Political Marketing Strategy As A Struggle Legislative Member Toward The Indonesia Parliament In Jakarta

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Abstrak: *The purpose of this research is to reveal how legislative candidate in the political marketing to be able became Indonesia parliament in Senayan Jakarta. The method used in this study is a qualitative approach, with a phenomenological analysis. Phenomenology is used to explore the experience of members of Parliament who have been chosen in the period 2009-2014. The results showed that the success of legislative candidates in the political market is determined by means of exemplary, commitment and intensity of socialization of the individual candidates. Modeling is done by maintaining the trust, and give a good example to the community. Commitments made by keeping ccredibility and provide assurance to the public, while the intensity of socialization done by introducing yourself and using the nickname that aim of the candidate's name is easy to remember by community.*

Keywords *- Political Marketing, Indonesia Parliament Senayan Jakarta.*

I. Introduction

Political marketing is a way to gain a good reputation and when it has gained good reputation must be maintained in order not to move to a competitor [1]. Political marketing depends on the reputation of members of Parliament and the individual candidate if the candidate is less good reputation, the party also carried less well [2], In political marketing to the public, candidates need to 'think' how to implement appropriate strategies to marketing management that individual goals to the parliament goes well [3]. The study of political marketing theoretically and empirically increasingly have strong reasons into separate scientific disciplines[4]. During its development, the definition of political marketing is dynamic and there is a difference over time. Some claimed that the political marketing in the implementation must use the marketing mix [5].

Lock and Harris (1996) [6] that political marketing should pay attention to the process of positioning (Positioning is promises to the public). There is also a state of political marketing is required mapping how to meet the desires and needs of the community[7]. Research on political marketing has been mostly done by previous researchers [8]. In keeping with the times, political marketing is often applied through the electronic media with the aim of enabling the public to know the vision and mission of the prospective members legislatif candidate [9] [10] [11]. But the product in the form of a political party platforms such as ideology, vision, mission, and work programs of political parties are not taken into consideration the people's choice, but the choice is determined by the popularity of factors and personal abilities compared to his political party. Some studies of previous researchers who have argued, associated with very diverse research results.

Someone mentioned that the use of political marketing using modern means such as information technology and has won the most votes among [12] 13] [14] but there is also mention that political marketing is done in the traditional way, or not to use electronic media also has been successful and has won a lot of them sound [15]; [16]. Political marketing studies in Indonesia, particularly studies conducted byPoerwadi, (2011) [17] showed that political advertising through electronic media has a significant influence on the popularity level electability. Thus, TV commercials or information, has been able to change the perception and behavior of voters. The results of research supported by the results of research Poerwadi.

Boro (2009) [18] that political marketing in Kupang NTT using advertising strategies on TV or media is very powerful information to achieve a majority vote for individuals who want to sit in the seat of Parliament. The uniqueness of this research is a marketing concept is generally the domain of economic institutions with a business approach, but in this study marketing can be seen from the perspective of politics, which is essentially how one citizen in the market itself is able to gain the trust (trust) of the community so that become a member of the Indonesia Parliament. Therefore, researchers interested in examining how efforts Parliament candidate with the most votes and managed to become a member of the Indonesia parliament in Jakarta

II. Literature

2.1. Political marketing concept

Political marketing is a process of analysis, planning, implementation of the activities of the election, to create, build, establish a good relationship, mutual benefit between marketers with voters [19]. Political marketing is a discipline that originally adopted from the economic literature then developed into a frame of

mind based on the perspective of political science [**20**]. Although political marketing seeks combined with economics, but cannot be avoided if the occurrence of some of the differences between political marketing with theory-consumer product marketing theory[**21**].

Newman and Perloff (2004) [**22**] said that 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 own ideologies, win elections, and pass legislation and response to the needs and wants of selected people and groups in a society.

Hughess and Dann (2009) [**23**], reveals that marketing is the process of creating and delivering value for the purpose of mutual benefit between marketers with the consumer society. O'Schaughnessy (2003) [**24**] considers that political marketing is essential in the process of strengthening and weakening the legitimacy of government in a democratic system. According to him, the study of political marketing is rarely enthused by academics who behind education marketing. Precisely this study is more attractive for those who behind political science.[**25**] also noted a pattern similar political marketing practices developed in various parts of the world.

An analysis of global trends in political marketing they do to get an explanation of why, how and what impact the use of political marketing in diverse political systems, both in countries that use the presidential system, parliament, the two parties and multi-party in the democratic process. Schammell (2007) [**26**], contributing to the brand concept of politics (political brands) and the transformation of citizens as consumers.

2.2. Political Marketing linkages with political campaign strategy.

The essence of political marketing is how communications are built in a political perspective can be realized through the campaign. The essence of political campaign activity is persuasion against constituent so that they have empathy for the candidate. Political campaign carried out by the candidate has at least two important things, the first is concerned with how the campaign was conducted, and what the objectives of the campaign [**27**]. Perloff (1993) [**28**] suggest several strategies of persuasion are considered quite effective in influencing audiences. The strategy includes packaging the message, raises himself, invites the audience to be invited to think. The development of political marketing is influenced by economic and political context in each country [**29**];[**30**].

First, the political system. Secondly, the system of political party competition in the elections. Third, regulations regulate the election campaign of political parties and candidates. Fourth, the media system. Fifth, local and national political culture. To six, the degree of development of the modernization of society. To seven, the modernization model of political campaigns in each state of democracy. [**31**].

Kotler (1997) assume that marketing plays a role in building the social order, and argued that the use of the concept of marketing is not just limited to bussinus alone. This fact more drew attention to apply the science of marketing outside the context of a business's organizations. Marketing can be applied in the form of organization, which is not just about economic profit oriented and more focused activities to long-term relationships with customers and stakeholders.

III.   Methods

3.1   Research Design Phenomenology

A phenomenological qualitative research design was chosen to understand the experience of legislative candidates in reaching sound constituent society. Qualitative research is a rich research will description people, places, and komonikasi / conversation that is not easily done using statistical data[**32**]. Qualitative study aimed to investigate the problems with all the ropes and is concerned with understanding - events based on the view of the subject itself. The purpose of phenomenological research design is to describe what is experienced by every member of the legislature. A phenomenological study focuses on analyzing the phenomenon of wholeness with all sides and perspectives with the aim of articulating the essence of the experience of the informants [**33**]. So as to know the essence is then performed a phenomenological study that followed the process as practiced by [**34**] as the following:

(a) Identify the actual phenomenon that attracts attention;
(b) The researchers put forward the philosophical foundations of phenomenology;
(c) Researchers waives his own experience;
(d) Data collected from individuals who have experience of the phenomenon
(e) The informant is given at least two questions about his experience.
(f) Perform the steps of data analysis and presents the results phenomenologist.

Phenomenological approach chosen in this study. Phenomenological approach with regard to description experience and emphasis on meaning formulated, not an explanation, analysis or generalization[**35**].

Due to the scarcity of research related to marketing in the political perspective, the phenomenological approach be appropriate basis for understanding the essence and experience.

3.2. Data Analysis Techniques

This study uses an inductive approach to analyze the data in order to facilitate the emergence of themes related to the experience of informants. Data Analysis refers to the recommendation [**36**] regarding the phenomenological data analysis consists of four general steps as follows:
(a) data analyze the to the statements important
(b) Formulate the meaning of the statement and grouping into theme
(c) Make a description of the theme
(d) Reduce the narrative description..

Each interview was transcribed after the interview is completed and needs to be read several times by researchers and checked for accuracy. Immediacy in doing the transcription of the interview is necessary because the information is still fresh in the minds of researchers. Repeated readings of the interview as a whole. Analysis of the data began with the researchers isolated statements in the transcription of how the informants experience. These questions verbatim quote from each informant and circled the transcription documents and then inserted into a table in Microsoft Word. As statements are identified, horizontal mapping [**37**] was used to create a list of non-repetitive (not repeated), the statements to eliminate redundancies or repetition in the responses of informants. Based on these different statements, formulated meanings then extracted by explaining the underlying theme quote word for word the informant.

IV.   Results

4.1. Overview Setting Research

General Elections Commission dated May 24, 2009 set the elected members legislation elections in 2009 which amounted to 560 for Members of Parliament from 33 provinces. Determination through the open plenary meeting at the Commission office Jl. Imam Bonjol No. 20 Central Jakarta, which was attended by Chairman of the Commission, Member of the Commission, Member of Provincial Election Commission throughout Indonesia, witnesses Council, and representatives of 9 Parties who pass the parliamentary threshold. Determination is carried out subsequent to the recapitulation of the sound acquisition Political Parties General Election of Indonesia Parliament and regional representatives parliament nationally 26 to 9 May 2009. Following Final Calculation Results Election Commission until May 9, 2009 for political parties gain votes above 2.5% (Parliamentary Threshold) with total valid votes incoming reached 104,099,785 votes.

Table 4.1. Majority voting Election Results 2009/2014

No	Party	The number of voice	The Amount %
1	Demokrat Party	21,703,137	20.85
2	Golongan Karya Party	15,037,757	14.45
3	Democracy Indonesia Perjuangan Party	14,600,091	14.03
4	Keadilan Sejahtera Party	8,206,955	7.88
5	Amanat Nasional Party	6,254,580	6.01
6	Persatuan Pembangunan Party	5,533,214	5.32
7	Kebangkitan Bangsa Party	5,146,122	4.94
8	Gerindra Party	4,646,406	4.46
9	Hanura Party	3,922,870	3.77

Source: research result 2014

Acquisition of sound above and under Law 10/2008, the number of seats in the Indonesia Parliament that would be obtained by each party as follows:

Table 4.2. Most seats Election Results 2009/2014

No	Party	Seats
1	Demokrat Party	148
2	Golongan Karya Party	108
3	Democracy Indonesia Perjuangan Party	93
4	Keadilan Sejahtera Party	59
5	Amanat Nasional Party	42
6	Persatuan Pembangunan Party	39
7	Kebangkitan Bangsa Party	30
8	Gerindra Party	26
9	Hanura Party	15

Source: research result 2014

4.3. Description Characteristics informant.
This section describes ten informants who are willing to participate in this study. Informant data presented in Table 4.3 as follows:

Table 4.3 Data Informant.

No	Informant	Gender	Last Education	Age	Number Of Votes	Constituency
1	Ferari Roemawi (FR1)	Man	S2	46	39.903	Banten area III
2	Hari Wicaksono (HW2)	Man	S2	57	49.859	West Java area VI
3	M. Bagowi (MB3	Man	S1	48	29..482	Central Java area I
4	Gede Pasek Suardika(GPS4)	Man	S2	46	49.467	Bali area
5	Nurhayati Ali Assegaf (NA5)	Female	S3	50	52.112	East Java area V
6	Marzuki Alie (MA6)	Man	S3	57	77.614	DKI Jakarta area

Source: research result 2014

4.4 Data Analysis.
The results of the interview included in the transcript data. Each transcript is checked and read a few times so it can be studied in depth. To get a deep impression of what had been said by informants, investigators listened to a taped interview back repeatedly while reading the transcript so that it can analyze and mark an important statement that describes a direct response from the informant. To further presented an important statement and meaning informants in Table 4.5 below:

Table 4.4. Important Statement And Meaning Of Research

Informants	important statement	Meanings
FR 1	[1] One of the requirements to achieve a majority vote is to be the cast of development in the region.	Maintaining Trust
	[2] Adherence to the rule gets its own assessment of the community.	Obedience
	[3] Political marketing in advertising campaigns in the electronic media-is apt to reach voters	Accuracy
	[4] I am familiar name attached to ears of society.	Nickname
	[5] Every candidate who uses marketing strategies will earn the trust of the community.	Credibility
	[6] For the purposes of marketing in order to get as much as possible the number of voters required patience	Patience
HW-2	[1]. Marketing is something that can never be separated from the good example in the fight for political rights	A good example
	[2]. Various vision and mission through programs promised provide clarity for community activities	Providing Clarity
	[3]. I think the marketing campaign using self-made with good examples	A good example
	[4]. Market themselves in the legislative campaign using familiar names will be easily remembered by the people when voting in elections	Nickname
	[5]. Pack designations familiar name like people who are needed by the community.	Nickname
	[6]. Won the trust of the general public is the result of a very good promotion	Credibility
MB-3	[1]. If you wish to become a member of Parliament, it must be the first public figure to be known by the public.	Maintaining Trust
	[2]. Not a bit financially issued to promote yourself	Introduce yourself
	[3]. One alternative to make better known by the community and become differentiation with others	Introduce yourself
	[4]. The strategy that has been done is to provide information to the public and is followed up by the information society.	Disemenasi
	[5]. Marketing in the current election is one of the important things for the candidates	Introduce yourself
	[6]. Vision-Mission is a tool to attract public sympathy turned out to judge me become community leaders.	Maintaining Trust
GPS-4	[1]. I tried hard to promote themselves with such outstanding advertising billboard.	Introduce Yourself
	[2]. In political marketing is fine but later had chosen should never be made a scapegoat public money in exchange for campaign expenses	Honesty
	[3]. I'm not known in the community, but after working hard share rose significantly.	Introduce Yourself
	[4]. Even politics can be promoted through advertising	Introduce Yourself
	[5]. To be chosen by the community to remote and can introduce the program to the public easily identify programs that are marketed	Introduce Yourself
	[6]. The strategy is quite effective and efficient is to be admired public figure.	Maintaining Trust
	[7]. Characterizations legislative candidates as a condition of a member of Parliament	Maintaining Trust
	[8]. Candidates are public figures and are always followed by public	Maintaining Trust

NA-5	[1]. Certainty is a tool used to determine what is desired and needed by the community	Certainty
	[2]. In marketing, the stability of the voters should strive to maintain competition.	Stability
	[3]. Application of marketing in politics, it helped the parties to optimistic to win the election.	Optimistic
	[4]. The strategy must be innovative and creative, because it can promote themselves by using the preferred brand of society, so it can be known and remembered by the public,	Introduce Yourself
	[5]. Television, radio, and even pamphlets, banners in the city center which is much traveled. goal just looking 'public trust as much	Credibility
MA-6	[1]. Marketing is used as a form of commitment in politics in legislative elections	Commitment
	[2]. Recognize community work programs are offered so that it can form a trust	Credibility
	[3]. Market themselves can become known to the public by advertising themselves on television, radio.	Advertise Yourself
	[4]. Provide proof of his promise, made me figure community.	Maintaining Trust
	[5]. Provide certainty on the promise in the world of politics to the community has given satisfaction to voters	Certainty
	[6]. In marketing themselves can influence the society to commit,	Commitment
	[7]. Using the familiar call themselves when dealing with the public and already considers himself a part of the family society	Nickname

Source: research result 2014

In Table 4.4 shows that the transcript depth interview data obtained 38 important statement. Of the 38 important statements that eventually acquired 38 research significance. The same research theme used as a research theme, as presented in the following matrix:

Table 4.5. Matrix Research Themes That Emerged

No	Informant	Meaning that emerged
1	FR 1 MB 3 GPS 4 MA 6	Maintaining Trust
2	MB 3 NA5	Introduce yourself
3	FR 1 HW2 MA 6	Nickname
4	HW2 FR 1 NA5 MA 6	Credibility
5	NA5 MA 6	Certainty
6	MA 6	Commitment
7	HW2	A good example

Source: research result 2014

Table 4.6 Meaning process into research themes

Meanings	Themes
Introduce yourself	Socialization
Nickname	
Maintaining Trust	Modeling
A good example	
Credibility	Commitment
Certainty	

Source: research result 2014

In connection with these findings, it can be arranged one proposition, namely: proposition: "**The success of political marketing strategy reflected by the modeling, the intensity of socialization and commitment of individual legislators**".

4.5. The development model of political marketing strategy

In this section are presented the development of a prototype model of the strategy of candidates to become members of Parliament between 2009 till 2014. For the image model is presented in Figure 5.1 as follows:
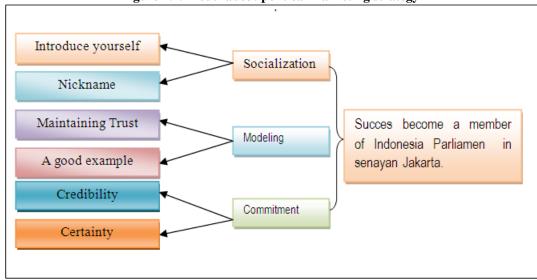
Figure 4.1. Model about political marketing strategy

Source: research result 2014

4.6. Description Theme.

1. Commitment

Reflected the commitment of credibility and lack of certainty is an important factor in gaining the most votes for candidates for the Indoensia Parliament. The candidates have struggled with holding a strong commitment and strive to win the competition among them to qualify to be a member of Parliament. Commitment is the ability and willingness to align personal behavior to the needs, priorities and objectives meet the personal needs [**38**].

According to Meyer and Allen (2001)[**39**] commitment is to have a strong desire to remain in the destination.According to Van Dyne and Graham (2005)[**40**], the factors that affect the commitments are: personal, situational and position. Personal have certain personality traits that is thorough, extrovert, positive outlook (optimistic), tend to be committed. The characteristics of the existing personal namely: age, years of education, gender, marital status, and job involvement. Situational characterized in the presence of: the value (value) workplace, organizational justice, job characteristics, while positional influenced by length of service and level of work.

Commitment to each individual is very important because with a commitment may be a more responsible towards their business compared with that do not have a commitment. Usually a person who has committed, will work optimally so as to devote attention, thought, energy and time to their business, so what is already doing as expected by himself.

2. Socialization

Reflected socialization of self-knowledge, and the use of the nickname is a major factor in gaining the most votes. Socialization is the process that helps individuals to learn and adapt on how to live and how to think in order to be able to contribute and function in facing the challenges of life[**41**] Socialization is the process of studying human ways of life in the community to obtain personality and build capacity to function, both as individuals and as members of a group [**42**].

3. Modeling

Modeling is one of the requirements to achieve a majority vote for implementing it. Modeling is key to the success of all time. Who is able to give a good example, then he will become a true leader. Needless to say much quite exemplary only. Invite others with real action and not words. Being a leader and role model in

addition to providing a good example, also had to be ready to get feedback and suggestions from subordinates towards improved performance. If there is a subordinate who criticized him, instead he is grateful. Not just find fault with those who criticize it. Modeling is giving a good example of someone so that the followers in the environment followed by happy [**43**] Modeling was instrumental in determining the discipline as a precedent and a role model by the surrounding environment. Someone should give a good example, honest, fair, and in accordance with the act. With a good example, discipline others will come good in their environment. In connection with these findings, it can be arranged one proposition, namely:

4.7. Research limitations.

The present study has some limitations of course. The purpose of this study was to understand the experiences of local legislative candidates become Indonesia Parliament in Jakarta. The majority of informants engaged achieve sound with the help of print and electronic media. Therefore, the experiences of the informants perceived need to obtain additional valuable information, on a direct approach to the public. Future research can also be done by not using considerable cost, because of the huge costs can affect the performance of the personal in doing good.

V. Conclusion

Based on the analysis of data that the success of legislative candidates in the political market is determined by means of exemplary, commitment and intensity of socialization of the individual candidates. Modeling is done by maintaining the trust, and give a good example to the community. Commitments made by keeping ccredibility and provide assurance to the public, while the intensity of socialization done by introducing yourself and using the nickname that aim of the candidate's name is easy to remember by community.

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