

**POLITICAL MARKETING STRATEGY OF HJ. BAIQ ISVIE  
RUPAEDA, SH., MH IN FACING WEST NUSA TENGGARA  
LEGISLATIVE ELECTION 2019**

**ACADEMIC JOURNAL RESEARCH PAPER**

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree in  
Communication Studies at the Communication Studies Study Program Faculty  
of Social and Political Sciences University of Muhammadiyah Yogyakarta

Supervisor: Nur Sofyan, S.I.Kom., M.I.Kom



Arranged by:

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20190530171

**COMMUNICATION DEPARTMENT  
FACULTY OF SOCIAL AND POLITICAL SCIENCES  
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

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**2022**

## RATIFICATION PAGE

### RATIFICATION PAGE

This thesis has been tested and defended in front of the academic journal research paper examiner team of the Communication Studies Program, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, on:

Day : Thursday  
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This thesis has been accepted as one of the requirements for obtaining a bachelor's degree (S1)

Approved by,

Head of Communication Department UMY


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Stating that the article entitled "Political Marketing Strategy Of Hj. Baiq Isvie Rupaeda, Sh., Mh In Facing West Nusa Tenggara Legislative Election 2019" is the result of my own work and that all sources that I have quoted and referred to have been stated correctly. If in the future my article is proven to be the result of plagiarism, I am willing to accept academic sanctions in accordance with those applicable at the University of Muhammadiyah Yogyakarta.

Yogyakarta, 2<sup>nd</sup> of November 2022

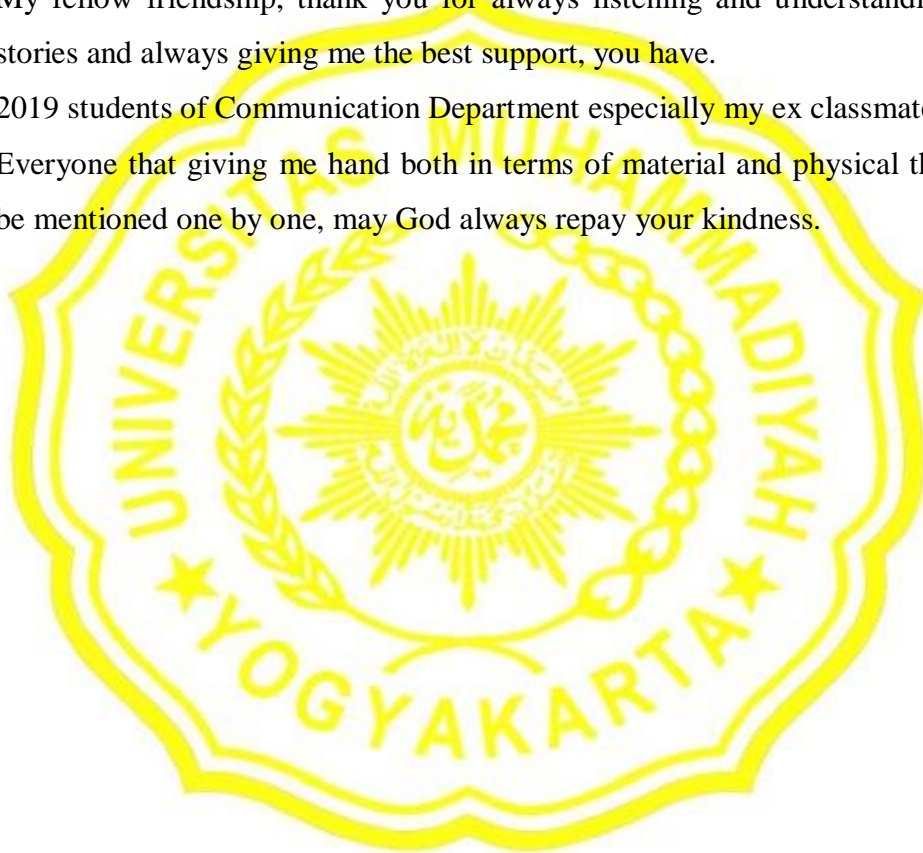


Lalu Rizki Ramadhani

## PRESENTATION PAGE

### I presented this article to:

1. My loved father and mother, thank you for giving so much support, pray, love, and patient, so I can get my bachelor's degree in Communication Department at University of Muhammadiyah Yogyakarta.
2. All my brother, thank you for all the support and advice on doing my bachelor's degree and this research. Hope you guys are always beside me, giving me advice for our best.
3. My fellow friendship, thank you for always listening and understanding all my stories and always giving me the best support, you have.
4. 2019 students of Communication Department especially my ex classmate.
5. Everyone that giving me hand both in terms of material and physical that cannot be mentioned one by one, may God always repay your kindness.



## PREFACE

*Assalamualaikum,*

Praise and gratitude I pray to the almighty God for His mercy and grace that I was able to complete this final project entitled “Political Marketing Strategy Of Hj. Baiq Isvie Rupaeda, Sh., Mh In Facing West Nusa Tenggara Legislative Election 2019” as a condition for obtaining a bachelor’s degree in the Communication Studied Program, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta.

The author took this topic in the hope of providing knowledge or information about the Political Marketing Communication Strategy of HJ Baiq Isvie Rupaeda, SH., MH in Facing Legislative Election of West Nusa Tenggara.

In addition, the author also wants to contribute to the academic study of political marketing communication strategies, especially in the election of participation women in parliament. This research will offer new wealth in political marketing communication strategy research considering the lack of research related to political marketing communication strategies that focus on participation women in parliament.

The completion of this academic journal research paper could not be separated from the guidance of various parties, therefore on this occasion the author would also like to say many thanks to:

1. The Almighty God who has given His mercy, grace, and sustenance to me.
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In closing, the writer realizes that in this academic journal research paper there are still many things that need to be improved. Therefore, critics, suggestions, and further research development are needed.

Yogyakarta, 2<sup>nd</sup> of November 2022



Lalu Rizki Ramadhani

**MOTTO**

**Falldown 7 times, get up 8**

“



## TABLE OF CONTENT

<b>TITLE PAGE</b> .....	ii
<b>RATIFICATION PAGE</b> .....	iii
<b>RESEARCH AUTHENTICITY STATEMENT PAGE</b> .....	Error! Bookmark not defined.
<b>PRESENTATION PAGE</b> .....	Error! Bookmark not defined.
<b>PREFACE</b> .....	Error! Bookmark not defined.i
<b>MOTTO</b> .....	viii
<b>TABLE OF CONTENT</b> .....	ix
<b>Political Marketing Strategy of Hj. Baiq Isvie Rupaeda, SH., MH in Facing West Nusa Tenggara Legislative Election 2019</b> .....	1
I. INTRODUCTION .....	1
II. RESEARCH METHOD .....	2
III. FINDINGS AND DISCUSSION .....	3
A. <i>Political Marketing Communication</i> .....	3
B. <i>Political Marketing Strategy</i> .....	3
IV. CONCLUSION .....	4
V. ACKNOWLEDGMENT .....	4
VI. REFERENCES .....	4

# Political Marketing Strategy of Hj. Baiq Isvie Rupaeda, SH., MH in Facing West Nusa Tenggara Legislative Election 2019

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**Abstract**— *The representation of women in Parliament has always been an exciting study from time to time. As a country with a democratic ideology, Indonesia provides a massive opportunity for women to enter Parliament as mandated by the constitution, which states that women's representation in Parliament is at least 30% of the total number of members of Parliament. This constitutional mandate in the Indonesian landscape is still experiencing challenges and obstacles. Women in their journey still experience much social discrimination, which causes a low level of women's participation in Parliament. One indication is that in one province in Indonesia, namely NTB, the representation of women is only 1.59%. This is considered very low and does not meet the quota of women in Parliament at the provincial level. An anomaly occurred in the representation of women considered a minority put, one of the NTB women winning two legislative elections for the West Nusa Tenggara Province. Hj. Baiq Isvie Rupaeda, SH., MH, is the only woman who can occupy the Chair of the Regional People's Representative Council of West Nusa Tenggara Province. The MD3 Law states that most votes determine the board's chairman. This research was conducted with a descriptive qualitative case study approach. The purpose of this research is to explore the political marketing of Hj. Baiq Isvie Rupaeda, SH., MH, in the election of the NTB Provincial DPRD in the 2019 Legislative election. The findings of this study use a push marketing approach by prioritizing door-to-door visits considering the characteristics of voters who are dominated by the elderly by consolidating them in each village area by offering an expected work program. The push approach dominates the political marketing process by looking at the demographic and geographic approach. With the term opens the door to door, this is HJ. Baiq Isvie Rupaeda won the 2019 legislative election for the third electoral district of West Nusa Tenggara Province.*

**Keywords**— *Door to Door, Legislative Election, Political Marketing, Push Marketing*

## I. INTRODUCTION

The participation of women in Parliament in Indonesia is still considered very low. According to data from the World Bank (2019), Indonesia is ranked 7th in Southeast Asia for women's representation in Parliament. Related to gender

equality and has not been able to answer the main problems faced by women. The low participation of women in Parliament has had more or less an impact on gender equality policy issues as regards equality between women and men; it has not been able to respond to the main problems confronting women (KemenkoPMK, 2021).

Culture in Indonesia is also very influential, namely patriarchal culture, which places women in a position below men. Patriarchal culture positions women in the role of taking care of the household (Romany, 2007). Indonesia, which still adheres to patriarchy, is one of the reasons why women have limited opportunities to participate in politics. This is due to the general view of society that still limits the division of roles between men in the public sphere and women in the domestic sphere (Sugiharto, 2014). The problems of women and politics in Indonesia are accounted for at least four issues: women's representation is still very low in the public sphere; a form of the dedication of political parties that are not yet reactive to gender so that there is a lack of adequate access for women's interests; and constraints on cultural values and interpretations of religious teachings in favour of gender and in favour of patriarchal values. And the interest/desire of women to get involved in politics is still relatively low, so it needs to be re-examined more deeply (Suryani, 2010).

Since the 2004 General Election, Indonesia has approved the rule for women's political representation with a minimum quota of 30% for legislative candidates (caleg) and a 30% quota for women in political party management as a form of positive action ( Indonesian Law No. 12 of 2003). The regulation is said to have succeeded in encouraging an increase in the number of women's representation at the national level, although women's political participation in the legislature at the provincial and district levels, in general, is still low (Purwanti, 2015).

The 2019 election recorded a new history, namely the increase in the number of women's electability in the Indonesian House of Representatives as well as the highest in

the history of Parliament in Indonesia, which was 20.5%. Through the ratification policy contained in the election law, political parties are encouraged to nominate at least 30% of women in the nominations, both in the DPR RI and DPRD. The policy relates to the inclusion of the zipper system, which requires one female candidate in every three legislative candidates. With this system, it is certain that women will legally enter Parliament because the electoral system has helped women to be able to compete with men (Umagapi, 2020).

Kabupaten/Kota	Keterlibatan Perempuan di Parlemen (Persen)		
	2019	2020	2021
Kabupaten Lombok Barat	8,89	8,89	8,89
Kabupaten Lombok Tengah	6,00	6,12	8,00
Kabupaten Lombok Timur	10,00	10,00	10,00
Kabupaten Sumbawa	13,33	13,33	13,33
Kabupaten Dompu	10,00	10,00	10,00
Kabupaten Bima	6,67	6,67	6,67
Kabupaten Sumbawa Barat	8,00	8,00	8,00
Kabupaten Lombok Utara	3,33	3,33	3,33
Kota Mataram	25,00	25,00	25,00
Kota Bima	16,00	16,00	16,00
Nusa Tenggara Barat	1,54	1,56	1,59

Salah satu variabel pembentuk Indeks Pemberdayaan Gender (IDG)

Fig. 1. Number of Women's Involvement in NTB Provincial Parliament 2019-2021 in per cent (%)

Source: quoted from <https://ntb.bps.go.id/indicator/40/328/1/keterlibatan-perempuan-di-parlemen.html>.

Based on data from the Central Statistics Agency (BPS), the involvement of women in the West Nusa Tenggara (NTB) Provincial DPRD in 2019 was 1.54%; in 2020, it was 1.56% and in 2021, only 1.59% of the total number of members parliament.

The number of women who were successfully elected in legislative elections (Pileg) decreased, especially in the NTB DPRD. The number of female candidates for DPRD NTB is as many as 352 people. However, out of 352 legislative candidates, only Hj Baiq Isvie Rupaeda from the Golkar Party was re-elected in the NTB III electoral district (Dapil). For the first time, a woman can serve as chairman of the DPRD, the highest position in the DPRD's parliamentary seat. Hj. Baiq Isvie Rupaeda succeeded in occupying the position of Chairperson of the NTB Provincial DPRD (<https://radarlombok.co.id/hj-baiq-isvie-rupaeda-wanita-pertama-menjadi-ketua-dprd-ntb.html>).

DAPIL	TOTAL KURSI	ALEG TERPILIH	PARTAI	JENIS KELAMIN	NOMER URUT	JUMLAH SUARA
NTB 3	9	H. ABDUL WAHID	PKB	L	1	20.955
		H. MACHESUN R. S.Sos., MBA	GERINDRA	L	1	16.405
		Hj. BAIQ ISVIE RUPAEDA, SH., MH	GOLKAR	P	1	18.634
		H. MUHAMMAD KHAIROL RIZAL, ST., M.KOM	NASDEM	L	3	19.790
		JALALUDDIN S.Sos	BERKARYA	L	9	7.402
		H. ABDUL HADI, SE., MM	PKS	L	1	21.312
		DR. DRS. TGH,HAZMI HAMZAR, SH., MH	PPP	L	1	12.313
		H. SAERUDDIN ZOHRI, S.Ag	PAN	L	2	9.927
		Ir. H. MOH. EDWIN HADIWIGAYA, MM	PBB	L	9	12.842

Fig. 2. Number of Votes Obtained by DPRD of NTB Province in Dapil 3

Source: quoted from <https://www.puskapol.ui.ac.id/data-dprd-provinsi-terpilih-2019-ntb>

The following is the vote acquisition of the NTB Provincial DPRD in Dapil 3, where HJ. BAIQ ISVIE RUPAEDA, SH., MH got a total of 18,634 votes. She has 18,634 votes in the 2019 NTB DPRD election. Baiq Isvie is the only woman who gets the highest vote in the West Nusa Tenggara (NTB) Provincial DPRD, so researchers are interested in researching Baiq Isvie Rupaeda. Therefore, political marketing can be explored as a form to pay close attention to the efforts made by candidate Baiq Isvie Rupaeda in the election victory of the NTB Provincial DPRD in the 2019 legislative election.

Political marketing can help marketing candidates (individuals or parties) to publicize political behaviour, political ideas, political issues, political ideologies, characteristics of party leaders, and party work programs. The science of marketing has evolved over time to find its ultimate goal, and marketing encompasses all forms of organizational functions and various forms of processes for creating and delivering value to consumers in ways that benefit the organization (Moekijat, 2011).

Marketing plays a role in building social order and argues that the use of the marketing concept is not limited to business. This fact has attracted the attention of many stakeholders to apply marketing knowledge outside the corporate organizational context. Marketing can be applied not only for financial gain but also in the form of an organization that coordinates its activities towards long-term relationships with consumers and stakeholders (Newman, 1999).

The votes obtained by HJ. Baiq Isvie Rupaeda in the election of 18,634, making her the only woman who passed the election for the DPRD of West Nusa Tenggara Province and made her the chairman of the DPRD, where the representation of women in West Nusa Tenggara is only 1.59%, thus making researchers interested to research related to the use of political marketing used by HJ. Baiq Isvie Rupaeda in the campaign to win the chairman of the NTB DPRD for the 2019-2024 period.

## II. RESEARCH METHOD

The type of research used is the type of qualitative research, where the approach is a descriptive case study, which is to examine the Political Marketing Strategy of Hj. Baiq Isvie Rupaeda, SH., MH in Facing West Nusa Tenggara Legislative Election 2019, namely research that is used to discuss the condition of natural objects, where the researcher is the key instrument (Sugiono, 2013). Qualitative research is used to obtain in-depth data, data that contains meaning. Qualitative research aims to produce descriptive data in the form of written or spoken words from people and observable behaviour. Qualitative approach research is carried out by going directly to the field to examine the object of study. This is shown to obtain in-depth information by interacting directly with the community (Moleong, 2005).

The primary source in this study was directly obtained by the researchers from the HJ. Baiq Isvie Rupaeda using the in-depth interview method. The secondary data source of this research comes from documentation with the results of interviews that have been conducted with Baiq Isvie Rupaeda SH., MH or the Success Team. Document studies are complementary to the use of observation or interview methods. They will be more reliable or have high credibility if they are supported by photographs or existing academic papers. The data obtained by the researchers were collected and then processed for analysis. Before conducting the analysis, the first step that must be done is data collection. When going out in the field, researchers seek as much information as possible regarding the focus of research through informants as primary data, as well as through literature studies as complementary data. Before going to the field to conduct interviews with informants, the researcher first prepared interview guidelines as a reference in digging up informants' information (Creswell, 2010).

Researchers used data source triangulation techniques. This type of triangulation is done by comparing or rechecking the level of confidence in the information obtained. Researchers can compare one person's perspective with others about the same thing. Researchers will also compare the results of interviews with document studies. Researchers use this triangulation technique so that researchers can obtain more accurate data and different perceptions from each source of information (Moleong, 2013).

The primary source in this study was directly obtained by the researchers from the Bali Government Tourism Office using the interview method with the Head of the Tourism Destinations Division and the Head of the Tourism Marketing Division. The secondary data source of this research comes from documentation related to various materials owned by the Bali Government Tourism Office. The interactive analysis technique proposed by Miles and Huberman became the analytical instrument used in this study, they explained that at least the data analysis technique consisted of three elements, namely data reduction, data presentation, and conclusion testing.

The validity test method used in this study is source triangulation. The data obtained will then be analyzed and concluded, as well as examining other data sources, by looking at the suitability of the primary time data source.

### III. FINDINGS AND DISCUSSION

#### A. Political Marketing Communication

Marketing is defined as the process of communicating a higher selling value than a product, in marketing activities can't be separated from two parties, namely the seller and the buyer. To sell a product, marketing activities use a number of marketing communication methods with the aim that consumers are willing to pay and or energy for the product or service offered. Similarly, in political marketing. There are sellers who are called political communicators, while the buyers are political audiences or known constituents. To sell political products, political actors need political marketing communication techniques, with the aim

that political audiences support and give voice to actors or institutions/parties who gave them political promises (Setyaning, 2022).

Political marketing is a series of planned, strategic and practical activities aimed at disseminating political awareness among voters so that candidates or political parties are successful with all their political activities, which are carried out through marketing methods or approaches in the face of competition. And fight over the market. Baiq Isvie Rupaeda uses political marketing communication in approaching the community to promote himself and aims to have a good two-way relationship. With that good relationship, Baiq Isvie Rupaeda conveyed her vision and mission by giving work programs to regional heads so that they could disseminate them to the community. Then the spread of voice is also obtained by providing a good two-way relationship and having good communication with the community so that they can move their conscience. And if she is able to win the hearts of the people, she immediately runs a campaign that is in accordance with her vision and mission. By getting the most votes, she uses a strategy which is superior in the legislative elections of West Nusa Tenggara.

#### B. Political Marketing Strategy

Strategy is the preparation of plans and all means aimed at achieving political victory (Arifin, 2011). In an effort to increase the number of votes, Baiq Isvie Rupaeda has its own way of determining a strategy to achieve the maximum number of votes; this is part of a political contestation activity where the political goal is victory. Every strategy used in politics must have been planned very carefully and complexly because the strategy of political activities to gain 18,634 votes was carried out in a rational situation that could attract public sympathy in decision-making.

There are three strategic approaches that Baiq Isvie Rupaeda uses in marketing her political products. First, Baiq Isvie Rupaeda uses a push marketing strategy. as the only woman elected in the political contestation of West Nusa Tenggara, she shows that push marketing which emphasizes the aspect of going to the field through the door to door communication, is a very effective thing in the context of the approach to communicating politics to the community because the majority of voters are occupied by elderly so that Baiq Isvie Rupaeda already knows the target audience in providing assistance from a demographic and geographical perspective. Door-to-door was chosen as an effort to reach all voters in their constituency and to gain support through stimulants given directly to voters so that they can influence people's decision-making. The campaign carried out by Baiq Isvie Rupaeda in approaching the community is by providing assistance and listening to community complaints, for example, by repairing the area's roads, building prayer rooms, helping people who are economically disadvantaged, helping difficulties with health costs and providing necessities. Needs in the area. Baiq Isvie Rupaeda really likes it if the approach is carried out directly and goes to meet the community, with that making Baiq Isvie Rupaeda not distinguish herself from the

community so that the community does not hesitate to ask her for help, and as a form of positive effort in society, Baiq Isvie Rupaeda provides work program by conveying and relying directly on the regional head in the village with the aim of being able to maintain regional welfare so that this can also be a good relationship with the community.

Baiq Isvie Rupaeda utilizes her background as a person born from the daughter of the former East Lombok regent, had a strong root network which has become a symbol for Baiq Isvie Rupaeda in winning the hearts of the people; at the same time, her character in the context of the Golkar Party is supported by party figures. Become a means of gathering massive power to get 18,634 votes. With such a background, Baiq Isvie Rupaeda already had the social capital to win the legislative elections in West Nusa Tenggara. West Nusa Tenggara, which still respects and trusts the traditional leaders of their regions, can be one of the reasons why every message conveyed by traditional leaders and the community can be used as a reason to believe in things they still doubt. Baiq Isvie Rupaeda uses a pass marketing strategy in an effort to increase public confidence in her and can help promote herself in each of her constituencies. By collaborating with traditional and community leaders, party leaders, and community organizations, Baiq Isvie Rupaeda can be well known by the public because every figure involved helps her to position herself as a good image in the midst of society. Every figure or community organization has a very big influence in marketing and raising her name to every corner of the area; by convincing these community leaders, Baiq Isvie Rupaeda also does various things that can be trusted as one of the mandates of many people for the future, namely by address community concerns by helping underprivileged communities. If the figures already believe in Baiq Isvie Rupaeda, then the community will also believe in what is being promoted by the shops they trust who come from their area.

Because the voters are mostly elderly and people who can't afford it, this is an obstacle in doing political marketing using digital media and electronic media, but Baiq Isvie Rupaeda uses billboards and stickers in promoting herself, which only uses mass media.

Based on the data obtained, Baiq Isvie Rupaeda makes the push marketing strategy the leading strategy used in gaining votes; this is because Baiq Isvie Rupaeda really likes to approach the community face-to-face and door-to-door.

#### IV. CONCLUSION

In this research, the results of data analysis concluded that: (1) Baiq Isvie Rupaeda uses a push marketing strategy in her campaign because it is considered more effective in getting votes from the public because Baiq Isvie Rupaeda has a positive political image that is close to the community. Going directly to the field to meet residents door-to-door can directly influence voter behaviour. Baiq Isvie Rupaeda conducts approach activities with residents, namely listening to complaints and helping the community. (2) Baiq Isvie uses a pass marketing strategy by bringing herself closer to religious figures, traditional leaders, and party leaders, which can make her more widely known by the public in her

constituency areas, namely by being promoted as one of the mandates people they can trust. (3) With a background that has ties to politics as well, it can illustrate that Baiq Isvie Rupaeda already has the social capital to win the legislative election of West Nusa Tenggara. (4) Baiq Isvie Rupaeda is more dominant in using a push marketing strategy compared to pass marketing due to the demographic and geographical conditions in the West Nusa Tenggara area; it can be said that communication that is carried out directly to the field to meet the people is more effective than the pass marketing strategy. And the door to door communication is also a form of positive effort in a business that she had to fight for in order to gain the conscience of the community.

#### V. ACKNOWLEDGMENT

The wide range of fields involved in this research means that an editor needs a lot of help from referees in evaluating articles submitted for publication. We are very grateful for the help of colleagues in helping, providing advice and guidance. This note is a form of our gratitude for those who have contributed to the encouragement and as a belief that their help is appreciated.

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