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## POLITICAL MARKETING PERFORMANCE USING SOCIAL MEDIA ON COMMUNITY DECISIONS TO CHOOSE THE PROSPECTIVE LOCAL ELECTION IN BANDAR LAMPUNG

Lukman Hakim<sup>1</sup>, Jaka Darmawan<sup>2</sup>, Deli Saputra<sup>3</sup>, Ahmad Soim<sup>4</sup>

<sup>1,2,3,4</sup> Institut Informatika dan Bisnis Darmajaya

<sup>1</sup>lukman.hakim110@yahoo.com, <sup>2</sup>24jakadarmawan@gmail.com, <sup>3</sup>delisaputradj@gmail.com

<sup>4</sup>ahmadsoimallatief10@gmail.com

### Abstract

At the conceptual level, it is stated that political marketing is not only a complicated process, but it is also a result of a global effort and has implications for all factors of political communication by politicians. Political marketing is also a general method as well as one of the ways of communicating in the political arena. Political marketing is a continuation of the elaboration of a policy of political communication that can include a more global strategy of designing, rationalizing, and channeling modern political communication.

The purpose of this study was to determine the marketing performance which affected the community's decision to choose the prospective local election in Bandar Lampung 2020. This research was a descriptive study with a qualitative approach. The sampling method of this study was a probability sampling design with a simple random sampling technique. The results of this study obtained the Bandar Lampung City Election was held in September 2020 with four candidates who are likely to win the election. However, the most likely to win the elections was Eva Dwiana, followed by Ricko Menoza, Yusuf Kohar, and Firmansyah. However, if the election is followed by three or two candidates, Eva Dwiana who had the most opportunity for more than 40%.

**Keywords:** Election, Local Election, Social Media, Political Marketing

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## 1. INTRODUCTION

The digital world becomes a means of communication that is not limited by distance and time, where this is an opportunity to carry out marketing communication with the aim of providing information. This marketing communication provides hope to increase brand recognition and awareness so that it is easy for consumers to know. The important role of political marketing in the context of democratization is actualized by marketing strategies that are the right way to achieve victory in elections (Firmanzah, 2008). Definitely, marketing methods and concepts require adaptation to political situations and conditions.

Based on a survey, Internet Penetration of Internet User Behavior in Indonesia released by the Indonesian Internet Service Management Association in June 2019, North Sumatra is the province with the most internet users on Sumatra Island for reaching 6.3%. The next biggest internet usage is Lampung for 3%, West Sumatra is 2.6%, Riau Islands is 2%, and Aceh is 1.5%. Then, Riau is 1.3%, Bangka Belitung and South Sumatra were 0.9%, and Bengkulu and Jambi were 0.6%.

With rapid technology development, the digital world and the internet certainly impact the world of marketing. Marketing trends in the world shifts from being conventional (offline) to digital (online). Every prospective Local Election participant certainly needs a marketing concept that is considered capable of increasing the popularity and personal electability in society. Various programs in the candidates' vision and mission will be delivered through information channels which are considered capable of increasing their popularity and electability.

Prospective local election candidates have emerged as candidates for Mayor and Deputy Mayor of Bandar Lampung. One of those is Eva Dwiana Herman H.N. She is the wife of the current Mayor of Bandar Lampung, Herman H.N. Whereas the other Mayor's nominees who were predicted will be carried by political parties, namely, Rycko Menoza who was a former Regent of Lampung Sela-tan 2010-2015. Meanwhile, Bandar Lampung Deputy Mayor Yusuf Kohar is also certain to advance in political events in Bandar Lampung City 2020. Another name widely in the local mass media and will run for Bandar Lampung Mayor is the Rector of the Institute of Informatics and Business (IIB) Darmajaya Firmansyah Y. Alfian (Lampungpro.com, 2019). Based on the background above, researchers were interested in researching about political marketing and political marketing communication strategies. It explained about political marketing performance

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using social media on community decisions to choose the prospective local election in Bandar Lampung

## 2. LITERATURE REVIEW

### **Political Marketing**

According to Nursal (2004), political marketing is carried out with a strategic step to convey the content of political ideas and ideas so that people are not politically informed. The people will be more mature in considering, deciding and dropping their choices on polling day. One strategy of political marketing is carried out with political positioning, which is all activities to establish an impression in the minds of consumers so that they can distinguish the products and services produced by the organization. The pattern of relationships and interactions between strategies with candidates, political parties and the public as voters is an inseparable construction. This includes the discussion of the marketing mix in the context of political marathon according to Brown (1995).

- a) Product. Products related to party image, candidate image and manifest. Party platforms and candidate figures become items that are sold to attract people to the public interest and buy them. The political parties sell their products are not real or intangible products, are very related to the value system, therein is attached to the promise and hope of the future, there is an attractive vision, the promised satisfaction is not immediately achieved, but the results can be watched in the long run long.
- b) Promotion. Regarding promotion, it is not uncommon for a political party or candidate to be trapped only in the days leading up to the campaign. The promotion will be effective if carried out consistently.
- c) Price. There are three core components in addition to the other components in price. Starting from the economic, psychological, and national prices.
- d) Place. The placement is closely related to the way of present or distribution of a political institution and its ability to communicate with voters or prospective voters.

### **Social Media in Political Communication Review**

Andi (2017), explaining other political communication theories that are widely used to analyze mass communication in audiences is the communication theory from Harold Lasswell. "Who, Says What, In Which Channel, To Whom, With What Effect (Who Says What Through What Channels To Who With What

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Effects).”

Some arguments and explanations. They are namely;

a) Agenda Setting

In this model, it is clear how the role of the media in managing any information that is spread in the community. This is in line with what was stated by Rogers and Dearing (1988) that the media agenda will always influence public opinion, which in turn may contain consequences for issues that become politically smelling and therefore are then translated into important policy consequences.

b) Priming

Agenda setting is important because it deals with priming. Priming is a phenomenon where issues that are considered important by people will be a criterion for evaluating politicians.

c) Framing

Agenda setting and priming relate to what issues are on people's minds. The framing effect occurs when during the explanation of an issue or event, the emphasis of the discussion is on relevant considerations that can cause individuals to focus on those considerations when constructing their considerations (Druckman, 2001).

## **Electability Concept**

The behaviour of voters is present when someone participates in the election and makes a choice to one of the election candidates. There are various motivational factors for someone in choosing, whether through rational considerations based on the similarity of religion, ethnicity or economic considerations.

That is the background of someone in making choices. Electability is the level of candidate's electability in elections. The thing that underlies electability in the community is the existence of community support that requires someone to lead. Capacity and integrity are prerequisites for leadership. In the election of regional heads, candidates must have three main capital in order to increase their electability in the eyes of the community, namely political capital, social capital, and economic capital.

## **3. RESEARCH METHOD**

The type of research to be carried out was able to be seen from the predetermined problem formulation. Based on this view, in this study was

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qualitative research. This research is a descriptive study with a qualitative approach. According to Sugiyono (2013), qualitative research is a research procedure that produces descriptive data in the form of written or oral words from people and the observed behaviour of the phenomenon that occurs. This research was conducted on November 1st, 2019 November 20th, 2019. The location taken in this study was determined intentionally (purposive), which was carried out in 20 Sub-districts and 126 Sub-Districts in Bandar Lampung City, Lampung Province, which held regional head elections in 2020. Based on the number of voters in the Bandar Lampung Election in 2020, there were 634,872 voters consisting of 319,100 male voters and 315,772 female voters, so that a sample of 400 people use Slovin formula by using 5% of margin error.

Sampling or data sources in this study were carried out the sample size was determined by a snowball, triangulation techniques (com-bined), qualitative data analysis and the results of the study emphasized the meaning of generalization. The results of this study only describe or construct in-depth interviews with research subjects so that they were able to provide a clear picture of how much influence marketing politics through social media has on the level of electability of the prospective mayor of Bandar Lampung 2020. Furthermore, The Theoretical Framework of this study was able to be seen in figure 1 as detail.

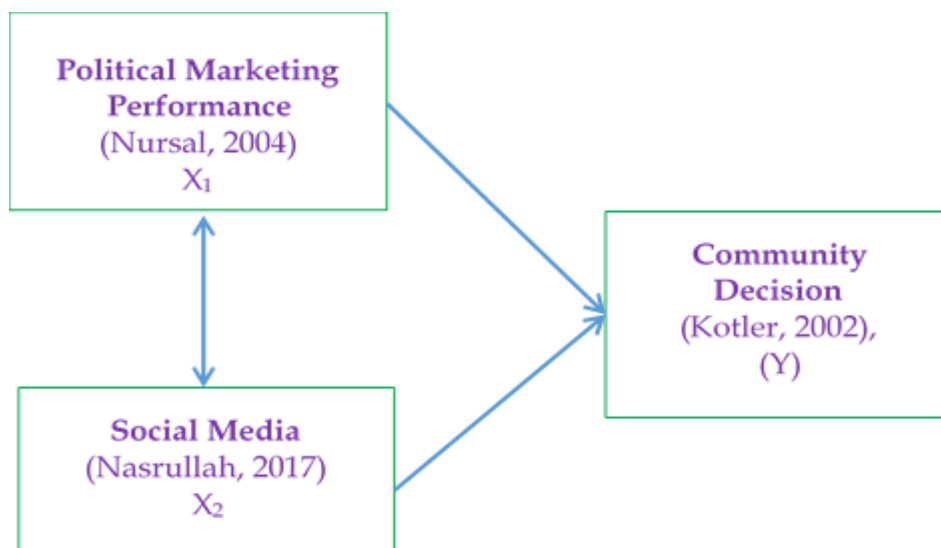


Figure 1. Theoretical Framework

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Based on figure 1, the hypothesis in this study was explained as follows;

H<sub>1</sub>: Marketing performance influences the decision of the community to choose prospective candidates for Bandar Lampung Mayor in 2020.

H<sub>2</sub>: The use of social media has an influence on the community's decision to choose the prospective mayor of Bandar Lampung Mayor in 2020.

H<sub>3</sub>: There is a correlation between political marketing and the use of social media which influences the decision of the community to choose the prospective mayor of Bandar Lampung 2020.

## 4. FINDINGS AND DISCUSSION

Based on research data collected, the distribution of respondents, there were 31 people (31.00%) male respondents compared to female subjects as many as 29 people (29%). Then, there were about 40% of millennial respondents (men and women around the age of 17-25 years). The results were obtained, from 100 voters 68,80% had social media and 36,90% of respondents also knew information about the elections and prospective candidates who must advance by 36.90%. Thus, political marketing through digital or social media was important in Revolution Era 4.0 to accompany conventional marketing. Whatsapp social media was the most widely used by the voters, namely 89.53% of the total respondents, followed by Facebook at 54.65% and Instagram users at 29.80%. In addition, respondents received information about candidates for mayor from social media (WA, IG, FB, etc.). While those who received online media information amounted to 32.30% of the total number of respondents.

Political marketing through social media was able to be more influential if compared to political marketing through conventional marketing in the upcoming election of the Mayor of Bandar Lampung in 2020. Where the more active the candidates and the campaign team using social media as media for political marketing was able to further increase the electability of the community. Where based on the results obtained indicate, if the Bandar Lampung City Election was held in September 2020, there were four candidates who had the opportunity to win the election.

Moreover, the most likely to win the regional head election was Eva Dwiana, followed by Ricko Menoza, Yusuf Kohar, and Firmansyah. However, the election was followed by three or two candidates, Eva Dwiana who had the most chance to win with a vote of more than 40%. Political marketing through social media had a significant influence on the degree of community excitement towards candidates

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for the Bandar Lampung Mayor who participated in the upcoming September 2020 political contestation.

However, political adherence with conventional advice, such as installing props, meeting with constituents also was able to be underestimated. Considering, direct meetings with the voting community and ads public installation or publication through online mass media and newspapers also had a great influence on the candidate's closeness with the public. Moreover, three types of social media were able to be done using digital marketing methods. They were Whatsapp, Instagram, and Facebook. Cangara (2013), said that advertising is a way of promotion that is often used in commercial marketing. Advertising was able to be done through the media, including Electronic media (television, radio, film, cinema, and internet).

## 5. CONCLUSION

Based on the results obtained indicate that the Bandar Lampung City Election was held in September 2020 with four candidates who are likely to win the election. However, the most likely to win the elections were Eva Dwiana, followed by Ricko Menoza, Yusuf Kohar, and Firmansyah. However, if the election is followed by three or two candidates, Eva Dwiana who had the most opportunity to win with a vote of more than 40%. In addition, regional head candidates and the success team must utilize the internet media through social networks FB and Website to share pictures or photos of workshops and events that they had done to other social networking users.

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