

# Political Marketing Communication Strategy of dr. H. Muchamad Nur Aziz, Sp.PD – Drs. KH. M. Mansyur, M.Ag (AMAN) in Magelang Mayor Election 2020

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*Political contestation in Indonesia uses a democratic system in every general election to monitor the people for political candidates by looking at what the community needs. Political parties can undoubtedly participate in implementing the General Election to represent a group along with the objectives of the political program they are carrying. In the election of the Mayor of Magelang, political competition exists between the majority party and non-majority parties. The non-majority party managed to win the mayoral seat in the 2020 election amid high public knowledge of the majority party. Judging from the vote results, the majority party lost severely, with a percentage of almost 21% of the non-majority parties in the city of Magelang. It is a unique phenomenon to be researched to see the political marketing communication strategy for this pair as a candidate from a non-majority party. This study will offer knowledge of political marketing communication strategies, especially for candidates promoted from non-majority parties in winning political contestations. This study aims to describe the political marketing communication strategies used by the PKB Party to get the most votes in the 2020 Magelang mayoral election. A qualitative case study examined the strategy for winning the pair of Dr H. Muchamad Nur Aziz, Sp.PD – Drs KH. . M. Mansyur, M. Ag. (AMAN) in the 2020 Magelang mayoral election by using a political marketing communication strategy. The findings reveal that AMAN couples use the silent strategy to attract public attention to the couple. The AMAN pair uses a pull, pass and push strategy to find potential voters with the same vision and mission as this pair. In addition, word of mouth with the smallest target scope, especially the mother of the family welfare program in each neighborhood, was the primary key to passing the information on the couple's vision and mission.*

**Keywords—Election, Political Marketing Strategy, Word of Mouth**

## I. INTRODUCTION

The implementation of existing politics in Indonesia uses a democratic system during the general election process, a system recognized by almost all countries experiencing the reality of totalitarianism which is the response of all its

citizens. This is manifested in the election of regional leaders and a political system carried out by a country that does not have a detrimental impact on the community during the activity. Hence, a democratic country like Indonesia needs to increase public awareness of politics<sup>1</sup>. The role of political marketing also supports this because the success of the general election campaign depends on the communication model that is applied to determine the direction of the success of candidates and political parties to create effective communication that can change people's behavior. Several social campaigns need to be considered, consisting of inputs (related to how the distribution of campaign products is carried out), outputs (how to use these products), and outcomes (involving the final measurement of the final effect of the communication that has been carried out)<sup>2</sup>.

Voting, which is carried out in the election of regional heads and deputy regional heads, is part of election activities held periodically every five years as a means of supervision for the people to the representatives to be elected<sup>3</sup>. Democracy in a country requires the involvement of citizens or the community to actively implement a political, economic, social, and cultural government system to expand citizens' participation in the government's power. Political parties can undoubtedly participate in the implementation of the General Election in order to represent a group along with the objectives of the political program they are carrying, in the implementation of politics requires a battle of ideas and ideas that build each other and strengthen each other because the process of selecting political parties takes place between competitors and the candidate<sup>4</sup>.

Political contestation in the 2020 Regional Head Election held in Magelang City is supported by the fact that there is political competition between political parties and their rival candidates from the PKB Party and the PDI-P Party. This happened because, in the General Election held in the Magelang City area in the previous election period, within

<sup>1</sup> setkab.go.id, 'Jadi UU No. 10 Tahun 2016, Presiden Jokowi Sudah Sahkan UU Pilkada', *Setkab.Go.Id*, 2016 <<https://setkab.go.id/jadi-uu-no-10-tahun-2016-presiden-jokowi-sudah-sahkan-uu-pilkada/>> [accessed 29 June 2022].

<sup>2</sup> Nanda Dwi Rizkia and others, *Marketing Politik* (Bandung: Widiana Bhakti Persada Bandung, 2022).

<sup>3</sup> Sri Pujianti, 'Menyoal Konstitusionalitas Aturan Pemungutan Suara Serentak Pilkada Pada 2024', *Mkri.Id*, 2022 <<https://setkab.go.id/jadi-uu-no-10-tahun-2016-presiden-jokowi-sudah-sahkan-uu-pilkada/>> [accessed 29 June 2022].

<sup>4</sup> Sebastian Vishnu, 'Pertaruhan Politik Representasi', *Rumahpemilu.Org*, 2017 <<https://rumahpemilu.org/pertaruhan-politik-representasi/>> [accessed 29 June 2022].

nine years (2 periods), the leadership was won by the PDIP Party. It is known that in the implementation of the Magelang Mayoral election in 2020, there was a defeat for the PDIP Party pair, who was the eldest son of the previous Mayor who had served for two terms and had a significant influence on the development of Magelang City<sup>5</sup>. Therefore, it can be seen that the competition between parties in Magelang City was high and dominant in one political party.

The PDI-P party occupies the first position as a political party in the Magelang City area, with a mass base and a superior candidate with the most seats. This condition was not making other political parties resign, but they did not want to lose and continue to fight to get the community's attention and aspirations. The General Election was carried out by upholding the implementation of elections which were carried out in a fair play and with full responsibility and never give coercion to candidates for political parties<sup>6</sup>

The *Partai Demokrasi Indonesia Perjuangan* (PDIP) is a party with a large mass base in Magelang City. With this, it should have won the 2020 mayoral election. However, the reality is that a party that has a small mass base in Magelang City, such as PKB, can win a seat in the mayoral government position in Magelang, seeing from the position of an existing party that the position of the dominant party is not an absolute thing to win the general election<sup>7</sup>.

It is one of the exciting issues to see from the position of each party that has strength in each region, one of which was the PKB Party which can win the territory of the PDI-P Party. Therefore, the PDI-P Party was expected to reflect on the party's power, then the PKB Party itself must have taken the proper steps through the political marketing strategy they carried out in Magelang City.

The results of the 2020 mayoral election recapitulation data at the General Elections Commission (KPU), especially in Central Java Province, it was known that three districts received vote data from the first pair of 41,170 votes and for the second pair of votes as many as 27,425 votes. The calculation and recapitulation of the data have been carried out to check the valid vote count and invalid vote count so that the data calculation can be absolute and acceptable to the people of Magelang City, especially for the supporters of each candidate. Looking at the results of the data, it can be seen that the number of votes for the PDI-P pair has fallen behind its rival party, namely the PKB Party, where the PDI-P Party, with its power in Magelang City, was more dominant in getting the public's vote but had to lose to the PKB party.

Seeing this incident, there was a development of political marketing communication strategies in several big cities in a way that each party does in order to get the most votes because seeing the conditions of competition between parties, it must have a supporting party that will affect the votes of each of these candidates. As in the results of the 2020 elections, the PKB Party won the most votes from the PDIP Party's territory

in Magelang City precisely because, looking at the community environment, the PDIP Party should have won the Mayoral Election on a mass basis that looked more dominant. The belief of PKB Party, in participating in the 2020 Mayoral Election, firmly holds that their candidate is a complete partner because this candidate has the structural engine of PKB and the cultural engine of NU in Magelang City<sup>8</sup>.

Every political contestant implementation of each candidate has an excellent opportunity to formulate a strategy of modality strength possessed by the candidates in the implementation of the Mayor Election, seeing from the pair of Dr. H. Muchamad Nur Aziz, Sp.PD - Drs KH. M. Mansyur, M. Ag. had a strong popularity and figure to get the public's voice. It can be seen from the AMAN couple that this couple has a role in the community, such as Dr. H. Muchamad Nur Aziz, Sp.PD was an internal medicine specialist elected as Mayor of Magelang and has long approached the community by applying a form of attention to the community. Such as the Health Inter-Health Pick-up Service program<sup>9</sup>.

Meanwhile, Drs. KH. M. Mansyur, M.Ag, was an NU figure in Magelang City that prioritizes religious villages, not forgetting to also approach it through da'wah activities through recitations in the community—becoming a strength of the AMAN couple. They became a partner who had objective evidence by building a more advanced public perception by prioritizing religion towards Magelang City, remaining religious with objective evidence of the existence of a religious village, complementing each other with the figures possessed by each candidate to be a positive value for the community to exercise their right to vote for more religious life<sup>10</sup>.

Based on the explanation of the background of the problem, it is known that political marketing communication becomes essential in social life, especially in the world of politics or democratic activities such as General Elections, which through political marketing communication used can represent a group or team of success to convey. Their goal was to get people's attention. The communication process carried out in democracy is the main thing in using political marketing communication strategies to make it easier to deliver and readily accepted by the wider community. Therefore, it is unique for researchers to conduct research related to the implementation of the Mayoral Election conducted by political parties, especially for political parties that have more power that election activities do not guarantee victory in the General Election, such as the 2020 Magelang Mayor Election.

This study aims to describe the political marketing communication strategies used by the PKB Party to get the most votes in the 2020 Magelang Mayor election. Based on the research that the researcher will carry out, there are several studies related to previous research on political marketing communication, which is expected to be a reference in viewing and researching a problem that exists today.

<sup>5</sup> Jatengprov.go.id, '9 Tahun Memimpin, Wali Kota Magelang Sampaikan Keberhasilan', *Jatengprov.Go.Id*, 2020 <<https://jatengprov.go.id/beritadaerah/9-tahun-memimpin-wali-kota-magelang-sampaikan-keberhasilan/>> [accessed 29 June 2022].

<sup>6</sup> Ihwan Susila, 'Symbolic Political Communication, and Trust: A Young Voters' Perspective of the Indonesian Presidential Election', *Journal of Political Marketing*, 2019, 1–22.

<sup>7</sup> Eko Susanto, 'Tantang Anak Walkot, Dokter-Tokoh NU Daftar Pilkada Kota Magelang', *DetikNews*, 2020 <[https://news.detik.com/berita-jawa-tengah/d-](https://news.detik.com/berita-jawa-tengah/d-5161053/tantang-anak-walkot-dokter-tokoh-nu-daftar-pilkada-kota-magelang)

[5161053/tantang-anak-walkot-dokter-tokoh-nu-daftar-pilkada-kota-magelang](https://news.detik.com/berita-jawa-tengah/d-5161053/tantang-anak-walkot-dokter-tokoh-nu-daftar-pilkada-kota-magelang)> [accessed 29 June 2022].

<sup>8</sup> Ferri Rendika, 'Pilkada 2020 Kota Magelang, PKB Buka Komunikasi Antar Partai Bentuk Koalisi', *TribunJogja.Com*, 2020 <<https://jogja.tribunnews.com/2020/02/21/pilkada-2020-kota-magelang-pkb-buka-komunikasi-antar-partai-bentuk-koalisi?page=2>> [accessed 29 June 2022].

<sup>9</sup> Alifia Nuralita Rezqiana, 'Profil Muchamad Nur Aziz, Walkot Magelang Penerima Penghargaan Tribun Inspiring Award', *TribunJogja.Com*, 2022.

<sup>10</sup> Rezqiana.

One of the studies related to this research is research entitled "Political Marketing Strategy: Soundbites and Voting Behavior in Contemporary Ghana" it is essential to pay attention to the competitive nature of realizing an effective strategy to prepare voters to participate rationally during elections, coinciding with the implementation of elections is very important. For the people of Ghana, the tone of delivery is a campaign tool to gain recognition of democracy<sup>11</sup>.

"H. Epyardi Asda's Political Marketing Communication Strategy. M. Mar and Jon Firman Pandu In the 2020 Solok District Election, political communication to the community also requires the right marketing strategy so that the public can receive full information from the candidates directly so that they can more easily approach the community through a direct approach to the community while interacting in the field. Directly with positive activities to attract public attention<sup>12</sup>.

Based on the problems explained, the author wants to research the political marketing communication strategy used by the AMAN couple in the Magelang Mayor Elections 2020 winning campaign. Researchers are interested in conducting research titled "Political Marketing Communication Strategy for Dr H. Muchamad Nur Aziz, Sp. PD – Drs KH. M. Mansyur, M.Ag. (AMAN) in the 2020 Magelang Mayoral Election".

There is an attachment to the research conducted by current researchers in managing political marketing strategies in winning the general election because this strategy plays an important role when seeking public attention, especially in conveying the vision and mission of each political party candidate directly to the public. This strategy can also introduce political party candidates who are nominated to interact directly with the public by opening up perceptions of the candidate's nature, not forgetting to prioritize the community's needs by going into the field directly to several political party candidates to convince the public with action. Moreover, tangible evidence is an effort to avoid poor framing of the influence of competing candidates.

## II. RESEARCH METHOD

A qualitative descriptive case study was conducted to examine dr. H. Muchamad Nur Aziz, Sp.PD – Drs. KH. M. Mansyur, M.Ag (AMAN) in Magelang mayor election based on the political marketing communication strategy concept. The research carried out by the researcher aims to find out in-depth based on the facts and data that have been obtained directly plunge into the field aiming to understand events regarding what has happened to the research subjects such as behavior, actions, and factors that influence these events can occur.

The case study method in this study is unique in social research, which provides broad access or opportunities for researchers to examine the social unit under study, detail, and thoroughly<sup>13</sup>. This case study approach is used for researchers because they can explore how the AMAN couple won a seat in the 2020 Magelang Mayoral Election, along with the

marketing communication strategies that have been carried out. The purpose of the qualitative descriptive method for this research is to obtain information and data related to the 2020 Magelang Mayor election to be analyzed so the reader can get a clear picture of the studied case study.

The primary data source in this study is the researchers who directly conducted interviews with the 2020 Magelang Mayor election, Dr. H. Muchammad Nur Aziz, Sp.PD and Drs. KH. M. Mansyur, M. Ag. The secondary data source from the research conducted by the researcher comes from documentation data that can support the political communication strategy of the political pair. An interactive analysis technique proposed by Miles and Huberman became the analytical tool used in this study. They explained that at least data analysis techniques consist of three components: data reduction, data presentation, and inference testing<sup>14</sup>.

For the validity test in this study, the researcher uses a triangulation technique, which is a technique for collecting data that combines various data collection techniques and data sources obtained, then will test the credibility of the data, namely checking the credibility of the existing data<sup>15</sup>. In research conducted, this triangulation technique is used to triangulate the sources used so that they can be validated from various sources that have been obtained as the basis for concluding analysis from field activities, and this implementation is carried out simultaneously when activities take place in the field so that researchers can record data simultaneously. It is hoped that the data collected is suitable for following events or phenomena in an environment leading to decision-making on perceptions built by the community.

## III. FINDINGS AND DISCUSSION

### A. Political Marketing Communication

In the presentation of data obtained by researchers based on existing theories that in political marketing communication, there was an approach to the community to create a peaceful situation, election activities in each region are important to attract much attention from academics and practitioners. This approach was carried out during the campaign. Based on the data that the researcher has obtained, the informant conveys how to approach the community through each villager by forming an RT-level coordinator to be able to coordinate the residents by conveying the activities that will be carried out by the candidate for Mayor during the campaign activities, not also forgetting to involve the team. Bearers and supporters to pay more attention to field activities. Recall also that in political marketing communication theory, it is essential to carry out open, creative, educative, and democratic communication. The AMAN pair had also done this in that communication was carried out through their political program by developing nine excellent programs with creative program names to attract public attention. Of course, through this flagship program, the people in Magelang city can take advantage of existing

<sup>11</sup> Preko Alexander, Agbanu Kwami, and Feglo Mawuli, 'Political Marketing Strategy: Soundbites and Voting Behaviour in Contemporary Ghana', *Journal of African Business*, 21 (2019).

<sup>12</sup> Rambang Basari, 'Strategi Komunikasi Pemasaran Politik H. Epyardi Asda, M.Mar Dan Jon Firman Pandu Pada Pilkada Kabupaten Solok 2020', *Jurnal Akrab Juara*, 6.4 (2021), 89–92.

<sup>13</sup> Sri Wahyuningsih, *Metode Penelitian Studi Kasus (Konsep, Teori Pendekatan, Psikologi Komunikasi Dan Contoh Penelitiannya*, 1st edn (Madura: Utm Press, 2013).

<sup>14</sup> Pawito, *Penelitian Komunikasi Kualitatif* (Yogyakarta: LKIS, 2008).

<sup>15</sup> Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Bandung: Alfabeta, 2012).

facilities and resources to ensure a more developed community life.

### *B. Political Marketing Communication Strategy*

Voter behavior in existing political marketing communication practices that political actors must be able to determine community decisions in a community environment, especially in decision-making that will be implemented. Political actors must convey to the entire community effectively and efficiently to get community participation in making decisions. Political marketing communication strategies are also inseparable from marketing philosophies that can help prospective political candidates focus on their target audiences. Nine elements existed in the political marketing communication strategy, namely as follows, first is positioning which in the results obtained by candidate pairs using positioning by placing their political products, which consists of PROGRAMIS (Religious Magelang Program), Pick Up Health Between Health, JAWANI (Keep Citizens From Pandemic), Learning Center, MAGESTY (Magelang Smart City), Drink Coffee With Pak Wali, RODANYA MAS BAGYA (Progress Empowerment of Advanced, Healthy, and Happy Communities), MAGELANG KEREN (Kelurahan Entrepreneurship Centre), MAGELANG CANTIK (Organic Love).

Several existing programs have been implemented by previous Mayors with the same intent and purpose, seeing with this the Magelang Mayor couple is currently focusing on programs such as providing health insurance for underprivileged communities, especially for selected areas in the southern part, the living standards of many people are middle class. Furthermore, in terms of education was also still lacking in Magelang city. Therefore, the entire success team and the AMAN partner took to the field directly to the community by emphasizing attention to each village's facilities and infrastructure to develop the potential possessed by the people of the southern chosen regions. They also increased the role of houses of worship for all religious people in Magelang by creating a religious village. Religion here does not connote only one religion, but for all religions coordinated through religious forums, like in Islam, we do recitations if we are Christians. Do mass together, but the most important thing is not in a large scope at or RW level, but we target the smallest scope through a group of women at the village level. Furthermore, it also increases community empowerment by allocating APBD for the RT budget of 30 million per year in infrastructure and community empowerment activities.

Segmentation is the second element in which the findings that the AMAN pair group voters have obtained based on the characteristics of each selected area are divided into three choices: the northern choice area, the middle-chosen area, and the southern choice area. Looking at the chosen areas of the north, in terms of education level, middle to upper political candidates sell programs, in particular, to explore people's desires for the future, especially for the advancement of Magelang City, and what innovations can be raised from the community. The chosen area was the middle part, where many Chinese people place more attention on the attention of the Magelang city government towards the Chinese,

especially in developing their entrepreneurial field to be more productive and pay attention to the standard of living of their employees correctly. The southern part of the chosen area of the AMAN couple understands in terms of their lives and education. From that, political actors went directly to the field as a form of genuine concern for the community by submitting a program of funding assistance of 30 million per year, which can be used to develop facilities and infrastructure for villagers.

The figures referred to in this element are political candidates who will compete in the general election. Many people determine their voting rights based on "who" the nominated candidate was, not "what" program and the vision and mission carried out, Dr H. Muchamad Nur Aziz, Sp. Pd himself is educated, has become a specialist in internal medicine, and was elected Mayor. Then for Drs KH. M. Mansyur, M. Ag. has a background that many people respect because he saw that he had a high character and has an influence on the community, especially his position in the organization.

Pull marketing delivers political products through electronic media, mass media, and websites. Effectiveness in delivering information from each candidate dramatically influences the general election process, but it should be noted that when delivering messages to the public, one must consider the condition of the community. Based on the findings that have been found that the AMAN couple utilizes the media through print media, radio, and television, there are limitations in funding, so it cannot be done. Then the media that was most relevant to the community, namely through banners in each selected area of Magelang City, and the funding used also follows the budget that has been set.

Pass marketing is the delivery of political products through a group formed to assist political candidates when determining the winning strategy, they will carry out. The general election must not be separated from the influence of societal figures during a candidate's campaign to gain the votes targeted by the team—political actors. The findings show that the AMAN couple focuses on the family welfare program, which of the existing community groups can influence opinions, especially the role or voice of women who are seen as more trustworthy to influence people's thinking. In addition, in this element, the AMAN pair formed a coordinator for each RT consisting of 6 coordinates, of which each RT consisted of one coordinator and the other five consisted of supporting and supporting parties. So, in each RT, there are 1,092 RT coordinators. It is hoped that through the coordinators, they can control activities in each RT, especially in maximizing all the voices of the people of Magelang city.

Based on the data obtained, political candidates use push marketing elements to approach community leaders by carrying out activities such as recitation and maximizing the role of community leaders, conveying various information from the vision and mission of the candidate pairs for a more advanced and prosperous life.

## IV. CONCLUSION

In this research, the results of data analysis concluded that: (1) the strategy used by the AMAN partner was the silent

strategy in order to maximize the public's voice to get the vote of choice. (2) the AMAN pair had coordinated optimally through a political marketing communication strategy by approaching the community according to the community's needs, such as the existing political program. (3) carry out promotions to the community of political candidates paying attention to their targets, such as the family welfare program, to disseminate information related to their goals. (4) political candidates must be able to make a real contribution to the community, especially in giving attention to what the community needs, such as through funding assistance for the development of village facilities and infrastructure.

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