

The Political Marketing Strategy of Lis Darmansyah's Victory In The 2019 Legislative Election In Tanjungpinang

Kustiawan Kustiawan¹, Yudhanto Satyagraha Adiputra², Sasqya Maharani³

{kustiawan@umrah.ac.id¹, yudha@umrah.ac.id², sasqyamaharani@umrah.ac.id³}

Raja Ali Haji Maritime University, Tanjung Pinang, Riau Islands¹, Raja Ali Haji Maritime University, Tanjung Pinang, Riau Island², Raja Ali Haji Maritime University, Tanjung Pinang, Riau Island

Abstract. In order to winning the election, political parties and candidates compete with each other over winning strategies, tactics, and methods. This research is about Lis Darmansyah's victory in the 2019 Riau Islands Provincial Representative Council election in the 1st constituency of Tanjungpinang, Riau Island. He won the election with 16,867 votes and made him an elected candidate from the 1st constituency of Tanjungpinang. The total votes obtained by PDI Perjuangan which was 24,062 votes. The researchers used political marketing theory to explain such achievements. It is used to delve Lis Darmansyah's strategy in gaining votes and the factors of achieving votes in the 1st constituency of Tanjungpinang City. This research uses qualitative method approaches. The results of this study, Lis Darmansyah utilized his character in accordance with the representation of the PDI Perjuangan party that is his party "wong cilik" to be a product. As a medium promoted Lis Darmansyah prefers direct communication media but still accompanied by the installation of campaign tools such as banners and billboards. And Lis Darmansyah is very much utilizing the psychological price of his political career background. As well as to put his political products Lis Darmansyah using segmentation among the voters.

Keywords: Winning strategy, Political Marketing, Legislative Elections, PDI Perjuangan

1 Introduction

To achieve victory in elections, political parties and candidates compete with each other in terms of strategy, tactics, and methods of victory. One strategy that political parties and candidates can implement is to reach out to their communities and participate in political communications. Election campaigns, especially parliamentary elections for the Local Legislative Council (DPR) and State Legislative Council (DPRD), require mature strategies from planning, implementation, monitoring to evaluation. A general election is a competition within parliament, not just between candidates and candidates outside of a political party, so candidates must compete against each other to get votes and win. At the same time, elections were held on 17 April 2019, with the Indonesian Democratic Party for Struggle (PDI-P) becoming the winning party. In Riau Island, the PDI-P won the elections for the provincial DPRD. The PDI-P received the most votes with 16.60% of the vote, followed by the

Golongan Kariya Party (Golkar) with 14.81% and the National Democratic Party (Nasdem) with 10.6%. Constituency (Dapil) I of Tanjung Pinang City. Lis Darmansyah, SH won a total of 16,867 votes to become the elected electorate of the 1st constituency of Tanjung Pinang City. Also, the total number of votes he got from PDI-P was 24,062 votes. H. Lis Darmansyah, SH received the highest number of votes among the candidates from Tanjung Pinang City Constituency 1, DPRD of Riau Island. Golkar party leader H. Tedijun Askara (S.E., MM) won 11,279 votes, National Democratic Party (Nasdem) leader Bobby Jayanth won 7,205 votes and Rudichua (S.E., MH) Hanullah party leader won his 7,205 votes. Got votes. With 7,220 votes, Democratic Party leader Eis Aswati won her 9,204 votes.

2 Research Objectives and Methodology

The main text should be written using Times New Roman, 10pt, fully justified. Italics can be used for emphasis and bold typeset should be avoided.

To achieve this goal, the research methodology consists of a literature review and qualitative methods, dominated by independent interviews and observations, to obtain the following information:

- Build a comprehensive background by asking how

3 Literature Review

3.1 Social Network Theory

According to Sir Ernest Satow within the ee-e book Guide to Diplomatic Practice says that international relations is a negotiation the usage of intelligence and way of influencing in order that professional members of the family among the authorities and a sovereign nation are established In the ee-e book Diplomacy Theory and Practice through GR Berridge (2015), the definition of international relations is wearing out sensible political sports to reap energy through influencing coverage makers, international relations is used to recognize not unusualplace hobbies and have interaction with nations within the world, guard country wide hobbies, identification and others, that is the primary intention of international relations.[13] Then within the ee-e book Modern Diplomacy through Ronald Peter Barston (2019), it's far stated that before everything international relations changed into the control of the nation so that it will set up members of the family among nations and different nations, and the nation with different actors. In this example international relations is frequently related to the exercise of very last conflict or armed conflict.[1] However, Barston then defined that the cutting-edge idea of international relations isn't best approximately peace troubles, terrorists. or simply politics. however there additionally contain different troubles together with economy, education, and culture. There is likewise the emergence of numerous kinds of international relations outdoor of conventional international relations, certainly considered one among that is public international relations.

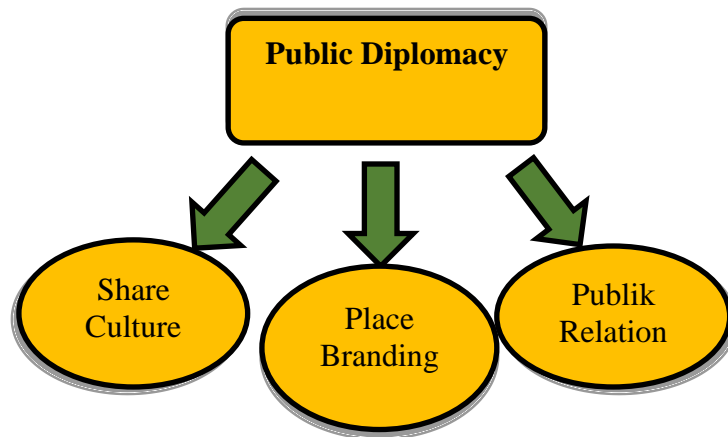


Figure 1: Telunas Resort's PublicvDiplomacy strategy

The first strategy carried out by Telunas Resort is Share Culture, which is an effort to share traditions and culture by Telunas Resort. Comprehensive understanding of culture by deepening understanding of local culture with traditions, values and culture as well as promoting political marketing by introducing tourists to events such as weddings, interacting with the community, visiting schools and also wearing regional clothes to tourists when attending weddings. that. The next strategy used by Telunas Resort is Place Branding. Govers and Frank Go (2009:13) (wlandari, 2013) define Place Branding as a marketing activity that supports the creation of a name, symbol, logo, or other graphic, both for the purpose of identifying and differentiating, conveying the promise of a unique destination related to the experience, and functioning to consolidate and amplify pleasant memories from the destination experience, all of which aim to build the image of a tourist spot in order to influence consumers to decide to visit the destination. The approach taken with political promotion marketing is promotion, place, product, and price. In the book *Towards Effective Place Brand Management: Branding European Cities and Regions* (Kavaratzis, 2010), states that: The first strategy carried out by Telunas Resort is Share Culture, which is an effort to share traditions and culture by Telunas Resort. Comprehensive understanding of culture by deepening understanding of local culture with traditions, values and culture as well as promoting political marketing by introducing tourists to events such as weddings, interacting with the community, visiting schools and also wearing regional clothes to tourists when attending weddings. that. he next strategy used by Telunas Resort is Place Branding. Govers and Frank Go (2009:13) [28] define Place Branding as a marketing activity that supports the creation of a name, symbol, logo, or other graphic, both for the purpose of identifying and differentiating, conveying the promise of a unique destination related to the experience, and functioning to consolidate and amplify pleasant memories from the destination experience, all of which aim to build the image of a tourist spot in order to influence consumers to decide to visit the destination. The approach taken with political promotion marketing is promotion, place, product, and price. In the book *Towards Effective Place Brand Management: Branding European Cities and Regions* [6], states that:

- The Presence , this component refers to the international status of a city and how much big person know city the. Here which meant is how much popular Telunas Resort and how much foreign tourists know the place. In wrong one result of an

interview by a representative of an international journalist who reviewed Telunas Resort in their publication, namely Trip Advisor, they say that Telunas is very popular not only for Traveler Overseas which is at or work in Singapore even too until the country Europe like English.

- The place, component this refer on aspect physique, for example how much beautiful and please the city. This component discusses the physical aspects of Telunas resorts, like how much beautiful the place that, and also is very pleasant holiday to the resorts. From the results of a quote on the Telunas Resort website by one of the tourists foreign countries According to him, Telunas Resort the perfect place to spend holiday. Not only him, almost all of them gave positive comments to Telunas Resort.
- The potential, component this pointing on opportunity city the for offer various activities. This component discusses how the opportunities from Telunas Resort to offer potential and various activities or existing activities. Opportunity here you can say what makes him superior or different from other resorts other use offers potential which owned. In an interview with the Telunas Resort Manager, he said The advantages it has are from the concept of Geotourism in the Riau Archipelago, according to him though there is the place tour other in province Island Riau which have draft which same however many from they which use Water Conditioner in the room, refrigerator, and also still uses plastic items such as plastic drink bottles. Besides that, which is another attraction of this resort process rubbish Becomes goods which bias in take advantage like the place sit beans bag and etc.
- The Pulse, this component refers to how much people are attracted to the city the. In this component, what is meant is how much tourist interest is foreign countries to Telunas Resort. In the excerpt of one of the articles from the Editor's Desk, Telunas Resort this enough popular by traveler foreign countries, many traveler which want to use up vacation there.
- The People, Component tests the local population in terms of openness, friendliness, too security problems in the city. In this case, because Telunas is a Private Resort, means that what is reviewed is friendliness, as well as security issues in the place. According to Manager Telunas resorts, service which given by staff resort this character no in the rules. They don't provide service. friendly to guests, and also treat guests like friends, so they talk casually to guests, of course with certain limitations. Meanwhile, according to him, the security of the island is very important clack so that no guest need to worry about staying at the island.
- The Prerequisites, this component deals with the basic qualities of the city, standards and costs accommodation as well as convenience public. Component this discuss about quality from Telunas resorts, and cost accommodation as well as convenience from traveler foreign countries. Based on the results of the previous article quoted by the Editor's Desk, Telunas Resort this enough popular in circle foreign tourists and also very suitable made as the place holiday with good service, activities and the beauty of the two islands that. About cost accommodation alone visitors could see alone in site official

3.2 Promotion Political Marketing Theory

Promotion enter with Marketing Political Science by Niffenneger of Firmanzah. A marketing theory is used (2012), namely the 4 P's: product, promotion, price and location. And to clarify the results of the study. According to Niffenegger (Firmanzah, 2012, p. 199), there are political

marketing strategies, or political products, that can be used by legislative candidates. According to Niffenegger, political artifacts he divides into three areas: party platform, past and personal characteristics. Telunas Resort's next diplomatic political marketing strategy is Public Relations. In the book "Public Diplomacy what is and how to do it" (Hart, 2016) defines Public Relations as a communication strategy process that builds mutually beneficial relationships with organizations and their publics. In using this strategy they rely on international journalists who are quite reliable, well known and have many readers by providing experiences of staying and carrying out existing activities, then they write reviews about Telunas Resort in their publications. The segmentation that will be targeted through this strategy is more specific, namely Telunas Resort, which targets readers of the publications of these journalists, both loyal readers and those who want to see suggestions for vacation spots through journalists. Thanks to the promotional political marketing strategy, the products offered are beautiful and beautiful destinations that they take to have a positive "image" towards it, they decide to return to spend their holidays there and also many guests who come to Telunas Resort are regular visitors who every year always come to spend their holidays there. Moreover, Telunas Resort is very thick with the culture that comes from the area. So that it is unique in this resort. Previously this had happened, such as 1763 foreign tourist visits in 2015, then increased again since the arrival of regular Telunas guests in 2016. From this data, it can be concluded that the strategy taken by Telunas Resort to attract foreign tourists can be seen through diplomacy theory. The public is divided into three. The first is Share Culture, the second is Public Relations, and the third is Place Branding strategy

Table 1. Foreign Tourists Visit Telunas Resort

Foreign Tourist Visit	Year of visit		
	2017	2018	2019
	3070	2949	2328

Strategy promotion from Telunas Resort is part from Diplomacy Modern public where not only country only can To do diplomacy to Public international, this caused because conceptual change and practice from diplomacy many people in modern times from they using more modern technology media such as social media. This thing cause birth diplomacy new public generated from needs for compete with transformed media ecology with be marked by fragmentation audience to in internet network. D'Hooge (in Sofia Trisni,2020) argues that diplomacy public is tools used by country, association country, sub country and non- state actor with destination influence thinking and deploy actions To use reach desire and value outside country through delivery and interesting interest Public general , build and arrange relationship , as well expand understanding will culture , attitude and behavior. Changes experienced along development technology cause birth form diplomacy public new. In book Rethinking the new public diplomacy (Hocking, 2005), mentioned that development technology going on change practice diplomacy, formation diplomacy public new is wrong one example changes that occur. Change this allow previous actor act as actor passive Becomes actor active who participate directly in implementation practice diplomacy . Diplomacy public new no much different with diplomacy public traditional , only just second

diplomacy public this have a number of the difference that can be seen Among both . Changes that happened as following :

Table 2. Traditional Public Diplomacy and New Public Diplomacy

Diplomacy Public Traditional	Diplomacy Public New
Only countries that can play a role as actor active in practice diplomacy	Former actor _ play a role as actor passive like non - state actor now could Becomes actor active in practice Diplomacy
Deployment Information need timebecause technology that has not advanced	Consequence from development technology , information character direct moment that too
Referring to to propaganda	Focus to in network building communication

Changes will be exposed first in diplomacy, with new non-state actors playing an active role in diplomatic practice. This is because research shows that this is what actors take action, not just states, but non-state actors can take action, and diplomacy can be directly practiced. can be seen as an active player who practices diplomacy to achieve the importance it brings to The second change _ is the result of advances in technology, where information _ dispenses letters directly or instantaneously. There is a resort. As an example, if Telunas Resort uploads through its officially socialized account media photos and videos about activities and activities undertaken to attract the interest of international travelers, tourists will not be able to view the photos at that moment or on the same day. or share videos. International travelers who wish to book through Ternas Resort's official website will be able to place same-day orders without waiting and receive a response directly from the party's resort as the technology develops. Third, the diplomat again does not refer to propaganda, but to building network communications. This means that public diplomacy is no longer aimed at building propaganda from governments to take advantage of particular influential political parties, but is focused on building communications networks. To do. In the practice of implementing diplomacy conducted by Ternas Resort, network communication means establishing official communication with foreign countries. Public Abroad means an international traveler to take advantage of the interests of interest or to influence travelers visiting Telunas Resorts.

4 Discussion

According to Niffenegger (Fimanzah, 2012, p. 199), there are political marketing strategies, or political products, that can be used by legislative candidates. According to Niffenegger,

political artifacts he divides into three areas: party platform, past and personal characteristics. His PDI-P DPD in Riau and Lis Darmansyah made the most of it.

A party platform, which consists of the party's vision, ideology, mission, goals and programs, is one of the products sold to voters. A party platform can be viewed as a proposal that a party puts forward to voters and voters. Second, a platform is the party's view of how the state and state life should be managed in various areas (Romli, Perdana, Ichwanuddin, and Sabri, 2008). Lis Darmansyah, who ran for the election campaign, preferred to strengthen his image and character as a candidate who had already represented his political party, his PDI-P. PDI-P itself has an image in a community, a party of "little people". In this way Lis Darmansyah also builds his own image and character in line with the party's image in society. The approach Lis Darmansyah takes to the community is face-to-face interviews. Ultimately, the pattern of reconciliation formed a figure closer to the community of Lis Darmansyah, who is also known as a leader representing a small community: a trader, a motorcyclist, his taxi driver, and a pedicab driver. It is clearly corresponds to the representation of the PDI-P party in the community, namely the Wong Cilik party. A candidate's fit with representatives of the party they support is a highly profitable strategy for a candidate as it makes voting easier for voters. Ideologically oriented voters prioritize values, culture, religion, morality, norms, and proximity of psychological ties to political parties and candidates in society.

Lis Darmansyah really benefits from his track record in Tanjung Pinang politics. By responding to aspirations through dialogue with the community rather than assembling a winning team during an election campaign, Lis Darmansyah naturally builds his image as a leader who is close to, helps, and supports the community. Communicate awareness to the community. Facilitated the channeling of their desires. By leading the debate, providing civic education, and uniting with the community rather than building a winning or winning team, Lis Darmansyah has created a different image or Build your character. He listens to the wishes of his community and people. Additionally, the move allows Lis Darmansyah to be reminded of his accomplishments while serving in government agencies as mayor or member of him DPRD. This is to maintain voter loyalty or loyalty. Of course, with his track record, Lis Darmansyah knows which areas will be support bases, making it easier for Lis Darmansyah to map campaign areas.

Promotion or advertising is a type of method used by political parties and candidates to showcase products being offered to voters during election campaigns. As a candidate for the PDI-P party, Lis Darmansyah also has his own tricks for promoting himself. Lis Darmansyah's political achievements emphasize his political experience and image in society, so the promotional methods used by Lis Darmansyah are discussion, dialogue, and civic education. Lis Darmansyah also followed trends in Tanjung Pinang during the discussion. This is due to using the coffee his shop brainstorming tendencies. The advertising medium used is deemed more effective in reaching out to voters and is therefore aimed at engaging with the community. In his campaigns, Lis Darmansyah uses her models of pre-modern campaigns that rely on direct his communication media. This is evidenced by the fact that Lis Darmansyah uses his Taklim Assemblies women's group, which he sponsors, as a vehicle to connect with voters. Using this model in an election campaign can create strong party loyalty among voters and the general public. Lis Darmansyah also uses billboards and banners as promotional tools.

Price includes not only economic value but also psychological price and national image. Economic prices include costs borne by political institutions during the election period. Psychological price refers to the price of psychological perceptions, such as whether voters are satisfied with a candidate's background. The price of national image is whether a candidate can convey a positive and proud image to the community. The campaign funds used in Lis Darmansyah's candidacy were personal funds. For parliamentary candidates themselves, the psychological price comes in the form of the comfort of the community that comes from the candidate's background. In this case, it is Mr. Ris Darmansyah, who has a long political career, and the people of Tanjung Pinang must already be familiar with Lis Darmansyah's character.

According to Niffenegger (Firmanzah, 2012, p. 207) place is closely related to the way in which a political institution is present or distributed and its ability to communicate with voters or potential voters. Lis Darmansyah implemented a mapping strategy based on voter classification when distributing political products. Lis Darmansyah's strategy as a candidate in the field of product placement also pays great attention to the elements of segmentation, positioning and targeting. Lis Darmansyah first created a mapping based on his three categories of supporters, sympathizers and non-supporters. Based on the segmentation results, Lis Darmansyah can match his image and political achievements to the needs of community groups. Lis Darmansyah will reach out more enthusiastically to those whose territories have been cordoned off and whose non-supporters outnumber supporters and in areas where supporters are dominant, an approach pattern that values relationships with a personal approach.

5 Conclusion

After analyzing and discussing the data obtained from the interviews of all sources supported by other data sources and researcher observations, in this chapter the researcher tries to draw the conclusion that the Strategy for the Winning of the Indonesian Democratic Party of Struggle Candidates in the 2019 Riau Islands Provincial DPRD Election (Case Study of Lis

Darmansyah Dapil I Tanjungpinang City). Based on Niffenegger's theory in the 4Ps, the DPD of the PDI-P Party carries out product, promotion, price, and place activities. However, after being analyzed, the PDI-P DPD focuses more on marketing political products in the form of recruiting candidates who have good backgrounds and qualified experience. And for the marketing strategy, DPD PDI-P is left more to each candidate.

And for the strategy of winning the elected candidate Lis Darmansyah, based on Niffenegger's theory in 4P Lis Darmansyah utilizes his character that is in accordance with the representation of the PDI-P party, namely the "wong little" party as a product that has selling value among the community, especially among voters who are ideologically oriented, background background, track record, and personal characteristics in the political world of Tanjungpinang as a product. Direct calls to audiences and external media such as banners and billboards are used for media advertising. For other media such as newspapers and online news, Lis Darmansyah does not become one of the major propaganda media as he only creates news using his close relationship with journalists. As for the prize money, the source of political funds is personal funds, and the psychological prize is the image that has been built up in the community for many years in Tanjung Pinang political circles, that is, the form of a person. A strong-willed leader who feels close to the community and wants to hear the thoughts of the community. Lis Darmansyah's placement uses geographic mapping based on

her three classifications of communities: adherents, sympathizers, and non-adherents. Data for voting and non-voting regions is retrieved based on this mapping. This data is effective in promoting Lis Darmansyah's election campaign and disseminating political artifact.

References

- [1] Ardial. Komunikasi Politik. (2010) Jakarta: Indeks.
- [2] Firmanzah. (2012). Marketing Politik Antara Pemahaman dan Realitas. Jakarta: Yayasan Pustaka Obor.
- [3] Romli, L., Perdana, A., Ichwanuddin, W., & Sabri, M. N. (2008). Kerangka Penguatan Politik Indonesia . Jakarta: Kemitraan.
- [4] Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.Journal/Thesis
- [5] Harahap, Husnul Isa. (2019). Strategi Pemenangan Habiburrahman Sinurya dari Partai Nasdem dalam Pemilihan Legislatif Di Daerah Pemilihan V Kota Medan 2019. Skripsi. Universitas Sumatera Utara
- [6] Kholidah. Lilis. (2020). Strategi Pemenangan Anggi Noviah dalam Pemilihan Calon Legislatif Kabupaten Indramayu Tahun 2019. Skripsi. Universitas Negeri Semarang
- [7] Sitepu, Chindy Teresya. (2020). Strategi Pemenangan Habiburrahman Sinurya dari Partai Nasdem dalam Pemilihan Legislatif Di Daerah Pemilihan V Kota Medan 2019. Skripsi. Universitas Sumatera Utara
- [8] Adler, Emily Stier, dan Roger Clark. 2011. An Invitation To Social Research: How It's Done. USA: Wadsworth Cengage Learning
- [9] Aspinall, Edward, dan Mada Sukmajati. 2015. "Patronase dan Klientelisme dalam Politik Elektoral di Indonesia." dalam Aspinall, Edward dan Mada Mada Sukmajati. 2015. Politik Uang di Indonesia, Patronase dan Klientelisme pada Pemilu Legislatif 2014. Yogyakarta: Polgov. 1-49
- [10] Aspinall, Edward. 2014. "When Brokers Betray: Clientelism, Social Networks, and Electoral Politics in Indonesia". Critical Asian Studies, 46: 4, Hlm. 545-570
- [11] Aspinall, Edward. dan Mietzner, Marcus. 2014. "Indonesian Politics in 2014: Democracy's Close Call". Bulletin of Indonesian Economic Studies. Vol 50, Issue 3. Hlm 347-369
- [12] Aspinall, Edward. 2010. "The Irony of Success". Journal of Democracy Volume 21, Number 2 April 2010. Hlm 20-34
- [13] Babbie, Earl R. 2013. The Practice of Social Research. 13th Edition. USA: Wadsworth Publishing Company
- [14] Barakso, Maryann. Daniel M. Sabet, dan Brian F . Schafner. 2014. Understanding Political Science Research Methods The Challenge of Inference. New York: Taylor and Francis.
- [15] Berger, Peter L, dan Samuel P Huntington. 2002. Many Globalizations. New York: Oxford University Press.

- [16] Blaydes, Lisa. 2006. "Who Votes in Authoritarian Elections and Why? Determinants of Voter Turnout in Contemporary Egypt". Dipresentasikan pada the 2006 Annual Meeting of the American Political Science Association, 31 Agustus – 3 September 2006, Philadelphia PA. Hlm. 1-21
- [17] Bloor, Michael, dan Fiona Wood. 2006. *Keywords in Qualitative Methods: A Vocabulary of Research Concepts*. London: SAGE Publications Ltd
- [18] Bourdieu, Pierre. Dan Wacquant Loic, J D. 1992. *An Invitation to Reflexyve Sociology*. Chicago: University of Chicago Press
- [19] Bryzk, Allison. 2000. "Democratizing Civil Society in Latin America". *Journal of Democracy* 11 (3). Hlm 151-165