Does Personal Branding Influence More Than Political Marketing And Pull Marketing? The Choice Decision Of The Beginner Voters In Governor Election

Angga Sucitra Hendrayana

Abstract: The branding strategy in the marketing concept has already been embraced by prospective regional leaders in introducing themselves in order to achieve the maximum possible voters. This study aims to examine influence personal branding, political marketing and pull marketing to the decision to choose beginner voters in West Java Governor election. The research method used is an explanatory survey with a sample of 200 respondents beginner voters. Data analysis is path analysis using SPSS Software. From the results of the study, it is known that political marketing, pull marketing and personal branding have a simultaneously effect on the decision to choose.

Index Terms: Political Marketing, Pull Marketing, Personal branding, decision to choose

1. INTRODUCTION

Since the establishment of law number 32 of 2004 concerning local government in Indonesia, the territorial head is straightforwardly chosen by the general population through the race of local heads and appointee local heads and was first held in June 2005. On seventeenth February 2015, The place of agents Indonesia Republic (DPR RI) passed a law no 1 of 2015 concerning the race provincial heads and representative local heads. With the appropriation of the provincial race law, the Indonesian individuals can in any case straightforwardly choose each territorial head. Center of election commission Indonesia Republic (KPU RI) decided to set the date for 2018 Election day on twenty-seventh June 2018. In 2018 there were 171 regions participating in Pilkada election. Of the 171 regions, there were 17 provinces, 39 cities and 115 regencies that hold elections in 2018. Some of the provinces include West java, central Java, and East Java. In addition to the west Java Governor election, 16 other regions that held a regional election in West Java province were Sumedang, Bogor, Purwakarta, Subang, Kuniningan, Majalengka, Cirebon, Garut, Ciamis a west Bandung district, Bandung, Bogor, Banjar, Bekasi, Cirebon, and Sukabumi. Four pairs of candidates are certain to advance in the west Java governor election they are DM, RK, SDJ, and TH. On 27th Juni 2018, they will fight for 32,809,057 voters in West Java. DM is carried out by Golongan Karya Party and Democrat Party. RK is carried out by PPP Party, PKB Party, NasDem Party, and Hanura Party. SDJ is carried out by Gerinda Party, PKS Party, and PAN Party. TH is carried out by PDIP Party. The branding strategy in the marketing concept has already been embraced by prospective regional heads in introducing themselves with the aim of reaching the maximum possible vote. The battle pattern has started to move from preparing the majority to crusade exercises that organized individual methodologies, one of those is by utilizing online networking. Also, political advertising as a logical control has step by step discovered its own system. The Framework adjusts profoundly showcasing writing that is based on expectations and political points of view (Harris and Lock, 1996). One of them is RK governor candidate who is one of the candidates who often uses social media as an effort to embrace support and the masses, especially beginner voters.

2 LITERATURE REVIEW

2.1 Political Marketing

According to (Kotler & Neil, 1999) the concept of political marketing or the understanding of political marketing is: “a marketing activity to make a candidate or political party successful with all his political activities through a campaign for economic programs or social concerns, themes, issues, ideas, ideologies and messages aiming at the political programs offered have high attractiveness and at the same time are able to effectively influence every citizen and institution or organization”.

(O'Shaughnessy, 2001) in Firmanzah (2008), said that political advertising is diverse with business showcasing. Political promoting isn’t an idea to pitch an ideological group or its contender to the voters, yet it is an idea which offers how an ideological group or an applicant can make a program which manages genuine issues. Besides that, Political marketing is a technique for maintaining two- way relationships with the public. So that the marketing politics in this research are the overall goals and strategic and tactical actions carried out by political actors to offer and to sell political products to the target groups.

2.2 Pull Marketing

Nursal (2004) in his political marketing strategy categorizes three approaches that can be done by political parties or political candidates to search for, to develop, or to deliver political products to the political market, namely push marketing, pass marketing and pull marketing. Heryaman (2009) interpreted pull marketing as the delivery of political

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products through the use of mass media. Push Marketing can be defined as the delivery of political products directly to the community (Heryaman, 2009). As per Nursal (2004), push marketing is a push to get support through the boost given to voters. According to him, the community needs to get the encouragement and energy to go to the voting booth and vote for a contestant. Therefore, political parties or individuals must interact or campaign directly to convey a number of rational and emotional reasons for voters to motivate them to move and willing to support a contestant. Without these reasons, voters will feel reluctant because they don’t have enough reason to say their aspirations.

2.3 Personal Branding
“Personal Branding is about taking control of how other people perceive you before they come into direct contact with you.” (Montoya, 2002). There are three main dimensions of forming personal branding (McNally & Speak, 2009)

a. Individual competency or ability
To construct notoriety or personal branding, we should have an extraordinary capacity or skill in one specific field that is aced. A person can form a personal branding through polish and a well-organized communication method. A personal brand is a picture of what people think about someone. It reflects the values, personality, expertise, and qualities that make someone different from the others.

b. Style
The style is the identity of your personal branding. The style is simply the part that makes one of a kind in the psyches of others. The style is the manner in which you associate with other individuals. It is often that the words people use to judge our style contain a strong emotion.

c. Standard.
Your personal branding measures significantly impact the manner in which other individuals see yourself. Norms will build up and offer importance to the quality of individual marking. In any case, the key is that you set the gauges yourself and you need to do it without anyone else. Sometimes we set standards that are too high and we had already told to others that we are able to do things quickly and can get good results (so that our personal competence and style of branding look interesting in everyone’s mind). But what happens is the opposite, sometimes we fail to achieve the standards that we set for ourselves.

The accompanying eight things are the principle ideas that turned into a reference in building an individual's close to home marking. (Montoya, 2002):

1. Specialization (The law of Specialization) a particular component of an incredible individual brand is exactness. In a specialization, it is focused just on a specific quality, aptitude or accomplishment. Specialization can be done in one or several ways, namely:
   a. Ability-for example, a strategic vision, and a good starting principle
   b. Behavior-for example, skill in leadership, generosity, or the ability to listen.
   c. Lifestyle-for example, live on a ship (not at home like most people), travel far by bicycle.
   d. Mission-for example, seeing other people exceeds their own perceptions.

e. Product- for example, a futurist who creates an amazing workplace.

f. Profession-niche within a niche- for example, a leadership coach who is also a psychotherapist.

g. Service- for example, Consultant who works as a nonexecutive director.

2. Leadership (The law of Leadership) Communities need pioneers who can choose something in an environment of vulnerability and give clear bearing to address their issue. A personal brand that is equipped with power and credibility so that it is able to position someone as a leader formed from someone’s perfection.

3. Personality (the law of identity). An incredible individual brand must be founded on the characteristic identity, and present with every one of its flaws. This concept eliminates some of the stresses that exist n the concept of leadership (The law of Leadership). A person must have a good personality, but he/she doesn’t have to be perfect.

4. Distinction (The Law of Distinctiveness). A powerful close to the home brand should be shown in a way that is unique in relation to the others. Many marketing experts build a brand with the same concepts as most brands on the market, with the aim of avoiding conflict. But this is precisely a mistake because their brand names will remain unknown among the many brands on the market.

5. The law of Visibility to be an achievement, Personal brand must be seen reliably consistently, until somebody's close to the home brand is known. So permeability could easily compare to his capacity. To be noticeable, somebody needs to advance himself, advertise himself, utilize each open door that he experiences and has some luckiness.

6. Unity (The law of Unity). An individual's close to home life behind an individual brand must be in accordance with the ethical morals and deciding frame of mind of the brand. Individual life ought to be a reflection of a picture that needs to be implanted in an individual brand.

7. Firmness (The law of Persistence). Each close to home brand needs time to develop and as long as the procedure is running, it is critical to dependably focus on each stage and pattern. It can likewise be changed by promoting or advertising. Somebody must stay resolute in the underlying individual brand that has been shaped, while never delaying and planning to transform it.

8. Reputation (The Law of Goodwill). An individual brand will give better outcomes and last more, on the off chance that somebody behind him is seen emphatically. An individual must be related to esteem or a by and large perceived and positive thought.

2.4 Decision To Choose
Purchasing decision that forms the basis for making a decision to choose. Purchasing decision according to (Kotler & Amstrong 2011) is staged in the decision-making process of buyers where consumers actually buy. Consumer purchasing decisions can be influenced by external stimuli, namely marketing which includes products, prices, distribution, and promotion. As well as the environment which includes economics, politics, technology, and culture. Then, These external stimuli will enter the buyer’s awareness, namely the characteristics of the buyer which include culture, social, personal, and psychology, as well as the decision-making process which includes problem recognition, information seeking, purchasing decisions and after-purchase behavior.
Then, the process will lead to certain purchasing decisions that include several indicators, namely product choices, brand choices, supplier choices, determination of the time of purchase and number of purchase. (Firmanzah, 2008) interpreted the voters as all parties who become the main objectives of the contestants to influence and ensure that they support and then cast their votes to the contestants concerned. Voters, in this case, can be in the form of constituents or the general public, who feel represented by a certain ideology which is later manifested in political institutions such as political parties. Furthermore, the decision to choose in elections can be analogous to purchasing behavior in the business and commercial world. In addition, according to (Firmanzah, 2008), the voting decision is influenced by three factors at the same time. The first factor is the initial condition of the voter. The initial condition is defined as the characteristics inherent in the voter. This can be a system of values or beliefs, environment, education level, geography, and others. The second factor affecting voters is the mass media. The ability of mass media to distribute information is a force for the formation of public opinion. Public opinion itself is very much determined by how much information is given to the community. So, it can be concluded that the role of mass media in influencing voters is very large. When mass media coverage of a political party or candidate is positive, the community tends to see the existence of the political party or the candidate as something positive. Then the opposite will happen, when mass media is busy telling the ugliness of political parties or candidates, people tend to judge them negatively. The third factor is the characteristics of political parties and contestants themselves. Contestant attributes such as reputation, image, background, ideology, and the quality of the politicians will greatly influence the judgment of the community concerned with the party concerned.

2.5 Defining Beginner Voters in Indonesia Election

Under the law no 10 the year 2008 regarding the election, voters are a citizen of Indonesia who has completed his age 17 years old or older or already married. Meanwhile, beginner voters are made up of people who have qualified to vote, who have just exercised their right to vote for the first time. the conditions that a person must have to be able to become a voter are 1. Indonesian citizens who are 17 years or older or have/have been married. 2. Not being disturbed by his / her memory 3. Registered as a voter 4. Not a member of the TNI / Polri 5. Not being deprived of his right to vote 6. Registered on the permanent voter’s list. The Indonesian Ministry of Internal Affairs records that there are 5,035,887 beginner voters in Indonesia (News.Detik, Monday, September 17, 2018). West Java ranks first with 212,749 beginner voters (News.Detik, Monday 17 September 2018).

3 RESULT AND DISCUSSION

The method in this research is an explanatory survey. Explanatory survey method is the research method that is carried out by explaining the causal relationship between variables through hypothesis testing. The sampling method used in this research is a simple random sampling. The population in this research is the beginner voters in the west java governor election. The sample size was determined based on the sample measurement method proposed by purposive sampling, the number of samples chosen was 200 respondents Beginner voters. Data analysis to analyze the effect of research was used path analysis that was estimated using the help of SPSS program application.

The hypothesis tested in this research relates to the effect of variables X and Y. The hypothesis is formulated as follows:

Research hypothesis 1,
H0=Political marketing hasn’t got an influence on the decision to choose of the beginner voters.
H1= Political marketing has got an influence on the decision to choose of the beginner voters.

Research hypothesis 2,
H0=Personal branding hasn’t got an influence on the decision to choose of the beginner voters.
H1= Personal branding has got an influence on the decision to choose of the beginner voters.

Research hypothesis 3,
H0=Pull marketing hasn’t got an influence on the decision to choose of the beginner voters.
H1= Pull marketing has got an influence on the decision to choose of the beginner voters.

Research hypothesis 4
H0= political marketing, pull marketing and personal branding simultaneously don’t affect the decision to choose the beginner voters.
H1= political marketing, pull marketing and personal branding simultaneously affect the decision to choose the beginner voters.

More structurally described in the path analysis as follows:

<table>
<thead>
<tr>
<th>Table 1: Estimation Results of Partial Hypothesis Tests</th>
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<tbody>
<tr>
<td>Model</td>
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<tr>
<td></td>
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<tr>
<td>-------</td>
</tr>
<tr>
<td>1</td>
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<tr>
<td></td>
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<tr>
<td>Political Marketing</td>
</tr>
<tr>
<td>Pull Marketing</td>
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<tr>
<td>Personal Branding</td>
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</tbody>
</table>

Based on the output above, the value of t count for X1 is 5.620, X2 is 2.099, and X3 is 7.776. These Values will be compared with the value of t in the t distribution table. For α=5%. Rejection criteria of H0: if t count bigger from t table or t0 > tα, n-3.

1. First coefficient = 0.330
Based on the test criteria described previously, then t count (5.620) > t table (1,972) it indicates that H0 is rejected and H1 is accepted, it means that Political Marketing (X1) partially has a significant effect on the decision to choose (Y).

2. Second coefficient = 0.132
Based on the test criteria described previously, then t count (2.099) > t table (1,972) it indicates that H0 is rejected and H1 is accepted, it means that Pull Marketing (X3) partially has a significant effect on the decision to choose (Y).

3. Third coefficient = 0.478
Based on the test criteria described previously, then t count (7.776 ) > t table (1,972) it indicates that H0 is rejected and H1
is accepted, it means that Personal Branding (X) partially has a significant effect on the decision to choose (Y).

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
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<td>2106.844</td>
<td>202.971</td>
<td>.000</td>
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<tr>
<td>Residual</td>
<td>2034.439</td>
<td>196</td>
<td>10.309</td>
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<tr>
<td>Total</td>
<td>8355.02</td>
<td>198</td>
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</tbody>
</table>

Based on the output above, the value of F count is equal to 202.971. This value will then be compared with the value F in the table attributed F. For α=5%, if the t count is bigger than t table or t0 > tα, 1, n-3 obtained F Table value = 3.89. Due to F count (202.971) > F table (3.89) then H0 is rejected and H1 is accepted, it means that Political Marketing, Pull Marketing, and Personal Branding influence simultaneously the decision to choose.

From the results of data processing, it is known that the coefficient of determination (R²) as big as 0.756 it means 75.6% of the variable of the decision of choose can be explained freely, in this case, are Political Marketing, Pull Marketing, and Personal Branding. By including the data processing coefficients, the path diagram and its structural equation are as follows:

\[ Y = 0.330X_1 + 0.132X_2 + 0.478X_3 + \varepsilon \]

4 CONCLUSION

Political Marketing, Pull Marketing, and Personal Branding influence simultaneously the decision to choose. The effect of personal branding is greater than the other variables on the decision to choose. This show that the strength of RK figure is the biggest factor for voters to make a decision to elect RK candidate in the west java governor election in 2018.

REFERENCES


