

# Political Marketing Of The Victory Of Suaidi Yahya-Yusuf Muhammad In The 2017 Regional Head Election In Lhokseumawe City

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## ABSTRACT

One part of political communication is political marketing where the "community" market is used as an object in political marketing. Several kinds of political marketing patterns were carried out by Mayor pair Suaidi Yahya and Yusuf Muhammad to gain victory in the 2017 Pilkada, including Suaidi Yahya-Yusuf Muhammad continuing to use the remaining time of the campaign period to raise mass. One way is to carry out a house-to-house campaign (door to door). The stages of the method in this research used a qualitative approach, namely collecting data through observation or direct observation and conducting interviews with informants who knew about the object of the research so that they would obtain valid or accurate data related to political marketing in the victory of the pair Suaidi Yahya and Yusuf Muhammad who were able to win political constellation in the 2017 Pilkada in Lhokseumawe City. The results of the study concluded that the victory in the 2017 Pilkada constellation in Lhokseumawe City was inseparable from the role of the party which involved various elements where the method used was direct selling with various forms of activities such as preaching, social services and visiting Islamic boarding schools. Beside that, the role of the KPA (Aceh Transition Committee) in the past was called GAM also had a big contribution, namely the political machine of the strong Aceh party down to the grassroots became a superior force because KPA and the Aceh Party had naturally strong negativity and KPA's superior loyalty became one of a factor in the winning of the Aceh Party Candidate Pair in the 2017 Pilkada.

**Keyword:** *Political Marketing, Strategy, Pilkada, Lhokseumawe City*

## 1. INTRODUCTION

Indonesia is a democratic country where there are elections and there are many political parties like today. One part of political communication is political marketing where the "community" market is used as an object in political marketing. Political marketing is an activity carried out by political parties and individual contestants in designing issues to be thrown into society, communicating solutions to be implemented when in power. Political marketing is not only seen during the campaign period, but political marketing must continue because political parties must continuously pay attention

to, accommodate and channel the aspirations of the people.

The strategy is the overall approach that will be applied in the campaign, or more easily it can be interpreted as the approach taken to reach a certain condition rather than at the moment which is based on an analysis of the problems and objectives that have been set. From the context of political activity, the intended political marketing strategy is the dissemination of information about candidates, parties and programs carried out by political actors (communicators) through certain communication channels aimed at certain segments (targets) with the aim of changing insights, knowledge, attitudes and

behavior of prospective voters in accordance with the wishes of the information provider. (Ramadhany, 2016, p. 77)

Approach and political communication need to be done by the contestants to be able to win the election. According to Firmanzah, (2012, p. 109) Contestants need to conduct a study to identify the size of their supporters, floating masses and other contestants' supporters. This identification needs to be done to analyze the strength and potential of the votes that will be obtained at the time of voting, as well as to identify the necessary approach strategies for each group of voters. This strategy needs to be considered by each contestant because competitors also make intense efforts to win political competition.

Various ways in candidacy are used to socialize with various strategies to win the hearts of the people including political marketing activities that are used by candidates to package imagery, public figures and personalities as a means of introducing themselves and promoting themselves to prospective voters. In this case the goal of marketing in politics is how to help political parties to better know the people they represent or become targets of and then develop political issues that match their aspirations.

Scammell said that the contribution of marketing in the world of politics lies in a strategy to be able to understand and analyze what voters want and need. Political activity must be in accordance with the aspirations of the wider community. (Firmanzah, 2012, p. 194)

For a candidate for regional head, political campaigns and political marketing are issues that are substantial enough for their victory to win the hearts and sympathy of the people. In general, the notions of political campaigns and political marketing are not much different, each trying to influence constituents to make choices for themselves. But in particular the two terms are different, although it cannot be denied that the two are related to one another. Political marketing plays a role in familiarizing political parties and constituents in competing fairly and openly. Political marketing is believed to be able to increase the rational and emotional ties between contestants and their supporters. A series of political marketing activities made the relationship between contestants and constituents more intense. (Ichsan, Muchammad Saputra, 2013, p. 253)

In the current political era, there are not a few political parties that use political marketing as a strategy to face elections. Political marketing is believed to be able to bridge two interacting parties, namely political parties and society. The focus in this case is the attitude of political parties towards society, and not vice versa, because political parties are social entities that are organized and have organizational tools to achieve their

goals, while society is more fragmented. This initiative should be taken by an organized social system as opposed to an unorganized social system.

There are several kinds of political marketing patterns carried out by the mayoral pair Suaidi Yahya and Yusuf Muhammad to win in the 2017 regional elections. Among them, Suaidi Yahya continues to use the remaining time from the campaign period to raise the masses. One way is to carry out a door-to-door campaign. This method is considered more effective for conveying the vision and mission of the candidate. Apart from being able to convey the vision and mission effectively, this form of dialogic campaign is also considered capable of strengthening the relationship between voters and candidate pairs.

With this political marketing pattern, the pair Suaidi Yahya and Yusuf Muhammad were able to win the political constellation in the 2017 local elections in Lhokseumawe City. The following is a table of the results of the 2017 local elections in Lhokseumawe City:

No	Name of Mayor/Deputy Mayor	Voted of Pilkada
1.	Helmi Musa Kuta, S. H dan Hj. Maisyuri, S. E., M. Si	11.057 %
2.	Zulkifli dan Amni	9.536 %
3.	Rachmatsyah dan T. Nouval	19.516 %
4.	Suaidi Yahya dan Yusuf Muhammad, S, E., M. SM	33.129 %

*Data Source: KIP Lhokseumawe*

In terms of winning the mayoral candidate pair Suaidi Yahya and Yusuf Muhammad, the pair also formed a winning team called the Kamoe Suaidi Center (KSC). Then the couple also formed volunteers from various elements, including My Volunteers (administrators of residents at the sub-district and village levels), Siwah Nanggroe (youth and musicians), Rampagoe (members of various organizations), Balee Meusapat Teungku (teungku elements), Marka Suaidi (youth elements of the mosque), Srikandi (women), and others.

## 2. LITERATURE REVIEW

### 2.1 Political Marketing Theory

The According to Adman Nursal, (2004, p. 4) the concept of political marketing has discussed a lot, among others, Adman Nursal defines political

marketing as a series of planned activities, strategic but also tactical, with long-term and short-term dimensions, to spread political meaning to members. voter. Then Newman and Perloff (2004, p. 18) define it as:

“...The application of marketing principle and procedure in political campaigns by various individuals and organizations. The procedures involved include the analysis, development, execution, and management of strategic campaigns by candidates, political parties, governments, lobbyists and interest groups that seek to drive public opinion, advance their own ideologies, win election, and pass legislation and referenda in response to the need and wants of selected people and groups in a society.” (The application of the principles and workings of marketing in political campaigns by various individuals and organizations. The workings themselves include the analysis, development, execution and planning of campaign strategies by candidates, political parties, governments, lobbyists and interest groups who try to control public opinion, develop their ideology, win elections and pass legislatures and general voting in response to the wants and needs of certain groups and people in society).

The definition of political marketing expressed by Nursal (2004, p. 18), in the process of political marketing is used the application of the 4Ps of marketing reform, namely: First, the product means parties, candidates and party ideas that will be conveyed by constituents. This product contains the concept, ideological identity. Both in the past and present that contributed to the formation of a political product. Second, promotion (promotion) is an effort of advertising, public relations and promotion for a party that is mixed in such a way according to the needs of the community. In this case, the selection of media needs to be considered. Third, Price, covers many things, from economics, psychology, to national image. The economic price includes all costs incurred by the party during the campaign period. Psychological price refers to the price of psychological perception, for example, voters feel comfortable, with ethnic, religious, educational backgrounds and others. Meanwhile, the price of national image is related to whether voters feel the candidate can provide a positive image and can be the pride of the country. Fourth, Placement, is closely related to the way a party is present or distributed and its ability to communicate with voters. This means that a party must be able to map the structure and characteristics of society both geographically and demographically.

The Using the 4Ps of marketing in the world of politics, makes political marketing not only a matter of advertising, but more comprehensive. Political marketing concerns the way a political institution or political party formulates political products, organizes publication programs for political campaigns and

communications, segmentation strategies to meet the needs of layers of society, up to calculating the price of a political product. So, the essence of political marketing is to package the image, public figure and personality of a candidate who is competing in the general election context to the wider community who will vote for him. In this case the aim of marketing in politics is how to help political parties to better know the people they represent or become targets of and then develop political issues that suit their aspirations.

The general, it can be concluded that the scope of political marketing studies can be distinguished in two contexts, namely political marketing outside the election campaign arena and political marketing within the election campaign arena. The domain of study of political marketing can also be divided into three, namely the aspects of political marketing strategy, the process of political marketing and the products produced in political marketing. In each of these processes there are a number of sub-domains of study that can be developed independently or studied in relation to one another. Each field of study of political marketing is currently being developed and carried out by political marketers, academics and researchers. The intensity of political marketing studies, among others, continues to be carried out by political consultants and institutions engaged in political consulting services, both in the local and national election arenas. They generally carry out various studies on political marketing in the process of winning candidates and political parties and also through the preparation of permanent campaign strategy for political elites who have been elected and powerful in the legislature and government.

## **2.2 Pilkada**

The Elections for regional heads (pilkada) are now carried out directly. This direct regional head election has been going on since 2005, which is based on the provisions of Law no. 32 of 2004 based on the provisions of Article 18 paragraph (4) of the 1945 Constitution which stipulates that Governors, Regents and Mayors respectively as heads of provincial, district and city regional administrations are democratically elected.

If one looks closely, in fact the provisions of Article 18 paragraph (4) of the 1945 Constitution do not emphasize the necessity that Governors, Regents and Mayors must be elected through an election that is carried out directly. However, according to Abdullah, (2005, p. 53), because the regions are an integral part of the Republic of Indonesia, the regional head and deputy regional head elections should be in sync with the presidential and vice presidential elections, namely through direct elections.

The election of the local election system immediately brought its own optimism and pessimism. Direct regional elections are seen as a manifestation of restoring the "basic rights" of the people in the regions by giving full authority in the context of recruiting regional leaders so as to direct democratic life at the local level. The success of the direct regional elections to produce democratic regional leadership, in accordance with the wishes and demands of the people, is highly dependent on the people's own criticism and rationality.

### **2.3 Political Strategy**

Strategy is the science of techniques or tactics, ways or tricks to achieve something you want. Politics is the interaction between the government and society in the process of making and implementing binding decisions regarding the common good of the people living in a certain area. So, political strategy is the science of techniques, tactics, ways, tips that are managed by politicians to obtain and maintain sources of power, formulate and implement political decisions as desired.

Political strategy is a strategy used to realize political ideals. An example is the enactment of new regulations, the establishment of a new structure in government administration or the implementation of deregulation, privatization or decentralization programs. Without a political strategy, long-term change or big projects simply cannot be realized. Good politicians trying to realize ambitious plans without a strategy, are often the ones who should be held responsible for creating the social conditions that cause millions of people to suffer.

Approach and political communication need to be done by the contestants to be able to win the election. The contestants need to conduct a study to identify the size of their supporters, floating masses and supporters of other contestants. This identification needs to be done to analyze the strength and potential of the votes that will be obtained at the time of voting, as well as to identify the necessary approach strategies for each group of voters. (Firmanzah, 2012, p. 109)

Political strategy is important not only for political parties and governments, but also for non-political party organizations. In another study political strategy is defined as a set of methods in order to win the battle between various political forces that want power, both in election contestation and in post-conflict local elections.

This strategy is used to win hearts and gain the sympathy of voters. The conceptual framework before implementing a strategy for a particular goal is needed. This is done to identify strengths and weaknesses, both

from oneself and from the opposing party. The purpose of preparing this strategic framework is to determine the steps in taking action. The steps taken in the strategy are the implementation of the mission carried out.

In looking at party political strategy in elections, Schroder (2009, p. 5) in the book *Political Strategy* explains that political strategy is the overall conditional decision about the actions to be carried out to achieve political goals.

### **2.4 Political Party**

Political parties are a means for citizens to participate or participate in the process of managing the country. Today political parties are very familiar in our environment. As a political institution, a party is not something that exists by itself. Its birth has quite a long history, although it is also not old enough. Usually it is said that political parties are new organizations in human life, much younger than state organizations. A new party exists in the modern state. (Miriam Budiardjo, 2008, P. 397)

The Regarding the notion of political parties, quite a number of scholars have expressed their opinions, including the following: According to Carr quoted by Cangaran (2009, p. 208) "political party is an organization that attempts to achieve and maintain control of government" which means a political party is a organizations that seek to achieve and maintain control over government.

The According to Carl Friedrich quoted by Surbakti, (2010, p. 148) in his book, defines a political party as a group of people who are organized in a stable manner with the aim of seizing or maintaining power in government for material and ideal leaders to its members. Meanwhile soultau describes political parties as more or less organized, which act as a political unit, and which use their power for the general policies they make.

In general it can be formulated that a political party is a group of members of society who are regularly organized based on an ideology/program where there is a desire of its leaders to seize state power, especially the executive through the best.

## **3. RESEARCH METHOD**

This type of research uses a qualitative approach with a descriptive type of analysis in analyzing data because all the materials, facts and information obtained cannot be measured mathematically, but only in the form of narrative information. According to Moleong (2005) Qualitative research methodology is research that intends to understand phenomena about what is experienced by research subjects, for example behavior,

perceptions, motivations, actions and others which are carried out holistically and by means of descriptions in the form of words and language. , in a special natural context and by utilizing various natural methods. This study uses a qualitative research method because the object of study that the author examines is a social phenomenon and requires in-depth study and is descriptive in nature. Bogdan and Biklen, S. explained that qualitative research is a research procedure that produces descriptive data in the form of speech or writing and the behavior of the people being observed

#### 4. RESULT AND DISCUSSION

The results of the study can be concluded that the political marketing of the Aceh Party in the 2017 Pilkada in Lhokseumawe city, the political marketing of the victory of the Aceh Party candidate pair in the 2017 PILKADA in Lhokseumawe city succeeded in formulating winning strategies and ideas that departed from historical motions that are very embedded in the minds of the people that the figure of ex-combatants as figures fighters, they were not mistaken in the 2012 regional elections, the Aceh Party was able to occupy the Chair of Lhokseumawe Mayor, the people who spread from 4 (four) sub-districts 3 (Three) of them have other views, some in remote areas, especially in areas where they are very fanatical with the Aceh Party. The candidate pairs from the Aceh Party involve various elements in the winning process, where in each process the Aceh Party campaign uses the direct selling method which is carried out with various forms of activities in the form of art performances, preaching, social services, visiting Islamic boarding schools and so on. Apart from that, taking advantage of his remaining position in the first period of the candidate from the Aceh Party to build road infrastructure in various corners of the Lhokseumawe region, which of course will become a beginning power to maintain public opinion with real action. Furthermore, dispatching tengku-tengku dayah, cleaning service employees (road sweepers) for Umroh, then giving an official car to the dayah leadership to make it easier for them to carry out their duties is of course a very important thing in protecting constituents. In this process, the role of the KPA (KPA) cannot be denied. The Aceh Transition Committee in the past was called GAM also had a big contribution, namely the political machine of the Acehnese party which was strong down to the grassroots became a superior force because the KPA and the Aceh Party had naturally strong negotiations.

Political marketing in winning the candidate pair from the Aceh Party is of course inseparable from the role of groups that have an interest in maintaining public opinion. The party collaborates with several elements, one of which is the Kamoe Suidi Center and cannot be separated from the role of the KPA which is an organic

component in the drafting process in playing political marketing. The victory of the Aceh Party Candidate Pair is inseparable from the KPA's role in maintaining constituent choices. So in this case KPA's superior loyalty was one of the factors in winning the Aceh Party Candidate Pair in the 2017 Pilkada.

#### AUTHORS' CONTRIBUTIONS

All of this author listed has contribution to this paper.

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