

# POLITICAL MARKETING MIX IN INDONESIA PARTIES

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## ABSTRACT

The reform era has changed the paradigm of Indonesian politics. Multiparty system has demanded a political party to be able to compete for their constituents. Article aimed to convey a political marketing concept that can help political parties in planning a strategy to win the election. Research method used descriptive method analysis. The results suggest that the approach of the marketing mix that includes the product, price, place, and promotion are approaches that are very helpful in presenting a plan to win the marketing strategy of political parties in elections.

**Keywords:** political marketing, marketing mix, Indonesia parties

## INTRODUCTION

Political reform in Indonesia has changed the political background in Indonesia. The Orde Baru era structure of the market is always dominated by Golkar for 32 years, while the two other parties, the United Development Party and the Indonesian Democratic Party, as an opposition party, only has a very weak power. In the reform era in 1999, President B.J. Habibie together with Parlement at the time Law No.2 of 1999 on Political Parties was issued, have opened up a great opportunity for the emergence of new political parties (new entry) to enliven the Indonesian politics.

The Elections in 2004 and 2009 were conducted at Post-Reformation. The elections in 2004 elected the deputies to the legislature which were attended by 24 political parties, while the elections in 2009 were followed by 38 political parties. In addition to choosing the representatives, since the elections in 2004, the president/vice president election is directly elected by the society. That is the history of the first direct presidential election in Indonesia. The impact of the multiparty system that is occurred in the reform era has been the start of the competitive struggle for the sound system democratically by the political parties contesting the elections.

As expressed by Alie (2012), major changes occurred in the post-Orde Baru organizing elections,

in which the 2004 elections unexpectedly turned out to be the Golkar Party, which still has an image as a product of the New Order continues to be the winner by a vote of 21,58 percent. While the PDI-P wins 18,53 percent; PKB 10,57 percent; PPP 08,15 percent; Demokrat 7,45 percent; PKS 7,34 percent, and PAN 6,44 percent. The position is changed in the 2009 elections, the Demokrat takes over the position of Golkar by becoming the winner of the election with 20,85 percent of votes; Golkar 14,45 percent; PDI-P 14,03 percent; PKS 7,88 percent; PAN 6,01 percent; PPP was 5,32 percent; PKB 4,94 percent; Gerindra 4,46 percent; Hanura 3,77 percent, and the remaining 25 other party do not qualify the Parliamentary Threshold.

Table 1 Vote Result on Elections in 2004 and 2009

No.	Parties	2004 (%)	2009 (%)
1	Golkar	21,58	14,45
2	PDIP	18,53	14,04
3	PKB	10,57	04,94
4	PPP	08,15	05,32
5	Demokrat	07,45	20,85
6	PKS	07,34	07,88
7	PAN	06,44	06,01
8	Gerindra	-	04,46
9	Hanura	-	03,77

Source: Komisi Pemilihan Umum (Alie, 2012)

As presented in Table 1, the elections in 2004 is elections dominated by the three major parties of Orde Baru products (Golkar, PDIP and PPP). Although in the past (in 1998) there has been a political turbulence that undermine the rule of the Orde Baru, however, the Golkar Party as a symbol of power of the Orde Baru still exists and get a choice in the heart of the nation. Similarly, two other parties as the old players still dominate at the top. These results provide an indication that the nation still gives confidence to the incumbents parties continues to dominate politics in Indonesia in 2004. The PKB is a new party as fractions of PPP become the party of choice of the nation and achieve the best position in third.

Differently in the 2009 elections, there is an adequate change where the new party is the Demokrat which emerge as the rising star by occupying the top position with a proportion of 20,85 percent. While in 2004, the party comes in fifth with a proportion of 7,45 percent. Why does this happen? This is done by the Demokrat in pursuing a strategy of political marketing. They can make internal improvements and conduct market research on voting behavior. Marketing science is not only true in the business world, but in fact, it can be applied in the organization of political parties. Demokrat Party is an example among the many players in Indonesian election.

The development of voter behavior in the general election in Indonesia shall be evaluated in winning election strategy for all political parties. Greatness of political parties can quickly be shifted by political party's new players. However, political party's incumbents with high experience will be much better in reforming strategy, as long as they are aware to conduct internal evaluations and fast read market behavior. This is an important role for the political marketing of winning the general election.

The high competition among contesting parties has changed the paradigm of the new practitioners of political parties in planning the party's strategy for victory in the democracy party. This is where it begins, to appear important role for the political marketing strategy in planning political parties. In the post-reform era that also emerges political party marketing consultants who give advice to practitioners of political marketing political parties. However, only the major parties can take advantage of political marketing consultant while new parties or small parties who have limited funds still have to compete with the major parties having strong funding.

In real terms, the current science of marketing is not only attractive to the business world. In the world of Indonesian politics, the science of marketing has become a real example for the marketing of candidates of political parties and political figures. Science as interesting political marketing is discussed during the development of Indonesian politics. It is not much different between business and politics, because what is offered by the company and the political parties are similar. The company offers products and services that can provide benefits to customers, as well as political

parties, offer a concept or idea changes for the better for the nation in the future.

Political parties need to convey those ideas to be accepted and chosen by their constituents. To convey or sell the idea of marketing approach is required to be accepted and chosen by their constituents. Then, the question is how the marketing approach can act efficiently and effectively in affecting constituents in choosing a political party in Indonesia? This study aims to present a concept of political marketing which can be applied to market the winning political party in the era of multi-party competition in Indonesia.

This research conducts a study on the development of political parties in Indonesia through the marketing approach of the party. As with any marketing applied to the business sector, marketing mix party consists of 4Ps, namely Product, Price, Promotion and Place (Firmanzah, 2012). Application of the marketing mix party will be easy to approach in the business field. This study indicates that the role of the marketing mix of political parties has been able to put the political parties for the elections in 2004 and 2009.

Marketing concept has been limited applied in the business has evolved into an alternative concept that can be applied to politics. The essence of marketing in the business is how to market a product and services to demand and purchased by customers, while in the politics, marketing plays a very important role for marketing political parties and candidates and elected leaders to be in great demand by the public.

In business, Kotler and Armstrong (2003) defined marketing as a social and managerial process, in which individuals and groups obtain what they need and want through creating, offering, and the exchange of products of value with any other person or group. While in politics, Kotler (1982) in Saputra, *et al.* (2013) emphasized on the transactions that occurred between voters and candidates for the definition of political marketing.

The use of marketing for political purposes is what gave rise to a new branch of marketing, namely political marketing, otherwise known as Political Marketing. Nevertheless, political marketing emphasized how the selling party or politician into the community, because in politics here, there is no transaction in the business world. Political marketing as submitted by O' class (1996) is an activity analysis, planning, implementation and control of politics and the election campaign was designed to create, build and maintain a mutually beneficial relationship between the party and the voters for the purpose of achieving success target of the perpetrators of political marketing.

Another notion conveyed by Firmanzah (2012), political marketing is a process that begins with a series of information gathering, mapping, and analysis of all the problems, until then the formulation of the solution. While Saputra *et al.*, (2013) reveals that political marketing is not a concept of selling party or candidate, but rather a much broader concept that is an

approach to a political party or a candidate can make the program associated with the actual problems that exist in the community constituents.

Widespread use of the marketing concept into the realm of political science has provided new insight that the practitioners of political parties can explore the science of marketing to be applied to the practice of politics. Astuti (2008) reveals that the marketing concept in the world of politics can be exploited by political parties, legislative candidates, candidates for regional heads, as well as presidential candidate to market its program to pull the voice of the people.

Continuing political marketing concept, if the term in a marketing business is known as the marketing mix, then the case in political marketing also known as Political Marketing Mix. According to Kotler and Armstrong (2008), the marketing mix is a set of marketing tactics that can be controlled including product, price, place, and promotion of the combined company to create a response from the target market. 4Ps Marketing Mix includes product, price, promotion, and place.

Further understanding of each aspect of the 4P according to Kotler and Armstrong (2008) is, the product is everything that can be offered to the market to be considered, owned, used or consumed to satisfy the desires or needs of the market. Price is the amount of money paid for goods and services, or the amount of value that consumers redeem in order to get the benefits of having or using goods and services. Promotion is the company's activities in communicating the benefits of the product and persuading target customers to buy the product. Place is the company's activities in distributing products that are available and easily obtained by targeted customers.

On the basis of the above concept of the marketing mix, marketing mix politics have the adjustment. It is because the definition of the product on political marketing different products sold in political marketing. Application of the marketing mix in political science is to help political candidates, parties and organizations in designing, implementing and evaluating marketing campaigns politics to create trust and confidence of voters, and for the purpose of investigate or seize as much as possible.

Political Marketing Mix can be translated by Firmanzah (2012) is as follows: (1) Product means the party, candidates and party ideas that will be presented by constituents. This product contains the concept, identity, and ideology that contribute to the formation of a political product. (2) Promotion is the efforts of advertising, public relations and promotions for a party which are mixed in such a manner according to the needs of society. In this case the selection of media needs to be considered. (3) Price includes economic, psychological, up to the national image. Economic price includes the cost of the party for the campaign. Psychological price refers to the price of psychological perception, for example, a sense of comfort with ethnic background, religion, education. National image price relates to whether voters feel the candidate can provide

a positive image and became the pride of the State. (4) Place is closely related to present or distribution means a party and his ability to communicate with voters. This means a party or candidate must be able to map the structure and characteristics of the people both geographic and demographic.

On the basis of the study of theories that have been presented, it can be the essence that the application of the science of marketing for the application of political parties is that the concept of marketing can help political practitioners in designing the strategy of winning political party or candidate for political figures through the implementation of marketing mix politics composed of 4Ps namely Product, Price, Promotion, and Place.

## METHODS

This research use descriptive approach analysis. The research is intended to provide a snapshot of an event or a particular issue, which is already available information associated with symptoms or problems that are being investigated, but availability is not yet complete, so as to be able to supplement the information in more detail and provide solutions resolving the issue, this research provides appropriate studies support the theory associated with these problems.

Secondary data obtained through library research method sourced from literature books and journals related to Indonesian politics and political marketing in Indonesia. The method of analysis uses a qualitative analysis approach to the results of research conducted by previous researcher's books of literature and then researchers conducted a qualitative deepening of the analysis in accordance with the level of ability and understanding of researchers in the field of marketing.

## RESULTS AND DISCUSSIONS

Indonesia's political development after the collapse of the Orde Baru power and enter into a new era is the Reform Era which is interesting to be researched. Reform Era is a new round of Indonesian politics after the issuance of government policy as stipulated in Law No.2 of 1999 on Political Parties. The number of political parties has increased the number to 49 political parties in the 1999 election, 24 political parties in the 2004 elections and 38 political parties in the 2009 elections.

The increasing number of political parties in the reform era and there after, the market structure of political parties in Indonesia turned into structures that are more likely to be of perfect competition. This means that political parties freely and should earnestly manage and offer products that look ahead and selected the most feasible. Voters also have many choices and can make choices in accordance with their conscience.

There have been major changes in Post-Orde

Baru in Indonesian politics. The emergence of new parties has an impact on the changing structure of political markets become perfect competition, which began in the last legislative elections in 1999. Concepts and marketing approaches had already begun to be applied. Political marketing approach is already implemented most of the party politics in the face of the perfect competition. This approach is ultimately a strategic choice, considering the political parties are no longer able to control the vote. In this perspective, the political parties will only be competitive if it can demonstrate excellence in lifting the figure persona and work programs that can provide solutions to the problems of the nation.

The approach by political parties since the 1999 election, the 2004 general elections, and 2009 elections is very much different from the elections in the Orde Baru era. In other words, in the Orde Baru era, the political parties have not been using a political marketing approach in offering products to prospective voters. This occurs because the market structure in the Orde Baru era is still oligopolitics and tends to lead to monopoly. Thus, the power will determine the results of the election process.

Application of politics become an important marketing applied to the system of Indonesian politics in the reform era due to changes in the system since the legislative elections has encouraged political parties to make changes (repositioning). The changes are not only in the programs offered but also in how to socialize (party campaign) parties or market products to prospective voters. Political parties resemble such ideologies and promises contained in the party's platform and program of work into a product that is charming and trying to adjust to the aspirations of the voters.

Research conducted by Saputra *et.al* (2013) on the application of the marketing mix politics in elections of regional heads in Malang that the concept of political marketing mix is the unity in the process of marketing the regional head candidate is to be recognized and selected by the voting public. The formation of political figures and programs into a unified complex campaigns that are packaged into the aspects of the marketing mix of product, promotion, distribution, placement location of the voters, and the determination of the value or the price that must be paid the party, as well as the segmentation of voters. Marketing mix approach will be very helpful in presenting the plan campaign strategies local elections efficiently and effectively.

Political Marketing Mix as submitted by Firmanzah (2012) included Product, Price, Promotion and Place. The first aspect is Product means the party, candidates and party ideas that will be presented constituents. This product contains the concept, identity, ideology that contributes to the formation of a political product. Exemplified in the 2004 elections, Golkar political party carrier of the ideology of the Orde Baru is a political party winning the 2004 elections. Although at the time, it was an era of the

post-reform era in which most of the public and political figures reform hated Golkar Party as a Orde Baru political product. Golkar Party's victory due to the high-ranking Golkar (when it was headed by Akbar Tanjung) can position a political product that is a new idea that is different from the New Golkar in the Orde Baru. New Golkar changed its name to the Golkar Party in the reform era. Until now, even the Golkar Party is a great party that has always ranked at the top for the selected community.

The second aspect is the promotion. It is the efforts of advertising, public relations and promotions for a party which are mixed in such a manner according to the needs of society. In this case, the selection of media needs to be considered. Much different during the Orde Baru elections, the elections in the reform era and afterward most of the political parties make use of television in communicating political messages to the public. In 2004, PKB is incentive to use the medium of television, using Abdurrahman Wahid (Gus Dur) with the phrase "don't be afraid to forward in defending the rights", a phrase which was so popular and synonymous with the current PKB.

Similarly, users of media-based information technology and telecommunications, the development of websites and social media networks such as Facebook and Twitter. A political party that does not utilize televised media party will be less interested because its political message did not reach the community. Major parties like Golkar, PDIP, Demokrat, Gerindra, PKS, and Hanura, are always heavily promoted by utilizing various media.

Price or the value received by the community or constituent political parties. As presented by Firmanzah (2012). This aspect includes the price of the economic, psychological price, and the price in the form of national image. The economic price is the price incurred by political parties in the campaign of political ideas. Increasing levels of political competition resulted in increased prices or costs to get investigators from constituents. Psychological price is a psychological perception that can be assessed and perceived by the public as a political party campaigning. The political party that has a high level of violence during the next campaign will have an impact on the psychological burden felt by the community. Lastly, is the price to be incorporated into the national image is a perceived value by the community when the political party leading the country to provide a positive image and became the pride of the State. Also, carrying the victory of PDIP Joko Widodo as the President of the Republic of Indonesia will be the value of the pride that is felt by constituents. But on the other hand it becomes a less positive value or not a pride for the people who did not support him.

Place is closely related to present or distribution, it means the ability of the party to communicate with voters. This means that a party must be able to map the structure and characteristics of the people both geographic and demographic. This aspect will be able to assist in mapping the political parties and election

constituency profile target areas chosen. Greater Jakarta area who has educated the public profile and a good economic level will be less effective if the campaign messages about poverty. But it would be effective if the campaign messages about the economy and education.

In the era of multi-parties, in which the level of competition is very high, the level of public knowledge is better, and in the era of information technology and telecommunications, political parties can no longer run the organization with a more traditional approach that have occurred in the Orde Baru era, where each community is forced to choose one political party. Political parties need to clean up and make changes according to the market demands of political parties. The marketing mix politics in tone approach is the most effective and efficient for the practitioner of political parties in planning marketing strategies and the political parties to achieve victory in the general election.

Far different from the elections in the Orde Baru which was only followed by three political parties in the reform and post-reform era, known as the multi-party era, political marketing approach has been done by most of the political parties. Even the major parties have used the service of the political marketing consultant to devise the strategies for becoming a winning party in the election. Marketing science is no longer confined to the business world, but has grown rapidly in Indonesian politics.

## CONCLUSIONS

Marketing is no longer limited in the field of business but has extended to the political field. The development of the political scene in Indonesia continues to increase has allowed the application for the marketing field force political parties in strategizing, winning the election. Political Marketing becomes so popular in Indonesia because every political party in Indonesia equally expects in the event of an election victory.

Political Marketing Mix Strategy, which

adopts the marketing mix business areas, has become a reference in designing marketing programs of political parties. The fourth aspect of the political marketing mix is Product, means the party, candidates and party ideas that will be presented by constituents. Promotion is the efforts of advertising, public relations and promotions for a party which are mixed in such a manner according to the needs of society. Price includes many things, economic, psychological, up to the national image. Last, place is closely related to present, or distribution means a party and his ability to communicate with voters.

The political marketing mix will be used as an approach to plan the marketing strategies of political parties to achieve victory in the elections. Political parties can draw on ideas, ideology, and other identities that later specify the cost of campaigns, communicate with their constituents and define areas which became the target of his election to set a price or value that can be realized in the victory of future election. Political Marketing Mix is the most efficient approach for the planning, and effective marketing strategies of political parties.

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