

## 1. Introduction

Indonesia has gone through a major democratic party year, namely the simultaneous regional head elections conducted by 34 provinces in Indonesia on December 09, 2020, namely the election of governors and deputy governors, regents and deputy regents as well as mayors and deputy mayors. Central Java Province also held elections, including Kebumen District which held Pilkada (local elections) regents and deputy regents.

Based on the election results of the 2020 local elections in some regions, the empty box successfully obtained tens of thousands of votes, although it can be said that this was not enough to defeat a single candidate. This can be seen in the 2020 local elections in Kebumen District, Central Java, which pitted the single candidate pair Arif Sugiyanto and Ristawati Purwaningsih (Arif-Rista) against an empty box (Zain, 2020).

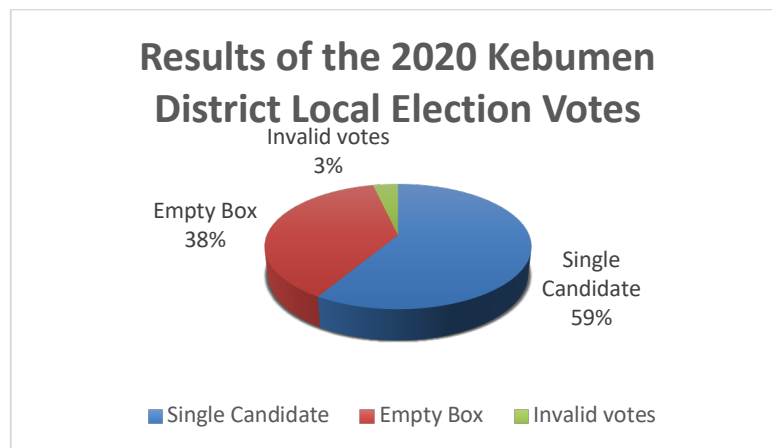
Arif and Rista in the 2020 Kebumen District elections have a winning team to reap many votes and win the simultaneous elections in Kebumen District. This winning team is the party that carries them and also public figures in Kebumen District who introduce or brand this pair to the people of Kebumen District. The task of this winning team is that they try to attract the attention of the public or voters to vote for Arif-Rista in the 2020 simultaneous local elections in Kebumen District.

With the condition where the Arif-Rista pair fought against an empty box, it is necessary to have a separate strategy that can influence constituents to keep choosing the Arif-Rista pair. This strategy can be described through a political marketing strategy. In the 2020 Kebumen District elections, the single candidate pair of regent and vice regent Arif-Rista did have selling power in the elections. It is proven that this pair is the only candidate who can gather constituents and reduce other candidates from participating in the local democratic event. The construction of campaign packaging or political marketing is a set of methods that can facilitate contestants (individuals or political parties, characteristics of party leaders and party work programs to the public) (Fujilestari, 2023).

Although in its implementation the pair Arif-Rista became a single candidate, but in accordance with the procedures for implementing the elections from the KPU that each candidate pair must run all series of elections before the day of the election, one of which is the campaign. Campaigns are carried out to convince supporters that the pair that constituents choose is the best candidate. The political campaign also requires this single candidate to think about political marketing, effective ways and methods to be able to communicate and convince voters that even though they are single candidates, they deserve to be elected. Arif-Rista in the 2020 Kebumen District election certainly has its own uniqueness where in the

regional head election there is only a single candidacy and an empty box as the opponent.

**Table 1. Results of the 2020 Kebumen District Local Election Votes**



Source: Processed by Researchers

According to data (Komisi Pemilihan Umum Kab.Kebumen, 2020) from the Kebumen General Election Commission (KPU), the single candidate pair Arif-Rista received 389,463 votes. Meanwhile, voters who chose the empty box received 250,821 votes. The total number of invalid votes was 23,918 (Zain, 2020). The data is the result of votes cast at 3,155 polling stations (TPS). The Arif-Rista pair gained more votes in 24 sub-districts out of a total of 26 subdistricts. Meanwhile, in 2 sub-districts, Sempor and Gombang were superior to the empty box.

## **2. Theoretical Approaches**

### **2.1 Political Marketing**

According to Adman Nursal, political marketing is a series of planned activities, strategic but also tactical, long-term and short-term dimensions, to spread political meaning to voters. Similarly, Neuman and Perloff explain the application of marketing principles and methods in political campaigns by various individuals and organizations. The work itself includes analysis, development, execution, planning, campaign strategies carried out by candidates, political parties, governments, lobbyists and interest groups who try to control public opinion, develop their ideology, win elections in the general vote in response to the desires and needs and certain groups of people in society (Yusrina, 2020).

Political Marketing is a democratic system implemented by Indonesia to deliver society towards a better direction where people are more critical in assessing and analyzing what political figures do. The approach applied by political figures in the past only saw the importance of society as a means of winning elections and then left it, this approach is called an exploitative approach. However, the impact for political candidates is that if they still use an exploitative approach, candidates will be increasingly abandoned by their constituents or supporters and will increasingly lose the opportunity to win elections.

Based on the above understanding, political marketing can be defined as a way for political parties or candidates to communicate political ideas and ideas to voters. Furthermore, political marketing aims to provide political understanding and educate voters in accordance with the messages designed and delivered.

## **2.2 Political Marketing Strategy**

3P political marketing according to Adman Nursal, namely:

### **1. Push Political Marketing**

It is a way of political marketing that refers to candidates and parties directly meeting voters. It can be done by distributing brochures, stickers, flyers, and interacting directly with potential voters. In addition to parties and candidates, these volunteers are in charge of carrying out field techniques in the implementation of party and candidate marketing to the public. The task of volunteers is also to measure how strong the messages are conveyed to voters by parties or candidates (Andy Sanjaya, 2020).

### **2. Pull Political Marketing**

Pull Political Marketing is a political marketing strategy that refers to candidates and parties marketing through mass media be it print, electronic, social media, and through the internet. This method can be effective in delivering messages to voters. However, the drawback is that it requires a large amount of money if the content is campaigned through mainstream media such as television media, newspapers and also online newspapers. Therefore, only parties or candidates who have substantial financial resources campaign with this strategy. However, if using social media platforms, this actually reduces the campaign costs incurred (Andy Sanjaya, 2020).

### **3. Pass Political Marketing**

Pass political marketing is a political marketing strategy that uses organizations or community leaders in the area who are influential in the local community. It is very necessary to be careful in practice because if you are not careful in its implementation, it could be that the candidate and/or party does not get a good response from the local community (Andy Sanjaya, 2020).

### **3. Research Methodology**

This research uses descriptive qualitative methods with a case study approach. Where is a method used to answer research problems related to data in the form of narratives sourced from interview activities, observations, extracting documents. The subjects in this research are Arif-Rista, Constituents in Kebumen District, and the Winning Team of Arif - Rista. The research object in this study is the political marketing strategy of Arif-Rista in the 2020 Kebumen District local elections. The data analysis technique used in this qualitative research is to reduce data, present data and draw conclusions.

### **4. Findings and Discussion**

#### **4.1 Political Marketing Strategy in the Single Candidacy of Arif Sugiyanto Ristawati Purwaningsih Pair in the 2020 Local Elections**

Political marketing is a way to win over constituents and get them to vote for the desired candidate. Competition requires candidates to think of effective ways and methods to communicate and convince constituents that they deserve to be elected (Pebrianti et al, 2020). In the case of the single candidacy of the single pair Arif-Rista in the 2020 regional election, the winning team Arif-Rista took the Market Oriented Party (MOP) as the initial approach in marketing implementation. In this case, Mr. Teguh Budi Santoso as the resource person explained that the first step taken in determining this marketing strategy was to start by conducting market research or the political term blusukan by looking for the needs of voters, namely the Kebumen community.

This market research will give rise to an idea of the needs of candidates that match the will of the people. Therefore, registration was opened to find out which candidates had strong candidates to be chosen by the community. So in this case, the planning starts from the registration of candidates and then the scheme of the political atmosphere here in Kebumen District, the scheme in the province, the political scheme in Jakarta.

After the election of Arif-Rista as a strong candidate for regent in Kebumen district, the next step is for the winning team to analyze the advantages and disadvantages of each and then determine the partners and supporting parties behind it. Furthermore, the pair of Arif-Rista can conduct a campaign to get the support of several parties, both political parties and community leaders. In this case, the winning team along with the pair Arif and Rista carried a theme with the slogan "Sesarengan Membangun Kebumen". As a result of the initial campaign, the Arif-Rista pair will be directly elected and gain support from community leaders and political party leaders.

Internal aspects of political parties make one of the strengths of candidates personally and external aspects such as the formation of teams from elements of

society that are able to exert influence in the environment. The political marketing strategy of Arif-Rista is with the concept of segmentation, targeting, positioning strategies and includes, push marketing, pull marketing, pass marketing. There are several political marketing strategies carried out as follows:

#### **4.1.1 Culture-based approach to local wisdom**

Positioning is the formation of a political image of the advantages that candidates have in increasing electability to compete for public sympathy. Because in general elections, each candidate will seek and collect as many votes as possible in order to be elected, and each candidate has their own advantages to

convey to the public. Positioning also requires precision so that every step taken benefits the candidate. In this strategy, to determine a position that is superior to other candidates (Eka Patrisia & Yuliani, 2020).

The winning team must be able to find every opportunity that is a weak point or not reached by other candidates. This means that what is a weak point for other candidates must be utilized as well as possible so that it becomes an advantage for the candidates we support. Excellence is not only from personal image in building a political image that can help to attract public sympathy.

Identifying the Kebumen community for positioning is the key to victory, namely by making the pair Arif and Rista as a combination of cultural sides drawn in nationalist politics and religiosity politics. This is an advantage considering Arif-Rista's background as political party members and also NU members who have the most seats in the government. This means that to determine the positioning that is the key to victory is by combining nationalist and religious elements as a top priority.

Determination of segmentation was carried out where the pair Arif- Rista were first carried by PDI, then the first segmentation of PDI voters, in this case the number of people who voted for PDI in the election. The second segmentation is nationalists outside PDIP, meaning art groups, dangdut groups, and nationalist segmentation by including voters in the Golkar, Gerindra, and Democrat parties. The next segmentation is with the Muslim segmentation strategy, where Arif Sugiyanto's background as a Nahdliyin, namely as NU treasurer.

The positioning of Arif-Rista as a combination of cultural sides drawn in nationalist politics and religiosity politics, can attract several political parties as political market segmentation. Where Arif-Rista managed to place several political parties as supporters. This can be proven from the existence of nine political parties with a total of 50 seats. These parties include:

**Table 2 List of Supporting Parties and Number of Seats for Arif-Rista Pair**

<b>Supporting Parties</b>	<b>Number Of Seats</b>
PDIP	12
PKB	9
Gerindra	7
Golkar	6
PPP	4
NasDem	4
PAN	3
Demokrat	3
PKS	2

Source: Processed by Researchers

According to Saiful Hadi as the head of the Arif-Rista victory team, the primary target used by this pair is PDIP voters, therefore as a victory team will ask all PDIP administrators and all PDIP cadres to be obliged to vote for arif-rista. If PDIP voters cannot accept it then any strategy will not work. Furthermore, for the secondary target, namely from the Islamic community and other communities such as Nahdiyin, Golkar, Gerindra, Nationalists, Arts groups, dangdut singers, and these are secondary voters because their voting rights cannot be forced.

#### **4.1.2 Billboard Installation as a Media Push Political Marketing**

Push marketing in politics is a candidate's message about his political platform that is communicated from candidates to campaign workers and then political products are delivered directly to voters (direct campaign) (Santoso et al., 2020). In this case, the product used as push marketing in the candidacy of Arif-Rista is the installation of flyer billboards. The installation of flyer billboards is the first step to introduce candidates. But without going down to the community and without doing something useful for the community, this will be difficult to be a way to be liked by both the party and the candidate. So when the Covid-19 pandemic occurs and the elections are delayed, the installation of these billboards can be utilized and followed by humanitarian activities, namely providing rice and basic necessities as well as disinfectants to 460 villages in Kebumen district.

According to Saiful Hadi, in addition to the billboards, a campaign slogan was created, namely "Together Building Prosperous Kebumen". The slogan has to do with the product as well as the goal, so that the slogan will become a related tagline. "Sesarengan Membangun Kebumen" is the main invitation to continue to live in harmony and peace. The second is to raise related vision and mission about what problems are most felt by the Kebumen community, such as damaged roads, high unemployment, low health, and a difficult economy.

### 4.1.3 Mass Media as Pull Political Marketing

The delivery of political products or campaign activities carried out focuses on the use of mass media in delivering candidate messages to voters. Pull Marketing generally focuses on the image or image of political products to be marketed (Firmansyah, 2020).

Pull marketing is the right choice for campaigning during the Covid-19 pandemic. Pull marketing is an alternative campaign without having to meet directly with the community, because during the pandemic the government tried to minimize the gathering. Campaigns through mass media can also minimize the costs incurred during direct campaigns that must reach one region to another which of course requires accommodation costs, and others. Through campaigns with mass media, candidates are able to reach more people in a short time without being limited.



Source: gesuri.id

<https://www.gesuri.id/>



Source: facebook.com

<https://facebook.com/arifsugiyantokebumen>

Figure 1 Mass media as Pull marketing

According to Teguh Budi Santoso as the winning team for the Arif- Rista pair, for pull marketing, advertisements or information were formed which were distributed through social media or newspapers so that advertising was given under the guise of news where the campaign was packaged in the form of news. Such as providing free medical information with Mrs. Rista as a midwife, PDIP held vaccines in each sub-district and all campaign activities. This is done so that people

can find out the good steps taken by the candidates to be elected. So that this strategy is expected to cover various communities in the Kebumen district area.

#### **4.1.4 Community and Party Leaders as Pass Political Marketing**

Pass marketing is the delivery of messages through individuals, groups or organizations that have influence. The delivery of political messages delivered by various parties has a major influence on the community in Kebumen District in determining political attitudes. Seeing the strategic position of related parties is an effort to increase the electability of candidates as a symbol of struggle for the interests of the community. The role of related parties is to continue the political messages conveyed by the Arif-Rista pair. because, they have a mass base that can be accommodated in large numbers. Pass marketing carried out by the Arif-Rista pair to gain votes in the 2020 local elections includes community groups and party structures.

Where the next campaign is to use the community leader device. That is by creating a team at each polling station, where in this case a team will be formed at each RT or RW level of at least two people whose job is to market products related to the advantages of the Arif-Rista pair. With this device, candidates and teams have the convenience to conduct socialization, because a group has a wide network and the community groups that are incorporated have a focused field.

Furthermore, there will be cooperation between party members and big businessmen in each region who are then gathered into a winning team, so that the implementation of pass politics can go hand in hand with other strategies. In the election process, this party structure has the aim of winning every candidate nominated to win a position or power through the people's vote. The existence of a party structure makes it easier for political parties and candidates to gain support from the people. Political work carried out through mutual agreement, internal party solidarity provides evidence of the seriousness of the party to seize power.

According to Saiful Hadi, in addition to the above, a creative campaign was also carried out in collaboration with the gathering point community with the CINGIRE team and also with Ras Inggi's friends. This is done to attract or attract the votes of young people in Kebumen District.

#### **4.2 Obstacles in Political Marketing Strategy in the Single Candidacy of Arif Sugiyanto-Ristawati Purwaningsih Pair in the 2020 Local Elections**

In an effort to win the contestation in the Kebumen District elections, there will certainly be challenges and obstacles that weaken or hinder. Factors that become obstacles usually come from internal and external factors. Researchers found two indicators that became the main factors of the party's challenges and obstacles in carrying out political marketing strategies.



First, the Covid-19 Pandemic in December 2019 became a pandemic that occurred in many countries around the world. So easily infected with Covid-19, the government took a policy to limit activities that make people gather. This certainly has a significant impact on the implementation of the campaign, where the campaign was postponed for 9 months and the campaign which is generally carried out in a crowd and gathering must be limited and must comply with regulated health procedures. This made it difficult for the team to conduct a direct campaign, so it was necessary to create a new, efficient way to conduct the campaign.

Second, there is the rejection of people who are opponents who disagree (empty box voters). Although political marketing and a well-organized campaign have been carried out, it does not prevent the community from not being open to the candidate Arif-Rista, so that from that the community chooses to use the right to vote by choosing an empty box rather than choosing the candidate Arif- Rista as a single regent candidate.

## **5. Conclusion**

Based on the results of research related to the political marketing strategy of candidate pairs Arif-Rista that have been described, it can be concluded that although the figures of the candidate pairs have good political experience, supported by large political parties so that they have a chance to win, it turns out that this is also based on the political marketing strategy carried out by candidate pairs Arif-Rista. In this case, the pair Arif-Rista carried out several political marketing strategies such as taking a cultural approach based on local wisdom culture, which in this case was carried out by making the pair Arif-Rista as a combination of cultural sides drawn in nationalist politics and religiosity politics. Furthermore, Push Political Marketing was carried out, by utilizing billboards and making campaign slogans as an identity booster. Pull Political Marketing was carried out information-based campaigns and advertisements in the mass media, and the last is in Pass Political Marketing, where the pair Arif-Rista associate community leaders and parties as supporters.

There are two obstacles in carrying out this political marketing strategy, namely the existence of Covid-19 during the campaign where the government took a policy to limit activities that make people gather. The second is the justification of the community towards the empty box that is carried. Therefore, the community has decided to use their voting rights by choosing an empty box, rather than choosing the Arif-Rista candidate pair as the sole regent candidate.