

# New Political Party and Political Branding:

## Perindo for Prosperous Indonesia

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**Abstract—**In political contestation, branding for new political party has a central position in political marketing. This study discusses the formation of a new political party brand that make an effort to sell political products to the target voters. The research is qualitative using a case study method, with the basis of the main framework of political marketing Product-Sales-Market orientation models. This study shows, Perindo as a new political party in 2019 General Election applies the Market Oriented Party through the slogan "Perindo for Prosperous Indonesia". Perindo displays economic competency branding to attract the attention of voters in the lower middle class who are the largest voters in Indonesia. The study shows that the application of the market-based orientation model by the party gets the attention of voters even though in the end Perindo failed to pass the electoral threshold to the People's Representative Council (Indonesian: DPR) in Senayan, which only won 2.6 percent, however it is noteworthy that Perindo was the new political party that received the highest votes.

**Keywords—**political branding; new political party; brand awareness; brand association; market oriented party

### I. INTRODUCTION

For the first time the elections in 2019 Indonesia held national elections simultaneously to elect the president and representatives, DPR, DPRD and DPD. Post-reform, every election is always followed by new political parties. In 1999, for example, participants political parties increased sharply to 48 party participants, including Demokrasi Indonesia Perjuangan Party (PDIP), Amanat Nasional Party, Kebangkitan Bangsa Party, dan Keadilan Sejahtera Party. Some of them passed to the DPR, and exist until now. Likewise in 2004, there were new political parties such as the Demokrat Party. In 2009, there was Hanura and Gerindra Party. While Nasdem Party became a new political party to the 2014 election. It is interesting to learn why some new parties can pass the electoral threshold and others do not.

An example is PDI Perjuangan (PDIP) in the era of its emergence, with the jargon of "Wong Cilik Party" (party of the poor). PDIP was branding as a party that oversees the aspirations of the small people against the oppression of the authorities. The brand genius managed to win the hearts of the people in the 1999 election with votes reaching around 35.6 million and winning 153 seats in the legislature. For a new political party, the votes achieved by PDIP are achievements.

The "reformist party" branding is carried out by Amanat Nasional Party, or Keadilan Sejahtera Party (PKS), which transforms it as a reference for moderate Muslim voters. The Keadilan Bangsa Party was a branding party for Nahdlatul Ulama organization. Not a few that the new parties did not get support from voters. Branding is one problem that is competitive advantage in the form of differentiator. Branding for new political parties has become significant in gaining voter support.

In the 2019 Election contestation for new political parties, the formation of political branding was aimed at awareness or popularity, and the ultimate goal is certainly to attract voters, both those who had chosen before and who votes for the first time.

One of the new political parties that took part in the 2019 Election was the Perindo Party. Branding is done as a party that cares about people's welfare. Their work program is to help MSME (Micro, Small and Medium Enterprises) in the form of "MSME Wagon". In addition, since declared in 2015, Perindo often appeared on television screens, displaying the Logo and Mars Perindo "For Prosperous Indonesia". Perindo also regularly reports publications that displayed by mass media owned by MNC Group.

For new political parties such as Perindo, political branding focused on voter awareness. Political branding as a symbol and imagination that the party wants to create and is well received in the minds of consumers. Effective branding is not only capable of presenting differentiation, but also about authenticity. By creating strong political branding, new political parties have the opportunity to offer packages of political products in a form that is easily digestible by potential voters [1]. The stronger the political brand of a party, the greater the chance of the brand to be known by voters. Political branding is a logical consequence of market-oriented political marketing efforts [2].

The establishment of the Perindo brand is interesting to study. Political brand concerns intangible goods. So political parties must conduct market research to design their products to suit the wishes of voters, and maximize product development and their political brands. This study aims to find out how the process of forming political branding conducted by Perindo as a new political party in the holding of elections in 2019.

## II. THEORETICAL REVIEW

How to understand the market is an important issue in the study and practice of political marketing, as changes in political marketing today tend to apply market tastes. At the basic level, market analysis is needed accurately. While the real issue in politics is its influence on behavior, which influences political decision making, strategy, and communication [3].

Political marketing was created by applying the concept of marketing from business to politics. Political marketing combines two practical areas of business and politics, as well as two disciplines, namely marketing and political science [4,5]. Political marketing focuses on political communication efforts that are concentrated on how the party "sells" itself [2].

The party applies as a business, uses market inquiry to design political products that will be offered, market oriented (voters) rather than focusing on sales. Candidates must understand the market (voters, basic needs and aspirations), and the constituents represented by candidates or those who want to be represented by candidates [6].

Proposes the principle of comprehensive political marketing (CPM), which concerns the overall behavior of political organizations, not merely communication. CPM uses marketing concepts and techniques: product orientation, sales, and markets, it also pays attention to target markets, market investigations, and the use of strategies and branding, and techniques [7].

### A. Product-Sales-Market Oriented Party

*Market Oriented Party* designs party behavior to meet voter satisfaction. MOP uses market investigations to identify voters' desires, and then design products that meet the needs and desires of voters. MOP emphasizes product development and market research, not on communication and campaigns.

In the MOP concept applies the process starting from the first stage in the form of market research, where the party explores, understands and knows what the market needs (voters). The second stage, products design, or how the party makes "products", based on the findings of market research. The third stage is product adjustment, namely the party develops products based on the level of achievement, internal reaction, competition with other parties, and support. The fourth stage is implementation, where changes are applied thoroughly in the party. The fifth stage is communication, which is intended to send information about new political party products, so voters are clear before the campaign period takes place. The sixth stage, the campaign, where the Party repeated the communication phase through official campaigns, reminded voters of the key aspects and advantages of their products. Seventh stage, voting. Eighth stage, delivery. Due to the limited time research voting and delivery is not outlined in this study.

### B. Brand Awareness and Brand Association

This research takes a brand concept that originates from marketing disciplines concerning products. A brand is a set of assets (and liabilities) related to brand names and symbols that

add or are derived from the value provided by a product or service [8].

Brand excellence consists of several asset categories, namely brand loyalty, brand awareness, perceived quality, and brand association [8]. However, only two assets taken in this study are awareness and brand associations, with consideration of two things. First, the political brand examined in this theme is at the producer orientation. Second, these two components are nothing but the initial form of voter brand popularity.

Brand awareness is the ability of potential buyers to recognize and remember brands as part of the product category. To achieve brand awareness, both recognition and recall, involves two things: obtaining a brand name identity and connecting it to a product class [9].

Meanwhile, emphasizing the value of the name of a brand often based on specific associations that are connected with it or not other than the association of 'usability context'. Strong associations can be the basis of the extension of brand (brand extensions) [9].

Brand association is everything that connects memory with a brand. Associations not only exist but also have a level of strength. Brand linkages will be stronger when based on the amount of communication experience and appearance, and network. Association and image (image set of association), representing perceptions that can (or not) reflect objective reality.

### C. Party Novelty

Political products are complex party behaviors, which are displayed at all times (not limited to general elections) and from each level of activity. Products include leaders, members of parliament (candidates), government representatives, party members, party administrators, symbols, statues, or party policies [10].

Provide quite comprehensive research related to the level of novelty of political parties. Barnea and Rahat argue that the novelty level involves three things; the first part is clarifying the significant differences in the new party from the old party. The second, questioned how the measure of novelty. The third is what the new party qualifications look like [11].

As a new political party, Perindo must be a party that absorbs aspirations for change in society. There are three variables that must be considered by new political parties to be accepted by society. First, political opportunity structure, opportunity to develop parties is in corresponding with the political dynamics in 2019. With an electoral threshold limit of 4 percent at this time, the chance of the new party is relatively very difficult to get away. Second, inter-party competition, Perindo potential voters based on nationalists and urban communities, this means taking PDIP votes, Nasdem and Demokrat. Third, party organization, this variable emphasizes party performance from every level in the region to the central management [12].

TABLE I. FRAMEWORK FOR MEASUREMENT OF PARTY NOVELTY ANALYSIS

<b>Party Face</b>	<b>Criterion</b>	<b>Operational Definition</b>
Party-in-the-electorate	Party label	Is the name genuinely new or does it contain an 'old' party name?
	Ideology	How different is the 'new' party platform from the old party platform?
	Voters	How different is the 'new' party's electoral base from the old one?
Party-as-organization	Formal status	Is the party registered as new?
	Institutions	Were the party institutions separated and differentiated from those of the old party?
	Activists	Does the 'new' party have new activists or did they 'immigrate' to it from the old party?
Party-in-government	Representatives	Are the top candidates new (non-incumbents)? Did most or all of them come from a single party?
	Policies	How different are the 'new' party's policies from the old party's policies?

Source: [11]

### III. RESEARCH METHODOLOGY

In conducting this research, researchers used a qualitative approach with a single object case study method. The researcher wanted to examine and describe authentic understanding of the efforts of the new party, Perindo to build its political branding among the community (prospective voters).

The researcher collects research data and groups it into two parts, namely primary data and secondary data that are focused according to the flow of the process of forming a political brand. For primary data, researchers use direct observation and in-depth interviews with a number of key informants.

For data, analysis begins by examining all available data from various sources, namely interviews, observations that written in field notes, official documents, pictures, photographs and so on. Data reduction is done by doing abstraction, namely the effort to make a core summary, process, and statements that need to be maintained so that they remain in it.

### IV. RESEARCH RESULTS

#### A. Voter Market

The birth of the Perindo Party was based on a shared anxiety, where the parties currently considered were pragmatic and left the voice of the people they represented. Previously, there was a negative stigma from the community towards the party, pushing the Perindo platform on the struggle to overcome welfare problems and fulfill the basic needs of the people who are in the poverty line. Perindo is aware of economic problems as the main point of attention to become branding in the community. Perindo's activities provide capital and skills assistance for MSME entrepreneurs.

In this context, Perindo then does what research is really needed by the community. The effort was carried out by holding a kind of seminar, or focus group discussion to capture the aspirations of the right needs and synchronize with the community (target voters). This has been done since the process of establishing a community organization to become a party.

The lower middle class voters is the potential market and the majority voter in Indonesia. From the initial studies conducted, Perindo specifically targeted the number of SMEs or informal traders who reached 45 million people.

#### B. Perindo Political Product Development

Fernando Bizzarro connects parties to economic growth. This study shows that strong parties broaden the constituencies to which policymakers respond and help politicians solve coordination problems. These features help to ensure better economic management, public services, and political stability. And this, in turn, enhances economic growth. Drawing on a novel measure of party strength from the Varieties of Democracy data set, the authors test this theory on data drawn from more than 150 countries observed annually from 1901–2010 [13].

The market investigation base conducted by Perindo, according to the researchers, is not located as an effort to develop political products, which is Perindo's response to the needs of the voting community. In other words, Perindo already has a political product design, which is contained in the Perindo Party Struggle as a blueprint for Perindo party's behavior that is implemented in terms of policies, activities, and party work programs. Party product development as the response stage of market research, tends to shift its function to identify how this blueprint for Perindo party's can be accepted by the target voters effectively or in other words, how to package blueprint for Perindo party's which is originally a mass organization product and the ideal of Perindo's general chairman becomes a policy or new product.

#### C. Political Branding of Perindo

The Perindo Party is a new political party participant in the 2019 election that intensively carried out socialization (imaging) to the community. The management at the central and regional levels carried out this penetration by holding various work program party's activities. Such as the providing carts for MSME traders, social service for rice groceries, or the action of fumigation in a residential neighborhood that is intensively carried out. Perindo's active role in each of these activities is carried out in an effort to branding Perindo's vision according to the tagline of Indonesia Sejahtera; political parties that are close and care about the condition of the community; party that has the capability to improve the welfare of the Indonesian people.

Cart is the actual role of Perindo in the welfare of society. Cart is the embodiment of the party struggle platform (welfare politics), which is a form of commitment to move the entrepreneurial character in the real sector or small people's economic business. The Perindo Party encourages the Government to develop MSME optimally through increased

market access, access to capital, training facilities and business protection.

#### D. Discussion

The main concept of political marketing in this case is the market-oriented party approach or MOP, which is trying to understand the market itself. This means that before the political product is made, the party is obliged to identify the voter market, about not only what the market really wants, the voter, the market character, the competitor as outlined in the party segmentation and positioning.

In the context of Perindo, the long stages that were supposed to be passed as an effort to market research were not all carried out by Perindo. The stage of market intelligence for Perindo is still being carried out. However, the market research function has shifted its position not as a strategic effort to build a product design or party policy. Research is used to understand the character of voters who are potential targets of Perindo with its political products. In other words, Perindo does not capture market needs to compile product designs (values and ideology), but the products already exist and are made (Perindo Party Struggle) then what efforts should be made by Perindo so that their products are well received by potential voters. This trend is more to Perindo's product communication strategy or strategy. This is certainly contrary to the conception of the market-oriented party approach or the MOP approach [9].

1) *Novelty as the excellence of the perindo party:* The new term for Perindo is positioned as the main political branding, namely the party with a clean image, bringing the wind of change, and caring for the community, that is with a continuity program to improve the welfare of the Indonesian people. Perindo tries to carry the image of different political parties, namely the focus on the welfare of the small community. Perindo builds self-image as a political party with capacity and competency in the economic field, with pro programs increasing the economic welfare of the weak.

If awareness lies in popularity, brand associations provide positive values that provide the psychological situation of voters to choose products. Perindo is associated with a party that has psychological and sociological closeness with the voting community. This kind of positive association is then built into Perindo's branding efforts, both in each activity and work program directly in the community, or also from Perindo's imaging in the media. This association is expected to be the starting point for Perindo to have differences and strong reasons to be chosen compared to other similar political parties.

New party political branding should be an alternative forum for two parties, namely the party and the voters to create connected communication between the two. Not only has that, voter identification of new parties, as positioned equally in two-way relations also become important in the branding of new parties. Concretely, the branding of a new party needs to be focused on how the common perceptions and logic of the problems that exist in the community, and does not widen the gap in communication between political parties and society as before.

2) *Market research:* In this case, the Party recognizes needs, they are through the mass media, face to face, and form formal political research. Market research is conducted to see the market potential of Perindo party strategy required, segmentation of the needs of society economically and politically we can know. MSME here is the right target to meet the needs of the Indonesian people from the middle to lower segmentation.

3) *Product design:* The main product of a political institution is a party platform that contains concepts, ideological identity, and work programs for an institution. In addition, what has been done by political parties in the past contributed to the formation of a political product. Finally, the characteristics of a leader or candidate provide the image, symbol, and credibility of a political product.

In this case, the Perindo Party, the product used is a cart. With this cart, the Perindo party can help and employ people who need and develop their meter on a sustainable scale. This cart has become Perindo's party media for the formation of branding in electronic media advertisements.

In preparing a political marketing strategy, the first step that is usually done is voter segmentation. Segmentation is our perspective in looking at the voter market that is used to divide voters in several groups so that the target of the voters we want to go to is more effective and efficient. In order not to be mistaken in targeting the voters on this program, to find out which voter groups Perindo targets in the Gerobak program.

Luckily, the Perindo Party in this case the MSME cart, no one has patented using this program, with various adjustments to this product that can be run and developed into the Perindo brand.

4) *Communication:* Political communication and marketing is not an instant thing, however it is a series of processes that require consistency in the values adopted and the program being fought for. Effective and creative strategies are needed so that the character and programs that are fought for can be delivered intelligently to attract public sympathy.

Through digital media is very helpful for political campaigns, politicians must also realize that they are now a permanent threat, through their capacity to become factories of uncontrolled rumors. In this case the "Perindo Party" in terms of the communication strategy used has been superior by using the wagon MSME strategy, because the cost is not too much and the budget used is inexpensive, because the Perindo Party uses Party funds for this MSME cart.

5) *Campaign:* Conventional media can no longer be relied upon as the main media campaign. It needs to be balanced with social media campaigns, publicity, and words of mouth. The younger generation and the beginning voters are "online generation" which is very critical. They are smart voters who know what they want. The campaign carried out by the Perindo Party by using the MSME media cart and Perindo Party Membership Card, which was carried out marketing through online media and Instagram was an important

breakthrough to gain sympathy from voters and a support base in the future

Marketing oriented parties design behavior according to the wishes of voters and provide satisfaction to voters. They use marketing intelligence to identify the needs of voters and design products that can satisfy voters. At this stage, parties adapt to the needs of voters rather than trying to change what the voters want through their campaigns. In practice, the campaign at this stage is carefully planned and combines activities with the marketing concept. Marketing concepts that have evolved to the realm of politics show that political practices are not just campaigns and convey ideas. But to be effective, a candidate or political party needs to adopt marketing theories. Marketing theory explains that the ultimate goal that must be achieved is voter satisfaction, not changing voter choice. Starting from the use of research to find out the needs of voters, creating political products according to the needs of voters to what promotion strategies are most appropriate and effective to use.

The economic empowerment of MSME loans continues to be carried out as a step to increase people's income and welfare. One of them is done by providing business facilities that provide free carts to make the Perindo brand for Prosperous Indonesia.

## V. CONCLUSION

Perindo builds a party brand as a party that cares about people's welfare. The aim is to become a new alternative amid the negative stigma of previous parties. Perindo's efforts in effectively branding economic competencies are described through two main things. First, intense work program activities are carried out by cadres and administrators in the central and regional levels. Activities directly involved in the community by bringing populist programs such as the assistance of MSME

carts, gave a positive association value for Perindo. Perindo's concrete actions are in line with party associations concerned with the community.

Second, Perindo's representation as a party that pays attention to the middle and lower class, actors, fishermen, farmers through MSME strengthens Perindo's positioning as a party that aims to bring Indonesia prosperous.

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