

Sandiaga Uno's Personal Branding in The Midst of Indonesian Millennial Generation

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Abstract—This study aims to find out how the personal branding of Sandiaga Uno in approaching Indonesian millennial generation in the 2019 Presidential Election. In this research, the personal branding aspects studied were focused on three aspects of personal branding: self-identification, political products, and positioning. This research is a qualitative descriptive study and uses content analysis as a data analysis technique. The results of the study show that the values that become attributes of self-identification Sandiaga Uno are risk taking and the ability to build teamwork. To support the spirit of the millennial generation, most of whom enjoy the world of entrepreneurship, the OK OCE Program is one of Sandiaga's political products for millennial generation. These values and ideas are further supported by appearance of Sandiaga who tends to be stylish both in formal and informal settings. Sandiaga's stylish appearance was also supported by his habit of never leaving sports activities so that his sporty appearance was not easily forgotten by the public

Keywords—*Personal branding, Indonesian millennial generation, 2019 presidential election, Sandiaga Uno*

I. INTRODUCTION

As part of the youth group, the appearance of Sandiaga in 2019 Presidential Election clearly provides its own color for the journey of the Indonesian nation's democracy, and specifically related to the regeneration of national leadership [1]. In a study conducted by Putra [2], it was stated that the presence of a young figure is expected to be able to regenerate the leadership which has tended to be held by senior politicians. In this case, integrity (honest and clean) is the main factor for community in making their choices to the contesting candidates [3].

Although his work in political leadership has not been considered long enough or mature, Sandiaga in fact won the contestation of the DKI Jakarta Governor Election in 2017. Indirectly the victory shows how Sandiaga's capability in the political sphere even though his background is businessman.

This means that the experience and leadership of Sandiaga in the business world can be an important capital in the process of maturing political experiences, especially in the context of national leadership which desperately needs leaders who can overcome various national problems. Meanwhile, what's interesting in 2019 Presidential Election is the number of voters from the millennial generation whose numbers reach 35 to 40 percent of the total voters, or around 80 million from 185 million voters [4].

The amount also shows how important it is to win the millennial generation of voice support in the 2019

Presidential Election[5] In National Priority research conducted by Political Research Center of LIPI in 34 provinces and involving 2,100 respondents, the results obtained showed that millennial voters were rational and consciously wanted to participate in the 2019 Election [4]. Thus, what later became one of the toughest challenges was how the political contestation that took place could be accepted rationally by Indonesian millennials.

Different from the previous generation, the millennial generation has a different perspective on economic, social and political issues. Millennials also have a better level of education and are familiar with technology. Having high self-confidence, the millennial generation is able to work creatively and have positive energy in various fields [6], [7].

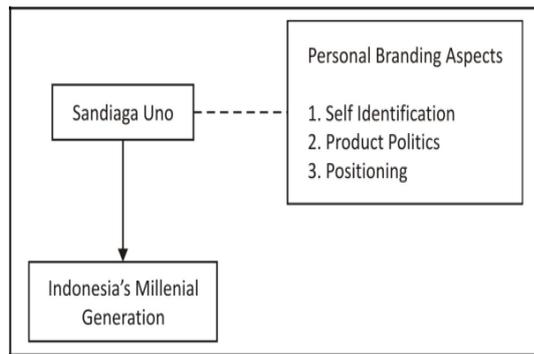
In the research conducted by Ambarwati and Raharjo [8], there are five character leaders that suitable for millennial generation: (1) Being good example; (2) Responsible; (3) Dare to take risks; (4) Having belonging of subordinates and sense of participation; (5) Can build good cooperation among members. These values can be said universal and might be used as a benchmark by millennial generation in looking political leadership.

Moreover, Sandiaga discovered his political challenges. In this realm, the personal branding built by Sandiaga Uno can bring his personality closer to that of the millennial generation. However, millennial generation has a different way of looking at and assessing political leadership, and especially in the midst of the tumultuous dynamics of national politics that are often colored by interpersonal or group disputes [9]. Thus, personal branding is absolutely necessary for a political candidate to be able to get closer to millennial generation.

Personal branding can also be one of the strategies that candidates can use during campaign period [10] In addition, personal branding is important because it incorporates the emotional side and provides a sign that allows voters to choose candidates in easier way [11]–[13].

Based on the brief explanation above, the research questions raised in this study are: how is personal branding of Sandiaga Uno in approaching the Indonesian millennial generation in the 2019 Presidential Election. In this study, the personal branding aspects studied will focus on three aspects of personal branding: self identification, product politics, and positioning [14]. These three aspects then will be linked to how personal branding built by Sandiaga in approaching Indonesian millennial generation in 2019 Presidential Election.

FIG. 1. CONCEPTUAL FRAMEWORK



II. LITERATURE REVIEW

A. Political Marketing

In Indonesia, what has been called political marketing approach (political marketing) has become known in general elections in the Reformation Era. This approach was increasingly recognized as the success of new parties adopted this approach in various campaigns so that the number of seats was significant in representative institutions [18].

The concept of political marketing itself tries to make changes in political world that aim to absorb and appreciate people's opinions. According to O'Casey [19], the intended changes include: (1) making voters as subjects, not objects from candidate; (2) making the problems faced by voters as the first step to compile the work program offered as problem solving; and (3) although political marketing does not guarantee victory, its important role is as a means of maintaining relations with voters so that trust is built.

As a method, political marketing seeks to see consumer needs as important so they need to be identified and find ways to meet those needs. The process of implementing marketing in politics also adopted 4P program that had long been known in the business world. The main objective is to help candidates, starting from analyzing community dynamics, formulating work programs to applying strategies to community groups. Firmanzah [17] argues that 4P programs consist of: product, promotion, price and place.

B. Political Branding

Scammell [24] stated that branding is psychological representation of a product or organization that is more directed towards symbols than the usefulness of values. The idea of branding itself is more than a theory that can be applied to cities, countries, or even a politician by giving them public identity. Brands that are good for the name of a company, candidate, or product are equally important because they can increase demand from consumers. In the same way, this can also be treated with political candidates.

There are three main reasons why branding is important in the political campaign [25]–[27]. First, branding gives a symbolic value to identify, mean, value, benefit, promise and differentiate from political product. Second, branding is considered capable of influencing perceptions and giving confidence to constituents. Third, branding is the result of interaction and emotional attachment that is built between political candidates and their constituents (society).

C. Millennial Generation

Carole Jurkiewicz [28] defines generation as a group of individuals who identify their groups based on the same year of birth, age, location, and events in lives of these individual groups that have a significant influence on their growth phase. Meanwhile, the theory of generational differences was popularized by Howe and Strauss [29] which divided generations based on similarity of birth times and similarities in historical events. The distribution of these generations is also expressed by other researchers with different labels, but generally have the same meaning.

According to Bencsik and Machova [30] there are five (5) generations born after World War II and related to the present based on generation theory: (1) the baby boomer generation (1946-1964) namely generation born after World War II and having many brothers as result of many couples who have many offspring; (2) generation X (1965-1980), namely those born at beginning of the use of personal computers, video games, cable television and the internet; (3) generation Y (1981-1994), namely those who use the existence of many instant communication technologies such as email, SMS, instant messaging, social media such as Facebook, Twitter, and others; (4) generation Z (1995-2010), namely those who are referred to the internet generation who have been familiar with technology since childhood and are familiar with sophisticated gadgets; (5) alpha generation (2011-2025), namely generations born after generation Z, born from the final generation of X and Y.

III. METHOD

This research is a qualitative study. Data collection techniques use observation, semi structured interview and literature studies. Content analysis as technique of data analysis was carried out on candidate debate documentation, news on online media, photographs, and political speeches that spread in various campaign media throughout the campaign period of the 2019 Presidential Election. The data validity technique uses triangulation of data sources.

IV. RESULTS AND DISCUSSION

A. Self Identification as a Successful Entrepreneur

Approaching the millennial generation is certainly a challenge that must be faced by every political candidate, especially in the presidential election. Millennials, who tend to be considered apathetic toward politic, need to be approached specifically so their views on the development of national politics can be open and responsive [5].

Starting the open campaign period Sandiaga Uno chose to meet the millennial young people in Sragen at *Sragen Yes 2019 Young Entrepreneur Summit*. On this occasion, Sandiaga had the opportunity to greet thousands of young people who were eager to pursue entrepreneurship. In addition to being a forum for sharing networking (technology access, financing and marketing) for millennials, young people present also get the latest access to market and finance from the stakeholders involved in the event [15].

Through this event, it was seen how Sandiaga wanted to reinforce a brand that was already inherent in him: successful entrepreneur. The word success has indirect meaning that it is capable of leading various companies; without reliable leadership success will not be possible. There are several attributes of self-identification that Sandiaga really wants to

convey: (1) dare to take risks and (2) be able to build cooperation. Without the courage to take risks, success cannot be achieved. Without ability to build cooperation and communication, it is impossible for Sandiaga to reach success.

These two values, dare to take risks and establish cooperation, are values that can be attached to the person of Sandiaga who is trying to win the 2019 Presidential Election. Thus, with these two values, what Sandiaga wants to convey is that his experience of managing the company can be applied in the fields of politics and government so that people, especially the millennial generation, do not need to doubt Sandiaga's leadership capabilities of Sandiaga.

Sandiaga's courage to take risks can also be seen when deciding to leave his position as a Deputy Governor of DKI Jakarta. Sandiaga firmly chose to step down rather than take time off. The decision certainly had unimportant consequences because he would lose his position as Deputy Governor of DKI Jakarta if it did not succeed in winning the 2019 Presidential Election. In this context, again Sandiaga showed his courage to take risks. This further strengthens the personal branding of Sandiaga as a risk-taking figure, quality that also very necessary for political leader to have to overcome various national problems [16].

The courage to take the risk can also be an inspiration for millennials who tend to be apathetic towards politics, especially because they regard politics as a dirty area: thirsty for power, corrupt, cheating and others. This means that Sandiaga's decision to leave his position as Deputy Governor can show the people that he is not concerned with power because he is willing to give up his position as Deputy Governor of DKI Jakarta.

B. Supporting Entrepreneurial Creativity

Consistent with the brand that has been attached as a successful young entrepreneur, Sandiaga then proposed a great vision of the advancement of the entrepreneurial world in Indonesia. Entrepreneurial world itself is currently a world that has been cultivated by the millennial generation of Indonesia as a life choice rather than working in the formal sector [17], [18]. At this point, Sandiaga tried to enter the atmosphere of the minds and hearts of the millennial generation who were in love with the entrepreneurial world, especially there were still many young people who had difficulty when starting entrepreneurship, such as capital constraints, regulation, networking, market opportunities, mentoring [19]–[23].

For Sandiaga himself, one of the economic problems of the Indonesian nation can be solved by developing the entrepreneurship. Therefore, the OK OCE program which was initiated by him was believed to be a way out of the economic impasse that still trapped Indonesian society. The emergence of OK OCE idea itself can be said as an important breakthrough in Sandiaga's thinking. The idea of OK OCE also in line with the thinking of millennial young people who also like creativity and innovation, because the world of entrepreneurship clearly requires continuous creativity and innovation.

Through OK OCE, the personal branding that Sandiaga wants to build is how it can be in harmony with millennial generation's thinking which tends to love entrepreneurial

world with all of its challenges. Sandiaga is not only encouraging, but also will provide opportunities for young people to open businesses, receive guidance from experienced mentors, assist, and access business capital so that they can realize creative ideas. Thus, Sandiaga has confirmed that he, through OK OCE Program, will always be in the midst of young people who are looking to build and develop the world of entrepreneurship in Indonesia.

C. Trendy and Sporty Appearance

Most Indonesian people already know Sandiaga as trendy and sporty person. These impressions are mainly displayed through news both by television and online media. Sandiaga's appearance, which tends to be trendy and sporty, has its own advantages in the personal branding process that he built in the middle of the millennial generation. In fact, his style of appearance is very different if he wants to be compared with the other candidates, both Prabowo, Jokowi and Kiai Haji Ma'ruf Amin.

Long before taking part in the 2019 Presidential Election, Sandiaga was known as a stylish person. In fact, when he first started working at Balai Kota (Deputy Governor's Office) Sandiaga was seen wearing black sneakers [24]. He is also often seen wearing plain shirt with rolled sleeve so that it displays the impression of being young and cool. When speaking at various seminar events, Sandiaga used polo shirts more than formal clothes.

Aside from always being stylish, which does not escape the public's attention is one of Sandiaga's habits who likes to exercise, from running, swimming, playing football to riding. Sandiaga's appearance while exercising also tends to be stylish and typical of young people, who tend to never be shown by other candidates. Therefore, the habit of exercising and having a stylish appearance gives its own advantages to strengthening Sandiaga's identity brand in the middle of millennials. So, Sandiaga's appearance which is always stylish and sporty was in harmony with the tendency of millennial generation to like freedom and a relaxed (non-formal) atmosphere.

V. CONCLUSION

As successful young entrepreneur, Sandiaga's leadership experience in the business world can be a valuable capital to mature his work in political leadership. The personal branding that built by Sandiaga is also very strong and consistent in building a positive impression among the millennial generation. This positive impression can be seen from Sandiaga's leadership values such as taking risks and the ability to build cooperation. Through these two values, Sandiaga succeeded in reaping success in the business world. Meanwhile, the ideas of change offered by Sandiaga through OK OCE Program have also aligned with the spirit of the millennial generation, most of whom prefer business activities. Sandiaga's trendy and sporty appearance is able to represent his desires that don't want to be separated from the millennial generation.

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