

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Democracy is a manifestation of the rights of citizens to directly elect their leaders. In addition, democracy holds sovereignty over the people to determine their leaders directly, freely, and secretly without interference. This is in accordance with the mandate of Law Number 42 of 2008 concerning Presidential and Vice Presidential Elections. The President and Vice President are elected in a pair of candidates who are democratically exercised on the basis of direct, public, free, confidential, honest, and fair principles. With this system, people become more open to make their choices because they hold sovereignty over the people to determine their leaders directly, freely, and secretly.

Elections are one of the most important instruments in the political system of modern democracies. Elections have even become one of the main parameters recognized by the international community to judge whether the country is democratic or not. Despite the state of the time, elections are often conducted only to legitimize the real actions of autocratic regimes. Due to the fact that the international community is now close to agreeing that no country can be categorized as a democratic country if it does not hold elections, regardless of the quality of their implementation

Ideally, elections are both a process and a democratic means to channel people's aspirations. Through the electoral process, the people have the opportunity to vote and be elected. Through the electoral process people have the opportunity to determine their various hopes, desires and interests through political choices that are channeled through elections. Therefore, in the context of elections, voter behavior is one of the important elements to be studied, the study of voter behavior is not only used to take votes, but to see and understand the will, hope, and will

of the community in a political context. Therefore, to attract public sympathy, various strategies are needed from the study of voter behavior to build an image or gimmick.

In order to attract public sympathy during the presidential election, candidates certainly need political communication as an effort to communicate with voters who have political activities undertaken . Through political communication, candidates not only carry out one-way messaging activities, but the communication is able to provide feedback from voters on political activities carried out. This activity certainly aims to attract public sympathy by launching various strategies including building a certain image (Cangara, 2016).

In the process of political communication, presidential candidates need an approach that can reach voters. The application of Marketing science is one approach that can be applied in the world of politics or known as political marketing. Through an approach in Marketing Science can help prospective candidates to bring their political products to the public at large. One of the channels of political marketing in preparing for the 2024 presidential election activities is when campaign activities are open. Campaigning is an integral part of electoral activities and direct elections. Therefore, campaigns must be planned, made, strategic and technical both including campaign materials and campaign models so that campaigns in political marketing work as effectively and efficiently as possible in providing a positive image so that potential candidates can win over their contestants (Firmanzah, 2012)(Kustiawan et al., 2022).

In the political dictionary, strategy is defined as the science and art of using all sources of national strength to carry out policies, especially in matters of war and peace. The strategy to face regional legislative elections is Careful planning prepared and implemented by the campaign team has the aim of achieving victory over the targets determined in the election.

The goal is what the candidate wants to achieve and the Campaign team in this case is the goal of realization of electoral support in choosing that candidate. The scope of strategy discussions is not only limited to concepts or plans, but the most important thing is how candidates and campaign teams carry them out on the ground (Sepriansyah et al., 2021). In other words, a mature political marketing strategy is needed to increase the success of potential candidates in winning the contestants they are running.

The use of social media cannot be underestimated by prospective candidates in doing political marketing along with the rapid development of information communication technology, the internet has entered and become a necessity of human life, such as studies in the United States that show that social media is an effective political marketing tool . Anies-Sandi's victory in the 2017 DKI Guberbur election is proof that social media is very influential in the victory of the 2 couples. Anis-Sandi's volunteer team focused more on the use of social media communication channels Twitter, Facebook, and Instagram in attracting sympathizers. (Chaves, 2012) (Hamid & Nanda, 2021)

Political observers predict that three major coalitions will be formed following the figures competing in the 2024 election: Ganjar Pranowo, Anies Baswedan, and Prabowo Subianto. However, the latest development, Indonesia's political map is increasingly difficult to predict when the public is surprised by the declaration of Anies Baswedan and Muhaimin Iskandar, Chairman of the National Awakening Party (PKB). It can be said, the Presidential election in 2024 is colored by political dynamics full of surprises. In previous elections, the selection of vice-presidential candidates coincided with the selection of presidential candidates. However, this election, each party only announced the candidates of their champions, but the vice-presidential candidate who would accompany them was not announced. Until the end of

September 2023, only one candidate has officially announced their companion. (Adzkie, Supriyadi, & Idjaja, 2023)

Compared to Prabowo Subianto and Anies Baswedan, Ganjar Pranowo is one of the Presidential Candidates who is active in using social media. This is evidenced by the number of posts on Instagram and Twitter, Ganjar Pranowo is active in uploading content about the activities being carried out. Although in the number of followers Anies Baswedan has more followers than Ganjar Pranowo, but the number of followers can be manipulated by buying followers.

**Table 1. 1 Number of Content Posts of 3 Presidential Candidates on Twitter and Instagram**

Name	Instagram	Twitter
Ganjar Pranowo	7.487	148.400
Anies Baswedan	4.710	15.000
Prabowo Subianto	1.003	9.314

*Source: Instagram and Twitter of the 3rd Presidential Candidate, Data as of October 7, 2023.*

In building political marketing strategies, mass media is still the favorite. Starting from billboards, print media, radio and television. In fact, the increasingly advanced development of information technology brings to new phenomena in the world of politics. In the era of communication technology gave birth to internet-based media, namely, social media . Unlike mass media (traditional media) which is one-way, social media is able to present interaction between communicators and communicants. Therefore, it is very important to be active in using social media in political marketing strategies. Constituents can easily participate in political discourse, influence political decisions and make their voices heard, while politicians

can deliver their policy proposals, place advertisements and campaigns they are running. (Wahid, 2018)

The power of the media as a tool to shape public opinion is a political force, because the media not only shapes and distributes public statements, but also as a social media institution that can exert broad influence which can then form the image and opinion of the public based on their respective interests. Therefore, based on the description described above, the author is interested in raising the title of the thesis related to "**Ganjar Pranowo's Political Marketing Strategy in the 2024 Election Through Twitter and Instagram**".

## **1.2 Problem Statement**

Based on the background that has been described, the formulation of the problem in this study is how Ganjar Pranowo's Political Marketing Strategy in the 2024 Election Through Twitter and Instagram?

## **1.3 Research Objectives**

The purpose of this study is to find out the strategy Ganjar Pranowo's Political Marketing in 2024 Election Contestants Through Twitter and Instagram

## **1.4 Research Benefits**

The benefits of this research are as follows:

### **A. Theoretical Benefits**

- 1) Contributing thoughts and knowledge in the world of education, especially the study of Ganjar Pranowo's political marketing strategy.
- 2) Provide reference materials or guidelines for further development research.

## B. Practical Benefits

- 1) It is hoped that in the future this research can be an additional reference material for Government Science students in particular and also be a useful contribution for future researchers and this paper can be used as comparison material related to the themes and things contained in this study regarding other similar research.
- 2) It is expected to add to the wealth of knowledge about the most effective political marketing strategies that will be carried out by other presidential candidates in an effort to win elections.

### 1.5 Previous Studies

Previous studies used in this research are research that has been done previously as a comparison with the research to be carried out, so that it can help researchers so that the research carried out can achieve maximum results. In this section of the previous study, the researchers used 10 previous studies that were relevant to this study. The following is a previous study that was used as a reference in this study.

Political marketing is an application of the principles and procedures contained in political campaigns aimed at individuals and organizations. In determining political marketing, strategies are needed to identify the needs of voters in advance so as to produce the right political products that can meet these needs (Nwala & Uwalaka, 2022). In political marketing, candidates make offers through marketing channels that are used to attract the attention of the wider public so as to allow them to vote for the candidate or party (Bukari et al., 2022). According to (Arif, 2019) Political marketing has an important role because it aims to invite, convince, and influence voter behavior in order to vote for the candidate. However, in carrying out political marketing, careful planning and strategy are carried out first.

While according to (Homssi et al., 2022) Political marketing through social media because it has a very wide network, so that political parties or individuals can share their information easily. In addition, social media is also one of the political marketing tools that has a direct and effective impact on voters. In line with research (Steffan, 2020) Social media has its own advantages in promoting candidates, they can represent themselves and interact directly with voters without any intervention from other parties. Good political marketing is marketing that can reach voters thoroughly and attractively so that it can influence voters to provide support to candidates, this way can be done through social media. Political marketing strategy of the Khofifah-Emil pair in the 2018 East Java Gubernatorial Election Through social media, candidates can reach all levels of society because the use of social media has begun to be massive throughout society (Sari, 2019). Political marketing is aimed at voters and is used to formulate and convey the political products of their respective candidates to bring out the image of the political products offered (Sepriansyah et al., 2021).

The use of social media as a political marketing tool promotes visual content and images that show their personal characteristics and background, so as to give candidates the opportunity to develop their personal content and provide opportunities to greet their followers directly (Farkas & Bene, 2021). According to studies (Petrova et al., 2021) The development of increasingly sophisticated technology, political marketing is required to adjust to current needs, namely the increasing use of social media platforms for political marketing as is done for campaigns ahead of elections. In addition, social media also has advantages when compared to conventional political marketing because it saves more expenses. Currently, online political marketing is more popularly used in the political sector, because it is considered more effective and efficient. Political marketing through social media can be an effective political marketing

tool to approach the younger generation whose needs depend mostly on social media (Jánošová & Bundzíkóvá, 2020). In research conducted by (Hasan, 2020) It was explained that Azhar Abdurrahman's victory in the Aceh DPR. It does not escape from a mature political marketing strategy with political market mapping to utilizing social media.

**Table 1. 2 Previous Studies**

<b>No</b>	<b>Research Name</b>	<b>Research Title</b>	<b>Journal Name</b>	<b>Research Results</b>
1	<i>B. Nwala, T. Uwalaka (2022)</i>	An Examination of the Impact of Political Marketing during the 2019 Presidential Elections in Nigeria	Nnamdi Azikiwe University Journal of Political Science	The results of this study explain that political marketing is an application of the principles and procedures contained in political campaigns aimed at individuals and organizations. In determining political marketing, strategies are needed to identify the needs of voters in advance so as to produce the right political products that can meet these needs
2	<i>Z. Bukari, A. Hamid, H. Som. (2022)</i>	Does political issue matter in voting intention in Ghana? A Political Marketing Perspective	Cogent Business and Management	The results of the study in this journal explain that in political marketing, candidates provide offers through marketing channels that are used through to attract the attention of the wider public so as to allow them to vote for the candidate or party.
3	<i>M. Arif (2019)</i>	HM Spouse's Political Marketing Strategy. Wardan-H. Syamsudin Uti in the 2018 Indragiri Hilir Regency Regional Election	Journal of Government Dynamics	According to this research, political marketing has an important role because it aims to invite, convince, and influence voter behavior in order to vote for the candidate. However, in carrying out political marketing, careful planning and strategy are carried out first.



4	<i>M. Homssi, A. Ali, A. Kurdish (2022)</i>	The Impact of Political Marketing Via Social Media on Political Participation: An Empirical Analysis in Lebanese Context	Journal of Psychology and Political Participation	This research explains that political marketing through social media because it has a very wide network, so that political parties or individuals can share their information easily. In addition, social media is also one of the political marketing tools that has a direct and effective impact on voters.
5	<i>D. Steffan (2020)</i>	Visual self-presentation strategies of political candidates on social media platforms: A comparative study	International Journal of Communication	This study explains that, social media has its own advantages in promoting candidates, they can represent themselves and interact directly with voters without any intervention from other parties. Good political marketing is marketing that can reach voters thoroughly and attractively so that it can influence voters to provide support to candidates, this way can be done through social media.
6	<i>R. Sari (2019)</i>	Political Marketing Strategy of Khofifah Indar Parawansa-Emil Elestianto Dardak Pair in the 2018 East Java Gubernatorial Election	Journal of Social Science	This study discusses the political marketing strategy of the Khofifah-Emil pair in the 2018 East Java Gubernatorial Election through social media, candidates can reach all levels of society because the use of social media has begun to be massive throughout society
7	<i>M. Sepriansyah Y. Yazwardi Y. Zlpa (2021)</i>	Political Strategy and Marketing of Candidate Anwar Al Sadat in the 2019 Legislative Election in	Journal on Politics and Islamic Civilization	This journal suggests that political marketing is aimed at voters and is used to formulate and convey political products from each candidate to bring out the image of the political products offered

		Palembang II South Sumatra		
8	<i>X. Farkas, M. Bene (2021)</i>	Images, politicians, and social media: Patterns and effects of politicians' image-based political communication strategies on social media	The international journal of press/politics	The use of social media as a political marketing tool promotes visual content and images that show their personal characteristics and background, so as to give candidates the opportunity to develop their personal content and provide opportunities to greet their followers directly
9	<i>M. Petrova, A. Sen, P. Yildirim (2021)</i>	Social media and political contributions: The impact of new technology on political competition	Journal of Management Science	This study found that, the development of increasingly sophisticated technology, political marketing is required to adjust to current needs, namely the increasing use of social media platforms for political marketing as is done for campaigns ahead of elections.
10	<i>Jánošová, D Bundzíkova, R (2022)</i>	Marketing Communication of Selected Conservative and Liberal Parties in Slovak Region Before Elections	Journal of Political Preferences	Political marketing through social media can be an effective political marketing tool to approach the younger generation whose needs depend mostly on social media
11	<i>A. Hasan (2020)</i>	Azhar Abdurrahman's Political Marketing Strategy	Journal of Political Sphere	In this study, it was explained that Azhar Abdurrahman's victory in the DPRA did not escape from a mature political marketing strategy by mapping the political market to utilizing social media.

From several previous studies that have been obtained, it can be concluded that in previous studies the majority discussed the importance of political marketing strategies using social media, because the use of social media cannot be underestimated in the formation of political marketing

strategies in general election contestants from the governor level to the House of Representatives (DPR). The formation of good image and content products greatly affects public perceptions of prospective candidates in channeling political products to dismiss the bad image raised by the public. In addition, the existence of social media in political marketing strategies has a positive effect on prospective candidates which can reach target people who initially did not know about the political products of prospective candidates to know the political products that prospective candidates want to convey. However, in previous studies, no one has examined Ganjar Pranowo's Political Marketing Strategy in the 2024 presidential election contestation, which is an issue that will only start to warm up in mid-2023. In addition, in this study, there is a prominent difference compared to previous studies, namely, this study not only relies on social media as data in research but also uses online news, publication, etc to strengthen research data.

## **1.6 Theoretical Framework**

A theoretical framework is applied to answer questions arising from a problem. The described theory must be in line with the research. The theoretical framework is established after the problem is determined and must be clearly defined. The theoretical framework is essential to support that research has a solid foundation. The following are the theories used in this study. (Wakarmamu, 2022)

### **1.6.1 Political marketing**

Quoting from a book written by "political marketing is the application of marketing concepts and methods into the world of politics". Marketing is needed to face competition in the fight for the market, which in the political context is the

voters. O'Shaughnessy in , said that political marketing is not a way to "sell" political parties or candidates, but a concept to offer how political parties or candidates can create programs that relate to problems in the field. Political marketing has the same goals as the concept. (Haroen, 2014) (Firmanzah, 2012)

Political marketing in general is attracting consumers. Political marketing is the dissemination of information about candidates, political parties and any program offered with the aim of changing the attitudes, insights and behavior of voters according to the wishes of the party producing the information. The research that the author did will be studied using political marketing theory in accordance with what was stated (Cangara, 2016)(Bannon, 2005), namely through indicators of Segmentation, Targeting, Positioning, and Political Marketing Campaign Strategy according to which consists of Push Political Marketing, Pull Political Marketing, and Political Marketing Pass. (Nursal, 2004)

### **Segmentation**

Political segmentation is an activity carried out by political parties to identify groups in society, with this identification political parties can understand the characteristics in the community. Like segmentation in commercial marketing, segmentation has five variables, namely Geographic, Demographic, and Psychographic. (Frimanzah, 2007)

#### **1. Geographic Segmentation**

Based on area and population density, political markets can be divided using Geographic variables. Geographic segmentation in

the realm of political marketing involves the tactic of categorizing voters or prospective voters based on their geographic location or administrative regions, such as states, districts, or electoral constituencies. This method empowers political candidates or parties to tailor their messages, campaign strategies, and policy proposals to align with the specific characteristics and requirements of individual local communities. Residents in rural areas will have different needs for political goods than residents in metropolitan areas. (Frimanzah, 2007)

## 2. Demographic Segmentation

Society can be divided into segments depending on demographic factors such as age and gender, gender, income, education, occupation, and social status. Regarding political issues, each category has its own characteristics. The political needs and preferences of first-time voters, for example, may be very different from the political needs and preferences of previous voters due to differences in age and education. Through comprehension of variances in demographics among voter segments, political actors can tailor messages, campaigns, and policies to align more effectively with the distinct needs and interests of each demographic group. (Frimanzah, 2007)

## 3. Psychographic Segmentation

Psychographic segmentation in political marketing is a strategy that involves comprehending voters or potential voters based on their psychological traits, values, attitudes, interests, and lifestyles. In this context, political practitioners analyze non-demographic aspects that impact individual political decisions. This includes factors like beliefs, preferences, motivations, and mindsets that shape how voters react to political messages, campaigns, and policies. Understanding the motivations and values that drive voters allows candidates or political parties to craft messages that resonate more effectively with each group, thereby enhancing their likelihood of gaining political support. (Frimanzah, 2007)

To ensure that the efforts made, especially by political winning teams, are successful, effective, and efficient, it is necessary to pay attention to grouping communities with different segmentation variables. The actuality of these different attributes requires the use of different strategies. Political institutions or winning teams will be able to determine campaign strategies that can be used in these various groups based on the results of segmentation. (Frimanzah, 2007)

### **Targeting**

According to After segmenting with community group profiles, the next stage is to identify targeting. Political targeting is the process of evaluating segmentation and focusing marketing techniques on groups that have the capacity to respond. (Firmanzah, 2011)

There are at least 5 targeting patterns according to workability: (Kotler, 1999)

#### A. Single Segment Concentration

Political parties or candidates often choose a particular group of people to focus their attention and efforts. For example, political parties or candidates tend to focus their efforts primarily on garnering support from Muslim voters, as this demographic is considered to have enough electoral influence to secure victory in an election. This pattern allows political parties or candidates to position themselves strategically by focusing on specific segments of society, thus gaining a competitive advantage through a comprehensive understanding of the unique demands and preferences of those segments, ultimately delivering favorable outcomes and profit potential. However, it is important to focus on specific parts because they have significant potential risks.

#### B. Selective Specialization

Political parties or candidates strategically select specific segments to target and address. The selected segments may lack interconnectivity or synergistic qualities, but each

segment has potential political advantages and associated dangers.

C. Product Specialization

Political parties or candidates concentrate on making special products. In this case, the political party or candidate builds a strong reputation on its product.

D. Market Specialization

Political parties or candidates concentrate on serving the various internal needs of a particular group. A political party or candidate gains a strong reputation and becomes a conduit for all new products needed and utilized by that group.

E. Full Market Coverage

Political parties or candidates try to serve all circles with their products. However, only political parties and strong candidates can do so.

In this section, it is important to establish criteria and benchmarks to assess the size of potential voters. The main focus should be on voters who have significant influence in terms of quantity. In addition to quantity, another standard metric is to assess the extent to which a collective can exert influence and shape public opinion, although it is important to note that the impact of influential organizations is not solely determined by their numerical strength. The results of this targeting process become a reference or standard for contestants or winning teams of candidate pairs in carrying out political positioning strategies.



Therefore, in this case the targeting pattern used by Ganjar Pranowo is Full Market Coverage. In political marketing, full market coverage is a strategy wherein candidates or political parties aim to connect with every voter within a particular region or electoral district. This tactic involves endeavors to communicate campaign messages, address issues pertinent to diverse voter groups, and advocate for policies that resonate with various segments of the electorate. By adopting a full market coverage approach, political campaigns strive to engage with the entire spectrum of voters, avoiding restrictions to specific demographics. The goal is to garner maximum support from a wide range of societal layers, ensuring that campaign messages remain pertinent to as many voters as possible.

### **Positioning**

Positioning in political marketing is the overall activity intended to make an impression in the minds of voters so that they can distinguish the products or services produced and offered by candidates. Explain that in the process of positioning, the characteristics of the products and services provided are stored in the cognitive consumer. Consumers will be able to easily recognize and distinguish goods and services by paying attention to each image associated with the product or service. In other words, the process of political positioning is the determination of a candidate or political party in order to communicate the portrayal of the candidate's qualities to relevant segments. The goal is to persuade and convince voters to re-elect the candidate or political party, or to shift their support to another candidate or political party. (Firmanzah, 2012) (Firmanzah, 2011)

When the concept of positioning is adopted in politics, competing candidates must be able to instill their political image and political products in the minds of voters to be successful in the political process. With respect to political campaigns, competitors must be able to communicate and present programs that are different from those of their competitors, including how their messages are packaged differently. Voters won't notice a difference. If the platform and packaging are the same as other competitors, they will eventually believe that no new products will be produced. This difference is created by how politics is positioned to leave a deep impression on voters.

### **Political Marketing Strategy**

There are 3 patterns of strategies for campaigning political marketing according to, namely: (Nursal, 2004)

#### **A. Push Political Marketing**

Push political marketing is a political marketing strategy that emphasizes active initiatives to send campaign messages to voters without waiting for requests or initiatives from the voters themselves. In this approach, candidates try to proactively reach voters by conveying campaign messages through various channels such as television advertisements, radio, banners and print media. The main goal of push political marketing is to create awareness, build a positive image, and influence voters' views of the candidate

or political party. This approach is different from pull marketing, where voters actively seek information.

#### B. Pull Political Marketing

Pull political marketing is a strategy in political marketing that prioritizes efforts to respond to requests and initiatives from voters. In this approach, candidates or political parties concentrate on presenting their information, campaign materials, or policies in a manner that enables voters to actively seek and absorb them. The objective of pull political marketing is to generate demand from voters, and it encompasses campaigns that are adaptive to the needs or interests of voters. This approach acknowledges the active role of voters in seeking information and shaping their own preferences. Consequently, political campaigns employing pull marketing are inclined to offer more room for participation and initiative from voters. How to market political products through mass media

#### C. Political Marketing Pass

Pass political marketing is a strategy in political marketing that emphasizes gaining support through less active channels. In this approach, political campaigns aim to create messages or campaign materials that voters can accept without requiring their active participation. The primary

objective is to establish understanding and positive perceptions about candidates or political parties among voters, without expecting them to actively seek information or participate in the campaign process. This strategy may involve the use of mass media advertising, publicity, and campaign materials that appeal to a broad audience.

So, comprehensively political marketing refers to the process or idea of using marketing strategies in politics to increase voter capacity through various market research, planning, implementation, and management of political campaigns and election procedures.

### **1.6.2 General elections**

General elections are a process of selecting people who will occupy positions in government. General elections are held as a manifestation of a country that adheres to a democratic system and also as an application of a democratic system. One of them is to exercise the right to vote in general elections. According to the Law of the Republic of Indonesia Article 1 Paragraph 1 No. 7 of 2017 concerning General Elections is as a means of people's sovereignty to elect members of the People's Representative Council, members of the Regional Representative Council, President and Vice President, and to elect members of the Regional People's Representative Council which is carried out directly, publicly, freely, confidentially, honestly and fairly in the Unitary State of the Republic of Indonesia based on Pancasila and the Constitution of the Republic of Indonesia Year 1945.(Sarbaini, 2015) states that elections are an arena of struggle to fill

political office in government by the method of voting conducted by conditional citizens. In general, elections are a way carried out by the people determine their leaders or representatives in the government and can be said to be the right of the community as citizens to choose their representatives in the government.

### **1.6.3 Social Media**

Nowadays social media is widely used and very popular with almost everyone. In addition to social media used as a medium to interact, now social media is also widely used by companies and political institutions as marketing media. Based on social media is an online media that operates with the help of web-based technology that makes changes in terms of communication that previously could only be one-way and turned into two-way or can be called interactive dialogue. Social media is a place, service, and tool that helps enable everyone to connect so that they can express and share with other individuals with the help of the internet. (Nabila, Elvaretta, Zahira, & Syarief, 2020)

According to social media is a facility or container used to facilitate interaction between human users and is a two-way communication, social media also often does this used to build a person's image or profile, and can also be used by companies as marketing media. The use of social media as a marketing medium can be done by uploading photos to social media accounts. (Andriansyah & Maharani, 2021)

Social media is based on Web 2.0 technologies and facilitates the creation and sharing of content by users in general. It also allows users to engage in

communication and come in many forms, including blogs, social networks, forums, wikis, and others (Sherlyanita & Rakhmawati, 2016). (Ministry of Trade of the Republic of Indonesia, 2014) states that, social media applications are divided into 4 types, namely:

- A. The first type is the location-time type, which disseminates information related to a particular location at a particular time (e.g., Facebook, Foursquare).
- B. The second type is the one that relies solely on location (space finder), where social media actors exchange information with mobile devices about a particular location only (e.g. Yelp or Type applications).
- C. The third type is mobile social media or mobile relying on real time such as using Twitter, Facebook, and Instagram applications.
- D. The latter type, does not depend on current factors as well as location. So it's freer from deadlines. The use of this type of application utilizes conventional social media applications on a desktop or laptop. For example, watching videos on YouTube or reading social media news

a) **Instagram**

According to Instagram is a photography-based social networking service. This social network was inaugurated on October 6, 2010 by Kevin Systrom and Mike Krieger which was able to attract 25 thousand users the first day. In addition, , it states that the name Instagram is an abbreviation of the word "instant-telegram". According to its official website Instagram, Instagram is a fun and unique way to share your life with friends through a series

of pictures. Take a photo with your phone or tablet and then choose a filter to change the image. (Atmoko, 2012) (Atmoko, 2012)

Instagram is an app for sharing pictures and videos. Our Facebook friends can still follow our Instagram account because Instagram is still part of Facebook. Instagram is becoming increasingly popular as a photo-sharing tool, and many users are using it to promote their items online (Monanda, 2017). Like the theory above, Instagram can also provide benefits for its users, namely making it easier for their online business. Instagram not only makes it easier to find information, but Instagram is also a place to work together in running an online business.

Many people, including children, teenagers, and adults, find it interesting and in demand. Since social media is a platform for self-expression in this day and age, you can publish movies and images or post content directly on Instagram. The number of likes and comments from other users will make the account owner feel happy with the content he sends. As a result, Instagram users will constantly post pictures and videos.

## **b) Twitter**

Twitter is one of the new media that allows the delivery of opinions. In Indonesia, Twitter is the most popular social networking platform. The active community that produces and distributes information has grown as Twitter has grown in popularity. This can

provide opportunities to improve social relations, political communication, and civil society political participation. Users have the ability to engage in active political discourse by actively participating in debates and leveraging Twitter's function and potential as a political actor (Kade Galuh, 2016).

By (Bara et al., 2022) Twitter is a social media present in different formats, where Twitter has the concept of disseminating short, dense and real time message information with less than 140 character sentences to readers around the world that can be used as a means of distributing information to everyone whether known or unknown, to inform the whereabouts of users.

Kongthon on (Findayani, 2020) Twitter has almost the same purpose as other social media. Others can take advantage of images, videos, and direct uploads of tweets, which are interchangeable messages. It's easier to communicate information quickly and publish important news directly from the scene while using a smartphone.

## **1.7 Conceptual Definition**

### **1.7.1 Political Marketing**

Political marketing is the application of marketing concepts and methods in the political world to face competition in attracting public sympathy. Political marketing is not intended to sell a product but, how the product can be known by



the wider public and to maintain the relationship between the candidate and the community.

### **1.7.2 General elections**

General elections are a manifestation of a country that adheres to democracy by giving the right to the public to be elected or vote in filling government positions with the method of voting from the public.

### **1.7.3 Social Media**

Social media is a website-based tool or online application to serve its users in making it easier to interact which previously could only be one way to two directions to others through image, video and writing media.

## **1.8 Operational Definitions**

Operational Definition is an important part of research. The operational definition will provide guidelines in measuring a variable in carrying out research activities. Based on the operational definition, it will determine variable indicators and how to measure those indicators. The operational definitions used in this study are:

### **A. Segmentation**

- 1) Geographic Segmentation
- 2) Demographic Segmentation
- 3) Psychographic Segmentation

### **B. Targeting:**

- 1) Full Market Coverage
  - a. Serving all the needs and desires of each segmentation.

b. Fulfills all the needs and desires of each segmentation.

C. Positioning

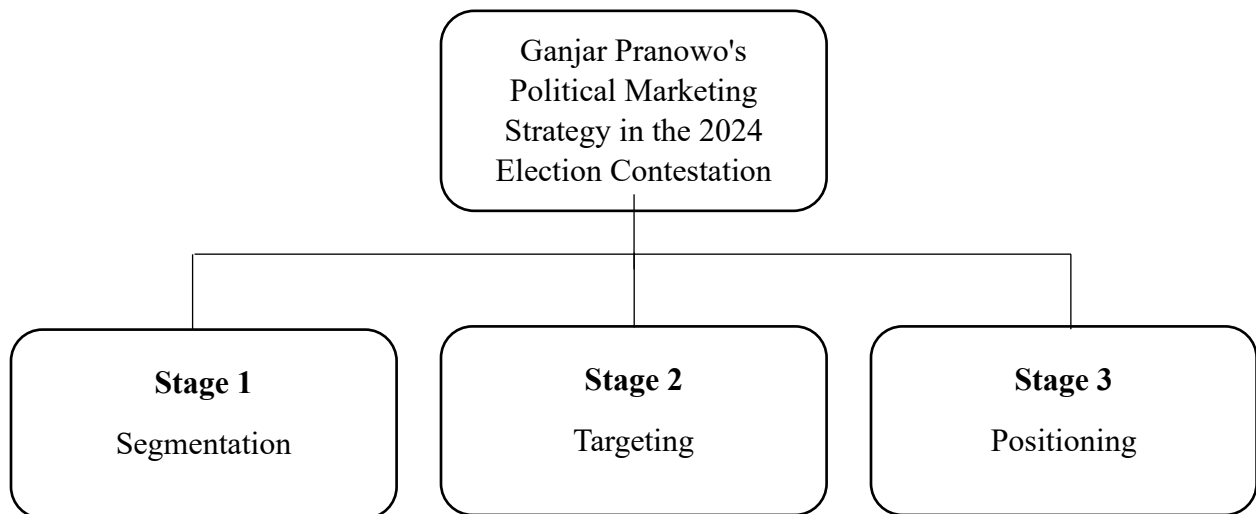
- 1) Unique Selling Point of Political Product (Vision and Mission)
- 2) Unique Selling Point of Personal Branding
- 3) Unique Selling Point of

D. Political Marketing Campaign Strategy

- 1) Push Political Marketing
- 2) Pull Political Marketing
- 3) Political Marketing Pass

**1.9 Frame of Mind**

This frame of mind helps in presenting the results of scientific research or thoughts to readers in a structured and easy-to-understand way. The existence of a frame of mind helps to understand more deeply the context of the topic being studied. The following is the frame of mind of this study:



#### Stage 4

#### Political Marketing Campaign Strategy

### 1.10 Research Methods

Research method is a way done to get data in research conducted scientifically.

Research methods are very important for researchers to be able to answer the formulation of problems in research.

#### A. Types of Research

The type of research used in this study is qualitative descriptive where the data obtained qualitatively is then described descriptively. Walidin, Saifullah & Tabrani (2015: 77) qualitative research is a research process that is useful for analyzing human phenomena by compiling comprehensive and complex images through words, reported in detail, whose source comes from an informant and is carried out naturally. Descriptive research aims to produce an accurate view of the description of a process and relationship that can then present information from a relationship.

In addition, qualitative research can go into detail about what activities or situations are ongoing rather than comparing the effects of specific treatments, or explaining about attitudes or behaviors (Fadli, 2021). Therefore, in this study, qualitative methods are used, because qualitative methods are more suitable to be used to examine phenomena that can develop and change over time, such as the title of this study, namely "Ganjar Pranowo's Political Marketing Strategy in the 2024 Election Contestation based on Twitter and Instagram."

## B. Data and Data Sources

Data is something that contains information collected by researchers that is used to answer questions in a study. Research data can also be interpreted as information of someone who is made a respondent or derived from documents, either in statistical form or in other forms for research purposes. Secondary Data Secondary Data is a set of data obtained through sources that have been available indirectly. Sources of secondary data can come from records or documentation from previous research, publications, internet, reports and others. Secondary data cannot be used immediately because it must be processed first before use . (Sekaran & Bougie, 2009)

The data used in this research was taken from October 2023 to January 2024 and came from secondary data sources relevant to the title of this research. The data was obtained by researchers through data obtained through social media uploaded content and comments column from Instagram and Twitter platforms. In addition, researchers also use data obtained from previous research, publications, online media, reports, and others as reinforcement of data that has been obtained through social media.

## C. Data Collection Techniques

Data collection techniques are methods used to collect information or data from various sources or respondents with the aim of obtaining the information needed in a study. Data collection techniques are a key step in the process of systematic research or information gathering. The goal is to obtain accurate, relevant, and reliable data to answer a specific research question or research

objective. This research used data collection technique in the form of documentation. Documentation is a process carried out to provide documents that are in accordance with accurate evidence. These documents include images captured on social media, articles, online media, and other documents related to Ganjar Pranowo's political marketing strategy in the 2024 Presidential Election. This is in line with what Sugiyono explained in his book that documentation is the process of recording, collecting, and storing information or data in written, visual, or electronic form for archiving, referencing, or communication purposes. Documentation can be used to create reports detailing the results or findings of a study, experiment, or investigation (Sugiyono, 2018).

#### D. Data Analysis Techniques

According to Noeng Muhadjir (1998: 104) in (Ahmad & Muslimah, 2021) Data analysis is an effort to find and replace the results of data obtained through observation, interviews, other data collection methods to be arranged systematically. Thus, researchers can more easily understand and present existing data. Data analysis is a process that is carried out after all the data needed is collected. The following are some of the data analysis techniques used in this study, namely:

##### 1) Data Reduction

Data reduction is the process of reducing the amount of data or information that exists into a simpler, concise, or concentrated form. The main purpose of data reduction is to process, analyze, or communicate information more efficiently and effectively. Data

reduction is an important step in the analysis of complex data or in the handling of big data. This helps increase efficiency and ease decision-making by focusing on the most important or relevant information.

## 2) Data Presentation

Data presentation is a form of packaging data obtained visually through diagrams, graphs, tables, and others. Effective presentation of data plays an important role in reliable and impactful communication of information

## 3) Conclusion Drawing

Conclusion drawing is the final stage in the process of data analysis or research where researchers make conclusions or summaries based on the results of data analysis that has been collected. The purpose of drawing conclusions is to conclude the findings or results of the study and answer the research questions that have been asked before. Clear and strong conclusions help increase understanding of the significance of the research and contribute to knowledge in the field under study.