



# Political Marketing Through Party Emblems as an Effort to Strengthen Civic Skills

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**Abstract.** The multiparty system basically makes the competition between political parties to get the attention and support of the community more intense. With these conditions, political parties are not only enough to carry out their functions but also need political marketing or political marketing to control the existing political market. One of the political marketing strategies that can be done is to introduce the party emblem to the public. This strategy is carried out to be able to build or form a party image. The purpose of this study is to describe how political marketing through party emblems in strengthening civic skills in the socio-cultural sphere. The author uses literature research by studying various articles and books as a source of literature review to be then analyzed and outlined in writing this article. The results of the study show that symbols that in fact represent the identity of political parties are part of the political marketing strategy. Where with the various programs that exist to introduce the emblem to society basically political parties provide political knowledge for the community, which with that knowledge, the community can develop it into civic skills of the community both intellectually and participationally.

**Keywords:** citizenship skills · party image · political marketing

## 1 Introduction

The 1998 reforms have brought changes in various areas of life including in the political sphere. Freedom of opinion and politics after the 1998 reform which was legalized through various laws and regulations encouraged the birth of various political parties which during the New Order (ORBA) were limited to 3 parties, namely Golkar, PPP and PDI. The birth of these various political parties made Indonesia implement a multiparty system, where this system made competition between political parties to get attention and support from the community more intense. Information disclosure and direct elections that now color the democratic system in Indonesia, make political parties must be able to compete to offer their political products to the public. Especially in the principle of democratic theory in the view of Bode, Edgerly, Sayre, Vraga, & Shah [3], what voters or people choose should be based on the information they get about political issues. The political information comes from access or exposure to political information provided by political parties which then generates political knowledge for their voters.

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That is where then political parties must be able to market their political products to the public through political marketing. Where in the political marketing, basically cannot be separated from the function of political parties, be it socialization, communication, or political education. This function must run so that the strategy in marketing that has been set can run optimally.

Smith and Hirst [2], the discourse of political marketing has now shifted to the era of strategic marketing, that is, political parties are not only required to have the ability to understand the political market but also must have strategic marketing steps to be able to dominate the market or target his politics. Those political parties can develop and manage key party capabilities that allow a party to feel and connect with its political market. If this political market has been successfully mastered then political parties can easily encourage the political participation of the people who are part of the civic skills. One of the strategic steps in political marketing is how political parties are able to transfer political values or meanings to the public through party emblems. Political party product is actually according to O'Shaughnessy in [6] is closely related to the value system that contains future expectations and the results can be enjoyed over a long period of time. The packaging provided in conveying these values will be a special attraction for society, especially the younger generation as an asset to reduce the democratic deficit. Brennan and Henneber [2] argue that the idea of value in political marketing has an equally important position in the commercial sense. Where the value of society lies in how society evaluates the attributes of policies, politicians, legislative performance, as well as the consequences arising from the election and exercise of its power to achieve what kind of goals the electorate aims for.

Because political parties' products are loaded with values, what is contained in the party emblem must be able to present what is the vision-mission, culture and program of a political party. Because through the party emblem, people can identify the existence of a political party. Especially if the political party is able to realize it not only in the form of a symbol but also in various programs or activities that are felt by the community. On that basis, this paper is here to explore more deeply how political marketing through party emblems can strengthen civic skills, especially in intellectual terms.

## 2 Method

The research method used by the author in the preparation of this article is narrative systematic review, which is one type of systematic review according to Kozstyan (in Heryana, Ade. 2021). This method aims to obtain a summary of various scientific literature related to the topic to be discussed, to then be able to produce a comprehensive and up-to-date report from science related to the specific topic discussed. So that this scientific report can be a reference or literature for those who will conduct research related to the same topic.

In practice, the author seeks various references or literates relating to political marketing, party emblems and citizenship skills from both books, national and international journals. The results of the search then the author understands, analyzes and summarizes according to the topic of discussion to then be poured and reconstituted through the writing of this article.

### 3 Theoretical Review

#### 3.1 Political Marketing

Political marketing according to Marshment in (Sofyan. 2015) is an effort carried out by political parties in order to obtain electoral support from participants, voters or the public in general. Political marketing in Scammell's view in [6] is defined as a strategy to understand and analyze what the wants and needs of the electorate are. In the context of marketing, political parties with everything attached to them such as ideologies, ideals, programs and so on are political products in political marketing itself. Marketing, which was originally in the field of economics and business, has now penetrated into the political field. This is because the advancement of the times and technology encourages the party to have a way to be known in society. As in the world of commercial marketing, marketing is also needed by parties in order to introduce their political products to the public. In Nursal's view [13], political marketing functions as follows: (1) analyze market positions to map the perceptions and preferences of voters towards contestants; (2) determine what is the object of the campaign and the allocation of resources; (3) identify and evaluate alternative strategies that have been and will be determined; (4) implement strategies to focus target segments based on existing resources; (5) monitoring and controlling strategies to achieve objective goals. This function makes in political marketing currently receive more attention, especially for political parties who want to control the political market.

Nursal [13] divides 3 (three) approaches in political marketing into 3P which are referred to as strategies:

- 1) Push marketing, which is a strategy to introduce and deliver political products directly. Where political parties try to get support from voters or the public in a stimulant manner by providing rational and emotional reasons so that voters or the public are motivated to provide support.
- 2) Pull marketing, which is a strategy of introducing and conveying political products by using and utilizing the media, both mass media, social media or people and groups that have a great influence in society.
- 3) Pass marketing, which is a strategy in which political institutions or political parties focus on forming a positive political image, which will have a significant impact if it is able to arouse people's sentiments

#### 3.2 Party Emblems or Symbols

Emblems or logos in everyday life basically contain an idea, reflecting the identity, or message to be conveyed from a country, organization, community, product, and so on. In the world of fine art, a symbol or logo is interpreted as a marker of presence. Budiono Herusatoto in [4] defines a symbol as a state, thing or object that has a broad meaning where it takes an understanding of the subject regarding the meaning or meaning contained in the symbol. In order for this symbol to be easily remembered and known by the public, it must be attractive both in terms of shape, color, lines or others. So it is not surprising that the emblem over time has changed. Changes in the coat of arms or visuals of the coat of arms are influenced by various factors. Reiza D Dienaputra [4]

through his research using historical methods through political and cultural approaches, stated that the visuals of symbols are influenced by: (1) the political system in force at the time the emblem was created; (2) the existence of regulations regarding the visual form of the emblem that can and cannot be used; (3) national historical experience; (4) the culture that exists and lives in the community; (5) advances in design technology.

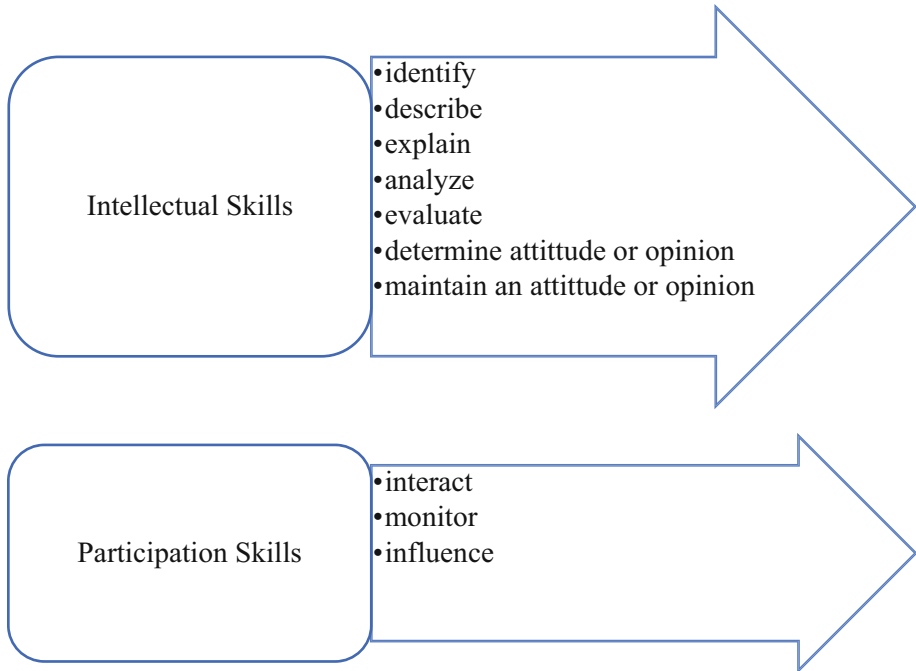
In the world of marketing, symbols help to build a brand or brand in society. Where branding is necessary so that people's perceptions are in accordance with what the political parties are campaigning for. This is in line with what is the purpose of the existence of a symbol according to E Carter as quoted from Januarinsyah (2017), S through Al, views that the purpose of the existence of a logo or emblem is as follows: (1) as an identity or characteristics to be known by the public or the public, (2) as a designator of a character of the company in the eyes of the public or the public, (3) as information on the type of business to form or build image/image, (4) as an efflexion of an ideal and spirit of the company, and (5) to establish or build a sense of pride among the members of the company.

The function of the logo or emblem according to Murphy and Michael Rowe as quoted by Januarinsyah, S (2021) is as follows: (1) identification, namely through the logo/emblem, the public can identify in what field and what goods or services are produced from a business entity, (2) f differentiating evacuation, the emblem/logo can be a sign that distinguishes with a company, business entity, organization that is one with another while distinguishing one product from another, (3) communication function, logo/emblem can be an indicator of the assimilation of a product, (4) the function of assets, this function will run when used in other countries through franchising, (5) the function of legality, that is, when being legally registered can provide a guarantee of legality guaranteed in the law.

### 3.3 Citizenship Skills

Civic Education generally aims to make citizens become good and responsible citizens in accordance with what each country expects. Where according to Doganay [9], Civics not only requires citizens to have components or competencies of civic knowledge, values, and skills but also includes its application in real life by actively participating. One of the components of Civics is civic skills. Civic skills are consist that relates to the ability to participate effectively and responsibly of citizens. This ability consists of intellectual skills and participation developed from the knowledge of citizenship possessed. Citizenship skills are then expected to be used to respond to problems both within the scope of society, nation or state. This is because the citizenship skills in Patrick's view [11] allow citizens to think critically and be able to act both in the name of individual rights and the common good (Fig. 1).

The civic skills that consist of intellectual skills and participation if described further according to Winataputra and Sapriya [17] are as follows:



**Fig. 1.** Citizenship Skills Chart

## 4 Result and Discussion

### 4.1 Political Marketing Through Party Emblems

Over time, political parties are now required to have long-term relationships with the wider community in general and voters in particular. This relationship is a necessity for the party so that its existence and sustainability in the community remains. Moreover, political parties are pillars of democracy that play an important role in the political system. Therefore, new approaches are needed to be able to establish these relationships, one of which is the marketing approach in politics. The use of marketing methods in politics has basically been applied by political parties in England in the 1929 elections. The use of this method according to Wring in [6] can be seen from the use of mass media, pamphlets, posters to slogans from the workers' and conservative parties that existed at that time. Meanwhile, Rothschild in [6] in his research states that advertising has a great effect in presidential elections in America. For this reason, political marketing is now one of the means for political parties to get attention and support from the community. However, political parties are not only enough to carry out political marketing, but also must be able to determine the political marketing strategy they will carry out, considering that other parties are also competing in carrying out their political marketing. In Omrod's (2007) view, how the concept of market orientation can operate and be used becomes an important part of political marketing.

One of the political marketing strategies that can be done is to build the image of the party through the party emblem. The party emblem basically contains the idea of values, ideologies, visions and missions as well as the message to be conveyed to the community through a combination of components of color, word, form, and image. The emblem was created to be a symbol or identity that represents the party so that it is easy to be known and remembered by the public. Just like a brand on a product, the party emblem is also expected to be known and remembered by the public because the emblem is actually part of the party's own product. This is in line with Changara's (2016) view that the political product can be in the form of a logo or emblem, ideals, visions, and programs offered and potential candidates submitted by political parties in elections. Of course, to introduce the symbol to the community, political parties must have a program that is socialized and communicated to the community. Those the political function must run to realize the existing programs to introduce the emblem. Political marketing through party emblems is part of the political marketing strategy itself. The strategy is basically part of the party's efforts to be able to raise the party's brand. Branding as a strategic step in political marketing is actually a long-term investment for political parties to maintain the sustainability of the political parties themselves. Where with this branding, it is hoped that political parties can have competitive resources that distinguish them from other political parties. Butler and Collins 1999; Egan 1999 in [14] asserts that a political marketing strategy with competitive resources must be based on the basic principles of competition, the goal of gaining votes, gaining influence, and gaining and maintaining power in society.

Political marketing strategies through emblems as an effort to branding the party need to be carried out. This is in view of the gap between what the people expect for the party and its cadres/members and the facts that are happening on the ground. The rise of KKN cases carried out by politicians or people's representatives, the lack of aspiration of people's representatives who actually come from the party makes the party's image in society more negative, resulting in losing people's trust. That trust eventually shifted to artists who had high popularity. Such a condition in the view of Silih Agung Wasesa [16], making democracy now no longer based on capability but on popularity. Therefore, the party has a great homework to restore the trust, image, and perception of the people who identify the party with the KKN, do not care about the people, take away the rights of the people and so on. Therefore the party needs to implement what Silih calls the Omnibus Campaign. Omnibus campaign in the world of politics is an educational campaign aimed at the community to build understanding between the party and the community. It is hoped that the campaign can improve the image of the party. The improvement of the image attached to political products must be carried out in a disciplined manner as is the case in the world of commercial marketing. Where in the world of commercial marketing, brand updates in order to maintain a positive image in society, are carried out every three months. In relation to politics, political parties must carry out rehabilitation either through enlightenment, renewal or whatever it is called that is able to provide benefits to the community, especially loyal voters and sympathizers. It is therefore not surprising that party emblems, slogans or party programs can undergo changes. When these changes occur and people vote, it does not mean that political marketing has been completed, but that is where the party begins to work on building a political image or

image. The party must have the ability to nurture the votes of the people who voted so as not to experience the same disappointment. For this reason, in Silih's view, the party in branding itself either through emblems, slogans or others must be able to create the needs of the people, especially loyal voters and sympathizers and society in general. It requires a distinctive style of communication, socialization and political education in contrast to other political parties. Given the differentiation is needed in conditions of intense competition.

## 4.2 Citizenship Skills

Civic Education has an important role in realizing the goals of national education in Indonesia, especially in the preamble to the 1945 Constitution, one of the goals of this country is to educate the nation's life. Educating in the sense that not only its citizens have knowledge of citizenship but also have civic skills. The citizenship skills in question are how citizens with the knowledge they have are able to behave, decide and solve problems both at the level of community life to the state, so that the knowledge they have becomes meaningful. This is in line with the views of Y Hidayah and S Sunarso [8] which states that civic skills can make a person give meaning to the ideal noble values contained in the ideals and goals of the country. It is hoped that with these civic skills, the intellectual skills and participation of citizens will become increasingly honed.

Civic skills consisting of intellectual and participation skills are basically developed from civic knowledge. Where the knowledge can be in the form of perception or giving political meaning to an incoming stimulus. This means that the citizenship skills of a citizen or society will occur if the citizen or society already has knowledge related to politics. It is with this knowledge that it can then be developed into civic skills which based on chart 1 above, can be differentiated into intellectual skills and participating skills. Here is the elaboration of intellectual skills:

- 1) Identifying is the ability to be able to give meaning both to physical symbols such as flags, emblems, or national monuments as well as to non-physical symbols such as concepts or ideas including the concept of civil society, majority-minority rights, and understanding of the constitution
- 2) Describing is the ability to be able to describe a process, a function that is an indicator of the existence of understanding.
- 3) Explaining that is the ability to be able to explain a political phenomenon, how a system in the world of politics functions
- 4) Analyzing, namely the ability to be able to parse, describe or recast something related to politics so as to create a new understanding with regard to politics
- 5) Evaluate, namely the ability to be able to give an assessment of a phenomenon or matter related to politics based on applicable standards or references
- 6) Determining and maintaining attitudes/opinions on the basis of their knowledge of citizenship or intellectual skills

The skills of participating consist of interacting, monitoring and influencing. The ability to interact is the ability to be able to communicate and cooperate with others which can be realized through: 1) discussions with courtesy and responsibility; 2) form a coalition for a common purpose; 3) manage and resolve conflicts or problems in a fair

and peaceful manner. The skill of monitoring is the skill to be able to listen, trace politics, government or problems through the political process and by the government. While the skill of influencing is the ability to be able to influence the political process that occurs with the intellectual skills it possesses from the results of analysis and evaluation

### **4.3 Political Marketing Through Party Emblems as an Effort to Strengthen Civic Skills**

Referring to Yves Meny & Andrew Knapp and Shattschneider [3], political parties are the embodiment of one of the pillars of union independence that has a strategic role as a link between the government process and the citizens who determine democracy itself. In the context of Indonesia, which in fact is a democratic country, political parties as a form of independence of association are basically present to carry out the constitutional foundation of the 1945 Constitution contained in article 28E paragraphs (2) and (3). The article is the result of reforms whose one of the demands is freedom, which is a staple in building democracy. The democracy that has developed in Indonesia since the 1998 reforms has had its own impact in various fields of life, including the world of education. Education, which is a shared responsibility between schools, the government and the community, has indirectly made political parties, which in fact are part of the community elements, also responsible for education in Indonesia, including Civic Education (CID) in the socio-cultural scope. Indonesian national education as stated in article 3 of the National Education Law, “aims to develop the potential of students to become human beings who have faith and piety in God Almighty, have a noble character, are healthy, knowledgeable, capable, creative, independent, and become democratic and responsible citizens”. To achieve this goal, education in Indonesia, including civics, must be based on Pancasila and the 1945 Constitution. The purpose of Civic Education in Doganay’s view is to make citizens who have and are able to apply civic knowledge, values, and skills in their lives. As for the explanation of article 37 of the 1945 Constitution, the purpose of civics is “to shape students into human beings who have a sense of nationality and love for the homeland”. The goal is basically in accordance with Pancasila. To realize civics goals that are in line with the goals of national education, the components in civics must be considered. As explained in the theory section above, one of the components of Civics is civic skills, that is, components related to intellectual skills and participation developed from the knowledge of citizenship possessed. These skills are expected not only to be performed by schools or universities that carry out formal education, but also by society and government. Political parties as part of the community element are expected to play a role in developing and strengthening civic skills. Given that there is a gap between what is expected of civics in formal education and the reality on the ground. This can be seen from the problem of the KKN, people’s representatives who in fact come from the party do not pay attention to what is the aspirations of the people, it is easy for the community to be divided because of the differences in political choices that had arisen during the 2019 Presidential Election and so on.

In this gap, the party must take steps not only as part of the society responsible for education but also because of its inherent function. Especially if you want to stay in the hearts of the people, then political parties must strategize to get the attention of the community. Change or renewal as described above, is a necessity so that what



is a bad perception of society becomes positive again. One of the changes or updates that can be made is through emblems and slogans. The coat of arms is essentially an identity that represents the vision and mission of the party. Where to introduce the emblem, political parties not only determine their marketing strategies but also carry out their functions, namely socialization, communication, and political education to the public. Ben Isa Muhammad's [10] research related to emblem changes carried out with a qualitative approach through the semiotic analysis of Charles S Peirce, stated that the change of emblem was carried out as a party strategy so that constituents, especially from millennials who are familiar with social media, become interested. The change in the coat of arms was made to change the image of the political party. Furthermore, according to Vera Wijayanti, et al. [15], emblem changes are also carried out to attract the attention of the public so that the party can become a forum for the involvement of the younger generation in the world of politics in the future. Based on these studies, political parties that focus on shaping political images, in Firmanzah's view [7] have carried out a political strategy, namely pass marketing. Pass Marketing is a strategy in which political institutions or political parties focus on forming a positive political image, which will have a significant impact if it is able to arouse people's sentiment. This strategy can leverage influencers to influence public opinions, beliefs, and thoughts. The change of emblem made in order to improve or renew the image of the party, is actually something that: (1) takes a long time; (2) requires consistency from the party in any case (platform, work program, reputation, etc.), (3) demands the party's ability to place a political impression or reputation in the midst of a sufficiently high degree of public freedom in interpreting or interpreting all information; (4) it is contained in the consciousness of the community derived from the common memory of the community. For this reason, in political marketing, proper political communication is also needed so that what is the purpose of political marketing is achieved. In this regard, political marketing through symbols requires a form of communication, namely political talk according to Nimmo [1], encompassing language, emblems, and public opinion.

With the form of communication of political talks and the strategy of pass marketing, the public will be informed of politics, one of which is through a stimulus in the form of a party emblem along with a set of programs to introduce the symbol. What the public captures by looking at the party's emblem through its vehicles, will be recorded and form a meaning and perception that will then become a knowledge of citizenship for him. The knowledge of citizenship that has been possessed by a person or society will be recorded until it develops into an intellectual skill characterized by the ability to be able to identify the meaning behind party emblems and other political products. This ability will continue to develop until finally the public can determine attitudes and assess whether the activities carried out by the political parties are in accordance with the meaning in the party emblem, considering that the symbol is actually representative of the political party's vision and mission. When the community has judged that what the political parties are doing is in accordance with what is understood and needed, then the community will act on events or things related to politics. In short, what is knowledge for society will determine its attitude and actions towards a phenomenon. This is basically in line with the concept of education presented by Bloom [12] which consists of:

- a. Cognitive (head), which is a goal oriented towards the individual's ability to know the world around, includes intellectual or mental development.
- b. Affective (heart), that is, goals oriented towards the development of feelings, attitudes, and values or moral and emotional development.
- c. Psychomotor (hand), that is, goals oriented towards the development of skills that contain motor elements.

From the above concepts it can be seen that a person or society can give an assessment or meaning to something after he has a set of knowledge that based on previous knowledge and reasoning will determine the feelings, judgments and giving meaning to a newly accepted phenomenon/stimulus. Where the giving of meaning (perception) will affect a person's preference/choice to take an action. Because political products are loaded with system values, attached to hopes and promises about the future, and contain visions, political parties should carry out various activities or actions based on values that are able to provide hope for the future for the community and of course must be in line with what is the vision and mission of political parties. Especially if the political party wants a positive image or brand from the community, then various elements in the political marketing must be considered by the political party. Abdelbaset M. Alkhaldeh, Bt, & Halim [5], stated that a brand can take the form of a political party itself that has targets regarding perceptions or views, attitudes and judgments, and behaviors of voters so as to maintain real relationships with their constituents. In order for what is the perception of the community to be in line with the political parties, it should be that what is the needs and aspirations of the community be considered and met so that there is a good relationship between the political parties and the community. With this good relational, the community will give confidence to the party which can finally encourage people's loyalty to the party in various forms, either in the form of voting by choosing an image/emblem sign during elections, supporting various political party programs or participating in various political party activities.

## 5 Conclusion

Political marketing is an effort so that a political party can get support from the public by introducing what is its political product. One of the political products of a political party is the emblem of the party. Where emblem's party is an identity that presents what is the vision and mission, program and culture of a political party including the political meaning to be conveyed to the people. Because the symbol becomes the identity of the party, in political marketing, political parties are not only enough to introduce their emblems to the public but also be able to realize the meaning or perception contained in the symbol. Because in fact, what the people receive through the stimulus of the party emblem will be a perception that will give political meaning as well as an image to a political party. Where this perception or giving political meaning will strengthen the skills of citizenship in intellectual terms, namely the existence of a new civic knowledge for society. Where by combining previous knowledge and experience, the community will assess and evaluate the performance of political parties which will determine orientation, action and political participation in the future.

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