

Political Digital Marketing Strategy in Local Leader Election (Case Study of The Victory of Ridwan Kamil-Uu Ruzhanul Ulum In the West Java Local Leader Election 2018)

Muchsin al-Fikri
Universitas Pasundan &
Universitas Sangga Buana (USB
YPKP)
Indonesia
enginekeren@yahoo.co.id

Tresia Wulandari
Universitas Pasundan &
Universitas Sangga Buana (USB
YPKP)
Indonesia
bunda_tresia@yahoo.com

Pupi Indriati Zaelani
Universitas Pasundan &
Universitas Sangga Buana (USB
YPKP)
Indonesia

Abstract—The victory of Ridwan Kamil and Uu Ruzhanul Ulum in the Local Leaders Election of West Java Province in 2018 has invited the curiosity of researchers and has given birth to various scientific studies in various dimensions. This phenomenon is very interesting to study, especially regarding the political digital marketing strategy. This research aims to find out and analyze about (1) Strategy and political digital marketing technique carried out by the RK-UU (2) To find out and analyze the effectiveness of communication through social media conducted by RK-UU to win public sympathy (3) To find out and analyze what strategic steps were taken by the coalition party bearing the RK-UU pair embodied in the campaign team and the Success team in the process of winning the RK-UU pair in the local leaders election of West Java Province 2018. The methodology used is qualitative with a descriptive case study approach. Data collection was carried out with primary and secondary data through depth interview with several informants such as the Chairperson of General Elections Commission of West Java, the Chairperson of the bearer party, the Chairman of the Success Team, the volunteers and especially two pairs of candidates. The effectiveness of the use of social media is able to beat conventional media. The RK-UU Campaign Team also proved successful in applying political marketing techniques to win the hearts of voters in West Java through approaches that refer to the Marketing Mix, which is known as 7Ps (Product, Promotion, Price and Place, People, Physical Evidence, Process).

Keywords— Digital Marketing, Political Communication, political campaign

I. INTRODUCTION

One of the most significant change to the development of democracy in the region in accordance with the demand for reform is the direct local leader and deputy leader election, and is no longer done through elections in the local parliament. With the enactment of Law Number 32 of 2004 concerning Regional Government, the local leader election has changed to become the direct local leader election.

The direct local leader election held in West Java in 2018 is a product of Law Number 32 of 2004 and has given birth to one partner who had been predicted to win the contest since in every survey various RK-UU institutions are always at the top level both in popularity and electability.

This research is focused on the case of the Ridwan Kamil-Uu Ruzhanul Ulum victory in the 2018 direct local leader Election of the Governor in West Java Province. This couple's victory can be called phenomenal because it won with an achievement above 32,325,315 Voters (the largest number of voters in Indonesia). Based on the above thought, the writer in this discussion takes the title "Political digital marketing strategy in Local Leader Election", Case Study of The Victory of Ridwan Kamil-Uu Ruzhanul Ulum In the West Java Local Leader Election 2018.

The West Java Local Leader Election in 2018 which was held on June 27, 2018 was followed by 4 pairs of candidates (see table) and finally won by pairs of Mochamad Ridwan Kamil and Uu Ruzhanul. Following is the table of names of the candidates for the Governor and Deputy Governor of West Java and their supporting parties;

TABLE I. CANDIDATE PAIR ALONG WITH THE RESULTS OF THE VOTE COUNT

Nomor Urut	Calon Gubernur dan Wakil Gubernur	Partai Politik	Jumlah Suara	Perolehan suara	Perolehan suara	
					Pemilih	%
1	Mochamad Ridwan Kamil dan Uu Ruzhanul Ulum Partai Kebangkitan Bangsa (PKB)	PKB	32.325.315	7.226.254	32,88%	
2	Hasanah dan Anwar Chantayan Partai Amanat Nasional (PAN)	PAN	22.724.333	22.724.333	100,00%	
3	Sudrajat dan Syakhu Partai Demokrat (PD)	PD	6.317.465	6.317.465	28,74%	
4	Dedy Mizwar dan Dedi Mulyadi Partai Solidaritas Indonesia (PSI)	PSI	5.663.198	5.663.198	25,77%	
Jumlah suara sah				21.979.995	96,72%	
Suara tidak sah				744.338	3,28%	
Jumlah suara sah dan tidak sah				22.724.333	100,00%	
Partisipasi pemilih				22.724.333	70,30%	
Pemilih terdaftar				32.325.315	100,00%	

Source: West Java General Election Commission Decree Number 145 / PL.03.6-Kpt / 32 / Prov / VII / 2018

II. THEORETICAL STUDY

A. Description of Political Digital Marketing Theory

The growth of internet users in the world every year is around 7%. Until 2018 there were four billion internet users in the world. In 2007 the number of internet users in Indonesia was only 20 million users. At present, we have more than 130 million internet users. This number is ranked sixth in the world.

The growth of internet users in Indonesia reaches more than 20% per year. Data for 2018 report that the majority of people use the internet for six hours per day (source globalwbindex.com). In Indonesia, the majority of people use

the internet for 9 hours per day. This means that one third of life involves the existence of the internet. This is due to the development of smartphone users followed by lower operational costs. The average smartphone user sees a cell phone 85 times a day or once in fifteen minutes. This number is getting more and more years. This figure was made a strategy by the pair Ridwan Kamil and Uu Ruzhanul Ulum (RINDU) to win votes in the West Java elections.

According to Haroen (2014: 48) political marketing is the application of marketing concept and methods into politics. Marketing is needed to face competition in fighting over the market, which in this case is the voters. O'Shaughnessy in Firmanzah (2008), argues that political marketing is not a concept to "sell" political parties or candidates, but a concept that offers how a political party or a candidate can create program that deal with actual problem.

B. Mix Marketing

This marketing tool is known as "4P" and was developed into "7P" which is used very precisely for marketing service. According to Kotler and Keller (2008: 4) 7P is defined as follows:

1) Product

In developing West Java, it is necessary to have a product that can solve various problems. the program took the form of the Vision and Mission of Ridwan Kamil and Uu Ruzhanul Ulum. The couple, known as RINDU, were willing to serve and lead West Java to become the province of *Baldatun Toyyibatun Warabbun Ghafur* (prosperous and wealthy, fair and safe). In realizing the plan, the couple carries the vision of WEST JAVA CHAMPION PHYSICALLY AND MENTALLY.

2) Price

In the campaign process of RINDU couples who use the Digital Marketing strategy with a total expenditure of RINDU couples of Rp 6,741,609,887,- this figure is far more effective than other pairs.

3) Place/ Distribution

The RINDU couple reaches the target of votes from both urban and rural areas. Collaboration between Ridwan Kamil who is present and millennial is able to attract the hearts of the city community, so even Uu Ruzhanul Ulum, who was a former figure (regent), has an interest in the traditional traditional circles.

4) Place/ Distribution

In addition to conventional marketing, RINDU couples conduct Digital Marketing which is considered more effective in attracting the people's voice.

5) People

As if complementing the two are able to steal the sound with their respective characters. Ridwan Kamil approaches the millennial generation and Uu Ruzhanul Ulum approaches the traditional people.

6) Physical Evidence

The real evidence from the Vision and Mission of RINDU couples in the form of strategies and programs from various problems in West Java based on data. Among them are development issues which include religion, community welfare services, bureaucratic reform, infrastructure, economy and environment.

7) Process

The campaign was conducted by the Rindu couple was an efficient campaign that was spending proportional funds during the campaign. By entering into the area the electability of the two couples had not been maximal yet, while the area of electability and popularity were well guarded

III. RESEARCH METHOD

This study used qualitative research method. This method is used because the case to be studied requires in-depth analysis relating to political planning and marketing of candidates in the local leader election of West Java. To understand the phenomenon of the victory of the RK-UU, so this research uses a case study approach. The case studies method is very appropriate to be used to understand certain phenomena in a certain place and at a certain time.

For data collection, the author uses interview techniques which are rechecking tools or verification of information obtained previously. The interview technique used in qualitative research is in-depth interviews (Sutopo 2006: 72).

We conducted in-depth interviews with a number of informants who were involved both directly and indirectly including the Chairperson of the general elections commission of West Java, H. Rifqi Ali Mubarroq, Chairperson of the *Rindu* Success Team and at the same time Chairman of the Regional Leadership Council of the Democratic National Party Mr H. Saan Mustofa, M. Si, The Candidate Pairs namely Mr Ridwan Kamil and Mr Uu Ruzhanul Ulum, Secretary of the West Java Development Unity Party, H. Pepep Saiful Hidayat, Chairperson of the Volunteer Team and Chairmen of the *Rindu*-bearing coalition Party.

IV. DISCUSSION

A. Profile of west Java Governor Candidates

His full name is H. Dr. (HC) Mochamad Ridwan Kamil, ST. M.Mud. Place and Birth Date was in Bandung October 4, 1971 so that he is now 49 years old. His address residence is at Jl. Cigadung Selatan VII / A 28 RT 03/08 Bandung. Gender Male and religious: Islam. Marital status is married to a wife named Atalia Praratya. Now he has been blessed with two children.

The Deputy Governor's full name is H. Uu Ruzhanul Ulum, SE. He was born in Tasikmalaya, 10 May 1969. Address of residence is in Pasir Panjang Hamlet RT 005 RW 002 Kalimanggis Village Manonjaya District Tasikmalaya Regency. His hobby is cycling with the motto Life Never Give Up, effort and prayer.

B. Vision and Mission

1) Vision

Presenting West Java Champion physically and mentally who has human faith, happiness and quality, build a competitive economy, sustainable and prosperous in villages and cities as well as implementing good governance.

2) Mission

- Forming West Java people who have faith, faithfulness and encourage the role of places of worship as scientific center and social interaction.
- Giving birth to be a happy, quality and productive West Java man.

- Realizing good governance, healthy regional finance and development financing innovation to encourage the development of West Java.
- Building regional / rural and urban infrastructure in West Java that is able to accelerate growth and the economy, as well as improving connectivity between cities / districts in West Java and West Java with other provinces in Indonesia.
- Encouraging sustainable economic competitiveness in villages and cities and the economy of the people in order to bring prosperity and justice to the people of West Java.

C. Strategy to Win Voter's Sympathy

According to the Chairman of the General Election Commission, Rifqi Ali Mubarrok, Mr. Ridwan Kamil already has social capital that is popularity as the Mayor of Bandung as well as Mr. Uu as the Regent of Tasikmalaya. Finally he was able to capitalize on it to gain support through social media. So that people are interested for choosing.

Social media, successfully optimized by RK for the campaign. RK also succeeded in attracting a floating voice to turn support for him. A number of other strategies run by the couple who is usually called *Rindu* to gain support, include: Recruiting many volunteers to spread support videos from artists, Optimizing campaigns on social media, Effectiveness of campaigns by word of mouth (viral mouth), Utilization of figures and influencers, fame factor of figure (Ridwan Kamil).

D. Political Digital Marketing Strategy

According to Jamilatuzzahro, until now indeed parties and politicians in Indonesia have not used big data for their political marketing purposes. It is only limited to utilizing social media content as a campaign tool and estimating the votes of candidates. One of these phenomena is seen in the elections in West Java. In the political contestation, as many as four pairs of candidates (candidate pair) governor and deputy governor competed to win the votes of more than 32 million residents included in the permanent voter list.

Based on the voices recorded in social media such as Twitter, Facebook, online media news, it can be seen the popularity and public sentiment regarding certain issues and candidate pair. Throughout June, for example, a sample of voice tracking from Twitter and online reporting showed a candidate pair of governor and deputy governor number 1, Ridwan Kamil-Uu (Rindu), the highest popularity with the accumulation of 44.9 thousand names quoted in Twitter tweets and online news.

Based on the plenary session of the General Elections Commission of West Java on July 8, 2018, Ridwan Kamil-

Uu was determined to be the winner of the election with the acquisition of 7,226,254 or 32.88 percent of the total voters. The popularity and use of Ridwan Kamil's personal account on social media is the cause of the high popularity and electability of RK-Uu on the survey results compared to other potential partners. This condition can be expected because on social media among the candidate pairs, Ridwan Kamil leads with a total of 8.3 million followers. Ridwan Kamil used Twitter to gain voices from the Rindu couple. From the most retweet, the Rindu couple looks very progressive, highlighting the character of change and the builder of West Java with the hashtag #JabarJuara. Personal of Ridwan Kamil, who has been known for being the mayor of Bandung by posting each of his activities on social media, made people know the figure of the ITB architectural alumnus and could attract voters.

The high surge in campaign activity on social media, which is usually followed by campaign on offline channels by a team of prospective leader pair, is very likely to be the cause of the high vote acquisition.

V. CLOSING

From this study it can be concluded that the political marketing strategy of the RK-UU campaign team by promoting the 'creativity' aspect of selling vision, mission and campaign programs in the 2018 West Java governor election was very effective in gaining the votes of West Java voters. In addition, voter preferences in West Java are strongly influenced by media exposure, both mass media and social media.

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