

# POLITICAL DIGITAL MARKETING: POLITICAL MESSAGE CONSTRUCTION ON INDONESIA PRESIDENT ELECTION 2014 IN SOCIAL MEDIA

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**Abstract**—The ministry of Communications and Information Technology states that the percentage of Indonesia's social media activity reaches 79.72%. Indonesian society are very active as users of social media accounts with a number of 69 million people have Facebook accounts and more than 30 million Twitter accounts (Lestari, 2014). Looking at the quantity of social media users in Indonesia, it is useful in the process of delivering a political message in the activities of the President election campaign 2014. Various accounts on Indonesia social media, especially Facebook and Twitter made to convey ideas and political messages to the various account. There are some supporter accounts of President Candidate Prabowo such as @Gerindra, @FansGerindra, @GarudaPrabowo. As for the affiliated accounts by Prabowo or Gerindra such as @Vote\_Prabowo, @Info\_Prabowo, dan @InfoGerindra. Whereas some accounts of Jokowi team are @Jokowi4Me, @InfoJKW4P, @Relawan\_Jokowi, dan @JKW4P (Sufa, 2014). Political Digital Marketing is a concept that is referred from the phenomenon that is done by a person or group of persons in conducting political campaigns to take advantage through social media in order to obtain a particular goal. The paper uses descriptive qualitative method, while the data collection techniques by conducting in-depth interviews and documentation. It can be concluded that Digital Politic Marketing can be used as a solution to conduct political campaigns by utilizing social media.

**Keywords**—Campaign, Message Construction, Social Media, Digital Politic Marketing

## I. INTRODUCTION

Indonesia Ministry of Communications and Information Technology revealed the user of internet in Indonesia nowadays reaches 63 million people. 95% from that number use internet to access social networking (kemeninfo.go.id). Director of International Information Services Directorate General of Information and Public Communication (IKP), Selamatta Sembiring stated, the most accessible social networking sites are Facebook and Twitter. Indonesia ranks fourth as the largest number of Facebook user after USA, Brazil, and India, and ranks fifth the largest number of Twitter user in the world.

Webershandwick data, public relations companies and providers of communication service for Indonesia region stated there are about 65 million active Facebook users. 33 million users active every day, 55 million active user use mobile devices to access social network every day. Twitter, based on PT Bakrie Telecom data, has 19.5 million users in Indonesia from 500 million global users. Twitter becomes one of the largest social networks in the world as make a profit reached USD 145 million. In addition, another social network known in Indonesia is Path with 700.000 users in Indonesia, Line with 10 million users, Google+ 3.4 million users and LinkedIn 1 million users (Yuris, 2014).

Meanwhile, in the sequence of Twitter user, according to the data reported from semicast.com, Indonesia places 5th rank after USA, Brazil, Japan and England with around 19.5 million users. Based on data released by salingsilang.com and aworldoftweets.com as of July 20, 2012, Indonesia produced 1.3 million tweets every day and in third place after USA and Brazil with a percentage about 11.07%.

The largest quantity of social media user in Indonesia also used in the message delivering process in political campaign activities in Indonesia Presidential Election 2014. Indonesia as democracy country will uphold the principles of democracy. One application of democracy concept is to hold presidential election. President election shows clearly governmental concept “from people, by people and to people”.

Although it has been passed, Presidential Election which was held on July 9, 2014, is a new history for nation development and advancement for next five years. Presidential election this year participated by two pair candidates for president and vice president both struggling to gain sympathy from Indonesia people. How to win people's heart with the vision and mission of each candidate is important, such as socialization in the media, both electronic and print, and also use social media in political campaigning.

Social media nowadays has an important role to socialize about the candidates who will compete in the presidential election. The massiveness of social media also used by Barack Obama on his campaign in US Presidential election. Research result from (Nurmandi, 2014) states that social media is used by Barack Obama to support the campaigns (by using Facebook page <http://www.facebook.com/barackobama> and Twitter account @BarackObama). Before won the presidential election in 2008, Barack Obama used internet to recruit supporters and raise funds online. Obama has social network accounts from Facebook, LinkedIn, YouTube, Twitter, Friendster, to MySpace. In the second period of election 2012, Obama also use another popular social network in US, such as Google Hangouts (Gatra, 2014).

According to (Reddick, 1976), the main function of mass media is to communicate to all another human about behavior, feelings, and their thoughts; And to realize this, press have a responsibility for the correctness of the information (Responsibility), press freedom of news presentation (freedom of the press), press freedom from pressures (independence), the feasibility of news correctness and accuracy (sincerity, truthfulness, accuracy), mutually agreed role play (fair play), and full of consideration (decency). But based on research data entitled “Neutrality Mass Media as Political Education Function Implementation in Indonesia” states that the more perfect monopoly of mass communication (through ownership of media like Media Group through National Democratic

Party), the more likely be induced opinion change on the desired direction that is political interest use the media (Aryanti, 2014). These statements explain the gap between the main function of mass media with the mass media reporting implementation in the field.

Social media has big influence in daily life that makes social media becomes strategic instrument for many interests, such as business, social, including politics. Content transmitted by social media gives a big hand forming perception, behavior and personal orientation in response to any moment. Therefore, the use of social media requires maturity and critical attitude at the same time to assess and understand the positive benefits.

The explaining above describes the use of social media in digital marketing efforts. According to (Coviello, 2001, h. 26) digital marketing is the use of internet and other interactive technology in marketing. Digital marketing concept is very precise if conceptualized in political campaign, moreover in presidential election 2014. The merging of digital marketing concept and political campaign is referred as the concept of Political Digital Marketing.

Based on problem explained above, researcher wants to explore the importance of benefits using social media in political campaigning. In this research, researcher uses qualitative descriptive method. Based on research proposed by (Rahmat, 2001), qualitative method are able to explain the symptoms or phenomenon clearly and comprehensive than quantitative methods that use a particular instrument and processed statistically. But in its development, numeric data and mathematical processing cannot convincingly explain the truth.

## II. LITERATURE REVIEWS

### A. Digital Marketing Concept in Political Perspective

American Marketing Association defines marketing as activity, a set institution, and process to create, to communicate, to conduct, and to redeem offers which have values for consumer, client partner, and people (Belch, 2009). According to (Coviello, 2000, pg. 26) Digital Marketing is the use of internet and other interactive technology to create and to connect dialog between company and identified consumer. In addition, (Sanjaya, 2009) also states Digital marketing is marketing activity including branding that uses web mediated media such as blog, web site, e-mail, adwords, or social networks. Digital marketing is not only about internet marketing.

Heidrick & Struggless (2009) explain that the development of digital marketing through web, mobile devices, and games devices mediated digital marketing development, offer advertising new access that is highly influence. So, why the marketers in Asia do not shift budgeting from traditional marketing such as TV, radio, and printed media toward new media technology and the more interactive media.

Opinions from some scholars in explaining the concept of digital marketing shows that the use of internet has important role in marketing activities. In politics, this concept certainly has related to political campaign activities. This research focused in the use of social media in constructing political messages in the campaign activities of Indonesia Presidential Election 2014.

### B. Classification and Social Media Characteristic

Social media is a medium to socialize with each other by online that allows people to interact without being limited by space and time. As quoted in (www.unpas.ac.id), socialmedia classified into several major sections, those are:

- 1) Social Networks, social media to socialize and to interact (Facebook, myspace, hi5, Linked in, bebo)
- 2) Discuss, social media facilitate a number of people to chat and discuss (google talk, yahoo! M, skype, phorum)
- 3) Share, social media facilitate us to share various files, videos, and music (youtube, slideshare, feedback, flickr, crowdstorm)
- 4) Publish, (wordpress, wikipedia, blog, wikia, digg)
- 5) Social game, games as social media media can be played together (koongregate, doof, pogo, cafe.com)
- 6) MMO (kartrider, warcraft, neopets, conan)
- 7) Virtual worlds (habbo, imvu, starday)
- 8) Livecast (y! Live, blog tv, justin tv, listream tv, livecastr)
- 9) Livestream (socializr, froendsfreed, socialthings!)
- 10) Micro blog (twitter, plurk, pownce, twirxr, plazes, tweetpeek)

### C. Political Communication

According to Chaffee, (in Kaid, 2004), "Political communication is the role of communication in the political process". Political communication is the role of communication in the political process. A short definition offered by Chaffee implies that all communication activity, verbal and non-verbal, which is in the political process is a political communication. Definition of "political process" in this definition does not indicate the political process as contained in the conception of "political system," but in all political activities

Meadow in Nimmo also make the definition that "Political communication Refers to any exchange of symbols or messages to significant extents that have been shaped by or have Consequences for the political system." Meadow applying pressure that symbols or messages conveyed was significantly formed or have consequences for the political system. Meadow was only put pressure on the settings of the human race conducted under conditions of conflict, as mentioned "communication (activity) political Considered by virtue of its Consequences (actual or potential) Regulate the which human conduct under the condition of conflict" and both Meadow and Nimmo, including political scientists Gabriel Almond is output 1950s with the flow behavioristik who see politics not only discuss the State, but in relation to communication (mass media) and public opinion (Cangara, 2011, p. 30).

From some of the above, political communication is a process of communication that have implications or consequences of the political activity. This factor also differentiates with other communications disciplines such as communication development, educational communication, business communication, intercultural communication, organizational communication, communication and other such families. The difference lies in the content of the message. This means that political communication has a politically charged message, while communication has a message-laden education education issues. So to distinguish between one discipline with other disciplines in the study of science communication, lies in the nature or content of the message (Cangara, 2011, p. 30).

As with other communications disciplines, according to Nimmo, Mansfield and Weaver political communication as a body of knowledge also consists of various elements, ie, the source (communicator), messaging, media, or channel, receiver and effect.

#### 1) Political Communicators

Political communicator not only the political parties, but also the legislative and executive branches of government institutions. Thus, resources or political communicators are

those who can give information about the things that implies or political weight.

2) Political Message

Political message is a statement filed with both written and unwritten, both verbal and non-verbal, covert and overt, either consciously or unconsciously that it contains political weight.

3) Channels or political media

Political or media channel is the means used by the communicator to convey political messages.

4) Target or political targets

Target is a member of the community is expected to provide support in the form of voice (vote) to the party or candidate in the general election. They are businessmen, civil servants and civil society.

5) The effect or effects of political communication

The expected effects of political communication is achieving an understanding of the system of government and political parties, which would lead to the granting nuance voice (vote) in the general election. The application of new media in the political world is expected to enrich the quality of political participation itself. The presence of a wide range of features in the Internet allows the public to engage further in the selection process or the public decision making.

III. RESEARCH METHOD

This research used qualitative approach to understand Political Digital Marketing as media construction of political messages in Presidential Election 2014 through social media. This research used qualitative approach as the researcher try to explain the phenomenon of the deepest (Kriyantono, 2012). This research conducted by in-depth interviews with several compatible sources to gain complete data in expressing perceptions about Political Digital Marketing.

Some issues limitations of this research are as follows:

- 1) Political Digital Marketing in this research is a concept that is referenced from the phenomenon do by a person or group in a political campaign by utilizing the Internet (especially social media), in order to obtain a particular goal (in this context, is used by supporters of Indonesia Presidential Election 2014 candidates.
- 2) Social media assumed as media construction and politics messages cultivation.

IV. RESULT AND DISCUSSION

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Social media is a great innovation of mass communication technology which influence social interactivity pattern. The combination of technology advanced and sociology have changed monolog pattern (one to man) into dialog (many to many), content readers become content publishers (Pratama, 2014). Indonesia known as social media capital of the world, because social media account users are very active, with a number of 69 million people have Facebook account and more than 30 million Twitter account.

Fowler & Christakis research (2008) stated one of social media power is the social network between two elements; those are individual (nodes) and social relationship (relationship). Interconnectivity between individuals and their environment

The use of social media in Presidential Election 2014 campaigns related to the increasing of internet users in this country. Indonesian Internet Services Association (APJII) revealed the number of internet users in Indonesia increased by 20-30% to 80 million people by the end of 2013. This means that internet penetration grew to 33.3%.

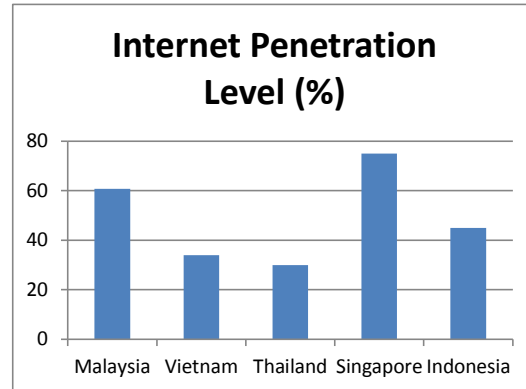


Figure 1. Internet User Penetration Level in ASEAN Source: www.kompas.com

That figure shows that the number of internet user in Indonesia. According to (Toyudho, 2012) the number of internet user in Indonesia increases by 58% to 55 million people higher than last year. This fact makes Indonesia ranks in 3rd place in the list of world's highest increase in Internet users.

The development of social media user has become a worldwide phenomenon, including in Indonesia. In fact, social media has played an important role in political events, such as elections and the presidential election. Inadequate regulatory framework to regulate the use of social media as campaign tool has given big opportunity for every individual to exploit the use of social media in political interests, including black campaign or political propaganda.

Director of Digimed Consulting states Prabowo Subianto-Hatta Rajasa and Joko Widodo-Jusuf Kalla competing in social media. The strength of Prabowo-Hatta reflected in the magnitude of the keywords 'Indonesian Revival (Indonesia Bangkit)' of 74% on Twitter and 'President of Decisive (Presiden Tegas)' of 44% on Facebook. While Jokowi-JK attractiveness appear in both figures, the "Jokowi-JK" as a keyword, and stood at 68% on Twitter and 51% on Facebook (Muladha, 2014).

Data from Kompas explained that Jokowi has fan page "Jokowi (Joko Widodo)" with 527.705 likes. Meanwhile, "Relawan Jokowi Presiden" Group formed by BARA JP on Facebook (www.facebook.com/groups/jokowipresiden7) until Monday (21/4) has 643.134 members. Another fan page is "Jokowi President RI" (21.784 likes). While Jokowi's personal account @jokowi\_do2 has 1.4 million followers. There are also social media YouTube videos about Jokowi with a channel named "Jokowi Presiden RI" published on February 26, 2013, and watched 150.528 times by 15.996 people. Meanwhile, Prabowo has a fan page (4.752.295 likes) made on July 15, 2008. In addition, the fan page "Prabowo Subianto for President 2014-2019" (14.054 likes) made on July 8, 2009.

Meanwhile, Prabowo Subianto's Twitter account @Prabowo08 has 686.121 followers (Gatra, 2014).

#### V. CONCLUSION

According to Rogers (in Venus, 2004, pg.7) campaign defined as planned and continuously series of communication actions to create a certain effect on a large number of audiences at a certain time. There are many media used in campaign. In this digitalization era, internet can be one of media utilized in political campaigning. This is because Indonesia known as social media capital of the world, because the social media account users are very active, with a number of 69 million people have Facebook account and more than 30 million Twitter account. (Lestari, 2014). That is why the candidates take great care of social media for campaigning.

In addition, the use of social media can also be used as a solution to minimize the social injustice. Social media can be the counterbalanced of television broadcast media that nowadays no longer able to maintain the independence and fairness. Moreover, media nowadays owned by entrepreneurs and entered by political parties. This condition causes television media become the mouthpiece of the political parties of the owner. Thus, the use of social media becomes crucial in effort to construct political messages, especially in the Presidential Election 2014, that is consistent with the Political Digital Marketing concept.

Political Digital Marketing is a concept referenced from the phenomenon by person or group in political campaign by utilize social media, in order to obtain a particular goal (in this context, is used by supporter team of president and vice president candidates 2014). This research explains how the influence of Political Digital Marketing in constructing political message. Researcher hopes that this research can provide information to the public, especially politicians, about the concept of Political Digital Marketing and apply the concept to construct political message.

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