

Campaigns Through New Media (Internet) as Part of Political Marketing Communication

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Abstract - New media (internet) are considered to be able to create an image of the politician, this effort is carried out to open more effective communication with the public. The nature of the internet that prioritizes speed and openness in the dissemination of information is felt capable of creating an effective campaign atmosphere. The use of new media (internet) as a media for political marketing activities cannot be fully relied upon as the main tool in conducting campaigns. Its advantages can be utilized by designing the right political message according to the character of the media and the segmentation of the audience. With the development of technology, it has resulted in the emergence of a network society that is active in a free, open, unlimited, and digital-based space. This is what causes the internet to be one of the new media campaigns in the political space.

Keywords - Campaign, New Media (Internet), Political Marketing Communication.

I. INTRODUCTION

The concept of political marketing is not new in politics both domestically and in other countries. In essence, political marketing is a marketing activity of certain types of commodities, namely "political ideas". Political ideas can be ideas from a political figure, a political entity or a particular political party. The political world is now so familiar with the lives of the Indonesian people. In the past, people as voters were only involved every 5 years, but now every inch of land has become a political calculation both theoretically and practically. The community is now involved in the election of the President, Board Members, Governors, Mayors and Regents. Even in a smaller scope the community has been preoccupied with the selection of sub-district heads, village heads and RT/RW. Trust in political parties or candidates becomes very expensive, because it is based on this that voters will give their voting rights. So that it becomes the concentration of political parties and

candidates to convince the public. In addition, what is also important is how the elites of political parties package their parties or candidates to be attractive figures for potential voters. This is not an easy matter, but requires a very serious engineering process and is carried out professionally and often costs a lot of money. In this context the concept of political marketing then emerged. Political marketing is very important in order to peddle political parties and candidates as if the commodity is polished and imaged is very attractive and superior and can influence the emotions of the people as voters. Marketing through new media (the Internet) for example Facebook.

New media activities are based solely on users as people. Facebook is not only limited to information in a group of friends or others. Through groups or groups, new media users can form new networks. Posts A user, in the form of text, images or both, can receive feedback from other users in the form of a "Like" button, and the choice to make their

own comments. They can also continue posting to their own Facebook contacts "contact using" Share "option. One popular feature of Facebook support is the community page for mutual interests. Many political candidates make a page for themselves, and when a user clicks the "Like" button, the user shows that they want to receive updates every time the candidate adds something to Facebook, (Ardha, 2014).

This article will focus on utilizing new media (internet) as a new phenomenon in political marketing activities. Along with the rapid growth of internet media audiences in the current information era, cyberspace is an attraction and fertile land for designers of political messages, although not a few crucial things that must be considered related to the use of internet media as a political marketing storefront.

II. METHODOLOGY

This research method uses a qualitative approach that aims to determine and search, collect, process and analyze research data. The approach taken in this research is a qualitative approach to express a picture or understanding (understanding) of how and why a symptom or reality of communication occurs (Pawito, 2008). The qualitative approach makes the researcher the main instrument of research where conclusions are made based on the results of interviews with researchers, other supporting documents of research.

The researcher uses a type of descriptive research that aims to make a systematic, factual, and accurate description of the facts and characteristics of a particular population or object. This study describes the reality that occurs between variables without explaining the relationship between them (Kriyantono, 2010). So in this qualitative descriptive study, researchers describe candidates / political parties using new media to communicate and market their political activities with the aim of being known and known to the public. The analysis is carried out by interpreting the data by relating cause and effect to the emergence of the phenomenon under study. To give meaning to the data, the analysis is carried out in more depth to better understand the contents of the media message and to be able to connect it to the social / reality context when the message is made. Since all messages are social and cultural products of the community, this is what is called qualitative content analysis (Kriyantono, 2010).

III. RESULT AND DISCUSSION

A. Political Marketing Becomes A Need.

Almost in all countries in the world, especially countries with democratic systems, political marketing is something

very important. Political parties make political marketing a necessity in the campaign process. The concept of political marketing has always been associated with the concept of marketing in the business world. In the business world, the science of marketing is usually known as a discipline that connects producers with consumers who are simultaneous and simultaneous two-way relationships. Products produced by producers are communicated to the public in order to inform the public that the product has superiority and better quality than the products produced by competitors. The marketing concept becomes persuasive ways that are packaged well to attract consumer interest and decide to buy the product.

Lee Marshment (in Tabroni, 2014) states that there are three approaches to market political parties, namely Product-Oriented Party (POP), Sales-Oriented Party (SOP) and Market-Oriented Party (MOP). All three depart from the assumption that political parties need to relate to their markets and therefore also apply according to their respective markets.

These three approaches in political marketing mimic the notion of marketing in general which has several approaches or orientations. First, product-oriented from a political organization, leadership or members will design policies and expect from others to support the organization on the basis that policy is correct. This stage clearly positions the elite as a better-informed person who must be followed by subordinates and the public. Second, a sales-oriented organization. This step emphasizes sales aspects more. To succeed this step, market intelligence measures are used. The aim was to design a communication strategy with the intention of persuading voters to support and choose the party offered. Third, a market-oriented organization. Although the data collected comes from the existing intelligence capacity, all of them are collected on the basis of requests from the voters, then take consideration from him (Tabroni, 2014).

But basically there is a difference between political marketing and the marketing concept in the business world. Political marketing provides a set of marketing techniques and methods in the political world. Marketing contributions in the political world lie in strategies to be able to understand and analyze what the voters want and need. Political activity must be in accordance with the aspirations of the wider community. Submission of top-down issues from the political elite to the community seems to have ended. Along with the development of community political

education, a more mature concept is needed in the process of delivering political messages.

According to O Shaughnessy (Firmanzah, 2008 :) political marketing is different from commercial marketing. Political marketing is not a concept to "sell" political parties or candidates to voters, but rather a concept that offers how a political party or a candidate can make a program related to actual problems.

Political marketing is a permanent concept that must be carried out continuously by a political party or candidate for building trust and public image (Butler & Collins in Firmanzah, 2008). Building this trust and political image can only be done through a long-term relationship, not only during the campaign period (Dean & Croft in Firmazah, 2008).

According to Firmanzah, political marketing must be viewed comprehensively. First, political marketing is more than political communication. Second, political marketing is applied in the whole process, not only limited to political campaigns, but also includes how to formulate political products through the construction of symbols, images, forms and programs offered. Third, political marketing uses a broad marketing concept that includes marketing techniques, marketing strategies, publication techniques, offering ideas and programs, product design, and information processing. Fourth, political marketing involves many disciplines, especially sociology and psychology. Fifth, political marketing can be applied from elections to political lobbying in parliament.

According to Rabia Karakaya Polat (2005) the internet can increase participation because it is easier and more convenient in terms of information seeking and for public space. However, if the lack of political participation comes from a lack of resources or motivation, the potential role of the internet will be less significant. The use of media for news, culture, and political involvement is an important part of the democratic political system divided by the state (Saldana, McGregor, and Zuniga, 2015).

In the process, political marketing is not limited to political campaign activities leading up to elections, but also covers broader political events. In terms of government politics, political marketing is sustainable in order to offer or sell political products and the construction of symbols, images, platforms, and programs related to public and political policies.

With the increasing open competition between political parties today, the insistence that more market-oriented

political parties become stronger. But that does not mean that political parties or candidates must also fulfill whatever the market desires, because each political party has an ideological configuration and a school of thought that makes one party differ in identity from the other. The conditions of intense competition in politics, political parties and candidates need the right methods and methods to be used to win the competition.

Practically, victory in a general election is used as a measure of victory in politics. Marketing strategies are considered the most appropriate way to produce victory in general elections. Of course marketing methods and concepts require a great deal of adaptation to the situation and conditions of the political world. Not all marketing methods can be directly used in the context of the political world. But political parties need effective methods to be able to build long-term relationships with constituents and the wider community.

When constituent loyalty to political parties can no longer be fully relied on, political parties must compete very hard in making political issues and work programs that they want to offer to the public. The competition which had nuanced ideology had shifted to the ability of political parties and candidates to solve the problems faced by voters. Plus the practice of government support by giving privileges to one particular political party is no longer applicable. The rise and fall of political parties will be largely determined by their own performance. It is the community that will assess whether the performance of a political party or candidate is good or not. The objectives to be conveyed through the concept of political marketing are: (1) making voters as subjects, not objects of political parties or candidates; (2) making the problems faced by voters as the first step in developing work programs offered with the ideological frame of each party; (3) political marketing does not guarantee a victory, but provides a tool to maintain relations with voters so that trust will be built from there and then voter support will be obtained (O 'Shaughnessy in Firmanzah, 2008).

B. Trends in Political Campaigns Through New Media.

Although it cannot be seen only during the campaign, the campaign is one part of political marketing which is most commonly carried out by political parties and candidates who will take part in general elections. The campaign is considered as a concrete manifestation of political marketing action because studies on political marketing have been focused mainly on the processes of

planning, implementing and controlling various election campaigns and their results and naming them as a study of political marketing (Scammell in Sayuti, 2014).

Rogers and Storey (in Venus, 2004) define campaigns as a series of planned communication actions with the aim of creating a certain effect on a large number of audiences that are carried out sustainably over a period of time. Referring to this definition, each communication campaign activity must contain at least four things: (1) a campaign aimed at creating a certain effect or impact, (2) a large number of target audiences, (3) usually concentrated in a certain period of time, (4) through a series of actions of organized communication.

Anwar Arifin (in Setia, 2014) states that political campaigns are a form of political communication by a person or group of people or political organizations in a certain time to obtain political support from the community. One type of political campaign is mass campaigns, namely political campaigns aimed at the masses (many people), both in face-to-face relationships and by using media such as newspapers, radio, television, films, banners, billboards, posters, leaflets and interactive media Through the internet. Submitting political messages through mass media is a form of reliable campaign in terms of reaching the wider community.

Firmanzah distinguishes two types of campaigns, namely political campaigns and election campaigns. Election campaigns are short-term in nature and are usually carried out ahead of the elections while political campaigns are long-term and carried out continuously.

The campaign in the era of information and communication technology was also carried out through the internet. A site, or a Twitter and Facebook account can be used to engineer an image of a particular political interest group and then develop and use it to introduce a particular political idea or idea to an audience that is expected to get feedback (Sayuti, 2014).

According to the latest data from We Are Social active internet users around the world have reached 3.17 billion. From year to year, the number of internet users has grown to 7.6 percent. The growth of internet users also affects the growth of social and mobile media users. According to the same report, active social media users now reach 2.2 billion, while mobile users reach 3.7 billion.

Interestingly, the most significant growth was shown by users who access social media through mobile platforms. Users of this type grew up to 23.3 percent. Meanwhile,

Facebook is still the most widely used social media with numbers reaching almost 1.5 billion.



Source : We Are Social

Figure 1.1: Internet User Statistics in Indonesia September 2018.

The Digitalization of the media has also helped change how people around the world are now spending their time. Based on a survey from Global Web. The index released in September 2018, on average Indonesian people spend 67% of their media consumption time on their devices every day to surf in cyberspace, excel far above social media users on devices (22%), internet (17%), and social media users (18%). Of that amount, almost half (50%) is even spent on social media.

The survey also shows that there is an interesting link between age and daily media consumption behavior. The younger generation tends to be more digital, with consumption rates reaching almost 60% (personal computers and mobile) in the 16-24 year age group. In contrast, the same number was spent by the age group 55-64 years to consume traditional media (TV, radio, and print media).

In Indonesia itself, the popularity of digital media has begun to experience a move towards the trend of mobile online. In one day, Indonesian internet users spent almost 75 percent online through computers while the rest had surfed the internet through cell phones.

This tantalizing condition is of course utilized by political parties and candidates to conduct campaigns as part of political marketing activities. The phenomenal success in gained through campaigning through new media (the internet) was the election of US President Barack Obama in 2008. Obama made full use of the power of the internet, especially social media as a political campaign tool. Media and academics in the country then compare the use of social media in Obama's campaign with television roles in President John F. Kennedy's campaign.

In addition to utilizing email and websites, Obama is known to focus on making new media to mobilize volunteers and of course to reach young voters. Unlike his rival, John McCain, who only focused on advertising on television, Obama spent millions of dollars to advertise on Facebook and Google while at the same time capturing donations from his supporters through the media.

While in Indonesia, the biggest phenomenon of the use of new media (internet) in political campaigns occurred in the 2014 Presidential Election. Some social media platforms were used as a tool to introduce vision, mission, work programs and advantages of presidential and vice-presidential candidate pairs such as Facebook, Twitter and Youtube.

But indeed the number of accounts and videos uploaded on the internet is not from a successful team or campaign team that designs the overall political message. The majority of accounts and videos are made by volunteers who are not formally coordinated or accommodated by political parties or candidate pairs. It may even be that political parties and candidate pairs themselves do not know about the accounts that support them on the internet.

Campaigns through new media (internet) can be measured at least through 4 stages, namely exposure, engagement, influence, and action. At the exposure stage, campaign effectiveness is measured based on how many audiences are exposed to the content of the campaign created. This measurement can be seen through the number of hits or visits on the site, followers (followers) on Twitter, fans on Facebook, as well as views on videos on YouTube and on posts on blogs, (Adiwaluyo, 2013).

The engagement stage measures further, namely how many actions are taken in the campaign message. On Twitter, for example, this can be seen from how many retweets, links clicked, and the use of hashtags created by communicators by followers. Measurements can also be seen from the number of links clicked, likes, and comments on Facebook, as well as the number of comments, subscribers, and blog posts that are shared on social media.

Stages of influence go even further. This stage is intended to measure the extent to which campaign content and audience involvement influence the perception and attitudes of the audience, whether the campaigned political parties are considered positive, neutral, or negative. At this stage, the measurement indicators can also be seen through how many audiences whose perceptions have been successfully changed thanks to the campaign.

At the action stage, the measured aspects have reached the level of behavior. For example, how many audiences recommend the campaign to other audiences or in the context of elections is the act of voting.

New media (internet) have a number of advantages (Cangara, 2009), among others: (1) the ability to penetrate the boundaries of territory, space and time; (2) expanding access to global information; (3) increase the ability to organize freely; (4) threatening an established order, such as an autocratic government; (5) has a speed of development and spread that is difficult to overcome. Thanks to the advantages it has, the first party to attract profits from these internet services are educational institutions, businesses, government institutions and political parties.

C. Potential and Negative Side of Political Marketing Through New Media

The presence of the internet has brought a new hope in the enforcement of democracy, especially in countries that are seen as less free or not free. The internet is expected to facilitate the dissemination of public and political information in many countries, including becoming a bridge for opposition and minority groups who are marginalized to voice their desires and rights. The internet offers a channel of communication, voice, and new hope for those who lose political rights in a controlled state by the authorities because they have been marginalized. Something that had never been imagined before, as Pitroda said: the internet as the greatest democratizer the world has ever seen. Similarly, the opinion of David Sobel from the Electronic Privacy Information Center, Washington DC in the New York Times, which states: The internet is the first medium that allows the principles of free speech and self-governance to play themselves out unhindered (Cangara, 2009).

When looking at the phenomenon that occurs in political conditions and mass media in Indonesia, it seems that the public is quite anxious about the fulfillment of the need for political information without the content of the interests of the media owner. When mass media such as television, radio and newspapers have been divided into certain political interests, the internet is expected to be a new way for the problem. Internet space is very large to be filled with political messages, political discussions and especially to carry out political marketing activities. Political parties or candidates who advance in the election are free to convey political messages through social media accounts such as Facebook or Twitter, including engineering their image.

It is common knowledge that the internet has always been mentioned as a new media. People now prefer new media rather than conventional media, the reason being that new media is faster in delivering information and users can choose the information they are looking for or need. Currently, there are hundreds of social networking sites in operation. Some of them are popular in certain countries while others have global reach. Some sites are targeted at specific interest groups while others are general. One example of a special social network is LinkedIn, a very popular social network for business executives. Popular social networking sites such as Facebook, Twitter, MySpace, Youtube and many more (Shiratuudin, Sani, Hasan, Ahmad, Talib and Ahmad, 2016).

But through internet media, messages that flow become uncontrolled, including feedback from the audience that receives the message. Political parties that design political messages cannot control how messages will be forwarded by internet users who read them, or how the feedback they receive. In the 2014 Presidential Election, a black campaign emerged to counter campaign political messages from political parties and successful teams. The Indonesian Institute of Indicators recorded the number of black campaigns to Jokowi in the period from June 1-4, 2014, the number of attacks on Jokowi was 148,133 information with 12 negative issues via Twitter. While the Prabowo candidate gets 12,090 negative information with six issues via Twitter. This means that the freedom to sell the vision and mission and work programs in the campaign through the internet has the same potential as receiving feedback in the form of negative campaigns.

In addition, it is difficult to calculate the exact amount of support if it only counts the number of followers of social media accounts and the number of views on campaign videos. Internet users who like 'on status or photos, or forward campaign messages may not necessarily be people who will come to the voting booth and give their support.

Difficulties to control also occur with the contents of political messages. Usually each political party will form a political campaign organization that is structured and is fixed and ad hoc to design the overall campaign activities. The campaign basically becomes an organized activity to sell a number of political ideas that have been packaged by political parties through the political marketing communication team. The campaign was only to continue what had been done by the internal political party team at the time of the election (Sayuti, 2014). Political marketing communication itself has carried out a series of political

market research, exploring the situation of the political market through various mergers and a series of political market conditioning, so that campaign activities can be designed in such a way.

But the wide openness of new media (the internet) gives freedom to audiences who are sympathizers or constituents to design other political communication messages, aside from those prepared by the successful team. In the end this created many types of political messages such as various jargon, various jingles, various formulations of images, and so on.

Though political marketing must be carried out thoroughly and directed so that the message that is expected to reach the audience can be well received. The amount of content of political messages with different concepts will cause confusion to the public. The audience cannot decide which image will eventually be attached to the candidate or political party. For example, a presidential candidate, in the concept of political marketing prepared by a successful team, is a simple and populist figure as a counter to opponents who are regarded as bureaucrats who are far from the people. A number of political advertisements, photographs, videos, status on social media are all directed towards image formation as intended. Then came the videos of support from volunteers that created an anti-corruption and nationalist impression, coupled with opinion writings on volunteer blogs that created a firm image and cared for farmers and fishermen. In the end, too many impressions were presented to potential voters which eventually caused confusion.

Social Media Tools, Most of us know social media from different tools and communities. Facebook, MySpace, Youtube, Flickr and Wikipedia are the most famous. Our social media tools can also call them "Web 2.0" tools developed quickly, and new tools, functions, and services are born every day (Seppälä, 2011; Valkenburg, 2013).



Source: https://www.facebook.com/Jokowi/?ref=br_rs

Figure 1: Main Page of Jokowi's Facebook Account,



Source: <https://www.facebook.com/PrabowoSubianto/>

Figure 2: The Main Page of Prabowo's Twitter Account

Another thing that also needs to be considered besides the Facebook media related to the use of internet media as a political marketing media is the internet system that is not entirely safe. Social media accounts are very likely to be hacked by hackers so they cannot be accessed by their owners. Even the worst impact is through this account, irresponsible parties can create negative messages using the real name of the owner.

The use of new media (internet) as a media for political marketing activities cannot be fully relied upon as the main tool in conducting campaigns. Its advantages can be utilized by designing the right political message according to the character of the media and the segmentation of the audience. However, anticipation must also be prepared of the worst possibilities that occur through the internet against the political message designed, so that the process of political communication is not interrupted.

IV. CONCLUSION

The concept of marketing in the world of politics is not much different from the concept of marketing in the business world. Political marketing talks about the strategy of selling a political commodity in the form of ideas, ideas, figures or political parties themselves. Coupled with the intense competition between political parties to win the hearts of the people. In a more practical context, political marketing is manifested in campaign activities that are generally carried out ahead of general elections. The mass media is one of the important weapons to channel messages in the form of vision, mission, work programs and solutions offered on community issues. Nowadays new media (the internet) are becoming increasingly popular choices in campaigns.

The most obvious example was seen in the 2014 general election, where the success team made full use of the site, Twitter, Facebook and Youtube as campaign media as well

as the presidential election which will be held simultaneously with the election of legislative candidates in the 2019 general election. Feedback provided there are also very many internet users, as evidenced by the emergence of various video campaigns from volunteers and the emergence of groups on social media that provide support. But it is undeniable, some things must be a concern in the use of internet media for campaign activities. The internet is a counterweight to the mass media which is considered no longer free of value on political interests, messages on the internet media cannot be fully controlled, including negative feedback that will damage the campaign that has been designed. Likewise with the many political messages that flow on the subject of the same conversation creates confusion of the public image towards political parties and candidates. Campaigns designed only for general elections eventually give birth to pragmatic, transient and transactional relationships that are easily forgotten. But it can be different if the social accounts or internal sites are still managed post-election with the latest information. The use of the internet did not escape the system weaknesses that could be hacked.

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