

# Application Promotion Mix of Political Marketing in General Election 2014

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**Abstract**—Mechanism marketing that happened namely by transactional and paradigm expanding is how an company can sell their product. How concept and theory of marketing is told with the political activity which hence and used the event promotion of campaign. Political meaning is art and science to reach for the power constitutionally and also non-constitutionally, in the meaning explainable is that to draw the enthusiasm from all voters is hence done/conducted by a activity to introduce the party and also people who stay in the party or recognized with the political campaign term, this matter is very interconnected sliver with the marketing activity of caused by art to introduce in event exhibition and also in marketing activity. This research as descriptive research with the quantitative approach by using likert scale. Population in this research is voters coming from Riau Province with accidental sampling method. Analysis the data used in this research is by making tabulation of data with searching the tables of frequency distribution from responder answer constructively application of SPSS version 19. Promotion execution conducted by competitor of general election 2004 covering advertisement activity, personal sale, publicity and sales promotion, expressing that the promotion activity be at the good category. Promotion activity enough be able to describe the voters to know and take the decision in choose which the party and whose is leader of rightful claimant lead to the fore it his by maximizing promotion activity perhaps will have an effect on in reaching of target of all political competitor. Pursuant to research result, most having an effect on promotion type is promotion sale.

**Keywords**—*promotion mix*

## I. INTRODUCTION

Traditionally marketing concepts and theories are used by a company to sell goods and services in order to gain profit. What if the concepts and theories of marketing are characterized by political activities that use and use the event arena of promotion in preparing a campaign. The definition of politics is the art and science of obtaining power both constitutionally and non-constitutionally, in which the definition can be explained that in order to attract

the interest of the voters, there are activities to introduce party and those within the party known as political campaigns, this is very closely related to marketing activities because there is an art to introduce in the exhibition as well as in marketing activities, thus an effective and efficient campaign then the message will be delivered The following are political marketing activities that have been determined by the General Election Commission (KPU):

Method of Campaign, Activity conducted 3 (three) days after stipulated as election participant (Article 83 paragraph 1 Law No. 8 of 2012)[1], Limited Meeting, Face-to-face Meeting, Spread of campaign materials, Installation of props in public place, Activities undertaken during the 21-day campaign period, ending on a calm commencement day (Article 83 paragraph 2 of Law 8/2012)[2], Advertising in print and electronic media, General Meetings Other activities that do not violate campaign rules: birthday events, social and cultural events, sports competitions, istighosah, leisure walks, tabligh akbar, arts, bazaars and short message service, social networking such as FB, twitter, email, website and other forms (Article 20, PKPU No. 01/2013). Media and Broadcasting Methods, Media: Print media and broadcasting institutions (electronics). Methods: Deliver campaign messages in the form of text, sound, images, writings and drawings, sounds and images that are narrative, graphic, character, interactive or non-interactive and acceptable via message recipients in the form of news, advertisements, election track record, debate and so on. [3]

The following is a list of reports of receipts and expenditures of campaign funds of political parties at the central level to the KPU:

**Table.1 Campaign of The Political Parties**

No	Party	Total Reception (In Billion)	Total Spend (In Billion)
1	Nasdem	Rp277.615.341.328 (including goods & service)	Rp 277.461.232.504
2	Gerindra	Rp.435	Rp 434,945
3	PKS	Rp.122	Rp 121
4	PDIP	Rp395	Rp 404.730.519.590
5	PKB	Rp244	Rp 244
6	PAN	Rp271,9	Rp 271,9
7	PKPI	Rp 52,9	-
8	PBB	-	Rp 71,3
9	Hanura	Rp374	Rp 365,7
10	Demokrat	Rp309	Rp 307
11	Golkar	Rp 402	Rp 402
12	PPP	Rp157	Rp 157

Source: General Election Commission (KPU) 2014.

From the table above, it can be concluded that the need for political marketing activities conducted by political parties in winning his party. Here are the voters data of the 2014 presidential election.

**Table 2. Result Presidential Election 2014**

Province	amount TPS	Male	Female	Total
1. Aceh	9.508	1.642.352	1.688.367	<b>3.330.719</b>
2. Bali	5.939	1.460.080	1.482.202	<b>2.942.282</b>
3. Banten	17.693	4.057.530	3.928.069	<b>7.985.599</b>
4. Bengkulu	4.22	702.759	676.308	<b>1.379.067</b>
5. DI. yogyakarta	8.354	1.333.925	1.418.350	<b>2.752.275</b>
6. Dki jakarta	12.408	3.581.723	3.488.752	<b>7.070.475</b>
7. Gorontalo	1.932	395.853	398.597	<b>794.45</b>
8. Jambi	7.523	1.262.550	1.218.377	<b>2.480.927</b>
9. West java	75.151	16.630.978	16.414.123	<b>33.045.101</b>
10. Central java	67.85	13.613.861	13.771.352	<b>27.385.213</b>

Source: Election Commission

**Vcdrg"4. 'Cont.**

Province	amount TPS	Male	Female	Total
11. East java	75.977	15.079.594	15.559.388	<b>30.638.982</b>
12. West kalimantan	11.703	1.793.750	1.712.527	<b>3.506.277</b>
13. South kalimantan	8.728	1.418.071	1.402.233	<b>2.820.304</b>
14. Central kalimantan	5.856	956.662	863.293	<b>1.819.955</b>
15. East kalimantan	8.549	1.558.573	1.366.757	<b>2.925.330</b>
16. Bangka belitung islands	2.741	474.647	450.103	<b>924.75</b>
17. Riau island	3.129	680.012	643.615	<b>1.323.627</b>
18. Lampung	15.01	3.065.193	2.911.018	<b>5.976.211</b>
19. Maluku	3.251	601.586	614.71	<b>1.216.296</b>
20. North maluku	2.123	426.742	413.511	<b>840.253</b>
21. West Nusa tenggara	8.552	1.704.909	1.817.770	<b>3.522.679</b>
22. East Nusa tenggara	9.605	1.544.613	1.640.508	<b>3.185.121</b>
23. Papua	9.113	1.733.988	1.488.438	<b>3.222.426</b>
24. West Papua	2.612	380.249	335.111	<b>715.36</b>
25. Riau	12.166	2.165.406	2.042.900	<b>4.208.306</b>
26. West sulawesi	2.767	445.212	442.365	<b>887.577</b>
27. South sulawesi	16.757	3.065.094	3.258.617	<b>6.323.711</b>
28. central sulawesi	5.857	985.608	950.038	<b>1.935.646</b>
29. Southeast sulawesi	4.849	903.178	895.554	<b>1.798.732</b>
30. North sulawesi	4.166	957.779	929.276	<b>1.887.055</b>
31. West sumatera	11.001	1.789.091	1.822.460	<b>3.611.551</b>
32. South sumatera	16.361	2.964.245	2.900.780	<b>5.865.025</b>
33. North sumatera	27.378	4.904.338	4.998.541	<b>9.902.879</b>
<b>TOTAL</b>	<b>478.829</b>	<b>94.280.151</b>	<b>93.944.010</b>	<b>188.224.161</b>

In the implementation of campaign rallies, the Indonesian Child Protection Commission (KPAI) monitored almost all political parties still involving minors in campaign practice dated 16 to 18 March 2014. In KPAI's case to election supervisory bodies, related to child involvement by political parties in the election of 2014, the most frequent occurred in the PKS Party which amounted to 14 violations, followed by PDI-P Party with the number of 10 violations and the position was not followed by the Democratic Party, Hanura, PKPI, with a total of 8 violations, Nasdem Party amounted to 7 violations, Gerindra Party, PPP Party, Democratic Party amounted to 6

violations, PKB Party, PAN Party amounted to 5 violations and the UN Party amounted to 4 Violations.

## II. SCOPE OF QUESTION

Based on the phenomenon, it can be explained the political marketing activities that involve the promotion mix as a medium of introducing what the politicians want to be informed, such as promotion mix consisting of five main tools: Advertising, Sales Promotion, Public Relation and Publicity (public relations), personal selling, and direct marketing [4] defines as: "... The application of marketing principles and procedure in political campaigns by various individuals and organizations. The procedures involved include the analysis, development, execution, angle of strategic campaigns by candidates, political parties, governments, lobbyists and interest groups that seek to drive public opinion, advance their own ideologies, win election, and pass legislation referenda in response to the need and wants of selected people/groups in a society.

According to [5] Marketing is the art and science of choosing target markets and acquiring, maintaining, and affixing customers by creating, delivering and communicating superior customer value. How the implementation of promotion mix in the 2014 election?

## III. METHOD

This research is descriptive research with quantitative approach by using likert scale. The data used are primary data and secondary data. Data collection conducted in this research is by questionnaire, interview. The population in this study are voters who come from the Riau region as many as 4,208,306 people. Sampling is done by accidental sampling method with the number of samples of 100 respondents. Data analysis techniques used in this study is to make tabulation of data by searching the frequency distribution table of respondents' answers with the help of SPSS application version 19.

## IV. DISCUSSION

Advertising is a form of non-personal presentation and promotion of ideas, goods, and services. The media used are various such as: newspapers, magazines, radios, brochures, billboards, posters, stickers, banners, and televisions, Advertising is a type of marketing communication, which has a score of 690 in good categories. Given the increasingly intense competition in obtaining votes, it is necessary to have a proper planning of the advertising activities so that the target volume of voters is achieved according to the goals set previously.

Personal selling is often the best way to do it, while face to face with prospects, sales people can get more

attention than an advertisement or a display. They can adjust what they say to the prospect's needs, questions, and feedback. Personal selling has a total score of 690. Private sales have the nature of a direct and interactive relationship between salespeople and consumers that require the prospective voters to hear and respond directly so that this face-to-face sales have advantages such as more flexible operations because salespeople can directly observe the candidate's reaction and adjust his approach. This activity is very influential for the party.

Publicity declared to build good relationships with the public concerned to gain support, build a good party image and handle or get rid of gossip, stories and events that could harm parties and individuals within the party. Publicity based on the results obtained in the good category it also shows that publicity action is necessary to make the party image better. Publicity is a management function that establishes and maintains mutually beneficial relationship between an organization and the publics on which its success or failure depends.

This sales promotion is done by providing short-term incentives to attract interest to prospective voters in sales promotion activities such as informing special service advertisements such as political parties Informing advertising of special services (such as free education, cheap house, etc.), political parties Building brand image and brand relationship to the public by displaying exhibitions or performances by displaying the artist, Sales promotion entered into the good category. Based on the responses of respondents regarding sales promotion activities conducted by the party. This effort is done to stimulate voters' interest in the facilities and campaigners offered. according to [6] sales promotion is marketing activities in addition to personal selling, advertising, and publicity that encourage consumer purchases and the effectiveness of retailers. Sales promotion activities include demonstrations, demonstrations, exhibitions and so on.

## V. CLOSING

### a. Conclusion

The implementation of promotions conducted by participants of the 2004 election covering advertising activities, personal selling, publicity and sales promotion, stated that the promotional activities are in good category. Promotion activities that have been done enough to attract voters to know and take decisions in choosing which party and who the leader is entitled to lead the future. By maximizing promotional activities will certainly affect the achievement of the goals of political participants, Based on the results of research, the type of promotion is the most influential sales promotion.

### b. Recommendation

Based on the conclusions obtained, the author tries to propose some suggestions that can be used as input material, With more marketing activities to expand the scope of

promotion as with some print media, and also use electronic media such as television, because through consumer electronics media can see the marketing is packaged in moving pictures (visual) and audio (voice), and the installation of banners on places public and strategic places.

#### REFERENCES

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