

Political Marketing Communication Strategy of Budi Prayitno in Facing the 2019 Magelang City DPRD General Election

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ABSTRACT

This study analyzes Budi Prayitno's political marketing strategy in the contestation of the Legislative Election of the Magelang City DPRD. This study focuses on the political marketing strategy carried out by Budi Prayitno as a senior legislative candidate from the PDI-P Party in carrying out political marketing. The presence of Budi Prayitno as a senior figure is evidenced by his tenure as a member of the Magelang City DPRD for 3 terms from the PDI-P Party. In this study, the author uses a 3P approach model (push marketing, pass marketing and pull marketing). The research findings show that the political marketing strategy implemented by Budi Prayitno is structured and directed according to the target. Some of the political marketing strategies used by Budi Prayitno, including: first, blusukan or campaigns that go directly to the public as Push Marketing. Second, the use of community groups and political parties as a marketing pass. Third, the use of social media as pull marketing. This study aims to determine Budi Prayitno's Political Marketing in Facing the 2019 Magelang City DPRD General Election. The type of research used in this study is a case study qualitative research. The data and information needed in this study were obtained from information from informants, namely people who are considered to know and can be trusted in providing accurate information by using two types of data, namely primary data and secondary data. Data collection techniques in this study were direct observation to the research site, in-depth interviews and documentation at the research site. The results of this study indicate that Political Marketing Budi Prayitno in Facing the General Election of Members of the DPRD City of Magelang in 2019 used a political marketing approach (push marketing, pull marketing, and pass marketing) to increase his voting bar because in yesterday's election there were several promises politics that he did not realize when he served as chairman in the previous period.

Introduction

Elections are one of the characteristics of a democratic political system. Elections and the legislative institutions that result from them are a legitimate link between the people and the government in a democratic society, as a means of articulation and aggregation of interests for the people. the existence of general elections becomes a political mechanism for recruiting and selecting people who will sit in representative institutions. The dynamic aspects of holding elections that take place democratically, meaning direct, free, confidential, honest, fair and competitive, will determine the nature of the political representation.¹

¹ Surbakti, R. (1992). *Memahami ilmu politik*. Grasindo.

The 2019 legislative elections were held simultaneously in several areas of the Unitary State of the Republic of Indonesia on April 17, 2019, including in the province of Central Java, Magelang City. Which is divided into 3 constituencies and competes for 35 parliamentary seats.

This study will examine the legislative election process in Magelang City in the Magelang III electoral district. This electoral district was participated by 71 legislative candidates from each party and competed for 7 seats. Specifically, this research will examine the strategy of one of the legislative candidates from PDI P, namely Budi Prayitno.

After the official count of the KPU of Magelang City in the electoral district of Magelang City III won by: No. 1 by Tyas Anggraeni who was promoted by the Hanura political party, with 2,227 votes, No. 2 lost to Budi Prayitno who was promoted by the political party PDI P, with the acquisition of 1,940 votes, No. 3, Imam Indra Setyawan, supported by the PKB political party, with 1,581 votes, No. 4, Achmad Widodo, by the PKS political party, with 1,393 votes, and Kevin Mahesa Amuwardhani. from the political party PDIP, with 1,304 votes, No. 6 Dian Mega Aryani supported by the Democratic political party, with 1,291 votes, and the last 7th seat was obtained by Titiek Utami who was promoted by the political party Golkar, with 1,250 votes.²

Budi is a senior candidate from the existing PDI P political party from the previous 3 periods and has succeeded in getting 1,940 votes, which is ranked second out of seven seats for members of the Magelang III DPRD for the 2019-2024 period. This makes Budi Prayitno one of the members of the DPRD who was successfully re-elected from the previous period in the Dapil III of Magelang City.

Budi is a candidate who was promoted from the PDI P Party and got the Serial Number 1, this made Budi Prayitno work harder both in terms of strategy and socialization to gain votes in the Dapil III of Magelang City so that he can occupy the seats of the DPRD City of Magelang which has been set, which is 7 seats.

This is a step forward that there is a breakthrough from senior figures in the political contestation that occurred in the electoral district, so that Budi Prayitno can prove that he is still an important figure to show quality in the political field. Observing the statement above, the author is interested in examining the election of Budi Prayitno as a member of the Magelang City DPRD in 2019.³

Research Method

The type of research used in this study is a qualitative research method which aims to describe descriptively with the aim of describing phenomena that occur now or in the past. In a special natural context and by utilizing various natural methods. Thus, the results of the study will be able to explain the election of Budi Prayitno in the 2019 Magelang City DPRD legislative election.⁴

Primary data is data in the form of text from interviews and obtained through interviews with informants who are being sampled in the study. In this research, the writer interviewed Budi Prayitno as a legislative candidate. Secondary data are data obtained by the author using several data sources such as books, literature, journals and documentation results that are relevant enough to conduct analysis with similar case studies.⁵

The validity test method used in this study is source triangulation. The data obtained will then be analyzed and concluded, as well as examining other data sources, by looking at the suitability of the primary time data source.⁶

² Sumber Data dari Komisi Pemilihan Umum Daerah Kota Magelang (KPU Kota Magelang), 1 Juli 2022.

³ Wawancara bersama Bapak Budi Prayitno (Anggota Legislatif DPRD Kota Magelang, Fraksi PDI P), 10 Juli 2022.

⁴ Denzin, N. K., & Lincoln, Y. S. (Eds.). (2011). *The Sage handbook of qualitative research*. sage.

⁵ Pawito, P. D. (2007). *Penelitian Komunikasi Kualitatif*, Yogyakarta: PT. Lks Pelangi Aksara Yogyakarta.

⁶ Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.

Findings and Discussion

3.1. Marketing Politic

1. Blusukan as Push Marketing

Push Marketing is a strategy carried out by candidates as an effort to harmonize public opinion that is a problem. This kind of strategy is usually carried out by attending face-to-face meetings or face-to-face with the local community. In addition, in face-to-face meetings, candidates value emotional closeness to the community. Blusukan is a way that candidates often do to attract voters' sympathy. This phenomenon in the election process in Indonesia has been carried out for a long time for candidates who are fighting, because push marketing strategies such as blusukan or face-to-face meetings have a very effective and significant impact on gaining votes.⁷

Every process of blusukan activities directly to the community, Budi has a structured and well-organized way, because Budi has a solid team from the party and a team of volunteers who have been cared for a long time since Budi nominated himself as a member of the Magelang City DPRD in 2004. The volunteer team formed from various levels such as RT, RW and kelurahan are extensions of the PDI P Party Branch Management (PAC) Magelang City to accommodate the interests of various elements of the Magelang City III community.



Budi Prayitno Volunteer Team

Source: quoted from <https://www.instagram.com/komunitasjuangkotamgl/?hl=en>, on 20 June 2022 at 15.00 WIB⁸

The picture above is when Budi is with a team of volunteers. They wore red shirts bearing the PDI P Party logo and black pants that were identical to the pants that Jokowi wore during his campaign for the Presidential Election of the Republic of Indonesia. The photo shows the internal solidity of the Magelang City PDI P party and the volunteer team to win Budi in the political contestation. The blusukan activity carried out by Budi, PAC PDI P Magelang City coordinated with the Magelang City Juang Community in each kelurahan and the winning team to make an agenda for meetings between candidates and the community aimed at attracting more sympathizers to join the volunteer team. Not only that, Budi's initial goal in going to the field was to hear the aspirations of the community through open discussions about existing conditions and problems, as well as providing solutions and answers to public concerns.

Doing blusukan as push marketing as described above has a considerable effectiveness in influencing voters, because it can change people's mindset to choose candidates who are eligible to be elected with an emotional approach. By doing blusukan, Budi managed to get 1,940 votes. The same thing was also done as legislative candidate Kevin Mahesa Amuwardhani when holding a face-to-face meeting to hear the aspirations of the community. This shows that the blusukan strategy as push marketing is a method that is often chosen by legislative candidates to increase vote electability in elections.⁹

⁷ Nursal, A. (2004). *Political marketing: strategi memenangkan pemilu: sebuah pendekatan baru kampanye pemilihan DPR, DPD, Presiden*. Gramedia Pustaka Utama.

⁸ Dokumentasi Tim Pemenangan Budi Prayitno.

⁹ Wawancara bersama Bapak Budi Prayitno (Anggota Legislatif DPRD Kota Magelang, Fraksi PDI P), 10 Juli 2022.

2. Community Groups as Pass Marketing

Pass marketing campaign is a strategy by using individual or group figures. The selection of the right individual or group will be able to have a considerable impact in influencing public opinion and voters.¹⁰ The delivery of political messages conveyed by various parties has a major influence on the people of Magelang City in determining political attitudes. Looking at the strategic position of the related parties, it is an effort to increase the electability of candidates as a symbol of the struggle for the interests of the community.¹¹ The role of the relevant parties is to maintain the political message conveyed by Budi.

Groups or groups are usually formed to create a space to display activities, collaborate and information. Budi conducts a campaign to meet community elements who are members of groups or organizations and participate in activities carried out by the community.



Budi Prayitno With Magelang City Party Cadres

Source: quoted from <https://www.instagram.com/jayusta/?hl=en>, on 20 June 2022 at 15.10 WIB¹²

As stated by Budi above, meeting with several groups is important, because these community groups have the same goal in the activities carried out. Discussion with the community is a direct two-way communication. This effort is made so that the candidate can convey his political message, then the public conveys the opinion that they need. Thus, the discussion gave birth to a solution for mutual progress.¹³

3. Social Media as Pull Marketing

In addition to using push marketing and pass marketing approaches, the approach used by the author in this research is social media as pull marketing which consists of personal branding. This approach is a strategy to improve political image through social media. Social media is a trusted strategy to convey messages of political products without having to go directly to the public. Utilizing social media is a form of creative campaign to attract people's attention and also form sentiment towards political parties and other candidates.¹⁴

Budi's social media is not only through online media, but Alin also uses Campaign Props (APK) media such as billboards, t-shirts, stickers and posters. This APK aims to present the figure of Budi to the public who cannot be reached by him when conducting face-to-face campaigns. This APK is installed in various places such as the edge of the highway, land that has received permission from the parties concerned and various alleys in the village, while stickers and t-shirts are distributed directly to volunteers who are ready to support.

During the campaign process, personal branding has a fairly effective influence on socializing. Budi is a senior figure who has a strategic position in the structure of the PDI P Party. This is an advantage for him to increase Budi's confidence as a candidate so that he can be known more by voters. Utilizing the strategic position of political parties for senior figures is very important in

¹⁰ Nursal, A. (2004). *Political marketing: strategi memenangkan pemilu: sebuah pendekatan baru kampanye pemilihan DPR, DPD, Presiden*. Gramedia Pustaka Utama.

¹¹ Lindawati, D. S. (2013). Strategi partai politik dalam menghadapi pemilu 2014. *Jurnal Politika Dinamika Masalah Politik Dalam Negeri dan Hubungan Internasional*, 4(2).

¹² Dokumentasi Tim Pemenangan Budi Prayitno.

¹³ Wawancara bersama Bapak Budi Prayitno (Anggota Legislatif DPRD Kota Magelang, Fraksi PDI P), 10 Juli 2022.

¹⁴ Nursal, A. (2004). *Political marketing: strategi memenangkan pemilu: sebuah pendekatan baru kampanye pemilihan DPR, DPD, Presiden*. Gramedia Pustaka Utama.

political contestation, because both have a classification of vote mapping.¹⁵ Improving Budi's personal image as the chairman of the PDI P Party in Magelang City, often doing political work to meet the needs of the community.



Budi Prayitno Chairman Of The PDI P Branch Leadership Board In Magelang City

Source: quoted from <https://derapjuang.id/featured/dpc-kota-magelang/>, on 20 June 2022 at 15.30 WIB¹⁶

The photo above shows when Budi attended the PDI P Coordination Meeting agenda in Magelang City to increase the party's internal solidarity. As chairman, Budi conveyed a message to all cadres and members of the PDI-P City of Magelang to maintain the image, stability of the PDI-P Party and increase public awareness for mutual progress. Then, it was continued to formulate the steps of the PDI P in Magelang City in the context of party enlargement and preparation for the 2019 simultaneous elections.¹⁷

Budi's gait in the political realm is enough to be used as political capital in participating in the legislative election contestation. In several elections, Budi always gets a seat in each period. Political capital that is very important at this time is to take advantage of his position as chairman of the PDI P Party in Magelang City as well as chairman of the DPRD for Magelang City.

The campaign conducted by Budi and the winning team using Campaign Props such as billboards, posters, t-shirts and stickers is a form of creative campaign to provide information to the public about Budi's vision, mission and programs when elected. In addition to using the Campaign Props media, Budi also uses social media such as Instagram accounts @jayusta and WhatsApp. Campaigns through social media like this are an effort to convey the candidate's political message to attract voters who are close to the winning team such as friends, family, communities and others. This kind of campaign model is carried out to attract public sympathy without having to do face-to-face campaigns.¹⁸

Conclusion

In this research, the results of data analysis concluded that: This study describes and analyzes the political marketing strategy carried out by Budi Prayitno to make him a member of the DPRD of Magelang City, Select Region III in the 2019 legislative election. In the legislative election, political marketing has a very important role in winning candidates who participate in a contest. political. Budi's election was able to defeat many candidates who took part in the legislative political contestation in the Magelang III electoral district by using a well-structured political marketing strategy. Budi's success in using political marketing strategies as a tool to convey political messages is easily absorbed by the public. because Budi managed to win the trust of his voters through ideas, ideas and work programs to realize the needs of the people. In this study, the authors draw the conclusion that the political marketing strategy implemented by Budi is structured and directed according to the target. In describing and analyzing Budi's political marketing strategy, the author uses push marketing, pass marketing and pull marketing strategies.

¹⁵ Hughes, A., & Dann, S. (2006). Political marketing 2006: direct benefit, value and managing the voter relationship. *The Australian National University*, 1-8.

¹⁶ Dokumentasi Tim Pemenangan Budi Prayitno.

¹⁷ Tjenreng, M. Z. (2016). *Pilkada serentak: penguatan demokrasi di Indonesia*. Pustaka Kemang.

¹⁸ Wawancara bersama Bapak Budi Prayitno (Anggota Legislatif DPRD Kota Magelang, Fraksi PDI P), 10 Juli 2022.

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