly broad, open and critical thinking. So it takes extra effort to be able to foster a sense of sympathy or willingness for constituents in political marketing through social media.

The majority of the social media market will be filled by digital native generations. To be able to foster their interest through marketing carried out in the world of social media, creativity is needed that makes them feel relevant and interested in the content displayed by political parties or candidates.

One example of a party that is currently utilizing the momentum of social media use by young people or gen Z for political communication or political marketing purposes is the Indonesian Soldaritas Party (PSI). (Alam, 2021). The creativity presented on PSI social media, especially in this case through Instagram, can be seen in various ways, as follows :

1. Video : Through its Instagram posts, PSI video content tries to present a variety of very interesting editing processes and is also accompanied by infographic data exposure along with the facts displayed. This certainly has its own appeal to its followers, the majority of whom are young people who really like and appreciate creative content.
2. Photos: In posting photos on the Instagram of PSI, displaying photos with various interesting designs and messages that are trying to be conveyed through these photos. This creativity is displayed in order to create a good first impression for the audience who pay attention to social media rather than PSI, because content that seems monotonous will first eliminate the interest of the audience, therefore it is tried to avoid by presenting various photos with interesting designs and templates.

3. Caption: In the caption section in each upload contained in PSI's Instagram social media, it often gets the attention of the public, especially in this case young people, because the language used is language that is relevant to young people today or seems to use language that is more relaxed, contemporary and non-formal, thus making the audience, especially young people, feel more comfortable with the language style presented.

To create digital media, creativity is needed, from this creativity, a new thought will be born where the thought or idea becomes a different thing in the digital media, creativity in digital media can inform, remind, persuade or encourage someone who uses digital media to do or have a mindset formed by the digital media. inform, remind, persuade or encourage someone who uses digital media to do or have a mindset formed by the digital media.

The following are some of the digital creativity content presented by PSI on its Instagram social media account :



Figure 4. Creativity Videos on PSI Social Media
Source: PSI Instagram, 2023



Figure 5. Creativity Content on PSI Social Media
Source: PSI Instagram, 2023



Figure 6. Creative Videos and Captions on PS Social Media
Source: PSI Instagram, 2023

In some of the content that has been presented by PSI, it can be seen that they have tried to provide content that is relevant to the audience, by providing video content with interesting concepts, images with creative editing and design, and captions that make an impression on their audience.

Some of the creative content presented on PSI's social media is certainly directed at the aim of gaining support and sympathy from its followers, it is also certainly a careful strategy in slowly carrying out the Segmentation, Targeting, and Positioning process as an effort to launch the desired Political marketing strategy. various creative efforts to be able to attract the interest of constituents to a particular party or candidate.

CONCLUSIONS AND RECOMMENDATIONS

In an effort to carry out political marketing on a relevant media at this time, the use of social media is a solution that can be considered in order to obtain votes and support from constituents, because social media today has attracted the interest of many parties in obtaining information compared to other conventional media. So that in order to organize and conduct political marketing it is necessary. various creative efforts to be able to attract the interest of constituents to a particular party or candidate.

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