

# Political Marketing of Legislative Members at the Regional Level (DPRD) of Nunukan Regency in North Kalimantan Province in 2019

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**Abstract:** *For the first time in the history of the nation, Indonesia will hold a General Elections simultaneously in 2019. Unlike the previous elections, in 2019 the people of Indonesia will elect the President and Vice-President as well as their legislators, at the same time. Various strategies were also carried out by political parties and by legislative candidates to win the election. Likewise, incumbent legislative candidates do not automatically gain sympathy and support from the voting community because they have been elected in the previous election period, but incumbent candidates must also have an accurate strategy to win the election so that they can be re-elected legislators. This is what causes the political marketing factor to be an important factor in winning the election, both the legislative and presidential elections. This political marketing strategy includes segmentating, targeting, positioning and political product mixing. This study uses a type of qualitative research with analytical descriptive methods. The results showed that political marketing (both political strategy and political product mix) played an important role in winning the incumbent legislative candidates in the upcoming election of members of the Nunukan District Parliament in 2019.*

**Keywords:** Political Communication, Legislative General Election, Indonesia

## 1. Introduction

For the first time in the history of the nation, Indonesia will hold a General Election (Election) simultaneously in 2019. The election is a five-yearly democratic party held in Indonesia, to elect the President and Vice President, as well as legislative members at the central level (DPR RI) and at the regional level (DPRD), as well as the Regional Representative Council (DPD RI). Unlike the previous elections, in 2019 the people of Indonesia will elect the President and Vice-President as well as their legislators, at the same time. This five-year event is no doubt a momentum for every political party in Indonesia, to control as many seats as possible in parliament.

The strategy to win the election was built, starting from the vision mission (work program) offered, the nominee of candidates to the issues that were packaged neatly both by political parties and by the legislative candidates. Various strategies are carried out by political parties and by legislative candidates to win the election because it is very difficult to master the executive without first mastering the legislation. Likewise legislative elections, the support of political parties as election participants is very important for legislative candidates.

Election is a political arena where leaders fight to win the votes of the people as owners of power. Legislative elections are a prestigious political event for politicians to market the superiority of party image and the image of legislative candidates. The 2019 legislative election is a great battle because it will be held simultaneously along with the election of the President and also the Vice President. In addition, next year's elections are also different from previous legislative elections, where the Constitutional Court (MK) decides that the elected candidates for DPR/DPRD are candidates who get the most votes. The

effect of the Constitutional Court's decision is that every legislative candidate has the same opportunity to be elected as a member of the DPR/DPRD, the legislative candidates must work extra hard to get voters on the Election Day. Competition does not only occur between political parties participating in elections, but competition also occurs between internal party candidates, and legislative candidates must be assisted by a solid and strong success team and volunteers. Based on the results of the Decision of the Constitutional Court above, a climate of competition between candidates was born at all levels of the General Election, whether it is the House of Representatives (DPR), the Regional Representative Council (DPD), or the Presidential Election.

In this competitive condition, a political marketing approach is needed to win the competition. Anyone needs marketing discipline, except where the competition is not allowed to grow<sup>1</sup>. According to Adman Nursal, there are at least five factors that make political marketing able to develop in Indonesia, namely:

- 1) A multiparty system that allows anyone to establish a political party. In the end, this will create inter-party competition as a consequence.
- 2) Voters have been freer to make their choices than previous elections. This is a requirement for the implementation of political marketing.
- 3) Parties are freer to determine the platform and organizational identity.
- 4) Election is an important historical momentum in the nation's journey, so that the parties concerned, especially the political elites will try hard to take part.

<sup>1</sup> Nursal, Adman. (2004). *Political Marketing, Strategi memenag kanpemilu*. (Jakarta: PT. Gramedia Pustaka Utama) page 3.

5) Direct election system for presidential elections, parliamentarians, and members of the Regional Representative Council.

Thus, to win the battle in the electoral arena, political marketing provides the necessary weapons. So many legislative candidates compete in the election arena, both legislative candidates for newcomers and incumbent legislative candidates (legislative candidates who are elected again for the following period in a row 2 or 3 election periods).

### 1.1 Background

In determining whether a candidate is a newcomer or incumbent as a legislative candidate is strongly influenced by the party's approval as a candidate's political vehicle. This is important because the party must select the best cadres to market party programs and candidate figures to voters so that the legislative candidates can gain votes during the legislative elections. Thus the position of political parties is still influential, therefore the strategy of political parties to win the legislative elections including the re-nomination of party cadres who have been sitting in the legislative seats is one of the strategies of political parties because the incumbents are considered to be known by the voting community.

The incumbent legislative candidates do not automatically gain sympathy and support from the voting community because they have been elected in the previous election period, but they must also have the right strategy to win the election so that they can be re-elected. This is what causes the political marketing factor to be an important factor in winning the election, both the legislative and presidential elections. Thus, to win the battle in the electoral arena, political marketing provides the necessary weapons. This political marketing strategy includes segmentating, targeting, positioning and political product mix. The location of this study will be at the regional level (DPRD) of Nunukan District in North Kalimantan Province which consists of 25 members (15 new face members and 10 incumbent members). This result is based on election results in 2014. This study examines the existence of 10 members of the incumbent who were able to successive election period, reviewed from the perspective of political marketing (political strategy and political product mix).

### 1.2 The Problem of the Research

Based on the identification of the problems in the background above, the problem of this research can be formulated as follows:

- 1) How do the incumbent legislative candidates' political marketing strategies including segmentation, targeting and positioning (STP)?
- 2) How is the political product mix in the incumbent legislative political marketing?

### 1.3 The Aim of the Research

The aims of this research can be seen as follows:

- 1) To find out how the incumbent legislative candidates' political marketing strategies including segmentation, targeting and positioning (STP).
- 2) To find out how the political product mix in the political marketing of incumbent legislative candidates.

### 1.4 The Use of the Research

The uses of the research that can be obtained in this study are:

- 1) As a source of scientific reference about the Study of Political Strategies and Political Product Mixes.
- 2) As reference material for the community and students in understanding the characteristics of the Political Strategy and Political Product Mix.

### 1.5 Method of Research

#### 1.5.1 Type of Research

This study uses a type of qualitative research with analytical descriptive methods. Analytical descriptive research method is the type of research that aims to describe or describe the state of the object of research (someone, institution, society and others) at the present time based on facts that appear or as fact finding. The results of the study are emphasized to provide an objective picture of the actual state of the object under investigation<sup>2</sup>. Informant Selection Technique, using a purposive technique, is that the informant is determined intentionally by the researcher with the consideration that the information specified is a reliable data source and has a direct relationship with the problem under study. In determining the informant of the research the researcher uses a homogeneous sampling strategy, which focusing on the similarity of characteristics or characteristics between research subjects and their groups<sup>3</sup>. The informants in this study include: 5 incumbent legislators at the regional level (DPRD) of Nunukan District in North Kalimantan in 2014 - 2019 based on the candidates' electoral area; 10 members of Successive Team of candidates involved formally and informally and 2 political academicians. The number of informants depends on the information needed. If the information is fulfilled, the informant withdrawal is complete.

This study uses primary data collected by in-depth interview techniques to members of the incumbent at the regional level (DPRD) of Nunukan District in North Kalimantan Province and the successive team who knows and masters the mechanism in the implementation of the 2019 legislative elections. While secondary data is collected by documentation techniques, namely data collection methods with conduct studies on books, documents, 2014 election results reports in Nunukan Regency. To analyze the credibility or validity of the data, this study uses triangulation techniques. The triangulation method is the best way to eliminate differences in the construction of reality that exist when collecting data about various events

<sup>2</sup> Nawawi, Handari (2005). *Instrumen Penelitian Bidang Sosial*. (cet.11). (Yogyakarta:GadjahMada University Press) page 31.

<sup>3</sup> Herdiansyah, Haris. (2010). *Metodologi Penelitian Kualitatif*. (Jakarta: Salemba Humanika) page 106-107.

and relationships from various views. Through this technique researchers compare findings with various sources and theories. The type of triangulation used here is the type of data triangulation (triangulation in terms of data collection), namely the use of more than one method of data collection; the method of interview, observation and documentation in examining a single case. Because qualitative research is dynamic, data triangulation is needed<sup>4</sup>. Besides that, it also uses Conformability technique, that is the results of the research can be verified according to the data collected and included in the field report. This is done by discussing the results of research with people who do not participate and are not interested in research with the aim that the results can be more objective<sup>5</sup>. Data analysis uses qualitative descriptive techniques, based on interactive models according to Miller and Huberman with the following steps:

- 1) Examining all available data from the data source thoroughly.
- 2) Data reduction is done by selecting the data needed and grouped into the information that has been compiled.
- 3) Conclusion is made by understanding the datum that has been processed and then taken a conclusion<sup>6</sup>.

From the steps above, data analysis is carried out according to the research objectives.

### 1.5.2 The Result of the Research

The results showed that political marketing (both political strategy and political product mix) played an important role in winning the incumbent legislative candidates in the upcoming election of members at the regional level (DPRD) of Nunukan District in North Kalimantan Province in 2019, as described below:

#### 1) Realization of Political Marketing

Winning strategies made by the incumbent candidate's consisted of three (3) stages: the stage of political market segmentation, the political targeting stage and the candidate's political positioning stage. These three stages of the strategy are intended to enable candidates to come into the characteristics of the voting community and then understand what the aspirations of the people in each voter segment are and realize in the form of a party work program, so that even with limited resources a candidate can maximize votes in his constituency.

Political marketing in terms of the Political Strategy of the incumbent Legislative Candidates in winning the members at the regional level (DPRD) of Nunukan Regency DPRD in 2019 is found, as follows:

- a) Incumbent Legislative Candidates conduct voter care activities in the previous elections as their mass base.
- b) The majority of voters who support the victory of candidates are from different ethnic, religious and occupational voter segments with candidates. However,

there are still a small number of voters voting because of religious and ethnic similarities.

- c) Segmentation, targeting and positioning as well as a political product mix enhance the self-image and image of political parties carried out well before running for legislative membership.
- d) In the first round of the stages of BPP provisions, none of the incumbent legislative candidates won the absolute victory in obtaining one (1) seat at the regional level (DPRD) in Nunukan Regency. All candidates qualify for the Assembly of Regional (DPRD) after going through several stages of the BPP provisions stipulated by General Elections Commission of Nunukan Regency.

#### 2) Realization of Political Product Mixes

Political Product Mix is realized by identifying: policy, person party and presentation. The mix of political products that play an important role for the victory of incumbent legislative candidates in Nunukan Regency in the upcoming 2019 election is in terms of the substance of political products, aspects of candidate figures and aspects of political parties. While in terms of political product presentations, events or political events, the results of the study prove that Nunukan Regency is a bag of Islam but what happens is that there are Christian religious legislative candidates who win in the pocket of Islam, and vice versa, there are Muslim incumbent legislative candidates who win in Christian, Moslem and Bugis, Dayak, Tidung-based voters and Banjar with different ethnicities with candidates. Thus the religious and ethnic majority factors have little effect on the incumbent legislative victory. The incumbent legislative victory in Nunukan Regency at the regional level (DPRD) in terms of the Political Product Mix of incumbent legislative candidates in the 2019 Nunukan District DPRD member elections found that: the incumbent legislative candidate aspects and political party aspects (party approval to re-nominate the best party cadres) play an important role in winning incumbent candidates. It is because candidates are able to build good relations with voters who are targeted as a bag of victory regardless of ethnic and religious elements, candidates quickly respond to the basic needs of voters and are consistent with their political promises. In addition, incumbent legislative candidates also received political approval from the party to run for re-election in the running period. The accumulation of the three elements above can be seen in the results of research that proves that Nunukan Regency is a pocket of Islam but what happens is: there is a Christian incumbent legislative who wins at the bag of Islam, and vice versa. Thus the religious and ethnic majority factors have little effect on the incumbent legislative victory. This shows that the people of Nunukan Regency chose their representatives not only because of the similarity of ethnicity, religion, race, and inter-group relation (SARA) but also because of the aspects of the candidate figures and the aspects of political parties and political events that touched the basic needs of voters.

In addition, candidates are also able to establish good relations with targeted voters as a victory bag regardless of ethnic and religious elements, candidates quickly respond to the basic needs of voters and are consistent with their political promises, and candidates have political approval to run again in the running election period. These are the

<sup>4</sup> Nawawi, Handari.(2005). *Instrumen Penelitian Bidang Sosial*. (cet.11).(Yogyakarta:GadjahMada University Press) page 202.

<sup>5</sup> Burhan, Bungin. (2007). *Penelitian Kualitatif*. (Jakarta: Prenada Media Group) page 110.

<sup>6</sup> Herdiansyah, Haris.(2010). *Metodologi Penelitian Kualitatif*. (Jakarta: Salemba Humanika) page 164.

factors that determine the victory of incumbent legislative candidates in terms of political product mix in the upcoming election of the member of the parliament at the regional level in Nunukan Regency in 2019.

## 2. Discussion

### 2.1 Political Marketing Strategy to Win Elections

Political marketing theory helps marketing activists to succeed candidates or political parties with all their political activities through campaigns of economic development programs or social concerns, themes, issues, ideas, ideologies, and messages aimed at the political program offered can have high appeal and as well as being able to influence every citizen and institution/organization effectively. The incumbent legislative candidates also carry out the stages of political marketing even though in the simplest level, where they try to get rid of their political opponents by doing all their political activities through program campaigns, social concerns, packaging party themes and issues in accordance with local issues and offering pro-small political programs and disseminating political messages through stickers, posters, business cards and billboards as efforts to attract sympathy in order to get as many votes as possible. All of them are packaged in an interesting way with one main goal, namely to seize power as a member of the parliament at the regional level in Nunukan Regency.

### 2.2 Political Segmentation

Political market segmentation is done by identifying the basis of voter segmentation and compiling profiles from the results of voter segmentation. The results of the basic identification of voters are based on the results of the previous election votes to conduct voter care by establishing close relations with constituents and consistent with political promises as well as strengthening kinship relations with family, acquaintances and friends in their constituencies. Voter segmentation is done by identifying voters and compiling voter profiles that support the previous elections and the current elections. Candidates make segmentation of voters based on geographical segments, demographic segments, psychographic segments, behavioral segments, and socio-cultural segments.

The results of the study showed that the voter segment based on psychographic and social culture (cultural approach) played an important role in winning incumbent legislators in Nunukan in the 2019 election. The above conditions showed that it was not completely Nursal's opinion that emphasized religious factors, geographical aspects (regionalism), and the facts or economic status (especially in developed countries) do indeed have a real correlation with voter behavior, because in reality what happens is the majority of voters in Nunukan Regency choose incumbent candidates because these candidates are able to build closeness to the emotional relationship with voters and quickly response to the basic needs of voters and their constituents.

### 2.3 Political Targetting

Candidates cannot reach all the votes of the voters in their constituency, therefore, it is necessary to determine the voter groups as target groups that can support their victory. In general, political targeting carried out by elected incumbent legislative members of the parliament at the regional level (DPRD) in Nunukan Regency in 2019 prefers community groups affiliated with political parties that become political vehicles during the election. This method is considered very effective in obtaining votes in winning the election of the Member of Parliament at the regional level (DPRD) in Nunukan Regency. The real form of affiliation with political parties can be seen from the commitment of political party administrators, the commitment of the witnesses and the bigotry of party sympathizers who support incumbent legislative candidates in voting during the legislative elections.

Incumbent legislative candidates who are in electoral districts (electoral districts) I (one) focus more on voters as their winning targets on the coastal areas. Incumbent legislative candidates in electoral district II (two) generally focus on areas that are densely voting, namely SeiNyamuk, Binalawan, AjiKuning and Bambang villages, while other areas in electoral district II are used as gray areas.

While incumbent legislative candidates in electoral district III (3) focus the voters as the target of victory in the coastal areas of the river and inland areas because the topography of this electoral region consists of river and mountainous regions.

### 2.4 Political Positioning

After the target group is set up, the candidate must position himself as a candidate who has more value than the other candidates so that it can be a special attraction. Political positioning conducted by elected incumbent legislators at the regional level (DPRD) in the 2019-2024 and based on the results of political segmentation and political targeting which are from the results of voter segmentation, the criteria and profiles of voters are made as guidelines for incumbent legislative candidates to set political market targets (voters) who can support the candidate's victory. To support his victory, a candidate must realize a political positioning strategy by mixing political products that highlight his competitive advantage. It can be seen from the candidate's position in the political party, the ability of candidates to solve problems faced by the community, the position of candidates based on their specific attributes and the position of candidates from their competitors.

Political marketing strategies include political segmentation, targeting politics and political positioning and mixing political products, which are considered suitable with the results of research, where candidates conduct political segmentation strategies to map voters in accordance with the character of voters in order to help candidates gain votes for victory. This candidate must be strengthened by mixing political products in the form of policy, person, party and presentation of political products so that voters can truly

understand it as something different and quality in the political image of voters.

### 2.5 Mixing Political Products of the Incumbent Legislative Candidate

Political Product Mix is realized by identifying policy, person, party and presentation. A mix of political products that play an important role in political marketing for the victory of incumbent legislative candidates in Nunukan Regency in the upcoming 2019 elections are aspects of the person/figure of candidate and aspects of political parties (with regard to party approval and party names).

In political marketing in terms of the political mix of the legislative candidates for the election in the members of the parliament at the regional level (DPRD) in 2019, it was found that the supporting factor was the victory of incumbent legislative candidates in the 2019 elections because the candidates were able to establish good relations with the voters who were targeted as bags of victory regardless of ethnicity and religion. The response to the basic needs of voters and candidates is also consistent with their political promises. The results of this study are compatible with the theory of candidate quality as stated by Nursal that: Candidate personality refers to personal traits that are considered important such as the articulate, compassionate, stable, energy, honesty character. So the personal qualities that are meant here are related to integrity, assertiveness, obedience, religious norms and rules, goodness, popularity, consistency in promises and so on.

### 3. Conclusion

Based on the results of the study, the following conclusions can be drawn:

- a) Political marketing political strategy carried out by incumbent Legislative Candidates in defending themselves as the members of parliament at the regional level (DPRD) for 2 or 3 consecutive election periods including winning members of the upcoming election of the parliament member in 2019 in Nunukan Regency are:
  - In terms of voter segmentation, incumbent legislative candidates conduct voter care activities in previous elections as their mass base.
  - Political Targeting, candidates are more focused on the majority of voters who support the victory of candidates are different ethnic, religious and occupational voter segments with candidates. However, there are still a small number of voters voting because of religious and ethnic similarities.
- b) In the first round of the stages of BPP provisions, none of the incumbent legislative candidates won the absolute victory in obtaining one (1) seat in the parliament at the regional level (DPRD) in Nunukan Regency. All candidates qualify for the regional level parliament (DPRD) after going through several stages of the BPP provisions stipulated by the General Election Commission in Nunukan Regency.
- c) In political Marketing, in terms of Political Mixes, incumbent legislative candidates in the election of members of the parliament at the regional level (DPRD) in Nunukan Regency in 2019 can win the 2019 election

due to aspects of candidate figures and aspects of political parties. The most urgent thing is that candidates are able to build good relations with voters who are targeted as a bag of victory regardless of ethnicity and religion. In addition, candidates quickly respond to the basic needs of voters and candidates as well as consistent with their political promises. This situation is strengthened by political parties giving political approval to incumbent legislative candidates to fight again in the 2019 elections.

### 4. Suggestion

Based on the results of the research and conclusions made, the researchers provide the following recommendations:

- a) It is necessary to make a legal regulation that regulates the duration of time a person serves as a member so that the chain of regeneration of political cadres continues.
- b) For the next researchers who are interested in elaborating the same theme of research, the researchers suggest them to examine the comparison of the incumbent legislative votes in the previous election period with the election period that will be examined/underway.
- c) Further researchers who are interested in the same problem, the research should be conducted with a short duration of time with the election conditions to be studied.

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