



## Research Article

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Received: 11 March 2021 / Accepted: 19 June 2021 / Published: 5 September 2021

# Political Marketing in the 2019 Local Election: A Case of the Indonesia Solidarity Party in the Legislative Election in Jakarta

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DOI: <https://doi.org/10.36941/ajis-2021-0119>

## Abstract

*The 2019 Simultaneous General Election was the first election joined by the Indonesia Solidarity Party (Partai Solidaritas Indonesia or popular as PSI) to compete. In the domain of the Regional House of Representatives, the party won the most seats in the Province of the Special Capital Region of Jakarta compared to other provinces that were won by the PSI. This study aims to determine the efforts and strategies used by the Indonesia Solidarity Party, especially in the Province of Jakarta, as well as the image that was generated during the 2019 Simultaneous General Election to the public so that they could win the most seats of the Regional House of Representatives from all other provinces. This study focuses on the realm of political communication and uses the 4Ps political marketing theory (product, promotion, price, place) which was adapted from the marketing theory by Firmanzah. This study also uses a qualitative approach with case study method. The results of the research found that Jakarta Indonesia Solidarity Party focused more on candidates' campaigns rather than promoting the party as an institution. The use of digital media as a means of promotion during the campaign period was also carried out by the Indonesia Solidarity Party, but conventional methods such as the usage of banners, blusukan (face to face visit) activities, and the distribution of merchandise to the public were also carried out in the context of political marketing by Jakarta Indonesia Solidarity Party.*

**Keywords:** Political Marketing, General Election, Political Image

## 1. Introduction

Indonesia, as a country that adheres to the democratic governmental system, has made general elections the main agenda for the running of democracy that has the understanding of "of the people, for the people, and by the people". Through general elections, the people can participate in the running of the government and politics in the country. General elections in Indonesia are held to elect the people's representatives that will enter the parliament to speak for the people for the sake of the realization of the country's objectives to create prosperity for the citizen. General elections also become the realization of and the benchmark for the running of the democracy. General elections are a system for electing the leader of the people themselves in the form of open elections held in the

atmosphere of openness with the freedom of speech and assembly that will reflect the participation and aspirations of the society in conducting the understanding adhered by the system of democracy itself. Over time, general elections have much developed, and more parties have participated in the elections.

The Indonesia Solidarity Party is one of the parties that participated for the first time in the 2019 Simultaneous General Election. The Indonesia Solidarity Party Partai Solidaritas Indonesia that is more frequently abbreviated the PSI is a party founded after the 2014 General Election and now it is led by a former news presenter, Grace Natalie. The Indonesia Solidarity Party has been present in the political world in Indonesia, carrying a new character as a party that targets young people as the participants. The Indonesia Solidarity Party has a vision of being able to include aspirations of the young generations into the politics in Indonesia because the party considers the political world in Indonesia needs something new in the effort to enhance the prosperity of the people of Indonesia.

The official website of the Indonesia Solidarity Party has elaborated that the young generations and women are the main target for being the participants in the party. It is in line with the efforts that the PSI has made to build an image as a 'contemporary' party. It is noticeable that the majority of legislative candidates brought by the PSI came from the Millennial generation (under the age of 45 years), though some of them were above the age of 45 years. Just in the electoral district of Jakarta, the majority of eight elected legislative members in the 2019 legislative election came from the generations under 45 years of age. The names of legislative members from the faction of the Indonesia Solidarity Party elected in Jakarta are Viani Limardi, Justin Adrian, Anthony Winza Prabowo, Anggara Wicitra Sastroamidjojo, William Aditya Sarana, August Hamonangan, and Eneng Melianasari (<https://megapolitan.kompas.com/read/2019/08/12/19474341/ini-daftar-106-anggota-dprd-dki-jakarta-periode-2019-2024-yang-ditetapkan?page=all>).

The parliamentary threshold in the 2019 General Election required that parties obtained the minimum vote of 4% of the total number of national votes as stipulated in Law Number 7 the Year 2017. Based on the counting of votes at the national level, the Indonesia Solidarity Party was declared failed to obtain seats in the House of Representatives. Based on the real count data from the General Election Commission (KPU), the Indonesia Solidarity Party obtained only 1.89% of the total number of national votes (<https://pemilu2019.kpu.go.id/#/dpri/hitung-suara/>). However, if we observe the Indonesia Solidarity Party at the level of the Regional House of Representatives (DPRD), the party managed to be elected to hold seats in the Regional House of Representatives in some regions in Indonesia, such as Jakarta, Surabaya, Malang, Semarang, Kupang, Manado, and Bandung (<https://nasional.kompas.com/read/2019/04/25/11185781/psi-klaim-dapat-kursi-dprd-dki-surabaya-semarang-hingga-bandung>). Based on the real count data presented by the General Election Commission, in the 2019 Legislative Election, especially in Jakarta, the Indonesia Solidarity Party obtained 6.72% of the total votes in the Province of Jakarta (<https://pemilu2019.kpu.go.id/#/dprdprov/hitung-suara/>).

The number of 6,72% of votes obtained in Jakarta is the highest among all provinces in Indonesia that have elected the Indonesia Solidarity Party at the level of the Regional House of Representatives. It constitutes a background for the researchers' inquisitiveness about political marketing strategies employed by the Indonesia Solidarity Party so that they obtained the highest number in the election of the Regional House of Representatives in the Province of Jakarta.

Compared to the other new parties competing in the 2019 General Election, such as the Indonesian Unity Party (the Perindo Party), the Indonesian Change Movement Party (the Garuda Party), and the Working Party (the Berkarya Party), the Indonesia Solidarity Party can be classified as quite a progressive party because, in its first year in the competition of the general election, the Indonesia Solidarity Party in Jakarta has won the people's votes to pass the target of the parliamentary threshold. Votes obtained by some old parties were far below the votes won by the Indonesia Solidarity Party. Citing liputan6.com, the Indonesia Solidarity Party is the political party with the fourth-most votes in the legislative domain in Jakarta (<https://www.liputan6.com/news/read/4037117/psi-usul-pelantikan-anggota-dprd-dki-di-ruang-paripurna-tak-perlu-sewa-gedung>).

The Indonesia Solidarity Party for the first time participated in the competition of the legislative general election in 2019. Especially in the Province of Jakarta, the Indonesia Solidarity Party obtained the most votes based on the results of the 2019 Legislative General Election compared to the other provinces. The researchers intend to find out the efforts made by the Indonesia Solidarity Party to participate in the competition to gain votes of the voters and also the image of the party the PSI intended to create. Becoming a new party in a competition of the legislative general election is a challenge that the PSI must face. By devising various political marketing strategies, it was hoped that the Indonesia Solidarity Party would be able to attract the people to be its constituents.

## 2. Theoretical Framework

Political marketing is an approach known not long ago in the political world. The change in the dynamics of politics that occurs along with the changing ages becomes the reason for the existence of new concepts (alternatives) in the approach of political science. Political marketing is defined as a set of planned activities, which are strategic but also tactical, with long-and-short-term dimensions, to spread the meaning of politics to the voters (Nursal, 2004). Political marketing is used not only by legislative candidates, but also by political parties because it is not just an approach to sell political parties or candidates to the voters, but it is an approach that offers how political parties or candidates can make a program relating to current issues (Firmanzah, 2007). At least, political marketing may refer to all efforts made by political parties or candidates within a political contestation to choose the competitive position in the middle of the market arena of general elections (Sayuti, 2014). In outline, political marketing covers all aspects of efforts to make someone or a candidate of a political party being marketed elected in a general election (Kavanagh, 1995).

The emergence of the concept of political marketing is a novelty in the field of political communication, in which political marketing is a form of the operational process of political communication as elaborated by Bruce Newman and Richard Perloff, "...the application of marketing principles and procedures in political campaigns by various individuals and organizations. The procedures involved include the analysis, development, execution, and management of strategic campaigns by candidates, political parties, governments, lobbyists, and interest groups that seek to drive public opinion, advance their ideologies, win elections, and pass legislation and referenda in response to the needs and wants of selected people and groups in society (Newman & Perloff, 2004)". The communication established in the process of political marketing is not only aimed at marketing products but also communicating the presence of a tie of symbols and values that connects individuals (Firmanzah, 2007).

The concept of marketing (Firmanzah, 2007) in this case is adapted from the concept of marketing mix proposed by Edmund Jerome McCarthy (1960), known as the 4Ps: product, price, place, and promotions. It explains that in the world of politics, the concept of political marketing explains how a political institution, in this case, political parties, formulates political products, prepares campaign programs and political communication, and also strategies for segmenting constituents to fulfill the public's needs for political products. It is elaborated more in-depth by Firmanzah (2007) in the process of political marketing by using the 4Ps.

1. The products being offered are political parties, candidates, and ideas directed to constituents. The products must contain the parties' identity, ideology, and concepts that are offered as part of the effort to form political products. Also, the products will produce the parties' identity in the forms of the parties' character, their platforms, and also campaign promises.
2. The promotion is offered, in this case, is the effort to promote political products that are adjusted to the public's needs.
3. The price in this case is not the price in a literal meaning, but a picture of what a political party should do to get or achieve the stipulated target in the political market. There are three forms of values, i.e. economic values, psychological values, and national image.

Economic values are all costs spent by political parties in their effort to perform political marketing. Besides that, economic values also become an influence for the voters, in which they will consider candidates or parties that later may affect the voters' economies, as said by Niffenegger (1989) that the price of a candidate can be thought of as the total number of costs associated with the candidate's election with economic costs becoming a major voter concern. Meanwhile, psychological values are those of political parties that must make voters feel comfortable by emerging the image of the parties with the background of a religion, an ideology, or an ethnic group. Then, concerning the side of the values of the building of the national image of the parties, a political party can give a positive image to the public. Psychological values and the national image are closely related to the trust and beliefs of a political party or a political figure.

4. The place relates to the target segmentation of constituents of a political party, and its ability to communicate with the voters. A party must be able to determine the structure and characteristics of society both demographically and geographically.

Political marketing is a concept that takes part in the process of democratization. Political parties use the concept of marketing as part of the effort to gain as many as possible constituents. Political marketing later will be applied in the whole organizational process proceeding in a political party, not only in campaigns, but also to the stage where political products are formulated through the building of symbols, platforms, images, and programs that will be offered afterward. It concludes that political marketing is not only used in the strategy for winning in the arena of general elections, but it also constitutes a concept that will be applied in a more substantial scope, such as the building of the party's image before the public.

### 3. Methods

In analyzing the phenomenon of political marketing of the Indonesia Solidarity Party, the writers chose to apply the case study approach as a strategy of the qualitative research being used (Stake, 1995 in Creswell, 2014). By using the case study, it was hoped that the researchers were able to carefully examine a program, an event, an activity, a process, or a group of individuals, which in this case related to the phenomenon of political marketing of a political party in general elections, in particular the case of campaign political marketing deployed by the Indonesia Solidarity Party in Jakarta. This case is represented the best practice of how the political party successfully gained support from young voters and win legislative seats in Jakarta's parliament.

The authors use a purposive technique to determine key persons. The criteria used to determine informants are following data needs, namely informants who know about: (1) the forms of work programs and Indonesian Solidarity Party candidate figures; (2) efforts to promote work programs or figures of political candidates to constituents; (3) special budgets which are issued in campaign activities as well as things that are done to maintain the trust and confidence of constituents in the values related to the national image of the political party; (4) the target location and community segmentation in carrying out work programs or other party activities; as well as (5) the political image created from the political marketing activities carried out by the Indonesian Solidarity Party, especially in Jakarta.

This study conducted in-depth interviews with 9 informants, consisting of political party officials, elected legislators from the Indonesian Solidarity Party, and sympathizers who voted for the party.

The data is then processed by looking for themes from the interview results. The theme is then analyzed by interpreting the results and the conceptual framework used. The results of the analysis are processed into research findings.

#### 4. Results and Discussion

The concept of political marketing played an important role in developing a marketing strategy for political products in the arena of the general election. Gaining 6.72% of votes, the Indonesia Solidarity Party in Jakarta occupied first place with the most voters among the votes of the PSI in Indonesia (<https://pemiluz2019.kpu.go.id/#/dprdprov/hitung-suara/>). Besides that, in the legislative domain, Jakarta was the only province won by the Indonesia Solidarity Party with legislative members of 8 people (<http://dprd-dkijakartaprov.go.id/fraksi/partai-solidaritas-indonesia/>). As for the other provinces, the Indonesia Solidarity Party could only occupy one seat of the Regional House of Representatives in each province. This highest number of votes was also affected by the political marketing conducted by the Indonesia Solidarity Party of Jakarta. By gaining this number of votes, the Jakarta Provincial Executive Board (DPW) of the Indonesia Solidarity Party might have effectively conducted political marketing.

#### 5. Targeted Constituents of the Indonesia Solidarity Party

As viewed from the concept of segmentation adopted by Firmanzah, the establishment of the Indonesia Solidarity Party and the high number of supporters from the region of Jakarta can be examined through the analysis of the concept of psychography. Psychography here is an analysis of segmentation based on habits, lifestyles, and behaviors that may relate to political issues. In this case, the people of Jakarta are categorized as the urban one that has some criteria, such as more flexible and open-minded. Therefore, the Indonesia Solidarity Party, which has a more contemporary vision, missions, and concept of the party, will be easier to be accepted among the urban people. Besides that, the targeted segmentation can also be analyzed through the concept of behaviors proven by the similarities of principles among the people that unite them to establish a party that has new vision and missions as a means of political participation for the people who have no political backgrounds.

The Indonesia Solidarity Party is inseparable from the supporters of Basuki Tjahaja Purnama and they have had a database of regions that had the most supporters of Basuki Tjahaja Purnama. In an interview conducted by the researchers with the Chairman of Jakarta Provincial Executive Board, Michael Sianipar, he assumed that the groups supporting Basuki Tjahaja Purnama would tend to be open to the Indonesia Solidarity Party. Based on the data owned by the Indonesia Solidarity Party, the regions with the most voters of Basuki Tjahaja Purnama were North Jakarta and West Jakarta.

This became the base for geographical targeting by the Indonesia Solidarity Party to gain supports in the 2019 General Election. The Indonesia Solidarity Party itself is activated by young people and the people who have an open and contemporary way of thinking, in which the people who have the characteristics are the urban society. The people of this urban society generally come from the upper-middle class. Demographically, Jakarta Indonesian Solidarity targets its constituents to the society considering previous track records that in fact, the party was supported by the society that was affiliated with Joko Widodo, particularly Basuki Tjahaja Purnama. The supporting society generally comes from the upper-middle class. However, it does not mean that the Indonesia Solidarity Party does not also make attempts to gain constituents from the lower middle class. Some efforts have been made by the party to make vote equalization. However, when the Chairman of the Jakarta Provincial Executive Board was interviewed, he admitted that it was quite hard to make equalization to rural areas due to limited expenses and logistics. Therefore, they also saw a big opportunity to be voted if the urban society becomes the target, particularly in big cities like Jakarta.

#### 6. Political Marketing of the PSI in the 2019 Legislative General Election in Jakarta

Political marketing is a concept of political communication commonly found in the arena of political competition like general elections (Kavanagh, 1995; Firmanzah, 2007). Political marketing is used to analyze relations and communication conducted by a political party or a legislative candidate with

the public, concerning whether the meaning of politics they intend to convey has been delivered correctly as expected, and also how the delivery strategy is used to convey the meaning of politics. Political marketing becomes a method for taking an active part in politics, concerning how a party or a legislative candidate gains power. Through the points of the marketing mix, parties and legislative candidates undergo a process of how to get power by gaining constituents as many as possible, how to retain the power, and how to expand the power.

### 6.1 Product

Product in political marketing is things related to the idea of political parties, legislative candidates, and the ideology of the parties. The product is referred to here is the political product of the arena of general elections, which may take the forms of working programs offered to legislative candidates supported by the parties. During the period of the regional legislative general election in Jakarta, the Provincial Executive Board of the Indonesia Solidarity Party focused on the recruitment of legislative candidates. The Indonesia Solidarity Party itself did not much directly perform working programs directed at the public. They spread the view of the party and made efforts to brand the party through legislative candidates. In the recruitment of the legislative candidates of the Indonesia Solidarity Party, the party did not set high standards. It was enough that they met the requirements stipulated by the law. Although the PSI was a new party with the concept of young people, senior members of society were also accepted to nominate themselves as legislative members of the Indonesia Solidarity Party because the concept of the political party for young people referred to the organization, not the politicians. As long as the people had an objective to eradicate corruption and highly respected tolerance, it would be their important value in nominating themselves as legislative members of the Indonesia Solidarity Party. In line with the vision and missions of the Indonesia Solidarity Party, that is, a party that comes with renewal, the registration for legislative candidates was open for various population groups and they did not have to possess a political background. As long as the people who registered their names had a will to eradicate corruption, wished for a more stable political condition, and highly respected values of tolerance, they were allowed to register themselves.

In conclusion, the PSI focused on the development and empowerment of its legislative candidates. This confirms the statement from Firmazah (2007), that the political marketing process is not only aimed at marketing products but also aims to communicate the existence of symbolic attachments and values that connect individuals. The candidates were made into cadres to be able to become figures of legislative members that highly respected the vision and missions of the Indonesia Solidarity Party. As for the party itself, during the campaign period of the regional legislative general election in Jakarta, it did not impose any working programs other than briefings to legislative candidates selected to be supported. The briefings had been held from the end of 2017 until the campaign period of the 2019 General Election. Hence, the strategy of the Indonesia Solidarity Party in the 2019 legislative general election was indeed focused on its legislative candidates only due to the assumption that would-be-elected legislative candidates would be directly involved in community service, especially among the public of Jakarta. It became one of the processes to gain power in the power relations of politics done by the Indonesia Solidarity Party. There was an assumption that directly presenting qualified leader candidates to the public would increase the potential of votes for the Indonesia Solidarity Party in the 2019 General Election.

### 6.2 Promotion

In this all-digital era, certainly, the situation will also facilitate the strategy adopted to promote the political products of a party. The internet and social media have become everyday consumption of the public in the era and they are easily accessed by almost all segments of society (Niffenegger, 1988). Therefore, the virtual world of the internet and social media became one of the options for political parties in promoting their political products during the period of the 2019 General Election.

It also prevailed in the Indonesia Solidarity Party. Social media were used by the PSI to introduce the party and its vision and missions. Besides that, the platform of social media was also used by the Indonesia Solidarity Party to introduce legislative candidates they supported. The Indonesia Solidarity Party also had had a plan to make promotion through advertisements, but in the 2019 General Election, the General Election Commission imposed limitations on the expenses for advertisements.

However, to closely introduce itself to all segments of society the manual promotion strategies were still employed by the Indonesia Solidarity Party. For example, to reach the segments of society that had limited access to the internet or were not familiar with social media, the Indonesia Solidarity Party required its legislative candidates to engage in the activity of '*blusukan*' or to make direct visits to the public and to listen to their complaints. The informants had also suggested that they should make visits to the public three times a week and bring something to distribute to the people. However, this regulation was criticized by legislative candidates that considered this stipulation hard to conduct, hence the regulation was changed by the party to making at least eight field visits in a month with the schedule left to the legislative candidates. Informant admitted that indeed the party suggested that the legislative candidates should engage in the activity of '*blusukan*' during the campaign period. This activity was engaged in by legislative candidates, in which they made field visits almost every day to increase the engagement to the public, as conducted by August Hamongan (Electoral District 8 of South Jakarta) and Eneng Maliyanasari (Electoral District 10 of West Jakarta). The activity of '*blusukan*' is continued to this day when they have been elected to be legislative members.

### 6.3 Price

Price in political marketing is made into a depiction for a political party to determine what should be done to gain or to achieve the target set in the political marketing (Niffenegger, 1988). As elaborated in the previous section, three values constitute a price in political marketing, i.e. economic values, psychological values, and national image.

In an interview with the researchers, the Chairman of Jakarta Provincial Executive Board of Indonesia Solidarity Party admitted that they had a tight budget, not as large as that of other parties. The expense spent by legislative candidates on campaign activities was between 400 million rupiahs to 500 million rupiahs at the most. The legislative candidates supported by Jakarta Indonesia Solidarity Party also had to pay necessities of campaigns at their own expense, although the party also provided supports in the form of logistics of goods they could carry to distribute to the people from the Central Executive Board of the PSI. Based on an interview conducted by the researchers with the Chairman of the Provincial Executive Board of the Indonesia Solidarity Party, he admitted that when the legislative candidates got briefings from the party, the organizer committee had given direction that the legislative candidates should be able to prepare a budget and their campaign team independently, particularly because of the limited budget of the party. However, the party still provided the legislative candidates with advisors that directed them on how to build a campaign team and prepare budgets.

Psychological values and national image are things that must be exposed to retain the public's trust (Niffenegger, 1988). In making the strategies for retaining the trust, the Indonesia Solidarity Party examined the demographical condition for consideration. In an interview conducted by the researchers, the Secretary of the Indonesia Solidarity Party admitted that the use of strategies of WhatsApp blast, e-mail blast, and Facebook ads was the strategy employed by Jakarta PSI to retain the trust of the public from the upper-middle class. Besides that, one of the informants from elected legislative members, also admitted that in this case, she adopted the strategy of spreading brochures to houses of residents, particularly those of the upper-middle class. It was hoped that the use of these strategies could bring about the public's trust in Jakarta Indonesia Solidarity Party, that the party was transparent and active in its activities, and it was a 'contemporary one. However, the adoption of the

strategy through social media was not only targeted to the upper-middle class. The strategy through social media has also employed the segment of society from the lower middle class, but it was accompanied by other activities, such as '*blusukan*' and distribution of name cards. These findings indicate that the Indonesia Solidarity Party has used social media and online communication media in its campaign strategy so that it is better able to attract sympathy from young voters. This also differentiates it from other parties which tend to focus on face-to-face strategies to attract voters (Puspitasari, 2012; Rifai, 2016).

Philip B. Niffenegger (1988) has said in his journal that psychological values and national image are also affected by the party that must provide comfort by bringing or evoking a religious, ideological, or ethnic background. In this case, the Indonesia Solidarity Party has attempted to build the background of the party in the forms of tolerance attitudes and openness to ethnic diversity which are reflected in the vision and missions and also jargons and words frequently carried by the Indonesia Solidarity Party when they speak before the public. The tolerance value is also one of the important values upheld by the Indonesia Solidarity Party as guidelines on the movement of community service. It psychologically has provided comfort for targeted constituents of the Indonesia Solidarity Party, which has been proven in an interview conducted by the researchers with a resource person from the voters' side, in which she believed that the existence of the tolerance value upheld by the party was a baby step that was good for creating order and continuity in the political world in Indonesia.

The use of social media platforms and activities conducted directly in the field for the public may become a price for the value of a national image. Campaign activities, WhatsApp blasts, E-mail blasts conducted by Jakarta Indonesia Solidarity Party can provide a trust value for the public that Jakarta PSI is a 'contemporary', transparent, and open-minded political party. Besides that, activities of *blusukan* and field visits to meet the public directly can give trust that Jakarta Indonesia Solidarity Party is a political party that is close to the people. The trust values become the national image in political marketing. Let us not forget that the ideology and the concept brought by a party give support from the psychological side so that it can retain the public's trust, and providing comfort in the form of solidarity also becomes a form of strategy for achieving power.

#### 6.4 Place

The Indonesia Solidarity Party in determining the center of activities or the target for the placement of its working programs used political mapping taken from the people that had voted for Basuki Tjahaja Purnama in the previous general election. As elaborated in the previous section, the Indonesia Solidarity Party generally had constituents and supporters that came from the group that supported Basuki Tjahaja Purnama. Based on the political mapping made by Jakarta Indonesia Solidarity Party, North Jakarta and West Jakarta constituted two municipalities in Jakarta that became the targeted voters. It is shown through the mapping of regions with the most votes for Basuki Tjahaja Purnama in the 2018 gubernatorial election of Jakarta owned by the Jakarta Provincial Executive Board of Indonesia Solidarity Party. The map uses indicators where North Jakarta and West Jakarta are depicted with a red color darker than the other municipalities in Jakarta. Unfortunately, the researchers were not allowed to obtain the data of the map by the Jakarta Indonesia Solidarity Party.

However, the mapping by using the database of supporters of Basuki Tjahaja Purnama did not fully become a significant factor in the election of the Indonesia Solidarity Party. Voters in the regions still considered the factor of the party that was organizationally independent in giving supports to legislative candidates or the political party. One of the resource persons from among the voters admitted that the information voted for the Indonesia Solidarity Party because the information thought about the vision-missions and the concept brought by the party and the information was not affected by the figure of Basuki Tjahaja Purnama in the previous gubernatorial election.

The mapping of the mass base considered to be potential has been conducted by the Indonesia



Solidarity Party as a procedure of political marketing. It used the database of the voters of Basuki Tjahaja Purnama in the 2018 Gubernatorial Election and the assumption that the voters of Basuki Tjahaja Purnama would vote for the Indonesia Solidarity Party in 2019 was not fully correct. Perhaps, it may occur in some cases, but on the whole, the Indonesia Solidarity Party was elected based on the concept and the ideology is brought to the public and it was not fully affected by the previous general election.

## 7. Conclusion

Data from the interview results, as analyzed and discussed in the previous section, indicate that the political marketing conducted by the Indonesia Solidarity Party focused on the legislative candidates they supported and it has met the criteria of 4Ps of the marketing mix. As for the scale of a political party, the Indonesian Political Party did not conduct special working programs or promotions that were directed to the political party as a whole to perform political marketing. However, in some points, the efforts made by the Indonesia Solidarity Party, especially in Jakarta, have not yet gained maximum results.

In the 4Ps of the Marketing Mix, the legislative candidates supported by a party constitute a form of a political product. The Indonesia Solidarity Party in the period of the 2019 General Election focused itself on preparing its political products that later would be given to the public. The promotion strategy in the stages of 4Ps that they employed to their legislative candidates actually can also be said to be modern and it did not cost a lot. Social media and the Internet were used by the party and the legislative candidates during the campaign period. However, there was a promotion strategy that adopted an old method which was favored by all political parties competing in the arena of the general election, so that it was still to be relied upon by the legislative candidates and the Indonesia Solidarity Party, that was, to conduct the activities of *blusukan*. Being constrained by the cost and budget of the party, Jakarta Indonesia Solidarity Party did not conduct much promotion through things considered to spend quite a large budget, such as billboards and advertisements, although the party thought advertisements were more effective for promotion. However, the party still provided support although it was constrained by the time. The campaign efforts made by both the party and legislative candidates at that time had run well to be able to gain power in the arena of the political competition of 2019. Through its political marketing, the party does not only perform its function as the agent of political socialization and communication, but it also becomes a direct practice of how power relations occur between the people and the power seeker.

As for the mass and voter base, the Indonesia Solidarity Party used the standard of the data on the number of votes in the 2014 Gubernatorial Election in which they assumed that the people who voted for Basuki Tjahaja Purnama and his sympathizers would be potential mass for the Indonesia Solidarity Party in the 2019 General Election. As Ahok was a former governor and vice governor that had been elected to lead Jakarta, it was assumed that his supporters were numerous enough in Jakarta and they were affiliated with the group that founded the Indonesia Solidarity Party so that they would retain their political affiliation to the party. However, it did not constitute the factor that brought the Indonesia Solidarity Party to the number of seats the party won in Jakarta in 2019. Some voters of the Indonesia Solidarity Party still held the concept and ideology brought to the public as the major factor in voting for the party. The relationship among the sympathizers of Basuki Tjahaja Purnama in 2018 might lie in the Indonesia Solidarity Party, but still, it did not constitute the major factor or even it did not much affect the number of seats it gained, which was in line with the findings on the real field condition.

Winning the most seats in Jakarta among the four new parties competing in the 2019 General Election was quite a good achievement. However, the number of seats gained by the Indonesia Solidarity Party in Jakarta was also affected by the characteristics of the people of Jakarta themselves that tended to be urban. An urban society will more easily accept a new and modern thing. The renewal and all forms of modernity brought by the Indonesia Solidarity Party as the concept of its

party have made the society with an urban characteristic more easily become interested. Not only to the urban society but the concept brought by the Indonesia Solidarity Party in Jakarta has also been enough to attract the interest of the targeted segmentation of the party, i.e. the young people. It also affected the formation of the political image of the Indonesia Solidarity Party itself, in which as a new party, a brand should be made inherent in a political party as a distinguishing characteristic compared to other political parties.

As one of the new parties that competed for the first time in the arena of general elections, the Indonesia Solidarity Party has made quite a significant achievement, particularly in Jakarta. However, behind the achievement, the Indonesia Solidarity Party should make a greater effort to get sympathy from the people of Indonesia on the whole. Similarities of the people's characteristics with the concept of the party in the Province of Jakarta are advantages gained by the party, particularly in big cities. However, it should be remembered that to change the condition of politics in Indonesia as dreamed of by the Indonesia Solidarity Party, it needs to be a big party and able to touch the people's hearts. And to touch the hearts of the people that have different characteristics in each region in Indonesia, it takes diverse strategies. However, here lies the challenge for the party in which they should be able to apply different methods and adjust them to each group of society without changing the vision and missions of the party that they intend to convey.

Political marketing conducted by the Indonesia Solidarity Party does not only become a concept of political communication between agents of politics and their targeted constituents. This concept can also provide a depiction that there is a process of power relations between the agents of politics and constituents. Through political marketing, a party in general elections makes its effort to be able to seek power by presenting its political products in the form of ideology, concept, and legislative candidates it supports. Then, how to retain the power is by making promotion which is a form of psychological movement to seek and regain the public's trust. Moreover, political marketing can also become a tool to expand power. However, in this case, the Indonesia Solidarity Party still finds obstacles and challenges to be able to expand its power. The concept they bring may be acceptable to some people, but to the majority of public segments in Indonesia, the concept brought by the Indonesia Solidarity Party needs more adjustment to reach all segments of society.

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