

Strategy of Media Management in Political Marketing

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Abstract— Pull marketing strategy is one approach that is widely used in election. This approach emphasizes the use of media in process of distributing political messages to public. This study aims to describe pull marketing strategy of Anies and Sandiaga candidates in Governor and election in DKI Jakarta province. This research uses descriptive qualitative method by using in-depth interviews and documents. The research findings show that candidates use various media potentials particularly of social media to get voters. All lines of media, especially social media, are used to attract attention of voters. The candidate pair also uses influencers in expanding outreach.

Keywords— social media, local election, pull marketing, political marketing

I. INTRODUCTION

As a country that adopts a democratic system, Indonesia carries out direct regional elections. Accordance with the mandate of Law Number 32 Article 56, 2004 of Regional Government, Regional Heads and Deputy Regional Heads elected in local head which is carried out democratically based on principle of direct, general, free, confidential, honest, and fair. In this system community becomes more open in determining their choices. Candidates and political parties need political communication as an effort to communicate with voters who have implications and consequences for political activities being undertaken [1]

Through this approach marketing science can help political institutions to bring political products to constituents and the wider community [2]. There are three strategic approaches in political marketing, namely marketing political products directly to prospective voters (push political marketing), marketing political products through mass media (pull political marketing), and marketing political products through figures and organizations that have influence among voters (pass political marketing) [2]

This research focuses on the pull marketing strategy, namely delivery of political products by utilizing the media. [3] explained that pull marketing strategy is a political campaign using print media (newspapers) and electronic media (television and radio). This strategy focuses on forming a positive political image [2]. The presence of media is able to form a positive image for political product to be conveyed, because media is a crucial actor in political activity. Media not only conveys message of its political organization to public, but also can change it through various processes of reporting and interpretation [4].

The development of information technology leads to new phenomena in the world of politics. Communication technology era gave birth to internet-based media, such as new media and social media [5]. Compared to mass media (traditional media) that are one way, internet-based media is able to present an interaction between communicator and communicant. Barack Obama's win in the election of President of United States is evidence of a new approach in politics. Barack Obama campaign team focused more on the use of social media communication channels and new media such as Facebook, Youtube, Twitter and Blogs. In addition, the site myBarackObama.com has also become a vehicle for mobilization of voters to participate in supporting Barack Obama [6].

The pull marketing strategy is in accordance with characteristics of Indonesia which has largest number of mass media in the world. The Press Council stated that there are currently 47,000 mass media consisting of print, radio, television and online media. Of these, 2,000 are print media, 674 radio, 523 national and local television, and the rest are online media (Tempo, 2017). Development of internet-based information technology plays a role in increasing the use of internet of Indonesian people. In 2017, internet users in Indonesia reached 143.26 million out of a total population of 262 million with a percentage of 54.68%; and Java being the highest internet user area with 58.08% (Kominform.go.id, accessed on 18 July 2019).

DKI Jakarta local election not only attracts Jakarta people attention, but also national community also attention to running of DKI Jakarta election. This happened because DKI Jakarta became capital of Indonesia and became a barometer in national politics. In Jakarta election "battle", there were 3 candidates. All three candidates have their own cyber teams in mastering social media and each candidate registers an official media account with the KPU. Of social media use, Anies Baswedan and Sandiaga Uno have the highest number of media accounts. The role of social media has a great influence on political dynamics that occur. Indonesian Survey Institute (LSI) Denny JA released competition through social media following Facebook, Twitter and Instagram. Based on the background, this study aims to describe the pull marketing approach of Anies Baswedan and Sandiaga Uno in the process of the election of Governor and Deputy Governor of DKI Jakarta 2017-2022.

II. THEORETICAL FRAMEWORK

The theoretical framework in this study is used as a reference for analyzing research problems including political marketing, 9 elements of political marketing, pull marketing strategies and media in pull marketing.

A. Utilization of New Media in Pull Marketing

Political marketing as use of marketing principles and procedures in political campaigns carried out by individuals and organizations. Political marketing as the use of marketing concepts and theories in political system [3]. Nine elements of political marketing consist of [3]: positioning, policy, person, party (political party), presentation push marketing, pull marketing, pass marketing and polling

Pull marketing approach uses two uses of media namely paid and without paid. In this approach, there are at least four things that must be considered in delivery of political products, namely 1) consistency in message discipline 2) cost efficiency, specifically for advertising 3) timing or momentum 4) packaging [3]. The types of media used in political agenda are telephone, radio, television, print media, and new media [5].

The presence of new media brings a new political phenomenon in political marketing. Internet is rapidly changing the way individuals, organizations, political institutions and governments communicate and negotiate political information and political roles. The advantage of internet media compared to traditional media lies in its communication network that offers people unlimited access and ability to voice political agendas to audiences around the world [7].

Social media provides access for political actors to be able to represent their political messages to the public. Social media is a medium on internet that allows users to represent themselves and interact, work together, share, communicate with other users and form social bonds virtually [8]. The characteristics of social media that can be used for journalism, public relations and political marketing are as follows [8], as like below:

1) Network

Social media has character of a social network that is built from social structures that are formed in the network and the internet.

2) Information

Information in social media becomes an important entity. This happens because social media users create, represent their identity, produce content and interact based on information. Archive is one of the strengths owned by social media. For social media users, the archive is a character that explains that information has been stored and can be accessed anytime and through any device.

3) Interactivity

The basic character of social media is interaction between users. Interactions that occur at a minimum take the form of commenting on each other or giving a sign. The interaction is one of differences between old media and new media.

4) Social Simulation

Social media has a character as a medium for the ongoing community in the virtual world. The media no longer presents

reality but has become its own reality. Even what is in the media is more real than reality itself.

5) User Generated Content

Further characteristics in social media indicate that the content is entirely owned and is based on the user or account owner. Content by these users is a marker that on social media audiences not only produce content, but also consume content produced by other media.

6) Sharing

Dissemination is another character of social media. This dissemination practice is a characteristic of the media which shows that the public is actively distributing content while developing it. The development in the question is content that is given actually is not just an opinion, but also has added based on data and the latest facts. Political messages conveyed through the internet have contributed to a more participatory democracy [5]

Candidates are very important to pay attention to segmentation so that message delivered is right on target. To segment voters, it is possible for political parties and candidates to use the above media according to the conditions of the grouped voters [2].

III. RESEARCH METHOD

This research uses descriptive qualitative research type. Descriptive research studies problems in society and situations, including about relationships, activities, attitudes, views, and ongoing processes. Data analysis conducted is inductive based on the facts found and can then be constructed into hypotheses or theories [9]. Data collection techniques using in-depth interviews and document data collection. The data analysis process is data reduction, data display, and conclusion drawing/verification by triangulating data.

IV. RESULT AND DISCUSSION

To answer the research objectives, data presentation and analysis began with pull marketing steps and how media management done.

A. Pull Marketing Planning

Two roles of this strategy are create a team as winning team and conduct research to develop pull marketing planning. The winning team was formed based on voluntarism. This means that all multistakeholder of community can join to this team to become volunteers; and the number of people registered as volunteers are 234 persons.

Media manager of Anies and Sandiaga candidates is media center team. This team works to manage various media used by this pair. The media center team are campaign media teams such as Instagram Jakarta Forward Together and website was managed by 6 people and jobdesk in this team are photographer, videographer, writer, editing and graphic design.

B. Utilization of Media in Pull Marketing

Advances in technology and information, print and electronic media can deliver information to public [5]. Media center team uses all the media to conduct pull marketing strategy:

1) Utilization of Social Media

When compared with other candidates, Anies and Sandiaga have highest number of social media accounts and 18 official accounts registered to KPU.

TABLE I. LIST OF SOCIAL MEDIA ANIES BASWEDAN AND SANDIAGA UNO, 2019

Sosial Media	Account Name
Facebook	Jakartamajubersama
	Aniesbaswedan
	Suaraanies
	Relawananies
	SandiSUno
Twitter	Jktmajubersama
	Aniesbaswedan
	Suaraanies
	Relawananies
	Sandiuno
Instagram	Jakartamajubersama
	Aniesbaswedan
	Relawananies
	Sandiuno
Youtube	Jakartamajubersama
	Aniesbaswedan
	Relawananies
Website	Jakartamajubersama.com

According of document and indept interview data, social media used by Anies and Sandi candidates are Facebook, Tweeter and Instagram.

a) Facebook

Overall posts on Facebook social media accounts are the same as those on other social media accounts.

b) Twitter

Twitter social media is most lively conversation compared to other social media. This happens because social media Twitter is able to tweet posts from other accounts. Frequently in the second round of the campaign in April. The Jakarta Forward Account jointly tweeted 391. These tweets contain a lot of related to the latest debate in the Jakarta Election by General Election Commission.

c) Instagram

The Jakarta Instagram account was first posted on October 16, 2016 and ended at the end of the second round of the campaign, April 15, 2017. In that time the total posts were 633. In each of these posts has a connection to Facebook social media account. The information displayed in each post is a political message including biographies about Anies Baswedan and Sandiaga Umo, work programs and campaign promises, campaign activities and other information; following this table:

TABLE II. FREQUENCY OF POSTS ON INSTAGRAM, 2019

Time	Frequency	Issue
Before the campaign	23 Posts	Branding Anies and Sandi through Biography.
October	57 Posts	Publication of the Peace Campaign and Volunteers
November	266 Posts	Describe the condition of the community and the Work Program

December	123 Posts	Branding Anies and Sandi Achievement
January	120 Posts	The depiction of the closeness of Anies and Sandi with the Figure and the Ulama
Last 11 February	69 Posts	Refuse Reclamation and Influencer Support
11 February – 7 March	59 Posts	A description of the closeness of Anies and Sandi with the community
7 March – 15 April	214 Posts	Answering various Issues with Humor

d) Website

The Jakarta Website account is progressing together to become an information sharing account about this couple. On its website there is a channel about getting to know Anies and Sandi, the Work Program, Issuance of Issues, and going forward with stories of travel and media releases being featured on this website.

e) Youtube

The Jakarta account is going forward together as the couple's official youtube account to upload videos. The first time this account uploaded a video on October 25, 2016, during the campaign implementation limit on April 15, 2017, there were 229 videos that displayed various information.

TABLE III. FREQUENCY OF POSTS ON YOUTUBE, 2019

Time	Frequency	Issue
25 October – 30 November 2016	10 Posts	Anies and Sandi Track Records
December	43 Posts	Poverty and Employment (Economy)
January	47 Posts	Jakarta Needs a New Leader
February	66 Posts	Branding Unifying Leader
Maret-15 April	63 Posts	OK OCE Branding Program through testimonials

f) Utilization of Conventional Media

The contribution of broadcast media to day especially television is the political debate agenda [10]. The candidates uses of conventional media are television and newspaper. Appearances on television are limited due to a regulation from KPU that media are prohibited from displaying their support for one candidate. However, pair candidates of Anies Baswedan and Sandiaga Uno took advantage of agenda provided by KPU such as political debates that were broadcast live on various television media in political debates organized by the KPU. The television which publish the program are Jawa Pos TV, Net TV, TV One, Metro TV, Kompas TV. MNC, TVRI, SCTV and Jak TV. Almost all the local and national television publish this program. Television is important media for the candidates because most of voters in Jakarta wachting the television. Besides in Debat Program, the media team also have program in television in other program as like Strategi Anies-Sandi in Mata Najwa and Babak Final Pilkada DKI Jakarta in Metro TV, Super Family 100 and Tamu Khusus Mengenal Lebih Dekat Sandiga Uno in

TV One, Menanti Jawara Jakarta in I-News TV, Jakarta Kece in Net TV and Hitan Putih Program ini Trans TV.

Anies and Sandi's media team produced their own newspaper, Jakarta Kita, which contained information about the profile of Anies Baswedan and Sandiaga Uno, political promises to work programs offered to the public. The segment of this newspaper are society that are difficult to be touched by other media.

g) Outdoor Media

Outdoors media such as banners and billboards, media center team took advantage of media. However, this installation became focus of volunteers in each region in community. The disadvantages of this outdoor media are that the costs are very high.

2) Media Message Management Strategies

To manage the media, team uses it as a means of informing biographies from Anies Baswedan and Sandiaga Uno to political promises and work programs that this pair candidates offers.

a) Political Message

In terms of managing messages in the media refer to political messages, as conveyed by [5] that the political message is content that has the power to construct a communicant. Basically messages conveyed through media must include 23 political promises. But it can be seen in all the news and publications that are carried out covering the three main programs that become headlines namely Education Excellence, price of basic necessities affordable, and employment and new businesses.

b) Political Symbol

These symbols are easily remembered by community. This means that if you see a particular symbol, then the community indirectly remembers this couple. The symbol as like Jakarta Forward Forward Logo, Use of black skull cap, OK Océ Hand Movement, Advanced Tagline for Happy City Residents and Record of Singing Miss Apostle

c) Issue Response

In responding to various false reports (hoaxes) the media center team made use of the account used to make press releases or broadcast live conferences through social media. Because at that time, hoaxes that attacked the pair were many, the media center team created the fitnahlagi.com website which specifically gave official statements about false reporting. The media team also created special content "Anies Read Evil Tweets" which featured Anies Baswedan responding to various issues that attacked him with a relaxed style and humor.

d) Message Consistency

Although the candidates has 23 political promises. But the consistency of messages in each program or activity that is always the main message are the three programs. The consistency of message in issue but the controversy is

rejecting reclamation that other candidates have talked about and (down payment) 0 percent house program that attracts attention amid the difficulty of finding housing in Jakarta.

e) Influencer

Obvious it was explained that this campaign team is organic, anyone who has a creative idea to help this team. The winning team is open to all walks of life, including influencers. Some artists who expressed their support are as follows Rhoma Irama, Helmalia Putri, Pandji Pragiwaksono, Shinta Bachir, Hengki Kurniawan, Glen Fredly, Moreno Soeprapto, Wildan Delta as Kiwil, Olla Ramlan and Raffi Ahmad. Of these artists, Raffi Ahmad and Pandji were the most active in providing their support. Through his YouTube content Pandji uses it to provide reasons why he has Anies Baswedan. Meanwhile, Raffi Ahmad has a special event as a presenter at the Afternoon Street Together with Anies-Sandi which is displayed on YouTube. In this case the team integrated between strategy pull marketing and pass marketing to support the winner in this local election.

V. CONCLUSION

Based on the results of research conducted several conclusions that candidates use potential of various media to be used, both conventional and social media (FB, IG, tweeter, website and youtube). This optimal media management is based on Jakarta context of society as a city community that is exposed to information from media and internet development factors including social media. The media used by managing issues using media, including managing issues against news that attacks both, such as making clarification statements to making response content on YouTube. In this case the team integrated between strategy pull marketing and pass marketing to support the winner in this local election.

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