



Salahuddin Uno, B.B.A., M.B.A., this pair was supported by a coalition party (Gerindra, PKS, PAN, Demokrat, and Berkarya).

In the struggle for power in the 2019 presidential election, various political marketing strategies were carried out from each coalition party to win over their candidates. Until the completion of all stages in the 2019 presidential election, the General Elections Commission (KPU RI) finally set the pair Ir. H. Joko Widodo and Prof. Dr. KH. Ma'ruf Amin as the President and Vice President elected in the 2019-2024 period, with the percentage of the final vote results namely Jokowi-Ma'ruf as many as 85.607.362 votes (55.50%) while the acquisition of Prabowo-Sandiaga was 68.650.239 votes (44.50%), with a difference of 16.957.124 votes (11%) (KPU RI, 2019).

There are interesting points that can be seen in the final results of the 2019 presidential election, and at the same time they become the reasons why researchers chose the Prabowo-Sandiaga pair to be discussed. First, the 2019 presidential election was the second battle for Prabowo against Jokowi and was the second defeat for Prabowo. Second, in the 2019 presidential election, in this battle the same as Jokowi, Prabowo also received a lot of support from various segments of society. Third, Jokowi's victory is not too high or does it reach 60% as the incumbent.

This paper will analyze how political marketing was carried out by Prabowo-Sandiaga in the 2019 presidential election. The analysis conducted focuses on how each of the stages of political marketing carried out by Prabowo-Sandiaga starts from the stages of segmentation, targeting, positioning, and to how the political marketing campaign strategy is conducted.

## **Literature Review**

### **Political Marketing**

The concept of political marketing can be said to be one of the concepts that is indeed effective in analyzing political strategies and

winning, related to their application in the process of introduction, then in the process of building interest, to the process of selecting a proposed candidate.

Kotler (1999) explained that the concept of political marketing is a marketing effort to succeed candidates or political parties with all their political activities through economic campaign programs, social awareness, themes, issues, ideas, ideologies, and messages aimed at making political programs offered to have high attractiveness and at the same time be able to influence every citizen, community, and voter (constituent) effectively.

According to Lock & Harris (1996) O' Cass (1996) and Wring (1997), that political marketing is the result of a mixture of marketing and political principles, namely the use of marketing theories in political parties intended to increase the ability they influence voters through market analysis, planning, implementation, and control of the political and election campaign process, of which the same opinion is explained by (Lees-Marshment, J., & Lilleker, D. G., 2012).

The scope of political marketing, according to Newman (1999), includes several domains such as political campaign management, analysis of the political market arena, studies on developing political strategies, how to select and determine political campaign strategies, and contemporary issues.

Furthermore Blumler & Kavanagh, (1999) and Baines et al., (2002) explained that political marketing is a complex process in which there are comprehensive efforts and strategies in influencing the success factors of a politician's political communication. According to Johnson (2008) political marketing is defined as the process of candidates in conveying ideas directed to voters (constituents) in order to meet the needs of voters (constituents), thereby getting support from voters (constituents).

Bannon, (2005) explained, political marketing tools that are used to build constituent loyalty and to reach community groups

are based on the concepts of segmentation, targeting and positioning. Comprehensively in political marketing, the thing to consider is how to use this political marketing tool in arranging political products, distributing political products, and making sure their political products are superior to competitors, so that to build a two-way relationship with constituents and the public (Firmanzah, 2007).

Political segmentation is an activity carried out by political parties to identify and map groups that are in society, so that political parties will be able to understand the structure and characteristics in each community group. As is the case with market segmentation in commercial marketing, it is carried out using five segmentation variables, namely geographical, demographic, psychographic, behavioral, and socio-cultural segmentation (Firmanzah, 2007).

In geographical variables, political markets can be segmented by region and population density. In the demographic variable, the community can be segmented based on age, gender, income, education, occupation, and social class. In psychographic variables, people are segmented based on habits, lifestyles, and behavior related to political issues. In the behavioral variable, people are differentiated and grouped based on the decision-making process, intensity of interest and involvement with political issues, loyalty, and attention to political problems. In the socio-cultural variable, the community is segmented through its social and cultural characteristics. Classification such as culture, ethnicity and religion, often differentiate the intensity, importance and behavior of political issues (Firmanzah, 2007).

According to Firmanzah (2011) after segmentation which contains profiles of community groups, the next step is to do political targeting. Political targeting is the process of evaluating segmentation and focusing marketing strategies on a group that has the potential to provide a response.

At least there are several targeting patterns according to Kotler (1999) that are commonly applied, namely: (1) Single Segment Concentration, namely political parties or candidates choose only one segment to be treated; (2) Selective Specialization, namely political parties or candidates select several segments to be treated; (3) Product Specialization, namely political parties or candidates concentrating on making a special product; (4) Market Specialization, namely political parties or candidates concentrating on serving various needs in a particular group; (5) Full Market Coverage, namely political parties or candidates trying to serve all groups with the products needed.

Political positioning in political marketing is an overall activity that intends to instill an impression in the minds of voters (constituents) so that voters can distinguish the products or services produced and offered by the candidates concerned with the products or services produced and offered by other parties (Firmanzah, 2011). Furthermore, there are 4 (four) positioning strategy patterns according to Newman and Shet as quoted by Venus et al., (2004), namely: (1) Reinforcement Strategy, namely by using a reinforcement strategy, (2) Rationalization Strategy, namely by building rationality, (3) Inducement Strategy, namely by means of persuasion, (4) Confrontation Strategy, namely by means of confrontation.

Overall, in political marketing, there are 3 (three) patterns of strategy to campaign for political marketing according to Nursal (2004), namely: (1) Push Political Marketing, namely by direct political marketing to prospective voters; (2) Pull Political Marketing, namely by marketing political products through mass media; (3) Pass Political Marketing, that is by means of political marketing through groups, organizations, or influential figures.

Several studies have been conducted in the study of political marketing, such as O' Cass, (2001) and Lees-Marshment, J., & Lilleker, D.

G., (2012) related to how political marketing is implemented in Australia and the UK. The results of these two studies explain that in Australia and the UK, the concept of political marketing is used by candidates and political parties to understand what the needs of voters (constituents) is, and on the other hand voters (constituents) also know what the image and political product presented by candidates and political parties. However, these two studies have not explained thoroughly how the stages of the concept of political marketing are carried out by candidates and political parties to achieve these goals.

Johansson, V. (2010) and Thongteerapharb, (2014) explained how political marketing was implemented in the United States and Thailand. The results of these two studies explained that in the United States and Thailand, the concept of political marketing carried out increased voter participation (constituents), especially by optimizing the use of the role of internet media. However, in both of these studies it has not yet explained what strategies are used in optimizing the utilization of the role of the internet media so as to bring about increased voter participation (constituents).

In Indonesia, several studies have been conducted in political marketing studies, such as Damayanti & Santoso, (2017) related to how political marketing is implemented at the national level, and Azis, (2017) related to how political marketing is implemented at the local level. The results of these two studies only explained what political marketing tools are used at both the national and local levels. Both studies have not yet presented how the political marketing campaign strategy is carried out to get as many voters (constituents) as possible in a general election.

Comprehensively, basically all the research that has been done has a mutually reinforcing relationship, namely the concept of political marketing can increase voter participation (constituents), and can also influence the final

decision of voters (constituents) in an election. This study will look at how the stages of political marketing are carried out. For this reason, this research will refer to Bannon's (2005) theory. In addition, by using this theory, this research will be able to describe the explanations conveyed in the political marketing theory itself, as has been explained by existing theories.

This study will analyze each stage of the concept of political marketing starting from the stages of segmentation, targeting, positioning, until the political marketing campaign strategy undertaken. The aim is to find out how every stage of political marketing was carried out by Prabowo-Sandiaga in the 2019 presidential elections.

**Methods**

This research used a qualitative research approach. Data collection methods used in-depth interviews and documentation. In-depth interviews are carried out by taking samples using purposive sampling techniques. While documentation was carried out by collecting documents such as journals, mass media, campaign data or the like relating to political marketing Prabowo Subianto and Sandiaga Salahuddin Uno in the 2019 presidential election. Data analysis techniques used interactive data analysis, namely: data reduction, displaying data, and drawing conclusions or verification.

**Table 1.**  
**Explanation of Variable and Indicator**

No.	Variable	Indicator
1.	Segmentation	Geographical, Demographic, Psychographic, Behavioral, and Socio-Cultural.
2.	Targeting	Focus on Target Marketing, and Target Marketing Pattern.
3.	Positioning	Political Products & Images, and Positioning Strategy Patterns.
4.	Political Marketing Campaign Strategy	Push Political Marketing, Pull Political Marketing, Pass Political Marketing.

Source: Author, 2019.

**Results**

**Segmentation**

Prabowo-Sandiaga has several political segmentations, namely: Regional Segmentation (Based on Map of Electoral Support), Young Voter Segmentation (Millennial), Women's Segmentation (Emak-Emak), Segmentation of Islamic Community (Ummah). That was as explained by Dr. Mardani Ali Sera, M. Eng., (Vice chairman of the Prabowo-Sandiaga National Winning Agency):

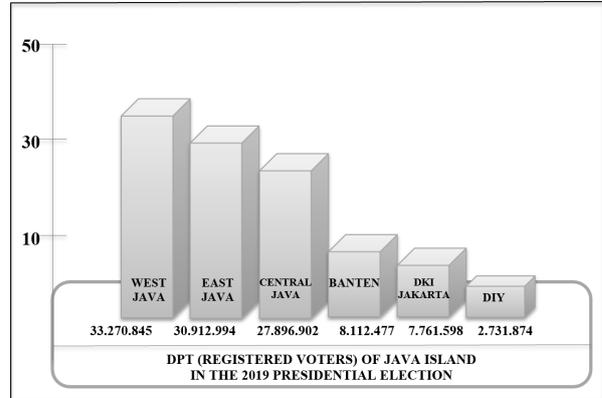
"Prabowo-Sandiaga will focus on several segments, by looking at regional segmentation (based on map of electoral support), young voters segmentation (millennial), women's segmentation (emak-emak), and also segmentation of Islamic community (ummah)." (Interview on May 14, 2019, 08.55 WIB).

Regional Segmentation seen from the map of Prabowo-Sandiaga's electoral support in various provinces in Indonesia. The Prabowo-Sandiaga BPN (National Winning Agency) looks at how the power of Prabowo Subianto's votes in various provinces in the 2014 presidential election especially in 3 (three) provinces in Java Island which have the highest number of DPT (Registered Voters), namely: West Java, East Java, Central Java. And then looking at the strength of Prabowo-Sandiaga in urban and rural areas in various regions in Indonesia.

From Graph 1 it can be seen in the 2019 presidential election, 3 (three) provinces in Java Island, namely: West Java, East Java, and Central Java are still the provinces with the most DPT (Registered Voters) when compared to other provinces in Indonesia.

First, West Java with a total DPT (Registered Voters) of 33.270.845 (People). Second, East Java with a total DPT of 30.912.994 (People). Third, Central Java with a total DPT

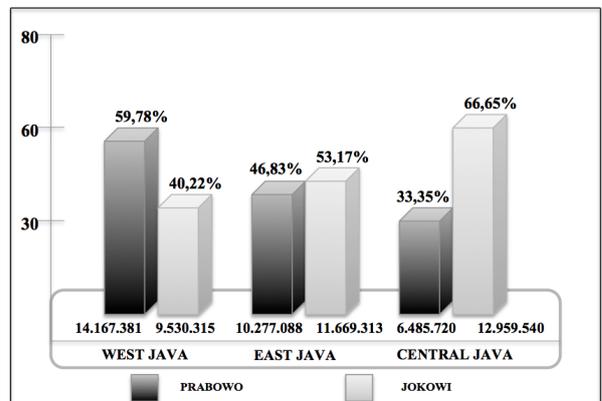
**Graph 1.**  
**DPT (Registered Voters) of Java Island in the 2019 Presidential Election (People)**



Source: Processed from KPU RI, 2019.

of 27.896.902 (People). Seen from the map of Prabowo Subianto's votes in various provinces in the 2014 presidential election, especially in 3 (three) provinces in Java which had the highest number of DPT (Registered Voters), namely: West Java, East Java, Central Java. From Graph 2, it can be seen that Prabowo is strong in the province of West Java, but lags behind in the province of Central Java and almost in balance in the province of East Java.

**Graph 2.**  
**Comparison of Votes in 3 (Three) Provinces with the Most DPT (Registered Voters) in the 2014 Presidential Election (%)**



Source: Processed from KPU RI, 2019.



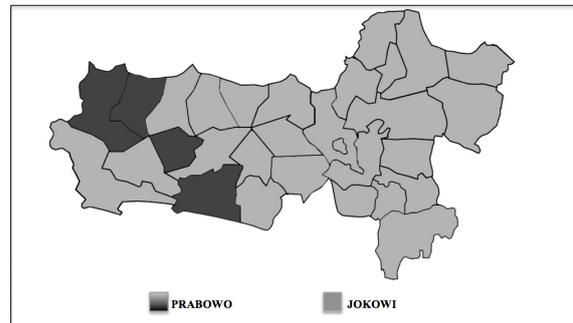
BPN (National Winning Agency) Prabowo-Sandiaga will give special attention to the provinces of Central and East Java, on the other hand while maintaining Prabowo's strength in the province of West Java. As explained by Hashim Sujono Djojohadikusumo, (Director of Media and Communications of the Prabowo-Sandiaga National Winning Agency):

"Prabowo is still lagging behind in Central Java from the results of the 2014 presidential election, in Central Java there is a red area and there is a green area, the red area is the southern coast including Solo Raya to Wonogiri, the green area is the north coast. The red area is Prabowo's weak point. That becomes our concentration in geographical segmentation, including one of them by moving the headquarters of our national winning agency to Central Java. We will also give special attention to East Java, we will also maintain West Java." (Interview on April 2, 2019, 10.05 WIB).

From Figure 1 regarding the map of Jokowi & Prabowo's electoral support in the province of Central Java, Prabowo is only superior in the Brebes, Tegal, Purbalingga, and Kebumen areas. But most other areas in Central Java are controlled by the incumbent. The special form of attention of the Prabowo-Sandiaga BPN (National Winning Agency) to the Central Java province is by moving the headquarters of the National Winning Agency to Central Java, and also more intensively giving special concentration to the red areas (incumbent strength areas), while also continuing to strengthen the green areas (Prabowo's strength area).

Furthermore, looking at Figure 2 regarding the map of Jokowi & Prabowo's electoral support in East Java province, it is known that the strength of the two is almost balanced. It is known that Prabowo is strong in Pacitan, Sumenep, Pamekasan, Ketapang, Bangkalan,

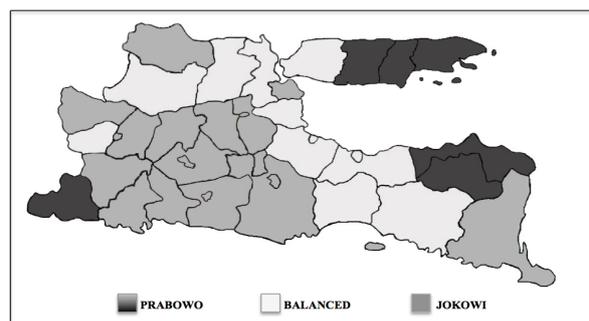
**Figure 1.**  
**Map of Jokowi & Prabowo's Electoral Support in the Province Central Java**



Source: Processed from BPN Internal Data, 2019.

Situbondo, Bondowoso, and Probolinggo. Whereas Jokowi is known to be strong in Tuban, Ngawi, Jombang, Kediri, Ponorogo, Trenggalek, Malang, to Banyuwangi, while in other areas the strength of the two is still in balance. But comprehensively in the East Java province it is known that Jokowi's strength is still superior, with Prabowo's strength almost balanced.

**Figure 2.**  
**Map of Jokowi & Prabowo's Electoral Support in the Province East Java**

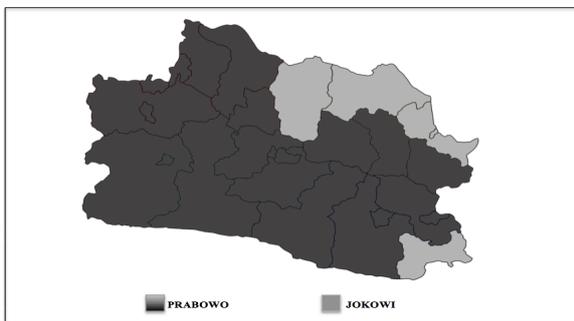


Source: Processed from BPN Internal Data, 2019.

Looking at Figure 3 regarding the electoral support map of Jokowi & Prabowo in West Java province, Prabowo is still strong in West Java. Almost all regions in West Java are superior, such as Bogor, Bekasi, Karawang, Purwakarta,

Sukabumi, Cianjur, Bandung, Garut, Sumedang, Majalengka, Kuningan, Ciamis, Cirebon, and Tasikmalaya. As for Jokowi, he is superior in Subang and Indramayu. However, Prabowo will continue to maintain strength in the province of West Java, bearing in mind that West Java is the province with the highest number of DPT (Registered Voters) compared to other provinces.

**Figure 3.**  
**Map of Jokowi & Prabowo's Electoral Support in the Province West Java**



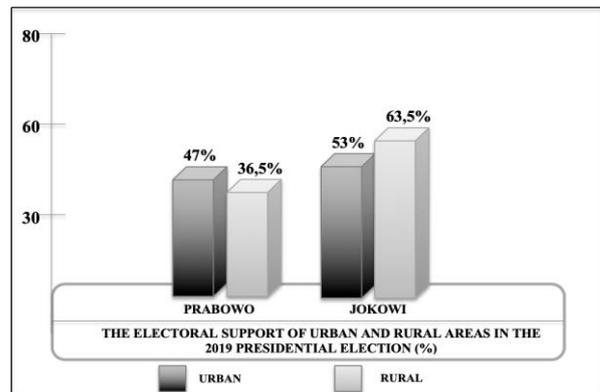
Source: Processed from BPN Internal Data, 2019.

Meanwhile, if viewed as a whole with the most populous island, Java Island has a strategic value in the 2019 Presidential Election. Who can control Java Island, can certainly be a winner in the election. If seen from graph 1 regarding DPT (Registered Voters) of Java Island, Java Island has a large proportion from the total national DPT (Registered Voters). This means that Java Island is still an epicenter with 57.29% of voters on Java Island. This number is spread in 6 (six) provinces, namely: West Java 33.270.845 (People), East Java 30.912.994 (People), Central Java 27.896.902 (People), Banten 8.112.477 (People), DKI Jakarta 7.761.598 (People), and Special Region of Yogyakarta 2.731.874 (People).

Furthermore, regarding the electoral support of Prabowo-Sandiaga in the urban and rural areas in various regions in Indonesia, BPN (National Winning Agency) Prabowo-Sandiaga will give attention to urban and rural

areas according to their needs. When viewed from the electoral support in urban and rural areas, it can be seen from Graph 3 that Jokowi is still superior in rural areas, while the electoral support in urban areas is almost equal.

**Graph 3.**  
**The Electoral Support of Urban and Rural Areas in the 2019 Presidential Election (%)**

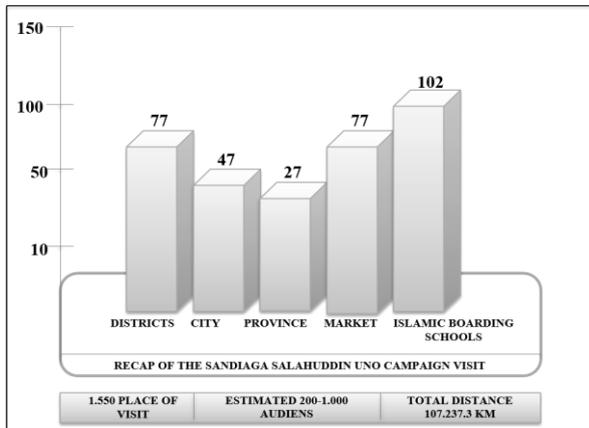


Source: Processed from Roy Morgan Research Data, 2019.

As a form of special attention for Prabowo-Sandiaga's BPN (National Winning Agency) toward urban and rural areas, one of them is by Sandiaga Salahuddin Uno being more active in traveling to various regions in various provinces in Indonesia, including urban and rural areas. From graph 4, it is known that there are 77 Regencies, 44 Cities, 27 Provinces, 77 Markets and 102 Islamic Boarding Schools, with a total of 1.550 Sandiaga visiting points during the campaign period. Each point of the campaign visit was attended by around 200-1000 audience members.

Furthermore, for young voter segmentation (millennial), it is calculated from the sizable proportion of them in the 2019 presidential election. If seen from percentage, it reaches 45-50% of the total of all voters in Indonesia, and psychologically seen from the sizable proportion of young voters (millennial) in the use of internet media which reaches 49.52% of the total internet users in Indonesia.

**Graph 4.**  
**Recap of The Sandiaga Salahuddin Uno Campaign Visit**

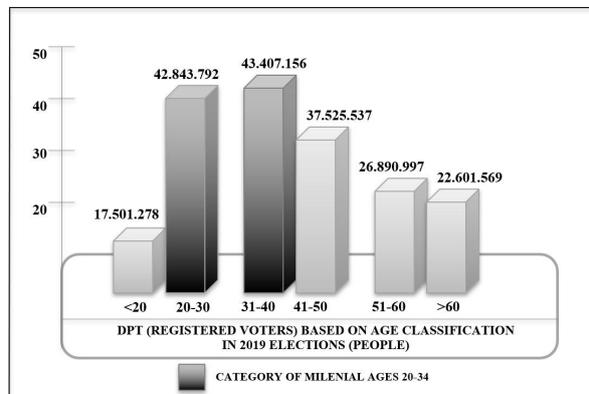


Source: Processed from BPN Internal Data, 2019.

If seen from the Graph 5 related to the age classification of DPT (Registered Voters) in the 2019 election, the proportion of young voters (millennial) aged 20-34 is quite large if the percentage is 45-50% of the total voters in Indonesia. BPN (National Winning Agency) Prabowo-Sandiaga focuses on working on this millennial segmentation, one of which is by supporting the formation of Prabowo-Sandiaga's GMI (Indonesian Millennial Movement) volunteers spread across various regions, due to the significant number of millennial voters in the 2019 presidential election.

In the segmentation of young voters (millennial), it requires information on the geographical map of their distribution projection, in which province the millennial group is located. Based on Graph 6, the concentration of the dominant millennial group is in Java Island. First, West Java with 18.77% of the millennial group (11 Million Population), followed by East Java with 13.80% (8 Million Population), and Central Java with 11.91% (7 Million Population). North Sumatera has 5.34% (3 Million Population). Whereas Banten and DKI Jakarta occupy the fifth and sixth positions, with a proportion of 5.23% (3 Million Population) and 4.25% (2 Million

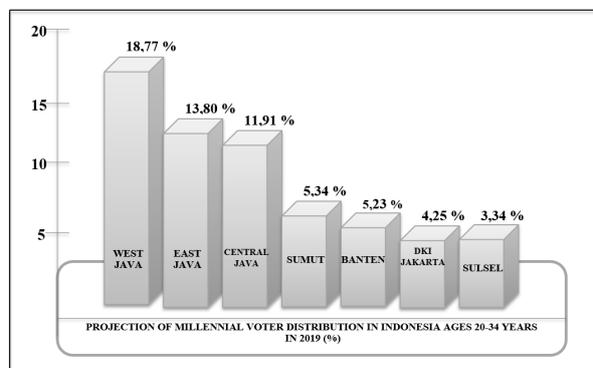
**Graph 5.**  
**DPT (Registered Voters) Based on Age Classification in 2019 Elections (People)**



Source: Processed from KPU RI, 2019.

Population). Meanwhile, the seventh position is South Sulawesi which has 3.34% (2 Million Population).

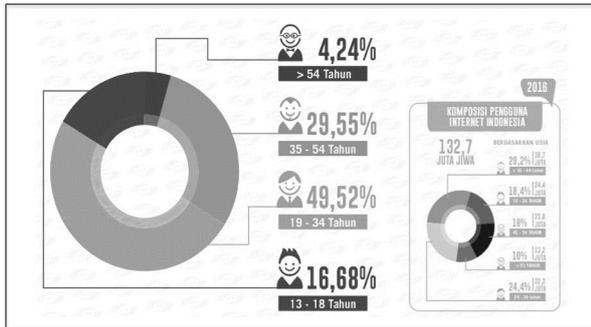
**Graph 6.**  
**Projection of Millennial Voter Distribution in Indonesia Ages 20-34 Years in 2019 (%)**



Source: Processed from BPS RI, 2019.

Young voters (millennial) in Graph 7 are known to have the biggest penetration in internet usage which reaches 49.52%. With a percentage reaching (49.52%), half of internet users in Indonesia are young voters (millennial) aged 20-34 years, it is estimated that the number will continue to increase each year given the high need for access to technology and information.

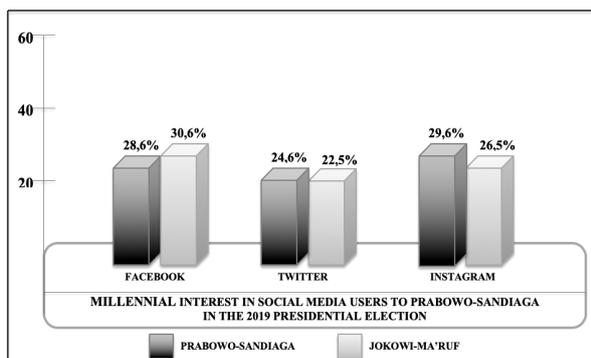
**Graph 7.**  
Percentage of Internet Users by Age (%)



Source: Processed from Indonesia Internet Service Provider Association, 2019.

As for if seen from Graph 8, from Center for Strategic and International Studies (CSIS) survey data, young voters (millennials) on Twitter and Instagram social media are more interested in Prabowo-Sandiaga, while young voters (millennials) on Facebook social media are more interested in Jokowi-Ma'ruf.

**Graph 8.**  
Millennial Interest in Social Media Users to Prabowo-Sandiaga in The 2019 Presidential Election



Source: Processed from Center for Strategic and International Studies (CSIS) Research Data, 2019.

As for women's segmentation (emak-emak), Prabowo-Sandiaga considers this segment to be an influencer in winning the hearts of other constituents. So far, the figure of women (emak-emak) is considered a

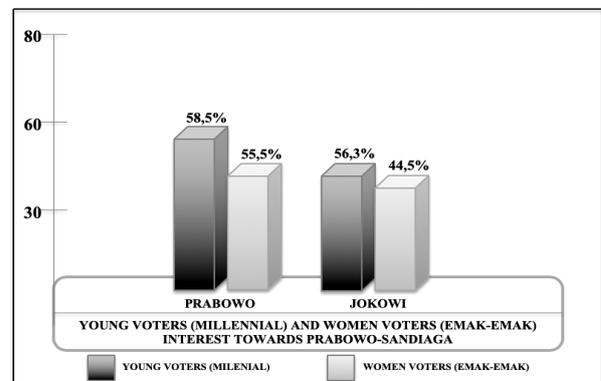
trustworthy figure because it has the value of honesty so that what is conveyed is a worthy choice in the hope that it can become a multiplier effect to other voters (constituents).

Explained by Dr. Dahnil Anzar Simanjuntak, S.E., M.E., (Coordinator of the Prabowo-Sandiaga National Winning Agency Spokesperson):

"The complaints of women (emak-emak) are complaints of civilization. Complaining about Indonesia, because she listened to their complaints, we heard the conscience of the smallest unit of Indonesia, the house. So, Prabowo-Sandiaga tries to focus on working on the segmentation, because with the hope the power of women (emak-emak) has a multiplier effect". (Interview on May 14, 2019, 14.10 WIB).

From Graph 9, by BPN (National Winning Agency) internal data, they assume that young voters (millennial) and women voters (emak-emak) are more interested in Prabowo-Sandiaga. In the 2019 presidential election, young voters (millennial) and women voters (emak-emak) did indeed have their own charm. Young voters (millennial) are currently the

**Graph 9.**  
Young Voters (Millennial) and Women Voters (Emak-Emak) Interest Toward Prabowo-Sandiaga



Source: Processed from BPN Internal Data, 2019.

dominant voters in the 2019 elections. Their proportion is quite large, around 45-50% of all voters in Indonesia. While BPN (National Winning Agency) assumes, women voters (emak-emak) can be influencers to win the hearts of other voters. Because according to them, emotional factors of women voters (emak-emak) sometimes can influence and change the rational choice of other voters.

As for the Segmentation of Islamic Community (Ummah), BPN (National winning Agency) Prabowo-Sandiaga considers Prabowo-Sandiaga to be naturally segmented in the socio-cultural segmentation in the religious classification in this case is the segmentation of Islamic community (ummah).

This was seen from the amount of support given by the ulama who were members of the Ijtima Ulama forum (GNPF Ulama) and religious leaders such as the Ustadz. Abdul Somad, Lc., MA., KH. Abdullah Gymnastiar, Ustadz. Adi Hidayat, Lc., MA., and others who certainly have considerable influence and have direct implications on the votes of muslim voters.

**Targeting**

Prabowo-Sandiaga has several segments based on the results of an evaluation conducted by BPN (National winning Agency) Prabowo-Sandiaga, which is then given a target marketing focus, using the Target Marketing Pattern, namely: Full Market Coverage, with Prabowo-Sandiaga serving and fulfilling all the needs and desires of each existing segmentation.

Comprehensively, there are several target marketing patterns. However, the Full Market Coverage pattern has been chosen by Prabowo-Sandiaga, it can be seen from how their goals are to serve and fulfill the needs and desires of each of their segmentation, this has been implemented through the positioning (product and political image) offered to each segmentation owned by Prabowo-Sandiaga. Positioning (product and political image) offered by Prabowo-Sandiaga is at the same

**Table 2.**  
**Focus & Pattern of Marketing Target of Prabowo-Sandiaga**

No.	Focus on Target Marketing	Pattern of Marketing Target
1.	Regional Segmentation (Based on Map of Electoral Support)	Full Market Coverage
2.	Young Voters Segmentation (Millennial)	Full Market Coverage
3.	Women's Segmentation (Emak-Emak)	Full Market Coverage
4.	Segmentation of Islamic Community (Ummah)	Full Market Coverage

*Source: Processed from BPN Internal Data, 2019.*

time a solution to every problem of every existing political segmentation, with the hope that this method can further produce a support to Prabowo-Sandiaga.

**Positioning**

Prabowo-Sandiaga comes with positioning determination (product and political image) on major issues, such as: Welfare, Justice, Prosperity. The positioning strategy pattern used is by way of a Rationalization Strategy, which is to establish the rationality of the voters (constituents) in various existing segments, by describing how the problems of the nation and state being faced, and what is the determination of the positioning (product and image politics) offered by Prabowo-Sandiaga as a solution.

Prabowo-Sandiaga from the beginning was present with major issues, such as Welfare, Justice, Prosperity. Prabowo-Sandiaga comes with the slogan "Fair & Prosperous" as outlined in the pillars set forth in the vision and mission "Fair & Prosperous Together with Prabowo-Sandiaga".

**Political Marketing Campaign Strategy**

The political marketing campaign strategy used by Prabowo-Sandiaga in marketing or delivering positioning (political products and images) is: Push Political Marketing, Pull Political Marketing, Pass Political Marketing.

**Table 3.**  
**Positioning (Image and Political Products) and Prabowo-Sandiaga's Positioning Strategy Pattern**

No.	Sector	Positioning	Positioning Strategy
1.	Economy	1. Economic Growth 2. Employment 3. Food Sovereignty and Stability of Staple Food Prices 4. Poverty and Inequality	Rationalization Strategy
2.	Education	1. Quality of Education 2. Welfare of Education Workers	Rationalization Strategy
3.	Health	1. BPJS Health Deficit 2. Welfare of Health Workers	Rationalization Strategy
4.	Culture and Environment	1. Environment 2. Cultural Preservation	Rationalization Strategy
5.	Politics, Law, Defense and Security	1. Political Costs 2. Fair Law Enforcement and Law Enforcement Welfare 3. Defense and Security Budget	Rationalization Strategy

Source: Processed from BPN Internal Data, 2019.

**Table 4.**  
**Prabowo-Sandiaga Political Marketing Strategy**

No.	Focus on Target Marketing	Political Marketing Strategy
1.	Regional Segmentation (Based on Map of Electoral Support)	Push Political Marketing Pull Political Marketing Pass Political Marketing
2.	Young Voters Segmentation (Millennial)	Push Political Marketing Pull Political Marketing Pass Political Marketing
3.	Women's Segmentation (Emak-Emak)	Push Political Marketing Pull Political Marketing Pass Political Marketing
4.	Segmentation of Islamic Community (Ummah)	Push Political Marketing Pull Political Marketing Pass Political Marketing

Source: Processed from BPN Internal Data, 2019.

Push political marketing is done by marketing or sending political products and images by coming directly to the voters

(constituents). As is known from Graph 5 before, from BPN (National Winning Agency) internal data, that Sandiaga is active in traveling to various regions in Indonesia. This was done to meet directly with the voters (constituents) in various regions in Indonesia.

**Figure 4.**  
**Push Political Marketing Prabowo-Sandiaga in Various Regions**



Source: Processed from BPN Documentation, 2019.

During the campaign period, it is known from Graph 5 that the total visits made by Sandiaga reached 1.550 visits during the campaign period. On the other hand, Prabowo also went directly to the community in various

regions in Indonesia to present their products and political images of problems that were being felt in various segments of society.

Pull political marketing is done by marketing or delivering political products and images through the mass media. As is known, there are various types of printed and electronic mass media that are used by Prabowo-Sandiaga in marketing or delivering political products and images. The print media such as newspapers and booklets (pocket books), while electronic media such as TV, Youtube, Facebook, Twitter, and Instagram. This is a part of the political marketing campaign strategy carried out by Prabowo-Sandiaga so that the product and political image owned by Prabowo-Sandiaga can be conveyed properly, in order to build voter rationality (constituents) and gain as much as possible the voters (constituents).

Figure 5 is the Prabowo-Sandiaga booklets that have been briefly designed as the main guidebook for the campaign. On the front cover of the book reads the tagline "Fair and prosperous with Prabowo-Sandiaga." This booklet consists of eight sections consisting of vision and mission, the structure of the BPN (National Winning Agency) Prabowo-Sandiaga, Prabowo's biography, Sandiaga's biography, reasons for choosing Prabowo-Sandiaga, FAQ (Frequently Asked Question), and testimonials.

In this booklet (Frequently Asked Question) FAQs related to sensitive issues that often appear to be material for negative campaigns and black campaigns of political opponents. Of course, to a large degree, the public is affected by these outstanding issues. Moreover, voters in Indonesia still see the personality side as the main point and sensitive issues are indeed related to the aspect of personality. An example of an issue that often surfaces is the issue of Prabowo in human rights violations.

Comprehensively this booklet is to thin the sloping issues that have been circulating so far, so that the voting community (constituents)

**Figure 5.**  
**Pull Political Marketing Prabowo-Sandiaga on Print Media (Booklet)**



Source: Processed from BPN Internal Data, 2019.

can find out exactly what is happening, and most importantly the booklet contains vision-mission and also products and images politics which is Prabowo-Sandiaga's commitment.

Figure 6 shows one of Prabowo-Sandiaga's pull political marketing videos uploaded on Youtube (12/15/2018) on GerindraTV's YouTube account. This video was also aired on several National television shows.

The one-minute video contains a picture of a young man who has just completed his bachelor's degree, who then applies for a job in various places he wants, but after a long wait, none of the places he wants can take him to work. This video is an allusion to the promises of political opponents that promise ease of finding employment but in reality it is still difficult to find work.

Figure 7 is one of Prabowo-Sandiaga's pull political marketing videos uploaded on Instagram (03/24/2019) on Prabowo's personal Instagram account, @prabowo, this video was also uploaded on both Prabowo and Sandiaga's Facebook pages.

**Figure 6.**  
**Pull Political Marketing Prabowo-Sandiaga on Youtube and TV**



Source: GerindraTV Youtube Account, 2019.

**Figure 7.**  
**Pull Political Marketing Prabowo-Sandiaga on Instagram**



Source: Instagram Account @prabowo, 2019.

The one-minute video contains a picture of Prabowo-Sandiaga's closeness with the people with the aim of providing justice and prosperity for all Indonesian people. As is known Prabowo-Sandiaga from the beginning was present with major issues, such as Welfare, Justice, Prosperity.

Can be known in the political marketing campaign strategy with pull political marketing BPN (National Winning Agency) Prabowo-Sandiaga is done by marketing or delivery of political products and images through mass media, both print and electronic. Print media such as newspapers and booklets (pocket books), while electronic media such as TV, Youtube, Facebook, Twitter, and Instagram. As a whole it is a part of the political marketing campaign strategy carried out by BPN (National Winning Agency) Prabowo-Sandiaga so that the products and political image that Prabowo-Sandiaga has can be conveyed properly, in order to build voter rationality (constituents) and achieved as much lots of votes (constituents).

Pass political marketing is done by meeting directly with influential figures and groups. Prabowo-Sandiaga met with influential figures and groups such as ulama and religious leaders. This is evident from the existence of the Ijtima Ulama forum (GNPF Ulama) which is a collection of scholars from various regions in Indonesia who expressed their political stance to support Prabowo-Sandiaga in the 2019-2024 presidential election. This attitude of political support was agreed upon by the fact of integrity at the Ijtima Ulama 2 (GNPF Ulama) forum.

From Figure 8, it can also be seen that Prabowo-Sandiaga met and received support from religious leaders who had considerable influence such as Ustadz. Abdul Somad, Lc., MA., KH. Abdullah Gymnastiar, Ustadz. Adi Hidayat, Lc., MA., and others. Ulama and religious leaders certainly have a considerable influence and have a direct implication on the votes of muslim voters.

Prabowo-Sandiaga also met with community leaders and traditional leaders in various regions in Indonesia such as in Aceh, Riau, Pontianak, and others. In Pontianak, for example, Prabowo-Sandiaga received direct support from indigenous Dayak and Malay communities.

**Figure 8.**  
**Pass Political Marketing Prabowo-Sandiaga to Meet Ulama and Religious Leaders**



Source: Processed from BPN Documentation, 2019.

**Figure 9.**  
**Pass Political Marketing Prabowo-Sandiagato Meet Community Leaders and Traditional Leaders**



Source: Processed from BPN Documentation, 2019.

Then, from Figure 9 seen in Pontianak, Prabowo also received an aristocrat from the Pontianak Kadriah Sultanate; the title of the Pontianak Sultanate was given directly by Sultan Pontianak IX MachmudAlkadrie. Meanwhile Sandiaga also received the title Raden WiraArsana during a visit to the Kutai Kartanegara Sultanate's Ing Martadipura, East Kalimantan.

Can be known in the political marketing campaign strategy with the pass political

marketing conducted by BPN (National Winning Agency) Prabowo-Sandiaga is done by marketing or delivering political products and images by meeting directly with influential figures and groups. As a whole it is a part of the political marketing campaign strategy carried out by BPN (National Winning Agency) Prabowo-Sandiaga so that the product and political image that Prabowo-Sandiaga can be conveyed properly, in order to build voter rationality (constituents) and achieve as much lots of voters (constituents).

### Discussion

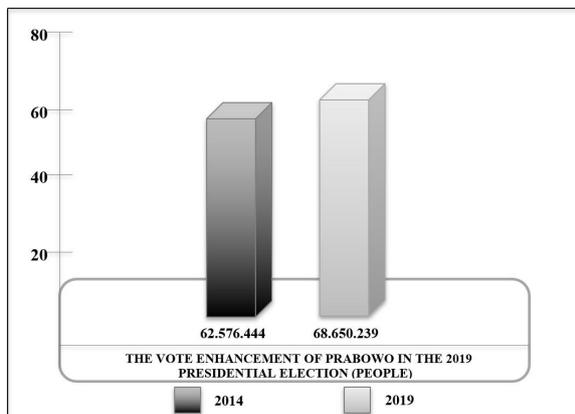
The stages of political marketing carried out by Prabowo-Sandiaga in the 2019 presidential election started with stages Segmentation, Targeting, Positioning, and then Political Marketing Campaign Strategy. Prabowo-Sandiaga has several political segmentations which are then given a focus on political targets with patterns full market coverage, with Prabowo-Sandiaga serving and fulfilling all the needs and desires of each existing segmentation. Prabowo-Sandiaga has a determination of positioning (product and political image) on issues such as: Welfare, Justice, Prosperity. The positioning strategy pattern used is the rationalization strategy, with building the rationality of the voters (constituents). Political marketing campaign strategy carried out by covering the whole way such as push political marketing, pull political marketing, and pass political marketing.

From all stages of the political marketing concept carried out by Prabowo-Sandiaga, can be seen how Prabowo-Sandiaga has tried to maximize all stages of the political marketing concept that they do, it appears from how they determine political segmentation with an in-depth evaluation, and then the segmentation is given a focus political targets with patterns full marketing coverage, by trying to serving and fulfilling all the needs and desires of each existing segmentation. Furthermore, Prabowo-

Sandiaga also tried to present a positioning (product and political image) based on what is the problem of each segmentation, which is at the same time a solution of every problem that is owned.

Comprehensively, all stages of the political marketing concept carried out by Prabowo-Sandiaga had not yet have a good impact on the final results in the 2019 presidential election, it is seen from how Jokowi's winning margin against Prabowo increased when compared to the results of the presidential election in the previous period. In the 2014 presidential election Jokowi's winning gets a percentage of 53.15% and Prabowo 46.85% with a percentage difference of votes of 6.3%, but in the presidential election in 2019 Jokowi's winning increases to 55.50% with Prabowo only getting a percentage of 44.50% with a percentage difference of votes 11%. (KPU RI, 2019).

**Graph 10.**  
**The Vote Enhancement of Prabowo in the 2019 Presidential Election (People)**



Source: Processed from KPU RI, 2019.

However, if looking at Graph 10, all the stages of the political marketing concept carried out by Prabowo-Sandiaga increased the total votes compared to the total votes obtained in the previous presidential election. In the 2014 presidential election the total number of Prabowo's votes was 62.576.444 votes, in

the 2019 presidential election the total votes increased to 68.650.239 votes. In other words, the overall concept of political marketing that they did in the 2019 presidential election, can avoid a decrease of votes from the final total votes in the previous presidential election period.

### Conclusion

The stages of political marketing carried out by Prabowo-Sandiaga in the 2019 presidential election started with the stages Segmentation, Targeting, Positioning, and then Political Marketing Campaign Strategy. Prabowo-Sandiaga has several political segments, namely Regional Segmentation (Based on Map of Electoral Support), Young Voter Segmentation (Millennial), Women's Segmentation (Emak-Emak), Segmentation of Islamic Community (Ummah), which is then given a focus of political targets with patterns of full marketing coverage. Prabowo-Sandiaga has a determination of positioning (product and political image) on issues such as: Welfare, Justice, Prosperity. The positioning strategy pattern used is the rationalization strategy, with building the rationality of the voters (constituents). Political marketing campaign strategy carried out by covering the whole way such as push political marketing, pull political marketing, and pass political marketing.

In each stage of the political marketing concept that is carried out, it can be seen how Prabowo-Sandiaga has tried to maximize all stages of the political marketing concept that they do, it appears from how they determine political segmentation with an in-depth evaluation, and then the segmentation is given a focus political targets with patterns full marketing coverage, by trying to serving and fulfilling all the needs and desires of each existing segmentation. Furthermore, Prabowo-Sandiaga also tried to present a positioning (product and political image) based on what is the problem of each segmentation, which is

at the same time a solution of every problem that is owned.

Nevertheless, all stages of the political marketing concept carried out by Prabowo-Sandiaga had not yet had a good impact on the final results in the 2019 presidential election; this can be seen from how Jokowi's winning margin against Prabowo increased when compared to the results of the presidential election in the previous period. However, what Prabowo-Sandiaga did with their overall concept of political marketing in the 2019 presidential election could slightly increase the number of voters when compared to the results of the presidential election in the previous period. In other words, the overall concept of political marketing that they did in the 2019 presidential election can avoid a decrease of votes from the final total votes in the previous presidential election period.

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