

1 Introduction

The discipline of communication science is growing and becoming more complex. Communication science has also penetrated political science. Indonesia, which is a country with a democratic system, will not be far from communication science and political science. Democracy, in a broad sense, can be interpreted as a government of the people, by the people, and for the people. This indicates that the highest power is in the hands of the people. To realize this understanding, democratic countries usually use certain methods to elevate the existence of the people as the holder of the highest sovereignty in the state. So the general election system is used, which is considered a symbol, as well as a benchmark of democracy (PRIMA HERNANDA, 2020).

In 2019 Indonesia went through a democratic party. Legislative and executive elections have been carried out with extraordinary dynamics. The political dynamics are already being felt towards the 2024 general election. According to Tamimi (Nur Budiman et al., 2022), approaching the 2024 election, many parties have started self-promotion or carried out special strategies to build the image needed by a national leader. What is more, when Indonesia has to deal with the Covid-19 virus pandemic, which continues to mutate, many political actors who are and will take office are taking advantage of people's suffering and the sluggish social, economic, and political ecosystem to manipulate emotional targets using political branding.

The international community has recognized legislative elections as an arena for forming representative democracy and holding periodic government changes. The main objective of legislative elections is that the region's people can determine their candidate for an appropriate leader and represent the people in an area. According to Schumpeterain, legislative elections are an arena that accommodates competition or contestation between political actors to gain power and people's political participation to make choices in the liberalization of citizens' civil and political rights (Arniti, 2020).

Elections are one of the most basic human rights. Therefore, if a country does not hold elections, it can be categorized as having violated human rights and has also violated the principles of democracy itself (Sinamora, 2019)

Partai Keadilan Sejahtera (PKS) is a party that has Islamic principles. This has been stated in article 1, section 2 of the party's articles of association which reads, "Party based on Islam". Furthermore, in the party's laws, section 1 on party attributes, article 1, paragraph 3 point (b) mentions "two crescent moons symbolize the dimensions of time, harmony, beauty, enlightenment, the greatness of Islam to maintain the balance, continuity of history, glory, and sustainability of the national and state of life". This is reaffirmed in article 1 paragraph 4 of the bylaws, which states "The Party's emblem as referred to in paragraph (3) has a philosophy based on Islam rahmatan lil-'alamin and the spirit of proclamation to foster leadership for young and patriotic souls as well as the spirit of preparedness, service, in order to realize honesty, truth, justice, and prosperity for all Indonesian people." (Sekretariat Jenderal PKS, 2021).

Table1. Seat Comparison

No	Party Name	Total Seat
1	Partai Demokrasi Indonesia Perjuangan	12
2	Golongan Karya	11
3	Nasional Demokrat	9
4	Gerakan Indonesia Raya	5
5	Hati Nurani Rakyat	3
6	Demokrat	2
7	Partai Persatuan Indonesia	2
8	Partai Keadilan Sejahtera	1

Source: Processed by Researchers

Partai Keadilan Sejahtera (PKS), which in 2019 also participated in the contention of regional general elections in Karangasem Regency, Bali Province. On this occasion, PKS got one out of 45 seats represented by H. Marjuhin, S.H., with 2,623 votes. In this contestation, PKS is the political party with the fewest seats compared to other parties. Based on the elaboration above, the involvement of PKS in the legislative elections in Karangasem Regency is very interesting to study because PKS has both great opportunities and challenges. The opportunity is that PKS has the bargaining power to get votes from Muslim voters, while the challenge is when PKS competes in a region with a majority non-Muslim population like Karangasem Regency. PKS must have its own strategy to attract votes from non-Muslim voters, especially as a political party based on Islamic values and ideology. Moreover, Bali Province itself is an area where the majority of the population is Hindu.

2 Theoretical Approaches

2.1 Political Marketing

According to Lilleker and Lees-Marshment, political marketing is the use of marketing concepts and techniques in politics (Harmes, 2016). Political marketing is a growing phenomenon as political parties apply marketing concepts and techniques to help achieve their goals. There is an ongoing debate regarding the necessity for major political parties to implement political marketing and become market focused. This involves comprehending the general public's desires and creating a "product" suitable for the electorate to win elections (Lees-Marshment, 2008).

Political marketing has been interpreted as a way to sell and win political parties or political actors in a presidential or local election contestation. People often confuse it with the term political communication. According to O'Cass political marketing is how political parties or political actors approach constituents to meet and satisfy their needs and interests. Political marketing can also be interpreted as a method or tool to maintain

relations between political parties or political actors and their voters, and political marketing is not a tool that can guarantee victory (Poerwadi, 2011)

According to Firmanzah, political marketing is a set of methods that include political initiatives, political ideas, political issues, political ideology, characteristics of party leaders, and community party work programs. Political marketing is not a concept to sell political parties or political candidates to voters. Nevertheless, political marketing is a concept that offers how a political party or candidate can make a program with problems that occur in society (Poerwadi, 2011).

Political marketing is a marriage between marketing and politics, wherein marketing strategies are utilized to promote the offerings of a political party or a candidate. The merger of marketing and politics in this regard creates a political market, in which politicians are marketers and voters are consumers. In line with contemporary marketing orientations, it is crucial to examine the needs and wants of voters to induce positive political involvement (Irshaidat, 2019).

2.2 Political Marketing Strategy

Communication is an integral part of the political system that functions in a social environment (Maarek, 2016). One form of political communication in which there is the offering, creation, and exchange of value between political actors is political marketing. It is understood as a collection of techniques aimed at matching candidates with potential voters whose aim is to promote political actors to voters (Karwacka et al., 2022)

The process of determining a strategy in politics is very important. Therefore, political parties or actors must carefully plan and execute a strategy so that there are no mistakes. According to Adman Nursal, there are three strategies for campaigning political marketing (Kustiawan et al., 2022).

a. Push Political Marketing

Push Political Marketing is a way of political marketing that refers to candidates and parties directly meeting voters. This strategy can be by distributing brochures, stickers, flyers, and or interacting directly with prospective voters. In addition to parties and candidates, these volunteers are tasked with carrying out field techniques in implementing party and candidate marketing to the public.

b. Pull Political Marketing

Pull political marketing is a political marketing strategy that refers to candidates and parties marketing through mass media. This strategy is carried out through mass media, be it print, electronic, social media, or via the internet. This method can effectively convey messages to voters. However, the drawback of this strategy is that it costs a lot if the content is campaigned through mainstream media such as television, newspapers, and online newspapers.

c. Pass Political Marketing

Pass political marketing is a political marketing strategy that uses organizations or community leaders in the area that greatly influence the local community. This needs to be careful in practice because if you are not careful in its implementation, it is possible that the candidates and parties will not get a good response from the local community.

2.3 Elements of Political Marketing

According to Niffenegger, the product, promotion price, and place elements, known as the marketing mix, are reinterpreted within the scope of political marketing. Political parties have to use the elements of the political marketing mix effectively and efficiently to gain the voters' support and competitive advantage (Aslan, 2022)

- a. Product
In product marketing, it is goods or services that will be commercialized. In politics, the product is a complex matter related to the political party and the candidate carried in an election. Products are also ideas and programs that will be conveyed to constituents.
- b. Promotion
Promotion in commercial marketing is the efforts made to attract the attention of buyers through communication techniques. In political marketing, promotion is defined as a campaign by political parties, and candidates carried out through advertising, public relations, and promotion efforts, which usually use the mass media.
- c. Price
Prices cover many things, from economics and psychology to national image. The price for a product is very decisive, it determines which segment of society you want to enter. Prices in the economy include all costs incurred by the party during a period.
- d. Place
Placement is closely related to the distribution of messages from a party and its ability to communicate with voters. The place in question is a public space that can be accessed by the community directly or indirectly. This means that political parties and actors must be able to map the structure and characteristics of society both geographically and demographically.

3 Research Methodology

This research uses a qualitative approach, with the type of research being a case study. This research focuses on the political marketing strategy of Partai Keadilan Sejahtera in legislative elections in the Karangasem District. This research was conducted in Karangasem District, Bali Provinces. The subjects in this study were H. Marjuhin S.H. (Legislative member of Partai Keadilan Sejahtera), the winning team of H. Marjuhin S.H., and voters. Meanwhile, the object of this research was the political marketing strategy of Partai Keadilan Sejahtera in legislative elections in the Karangasem District. Data collection techniques were carried out through interviews and documentation. In checking the data, the researcher used a technique to check the validity of the data, namely triangulation. The triangulation used in this study is source triangulation, which means checking the data obtained from the main source. Data analysis techniques in this research include data reduction, data encoding, and concluding.

4 Findings and Discussion

Based on the researcher's observation, H. Marjuhin, S.H., has participated in and won legislative elections in Karangasem Regency since 2009. Then in 2014 and 2019, H. Marjuhin, S.H. won again in the legislative elections in Karangasem and became the only Muslim representative. PKS always represents by H. Marjuhin, S.H. in three consecutive general elections. PKS has a special nickname, "Partai Kursi Satu, or The One-Seat Party" because they always win only one seat during the legislative general elections in Karangasem, Bali.

4.1 Political Marketing Strategy of H. Marjuhin, S.H. as a Muslim Minority in Winning Elections in the Hindu Majority Region of Bali

The identity of H. Marjuhin, S.H. cannot be separated from PKS because H. Marjuhin, S.H. is also the chairman of the PKS in Karangasem Regency. All actions taken by H. Marjuhin, S.H. can indirectly be interpreted as actions of PKS. Moreover, H. Marjuhin, S.H. is the only Muslim official in the legislative institution of Karangasem Regency, so H. Marjuhin, S.H. must maintain the image and identity of himself, the party, and the Islamic religion.

In Bali, Muslim minority candidates are built through political marketing focusing on religious plurality rather than gender issues. The presence of a Balinese Muslim minority candidate has also contributed to enriching the discourse on Islam and Hinduism in Bali. Balinese Muslim minority candidates weave political marketing together by emphasizing a sense of trust. Bali represents Hinduism's attachment to the Balinese community system (Nur Sofyan, Naili Farida, Rina Martini, 2023). Pluralism is inseparable from multiculturalism discourse because the political foundation of multiculturalism is to identify pluralism. This pluralism is a social fact that is difficult to deny and even has significant meaning in the life of the nation (Prayudi, 2013).

In implementing a push political marketing strategy, the candidate is supported by an active team of volunteers who directly approach the community. They introduce H. Marjuhin, S.H. by involving themselves in community programs. Personal door-to-door approaches are also intensively carried out to promote PKS products. According to a source, there are various ways that the candidate and the volunteer team promote the products and introduce the candidate. First, by visiting each household. Second, by attending community religious activities. Third, through the street lighting program in Kecicang Village. Fourth, by initiating sidewalk improvements. In every meeting and activity, the candidate and volunteers also distribute t-shirts and stickers. This method is certainly used to remind the community about the presence of the candidate by including the candidate's photo, name, number, vision and mission, and party symbol.

The political message conveyed by H. Marjuhin, S.H., and the volunteer team to the community is the Balinese proverb "Menyama Beraya". This proverb is a way of life in Bali and is the foundation for building relationships between religions (Ludji et al., 2020). The phrase "Menyama Beraya" is always conveyed by H. Marjuhin, S.H., during his campaign as his political message. This can attract sympathy from Hindu voters.

In implementing the Pull Marketing Strategy, H. Marjuhin, S.H., and his campaign team utilize mass media such as print, electronic, social, and outdoor media to introduce the candidate and build a positive image. The role of media in political competition is significant as it has become a new platform for political communication efforts such as

political campaigns and technology-based public services (Fadhlorrohman & Purnomo, 2020). According to sources, H. Marjuhin, S.H. often spreads his campaign through Facebook, as users are still considered numerous in Karangasem Regency. Meanwhile, the campaign team installs banners at several strategic points for outdoor media. The banners contain information related to the candidate, such as the candidate's name, number on the ballot, and vision and mission.

In addition, H. Marjuhin, S.H., and PKS also have media partners who function to report on all campaign programs that have been carried out. Various media types are advantageous for marketing activities, including H. Marjuhin, S.H., and PKS in political marketing. Mass media is considered very useful in disseminating political messages because it can target a large number of people at the same time. Delivering a political message correctly and effectively will be able to attract the sympathy of the community so that they are willing to accept the intentions desired by politicians (Krina Loina Lalolo & Munawaroh Zainal, 2018).

In conducting Pass Political Marketing, H. Marjuhin, S.H. conducted socialization and cultural approach with influential figures. Cultural politics refers to the active debate and discussion of ideas in action that have the potential to bring about changes in social relationships and conditions (Nash, 2019). According to sources, this approach was taken because emotional ties with constituents through certain figures can influence voters. The approach of pass political marketing through community figures who have emotional closeness with their group is considered capable of influencing public opinion. This has also become a culture in the political world to get closer to figures who influence the community.

The method used in this approach is that H. Marjuhin, S.H. often approaches influential youth figures who are into sports. Additionally, H. Marjuhin, S.H. also holds special positions in several organizations such as Panitia Hari Besar Islam (PHBI), Ikatan Persaudaraan Haji Indonesia (IPHI), and a member of Majelis Ulama Indonesia (MUI). With these positions, certain figures and their members will instinctively choose H. Marjuhin, S.H. in the general election.

4.2 The Elements of Political Marketing as a Selling Point for Muslim Candidates

H. Marjuhin, S.H., as the only Muslim candidate among 45 seats in the legislative institution of Karangasem district, must have a different selling point compared to his political opponents during the campaign. While H. Marjuhin, S.H. has competitors from other parties who are also Muslim candidates, he is the only one from the PKS party to have consistently had a representative in the legislative institution of Karangasem district for three terms. The fact that the Balinese Muslim minority candidate is actively engaging and connecting with all members of Bali's society shows that the candidate is striving to achieve political objectives that are focused on the family, community, and the wider public in the province of Bali (Wirawan & Dewi, 2018). Various political marketing initiatives have been aimed at promoting Balinese Muslim minority candidates at religious, social, and cultural events that are common in Bali. The increasing visibility of religious activities in public spaces indicates that candidates from the Muslim minority in Bali are becoming more confident in expressing their religious identity as they attempt to secure a role in the bargaining process for the legislative elections (Wirawan & Dewi, 2018).

The bargaining power of H. Marjuhin, S.H. can be explained through the elements of political marketing in the marketing mix.

1. Product

According to Newman (Salim Khatib, 2012), Political marketing regards the campaign platform as the main political product, which is composed of four elements. According to the source, the initial element is the candidate's general election program based on their party's guidelines, which in this case is the Muslim party that remains beneficial for all religions. The second element is their stance on the most crucial issue that arises during the campaign period, which is diversity. The third element is the candidate's image, which is H. Marjuhin, S.H., who is a Muslim but does not marginalize other religions. The fourth element is a reference to the candidate's political background and the support of their voters, as H. Marjuhin, S.H. has been a legislative member since 2009 and has always been accepted by the entire community. Furthermore, according to the source, the product offered by H. Marjuhin, S.H. is a vision based on the value of "Rahmatan lil alamin" or goodness for all creatures of the universe, which is absorbed in Balinese culture with the term "Menyama beraya". This means that Islam brings benefits to diversity without marginalizing other religions, and this can be accepted by the Balinese community.

2. Promotion

Promotion in various forms is the most apparent part of political marketing campaigns. The promotion mix can be divided into two main parts, namely paid media, which includes all forms of advertising such as posters, print or broadcast media, as well as telephone and direct-mail marketing, and free media, which refers to the publicity that the party receives but does not pay for (O'Shaughnessy, in Salim Khatib, 2012). According to the source, the promotion type involves direct interaction with the community through humanitarian programs, such as sidewalk repairs and providing public street lighting, which incurs costs. However, for promotions without cost, reliance can be placed on word-of-mouth communication between people.

3. Price

Prices can be seen as variables related to campaign funds, psychological prices, and image prices, according to Niffenegger (Azis, 2022). According to the source, H. Marjuhin, S.H. did not spend too much campaign funds because he did not use political money practices. For psychological prices, constituents do not have a problem with the background of the candidate, who is a Muslim minority. As for image prices, constituents believe that H. Marjuhin, S.H., will provide a good image for the people of Karangasem Regency.

4. Place

To win the competition in general elections, political parties must fulfill the needs of the public. The public's needs include work programs, ideology, aspirations, and a leadership figure that instills confidence in the future. This can only be seen when candidates conduct campaign activities in easily accessible public spaces. According to the source, commonly used public spaces will be tailored to the type of campaign such as fields and residential areas. In addition, virtual spaces using

social media will also be utilized in the campaign, such as Facebook and Instagram.

The four elements mentioned above, namely Product, Promotion, Price, and Place, are very important. None of these elements can be reduced because they are interdependent and complementary. Logically, every candidate in the election must have a product to offer. Then they must have a way to introduce the product through promotion. They must consider the price to be spent, and lastly, they must pay attention to the place to be used in the campaign. H. Marjuhin, S.H. has possessed all of these elements to win the election in Karangasem Regency, Bali.

5 Conclusion

This research has aimed to demonstrate the usefulness of marketing concepts in political marketing. PKS, with H. Marjuhin, S.H., and the campaign team, has proven the benefits of effectively and maximally utilizing political marketing. The challenge of competing with the Hindu majority in the general election can be answered using political marketing to compete amid the Muslim minority condition. Each campaign team strives to formulate effective strategies to dominate the minds of the public, as having a strong position in the minds of the public will make a political product easy to remember. The research results show that the political mix affects constituents' intentions to participate in legislative elections. Then, through a political marketing mix strategy, fundamental aspects of the campaign can be systematically arranged. Product, promotion, price, and place should be deeply considered as a foundation in political marketing campaigns.

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