

Strategy for Utilizing social media in Political Marketing H. Mahmud Abdullah-Dewi Noviany (Mo-Novi) in the 2020 Sumbawa Regency Head Election

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Abstract— *The regional head election is an arena for political contestation at the regional level. Campaign innovations in the pilkada arena are needed and cannot be separated from the strategies used by the candidate pairs, especially in the current era of globalization. the most popular social media and allow members to interact with each other. This study aims to determine the role and factors that influence social media innovation in political marketing (Mo-Novi) for the 2020 Sumbawa district election. This study uses a quantitative descriptive type of research which has two variables that we want to know the hypothesis of the population and a predetermined sample. The results of the research in the form of hypothesis testing prove that there is an influence between social media users on Mo-Novi's political marketing.*

Indexed Terms— *social media, Elections, Mo-Novi, Politics*

I. INTRODUCTION

[Regional head elections or hereinafter abbreviated as Pilkada, is an arena for political contestation at the regional level. In the pilkada arena, the public is often presented with several “Political Menus” to attract public sympathy. Of course, some candidates are required to carry out various innovations in conveying messages or information related to the activities carried out in the hope of building trust and competing to win the hearts of the people, and this is perfectly legal in the political arena.

Campaign innovations in the pilkada arena are needed and cannot be separated from the strategies used by the

candidate pairs, especially in the current era of globalization. The benefits of technology are very useful and needed in accessing information so that messages reach the public. So it's not surprising that we often find in elections, campaigns often use social media, because they are considered very effective and able to change public perceptions, both information about the Candidate's Vision and Mission, Candidate Survey Results and candidate activities. Because with social media it is considered that the public has easier access to candidate pairs for the election. Social media such as Facebook, Instagram, Whatsapp, and others, are the most effective social media campaign tools and the candidate pair team is able to innovate on social media with interesting content to be presented to the public.

Social networks are the most popular social media. The social media allows members to interact with each other. Interactions occur not only in text messages, but also include photos and videos that allow attracting the attention of other users. All posts (publications) are real time. The presence of social networking sites is used to publish content, such as profiles, activities, or even public opinion (Hafidz.2022).

The Sumbawa regional election in 2020, was able to win the pair number 4, Mr. H. Mahmud Abdullah as Regent and Mrs. Dewi Noviany as Deputy Regent of Sumbawa. There are 5 (five) pairs of candidates in the Sumbawa Pilkada, one of which uses an independent route. There is a pair with serial number 1 H. Husni Djibril-Dr.H. Muhammad Iksan, followed by candidate pair number 2, Nurdin Rangga Berani-Burhanuddin Jafar Salam, then the independent pair with serial number 3, Talifuddin-Sudirman, then the

last pair with serial number 5, the pair Jarod-Mukhlis. Of the five pairs of candidates, the role of the media is very useful, because the team of pairs mostly presents campaign activities using social media with various types of media accounts and social media content.

Furthermore, Hafidz (2020) also explained that the spread of social media (share/sharing) is one of the characteristics of social media. This way not only produces content that is built from and consumed by users. But it is also distributed and developed by its users. This practice is a hallmark of social media which shows that the audience is actively spreading content as well as developing it.

There are several factors that are factors in this phenomenon, which Asmaeny (2013) also describes, namely the influence of the still strong gender roles and division between men and women that limit or hinder women's roles in leadership and policy or decision making. Second, the constraints on women's access to power spread across various socio-political institutions, such as elections and parties. Previous research on social media as a media campaign describes theoretically (Anshari, 2013; Siagian, 2015; Anisa and Rachmaniar, 2016), that the use of Instagram contains two main content, both content that contains positive elements and content that contains negative elements. . Instagram content in political campaigns that contains positive elements includes Political Marketing, while Instagram content contains negative elements such as hoax news and hate speech regarding SARA issues.

The content of Instagram, Facebook, and Twitter in positive political campaigns contains Political Marketing, which means that social media is a very effective forum or tool in political campaigning. This is because Instagram overcomes the weaknesses of conventional media, the advantages are that it is easy, cheap, fast, and has a wide reach. During the campaign period, social media is used positively as a medium for advertising political promises, representing political leadership figures, even as political branding or outlining the track record and achievements that it has. Therefore, every candidate for regent and deputy regent in 2020 competes in social media to attract millennial generation voters. Firmanzah (in Anshari,

2013) reveals that the use of social media such as Instagram can create a negative impact.

Political marketing using social media by the Mo-Novi team and volunteers will increase competition on social media. Because each of the Regent and Deputy Regent Paslons as well as volunteers and the Success team will focus and maximize their social media accounts so that the public, especially social media users, know the development of information related to the Paslon that advances in the Pilkada, both Vision-Mission, Programs and others. . In the research that will be carried out, the researcher will focus on one candidate, namely the candidate pair number four, namely Mo-Novi.

Based on the explanation of the reality above, the author is interested in analyzing the phenomenon of the development of information technology through the internet as a means of political marketing, especially the use of social media such as Facebook, Instagram and Twitter which are social media that have very many users, including among novice voters in the 2018 South Sulawesi gubernatorial election. so the author is very interested in researching and describing the problem by taking the title, "Strategies for Utilizing Social Media in Political Marketing H. Mahmud Abdullah-Dewi Noviany (Mo-Novi) in the 2020 Sumbawa Regency Head Election".

II. THEORY REVIEW

In general, there are many definitions of marketing management. According to one expert, Philip Kotler, marketing management is the analysis, planning, implementation, and control that is structured to fit the company's goals and vision.

This management also relies on an organizational design that adapts to the needs of the market, especially the target market. In this case it is also related to prices, distribution from suppliers and to consumers, as well as services. Therefore, it is important for a company to carry out marketing management. When able to provide satisfaction to consumers, it has a positive impact on company profits.

In addition, in terms of control, marketing management is also involved in product development, pricing and promotion strategies. So that it can have a good impact not only on consumers but also companies.

Marketing management comes from two words, namely management and marketing. Marketing is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers to achieve company goals.

While management is the process of planning (planning), organizing (organizing), actuating, directing, and controlling.

Marketing management is an effort to plan, and implement which consists of organizing, directing, and supervising or controlling marketing activities within a company in order to achieve company goals efficiently and effectively. According to Sofyan Assauri (2013), marketing management is an activity of analyzing, planning, implementing, and controlling programs designed to establish, build and maintain profits from exchanges through target markets in order to achieve company goals in the long term.

Philip (2005) also explains that marketing management is the process of planning and executing, thinking, pricing promotion, and distributing goods and services to create exchanges that meet individual goals within the organization. Marketing management involves setting marketing goals and objectives, developing marketing plans, managing marketing functions, implementing marketing plans into action, and controlling marketing programs. The existence of marketing management itself is because marketing a brand is an important thing for the company. Therefore, all decisions taken must be designed. You can learn this in the Marketing Management book below.

O'Shaughnessy (Firmanzah 2008), says that political marketing is different from commercial marketing. Political marketing is not a concept to sell political parties or candidates to voters, but a concept that offers how a political party or a candidate can create a program that deals with actual problems. In addition,

political marketing is a technique for maintaining a two-way relationship with the public. So marketing politics in this study is the overall strategic and tactical goals and actions taken by political actors to offer and sell political products to target groups. Nimmo (2000) argues that in political marketing political products are divided into four, namely 1. Policy; policies, issues, and work programs, 2. Persons; candidate figures and supporting figures, 3. Party; ideology, structure, vision and mission of the nominating party, 4. Presentation; communication medium or symbolic context The four political products must exist in political marketing because candidates who carry out political marketing do not have a work program.

According to Nursal (2014), there are several factors that influence a campaign strategy so that it can win an election. These factors are collected in political marketing theory whose parts are segmentation, targeting, and positioning. Basically, political marketing is a series of planned activities, strategic but also tactical, with long-term and short-term dimensions, to spread political meaning to the voters. The goal is to shape and instill expectations, attitudes, beliefs, orientations, and voter behavior. The expected behavior of voters is support in various forms, especially in making choices for certain candidates.

Social media is not only a tool for socializing or marketing online but can be used as a political tool for campaigning. It can also be seen from the victory of Barack Obama as President of the United States in two terms because it is assisted by social networks such as Twitter, blogs, and Facebook. The election of Obama as President of the United States cannot be separated from the efforts of his successful team who used a campaign strategy through the internet. Apart from raising votes, it turns out that the online campaign carried out by Obama's success team is to gain funds from the public. It is proven that campaigns through the internet and social networks are very effective and have a wide influence (Antara Sumsel). The use of social media in Indonesia as a political branding media has been used but as a complement (Arindita and Hartanto, 2018).

Conventional marketing communications that are carried out at special costs are now facing the problem of competition in delivering messages that make

people become and tend to decrease their attention to conventional promotions because too much and too often a product or brand is promoted continuously which causes boredom and rejection. Therefore, a fundamental change is needed in conveying messages based on the characteristics and capabilities of the products offered (Poerwanto and Zakaria, 2016)

In fact, it is undeniable that access to online advertising on social media is now getting wider, surpassing print media advertisements, including daily newspapers. It is also acknowledged that digital media has gradual implications for the growth of access to performance and online advertising spending. Thus, the growth of the advertising business on social media shows how valuable the digital market is today, especially in various types of advertising marketing communication content in increasing access and marketing performance of company products or services in the realm of marketing advertisements.

Parker (2013) says that social media is a means for people to interact with each other by creating, sharing, and exchanging information and ideas through words, pictures, and videos in a network and virtual community. We are Social (2018) divides it into two groups, namely: social networks and messenger/chat app/voip. A social network or friendship network is a form of internet service that becomes a forum for online communities, namely people who have the same activities, interests, or interests in certain fields, or from the same background/community, such as Youtube, or Facebook, Instagram, Twitter, etc. Messenger/chat app is a means to exchange messages between users, be it text, audio, image, or video, for example, Facebook Messenger, WhatsApp, Wechat, Skype, BBM, Telegram, and Facebook are platforms with the largest user growth worldwide, with an average growth of 24% per year, while for the messenger/chat app categories WhatsApp and Instagram are the most widely used.

Social media is quite relevant if it is associated with the uses and gratifications theory, which comes from communication science literacy sources. This approach was originally described by Katz (1959). The purpose of the uses and gratifications study is to find out the reasons someone uses or avoids mass media, the benefits of using mass media; and what they

like among a wide selection of mass media. Severin & Tankard (2009); Blumler (1979) categorizes the needs and gratifications of mass media users into four categories, namely diversion, personal relationships, personal identity/individual psychology, and supervision.

The uses and gratifications theory approach assume that users are active in meeting their needs for mass media. Kubey & Csikszentmihalyi (1990) in Severin & Tankard (2009), said that users tend to be passive, relaxed, and do not require concentration. User needs are created by the media or are the rationality of the benefits of the media. At that time, studies on the use of uses and gratifications were limited to studies of conventional media, such as newspapers and television (Elliott & Rosenberg, 1987; Babrow, 1987; Bantz, 1982).

III. RESEARCH METHOD

This study uses quantitative research with the reason that in quantitative research there are two variables that you want to know the hypothesis of by conducting research on a predetermined population and sample. Therefore, this researcher uses this type of quantitative research because in this study there are two variables to be studied, namely to determine the effect of the Social Media variables Facebook (X1), Instagram (X2), and Twitter (X3) on the Y variable "Political Marketing" in Facing Simultaneous election in Sumbawa Regency.

The type of research used in this research is descriptive research type because quantitative descriptive research seeks data based on population samples and then the research is analyzed according to the statistical methods used. Likewise in this study, researchers conducted research by distributing questionnaires to each population, namely novice voters in Sumbawa Regency, then the results of the questionnaire would be analyzed. To find out and explain strengthening the authority of institutions under Social Media Innovation in Political Marketing, H. Mahmud Abdullah and Dewi Noviany (Mo-Noviyani) in the 2020 Sumbawa Regency Head Election will analyze the data qualitatively. The researcher also used interview instruments in the form of a consultant with the aim of obtaining some research data and explaining to them

in detail what phenomena were studied in the Social Media Innovation Guidelines in Political Marketing H. Mahmud Abdullah and Dewi Noviany (Mo-Noviy) in the Election of Regional Heads of Districts. Sumbawa 2020. In addition, this research will describe the process of phenomena and their impacts based on the focus of this research.

The data collection technique used in this research is to use a questionnaire. The questionnaire is an efficient data collection technique if the researcher knows for sure the variables to be measured and knows what can be expected from the respondents (Sugiyono, 2018). Questionnaire statements used by researchers are statements that have been developed by previous researchers.

The population in this study is the people of Sumbawa Besar City who use social media (Facebook, Instagram, and Twitter) to find information about the Mo-Noviy couple in the 2020 regional head election. In this study, the researcher used a saturated sampling technique, which is a sampling technique where all members of the population are used as samples (Sugiyono, 2018). This sampling technique is used so that all members of the population of 100 people can be included in the sample.

Sugiyono (2018) explains that multiple linear regression is an association analysis that is used simultaneously to examine how much influence two or more independent variables have on one dependent variable with a metric measurement scale for both the independent variable and the dependent variable. According to Arikunto (2012) this analysis was used to determine the influence/relationship of the independent variables, namely Instagram social media (X1), Facebook social media (X2), Twitter social media (X4) on the dependent variable, namely Political Marketing for the Candidate Pair of Regent and Deputy Regent Mo- Noviy in the 2022 Sumbawa Regency Pilkada (Y). The multiple linear regression equation models in this study is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

Y : Political Marketing

a : constant

b1 : Instagram Social Media factor regression coefficient

b2 : Facebook Social Media factor regression coefficient

b3 : Twitter Social Media factor regression coefficient

X1 : Instagram Social Media Users

X2 : Facebook Social Media User

X3 : Twitter Social Media User

e : standard error

IV. RESULTS AND DISCUSSION

Based on the test results statistically it can be clearly seen that partially all free variables have an effect on bound variables. The influence given by the three free variables is positive, meaning that the increasing number of Instagram Users, Facebook Users and Twitter Users in the Sumbawa Besar area will result in an increase in the value of Political Marketing for the spouses of prospective Regents and Deputies The resulting Mo-Noviy regent, this will have an impact on the votes of the candidate pair. The results correspond to the hypothesis proposed. The results of this study are also in accordance with the results of previous research. The explanation of each variable influence is described as follows:

a. The Influence of Instagram Users (X1) On Mo-Noviy's Political Marketing (Y)

The results of hypothesis testing partially prove that there is an influence between Instagram Users on Mo-Noviy's Political Marketing through the results of calculations that have been carried out obtained a t-count value of 3.740 with a significant level of results of 0.004 smaller than 0.05. Thus, this test statistically proves that Instagram Users have a positive effect on Mo- Noviy's Political Marketing. This means that the higher Instagram users are in looking for information about the spouses of the prospective Regent and Deputy Regent of Sumbawa, the more it will increase the Political Marketing of the spouses of the prospective Regent and Deputy Regent Mo-Noviy. The results of this study support Hafidz's theory (2020), where social media users such as Instagram are providing driving force that creates excitement for certain individuals to make their choices, this is also in line with research conducted by Ani (2014) where the results of the research shows that high Instagram users will provide a change in the political marketing pattern

of the spouse of the prospective Regent and Waki Regent of a region or region.

b. Facebook Users' Influence (X2) On Mo-Novi's Political Marketing (Y)

The results of hypothesis testing partially prove that there is an influence between Facebook Users on Mo-Novi's Political Marketing. Through the results of the calculations that have been carried out, a calculated t value of 5.428 with a significant degree of yield of 0.000 is smaller than 0.05. Thus, this test statistically proves that Facebook Users have a positive effect on Mo- Novi's Political Marketing. This means that the more increasing and often the people of Sumbawa use Facebook social media in seeking information about the spouses of the prospective Regent and Deputy Regent of Sumbawa, the more it will also increase the Political Marketing of the Mo-Novi Couple. The results of this study support Arinditha's theory (2018), namely the use of social media in Indonesia as a political branding medium has been used but as a complement in addition to that, according to Nursal (2014), there are several factors that influence a campaign strategy so that it can win an election. These factors are collected in political marketing theory, the parts of which are segmentation, targeting, and positioning in social media. Then this research is in line with the results of research from Nasution (2015) where to explore the interests and desires of a community regarding their choices, facebook users play an important role in political marketing. This can be proven from the results of statistical tests showing that there is a significant influence between Facebook Users and the increase in political marketing of a spouse of a candidate for head area.

c. Twitter Users' Influence (X3) On Mo-Novi's Political Marketing (Y)

Based on the calculation results, Twitter users have a positive and significant influence on Mo-Novi's Political Marketing. The positive influence value indicates the existence of a unidirectional relationship between Twitter Users and MO-Novi Political Marketing. This means that the higher the number of Twitter users, the higher the Political marketing level of Mo-Novi. The results of this study support the opinion of Nasution (2015) that to explore the interests and desires of society regarding

their choices, Facebook users play an important role in political marketing. The results of this research are also in accordance with Nasution's research (2015) which states that Twitter Users can influence the Political Marketing of a regional head in a campaign. Twitter's social media influences t by forming a uniform community of Twitter users to match their preferred candidates. The results were also strengthened based on the results of the hypothesis test calculations that had been carried out obtained t count = 3.573 > t-table 1.667 with a significant level of 0.95% it can be concluded that Twitter users have a positive effect on the political marketing of the spouse of the candidate for regent and deputy regent Mo-Novi.

CONCLUSION

Based on the results and discussions that have been described by the previous authors, it can be concluded that:

- 1) The results of hypothesis testing prove that there is an influence between Instagram users on Mo-Novi Political Marketing. Judging from the results of the calculations that have been carried out, the coefficient value is 1.667 and the t count is 3.740 with a significant level of results of 0.004 which is smaller than 0.05. Based on these results, it can be concluded that Instagram users have a positive effect on Mo-Novi Political Marketing in the Regional Community of Sumbawa Regency.
- 2) The results of hypothesis testing prove that there is an influence between Facebook users on Mo-Novi Political Marketing. Judging from the results of the calculations that have been carried out, the coefficient value is 1.667, and t count is 5.238 with a significant level of the result of 0.000 which is smaller than 0.05. Based on these results, it can be concluded that Facebook social media users have a positive effect on Mo-Novi Political Marketing in the Regional Community of Sumbawa Regency.
- 3) The results of hypothesis testing prove that there is an influence between Twitter users on Mo-Novi Political Marketing. Judging from the results of the calculations that have been carried out, the coefficient value is 1.667 and t count is 3.573 with a significant level of the result of 0.007 which is smaller than 0.05. Based on these results, it can be concluded that Twitter users have a positive effect

on Mo-Novu Political Marketing in the Regional Community of Sumbawa Regency.

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