

THE ROLE OF POSITIONING THAT INFLUENCE POLITICAL MARKETING AND DECISION TO VOTE FOR THE CANDIDATE

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ABSTRACT

The intention of this research is to analyze the election process of voting for the candidacy of the Governor in the province of West Java. This research is to analyze which of the variables that has the highest impact on the decision to vote for the candidate, these variables are personal branding and positioning towards the decision to vote in relating to political marketing as the intervening variable. The data collection is done through distribution of questionnaire, where the population is consisted of the voters in West Java, Indonesia. This is a descriptive and verification research, the descriptive methods is based on assessment analysis and the verification methods is based on quantitative analysis. The sample determination is done through Purposive Sampling and the analysis technique is using Partial Least Square (PLS). The results show that of personal branding and positioning have positive and significant effect towards political marketing, and the variable of positioning have the most significant influence towards decision to vote compare to personal branding. The results show that the positioning of the candidate is very important to engage the decision of the voters to vote for them. Eventhough personal branding is also important to engage and blend with their prospective voters.

Keywords: Personal Branding, Positioning, Political Marketing, Decision to Vote

INTRODUCTION

Indonesia is a country with regional autonomy in which each region was given the authority to exercise the autonomy of a broadest possible extent, in exercising the authority, each region will have a leader to rule and manage it. Leadership is very important in determining the direction and progress of a nation as mandated by the state constitution. Leadership and motivation can positively influence performance (Ramli and Soelton, 2018).

A leader with style and good quality is supposed to reach a certain achievement of a country. Not only achievement, but the attention and behavior of these leaders are very important to serve the people. Each region in Indonesia has a leader in their respective regions such as a Governor in the Province, a Regent in the Regency and a Mayor who leads a city. The central government of Indonesia is implementing direct elections that can be carried out by the people in a region to vote for their candidacy leaders. These elections are commonly referred to as Regional Head Elections.

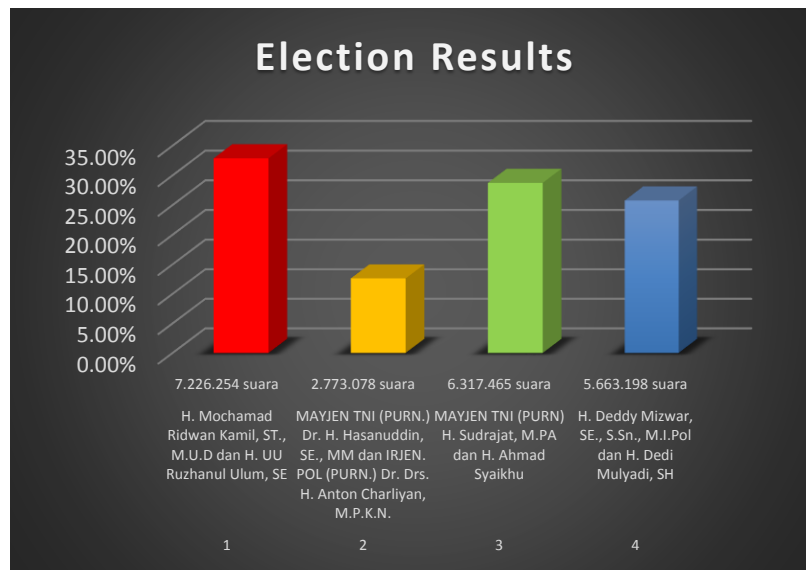
The election is commonly referred to as local elections and carried out directly by the residents in the local administrative regions who have met the requirements of conducting local elections. The regional candidacy head is elected together with the deputy regional head as a pair. The regional head and deputy regional head are the Governor with the Deputy Governor for the provincial area, the Regent with the Deputy Regent for the regency, and the Mayor and the Deputy Mayor for the city area.

This research is to analyze the process of election on the candidacy of Governor from West Java in 2018 which was held on 27 June 2018 to find out how is these candidates compete with each other to win their prospective voters to vote for them. What tools are they using to engage with the prospective voters and win their hearts. There are four candidates of Governor and the Deputy to be elected in the election. The first candidacy pair is Mochamad Ridwan Kamil and Uu Ruzhanul Ulum, the second candidacy pair is Tubagus Hasanuddin and H. Anton Charliyan, the third candidacy pair is Sudrajat and Ahmad Syaikhu and the fourth candidacy pair is Deddy Mizwar and Dedi Mulyadi.

After a long process of selection, the campaign period was finally set by the West Java Election Commission, starting from February 15 until June 23, 2018. Within these 4 months, all candidacy pairs were requested to prepare and introduce their vision, mission, self-image, or work program to the prospective voters. The campaign is expected to run accordingly and in an orderly manner, not to injure ethnicity, religion and race, and not to blaspheme against each other which will incur commotion among the people in the society.

During the campaign, all candidacy pairs are taking and making use of their times to prepare and promote to build a winning political campaign strategy. Each party are building their own campaign strategy and also prepare their succession team to engage with the prospective voters. This is the critical part to win an election as all of the candidacy pairs are putting all their efforts on this campaign process to win the heart of their prospective voters, this is where most succession team might impose unfair movement to win the process. That is why the election commission must play an active role to keep track of all the campaign process, they must socialize all the fair play and avoid the unfair activities or faced the disqualification of the election.

Figure 1: The Election Results



Source: infopemilu.kpu.go.id, 2018

The results of the ballots stated that the candidacy pair of Mochamad Ridwan Kamil and Uu Ruzhanul Ulum were elected as the Governor and Deputy Governor of West Java Province for the period time of 2018-2023 with a total vote of 7,226,254 or 32.88%. The closest vote was the candidacy pair of Sudrajat and Ahmad Syaikhu with the votes of 6,317,465 or 28.74%. While the other two candidacy pair fall into the third and fourth place with each of them received 12.62% and 25.77% votes.

The winner of this election is Mochamad Ridwan Kamil and Uu Ruzhanul Ulum and based on the preliminary survey done on 30 respondents as the voters at that time pointed out that they decide to vote for the winner because of the marketing tools that they use to promote themselves as the candidates of Governor for the coming election and how they will lead the province based on their vision and mission. The intention of this research is to find out on what basis the ballot voters decide to vote for the certain candidacy pair.

Research Gap

Based on the previous research, which according to Hughes & Dann (2012) explains that if the marketing mix can be applied and used by political organizations, they are allowed to maintain control over their political marketing activities and processes. Widagdo et al (2014) explained in their research that theoretically political products, placements and promotions have opportunities in political decisions related to candidate selection, while prices do not have political opportunities. Durmaz & Direkci (2015) revealed that using marketing in politics effectively has been demonstrated and the position of the media in it has also been demonstrated because there is no marketing without media at present. Sofyan (2015) explains in his research that the impact of political marketing on democracy will depend on the community itself in participating and responding to this kind of political communication. Maryani (2015) explained in her research that the political marketing mix has a high influence on the competitiveness of political parties by enhancing the image and reputation of political parties. Uyar (2015) explains that voters are less affected by political marketing work that is close to the election date, while they are more influenced by previous activities and stakeholder marketing studies. Elhajjar (2018) revealed that skepticism, cynicism, frustration, and dissatisfaction have an impact on resistance to political marketing campaigns. Gopal et al (2019) show that market orientation, market research, and building and managing a strong and beneficial image have a positive influence on the success of political marketing while market segmentation and targeting and positioning of parties/candidates have no influence on the success of political marketing.

Based on the results of studies of from several previous research concerning political marketing on the election campaign, it was revealed that most of the research are analysing more on the theoretically point of view as the research gap, in this research the author will put more efforts on the empirical study based on the field observations and the methodological study based on the constructed variables of Personal Branding, Positioning, Political Marketing, Decision to Vote, where generally from the research more theoretically explained which is a research gap that can be found, so the author feel the need to conduct research and study empirically through a methodology of the decision of the ballot voters to vote for a certain candidacy pair of Governor.

LITERATURE REVIEW

Personal Branding

Isabertha & Mahmudi (2017) explain that Personal branding is defined as an attempt by someone to control the assessment of others against him, even before there is a direct contact. Everyone must have a personal brand, but that is not enough to be categorized unique and easily remembered by the public. According to Kotler & Armstrong (2016:248) that people can be considered as products. Self-marketing/personal branding consists of activities carried out to create, maintain, or change attitudes

or behaviors towards certain people. People from presidents, entertainers, and sports figures to professionals such as doctors, lawyers, and architects use self-marketing to build their reputation.

Positioning

Dwihapsari & Murni (2017) stated that positioning is the act of designing a company's offer and image in order to get a special place in the mind of the target market. The aim is to place the brand in the minds of consumers to maximize the potential benefits for the company. Positioning makes the product bolted and looks much different from other products through communication making the role of positioning become an organized system in an effort to find the right thing, at the right time. According to Kotler & Armstrong (2016:228) that positioning is to arrange for a product to occupy a clear, distinctive, and desirable place relative to competitors' products in the minds of target consumers. Marketers plan a positioning that distinguishes their products from competing brands and gives them the biggest advantage in their target market.

Political Marketing

Jamil et al (2019) explained that political marketing is important especially the quick promotion and publicity concerning politics information, affairs, issues and so forth. Political marketing is marketing that are mostly implemented with political affair such as political campaign, elections and marketing promotion. According to Stromback (2007), what is important in this definition is first, that political marketing is the application of marketing principles and procedures—not just marketing techniques and activities—and second, that the process must be "in response to the needs and desires" of the targeted person or group by producers—organizations or campaigns.

Decision to Vote

Astini & Yustian (2020) explained that the decision to buy/vote is a decision to choose between alternatives of purchasing/choosing decisions, a person can only make a purchasing/choosing decision if there are two alternative choices available. The decision to buy/vote is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them to buy/vote. According to Kotler & Armstrong (2016: 183) that after seeing the influence that can affect buyers, marketers must look at how consumers make purchasing/choosing decisions. The buyer decision process consists of five stages: introduction of needs, information seeking, alternative evaluation, purchasing decisions, and post-purchase behavior. Marketers need to focus on the entire buying decision process rather than just focusing on the buying decision.

Research Hypothesis and Framework

1. The influence of personal branding towards political marketing

Isabertha & Mahmudi (2017) explain that Personal branding is defined as an attempt by someone to control the assessment of others against him, even before there is a direct contact. Jamil et al (2019) explained that political marketing is important especially the quick promotion and publicity concerning politics information, affairs, issues and so forth. Political marketing is marketing that are mostly implemented with political affair such as political campaign, elections and marketing promotion. Thus, the hypotheses that can be formulated in this study are as follows:

H₁: The influence of personal branding towards political marketing.

2. The influence of positioning towards political marketing

Dwihapsari & Murni (2017) stated that positioning is the act of designing a company's offer and image in order to get a special place in the mind of the target market. The aim is to place the brand in the minds of consumers to maximize the potential benefits for the company. Jamil et al (2019) explained that political marketing is important especially the quick promotion and publicity concerning politics information, affairs, issues and so forth. Political marketing is marketing that are mostly implemented with political affair such as political campaign, elections and marketing promotion. Thus, the hypotheses that can be formulated in this study are as follows:

H₂: The influence of positioning towards political marketing.

3. The influence of personal branding towards decision to vote

Isabertha & Mahmudi (2017) explain that Personal branding is defined as an attempt by someone to control the assessment of others against him, even before there is a direct contact. Astini & Yustian (2020) explained that the decision to buy/vote is a decision to choose between alternatives of purchasing/choosing decisions, a person can only make a purchasing/choosing decision if there are two alternative choices available. Thus, the hypotheses that can be formulated in this study are as follows:

H₃: The influence of personal branding towards decision to vote.

4. The influence of positioning towards decision to vote

Dwihapsari & Murni (2017) stated that positioning is the act of designing a company's offer and image in order to get a special place in the mind of the target market. The aim is to place the brand in the minds of consumers to maximize the potential benefits for the company. Astini & Yustian (2020) explained that the decision to buy/vote is a decision to choose between alternatives of purchasing/choosing decisions, a person can only make a purchasing/choosing decision if there are two alternative choices available. Thus, the hypotheses that can be formulated in this study are as follows:

H₄: The influence of positioning towards decision to vote.

5. The influence of political marketing towards decision to vote

Jamil et al (2019) explained that political marketing is important especially the quick promotion and publicity concerning politics information, affairs, issues and so forth. Political marketing is marketing that are mostly implemented with political affair such as political campaign, elections and marketing promotion. . Astini & Yustian (2020) explained that the decision

to buy/vote is a decision to choose between alternatives of purchasing/choosing decisions, a person can only make a purchasing/choosing decision if there are two alternative choices available. Thus, the hypotheses that can be formulated in this study are as follows:

H5: The influence of political marketing towards decision to vote.

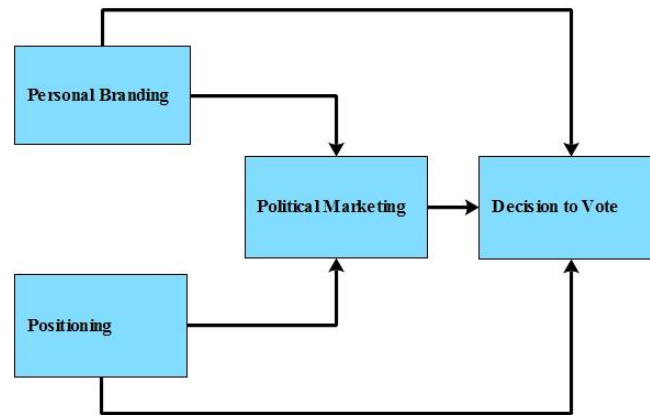


Figure 3 Research Framework

METHOD

The research designed in this study is using strategic marketing management approach that includes the operationalization variables, data collection method and information collection, defining the population, calculating the sample size and sampling techniques. The design of the analysis conducted in the testing research hypothesis is by conducting the study of the voters of Governor Election in West Java, Indonesia. This research begins with the preliminary research done through 30 ballot voters as the respondent and follow by formulating constructs of the research variables.

The formulation and purpose of this study is to describe and reveal the interrelationship between the research variables explained above. This research is using descriptive and verification method with the type of causal investigation on the relationship and influence between the exogenous and endogenous variables.

The process of observation in this research is using time horizon with cross section/one shot, the collective data is obtained through the research done in 2020, the unit of the analysis is ballot voters located in West Java, Indonesia. The observation unit is the prospective voters for the election of Governor located around West Java. The design of analysis used is to test the hypothesis and to examine the relationship between the research variables by using *Partial Least Square* (PLS), one of the alternative method of structural analysis from *Structural Equation Modeling* (SEM).

The validity testing was done by using the sample of 245 respondents randomly on the prospective voters in West Java. The attempt of this validity testing is to find out the eligible of the selected items including the overall data collection process.

The reliability test of this research data is using Cronbach's Alpha coefficient method. The Cronbach's Alpha coefficient is the reliability coefficient most commonly used because coefficient will indicate the variance of items with either correct or incorrect format such as Likert scale format. The Cronbach's Alpha coefficient is mostly used to evaluate internal consistency.

RESULTS AND DISCUSSION

Results

The results of descriptive analysis conducted on the prospective voters of the Governor election in West Java to find out the decision to vote for the candidates based on the personal branding and positioning and consider political marketing that influence their decision to vote for the candidate.

The measurement model of analysis above showed the link between manifest variables (indicators) and each of the latent variables. The analysis of the measurement model is to test the validity and reliability of each of the dimensions and the indicators utilized to measure the variables constructed earlier. The analysis of the measurement model will describe the value of discriminant validity by looking at the value of square root of Average Variance Extracted (AVE) with the suggestion value above 0,5, loading factor (>0.5), and constructed Composite Validity and Reliability (Cronbach's Alpha >0.70), are concluded that the dimensions and indicators are classified as reliable. As showed below:

Table 2 Goodness of Fit Model (GoF)

Variable	AVE	Composite Reliability	Cronbach's Alpha	R Square	Q Square
Personal Branding	0,677	0,954	0,947	-	0,654
Positioning	0,706	0,944	0,930	-	0,587
Political Marketing	0,783	0,973	0,967	0,717	0,572
Decision to Vote	0,669	0,953	0,945	0,527	0,351

Source: From Data Processing (2020)

The value of R^2 shows that the criterion is strong, with large Q value, this figure conclude that the propose model are supported by the empirical research classified as *fit*. Similarly, the value of AVE is >0.5 , which indicate that all variables in the model are estimated to meet the cirteria of discriminant validity. The value of both Composite Reliability and Cronbach's Alpha for each of the variables are >0.70 , which means that all the researched variables are classified as reliable and the outer model of this research is also classified as *fit*.

The result of measurement based on the data processing of model analysis on the dimensions indicates that the overall indicators which were processed above are classified as valid, as most of the value from the loading factors are greater than 0.70.

The measurement model of latent variables against the dimensions explain the validity of the dimensions in order to measure the research variables. The following table shown below present the results of the measurement model analysis of each latent variable against the dimensions.

Table 3 Loading Factor between Latent Variables and Dimensions

Latent Variables-Dimensions	Loading factor (λ)	Standard Error (SE)	T Statistics ($ \lambda/SE $)
Personal Branding → Term	0.868	0.054	14.856
Personal Branding → Symbol	0.833	0.039	16.951
Personal Branding → Design	0.763	0.041	17.643
Positioning → Clear	0.723	0.037	19.596
Positioning → Distinctive	0.949	0.052	22.528
Positioning → Desirable	0.947	0.041	20.784
Political Marketing → Character of Figure	0.887	0.052	23.825
Political Marketing → Character of the Parties	0.839	0.043	21.639
Political Marketing → Market-Oriented Parties	0.772	0.078	22.549
Decision to Vote → Need Recognition	0.847	0.084	18.521
Decision to Vote → Information Search	0.839	0.036	22.741
Decision to Vote → Evaluation of Alternatives	0.758	0.065	17.276
Decision to Vote → Decision to Vote	0.836	0.067	19.286
Decision to Vote → Postusability Behavior	0.831	0.024	18.351

Source: From Data Processing (2020)

The results of the measurement model analysis of the research variables against the dimensions shows that almost all of the dimensions are valid with the value of t count $>$ t table (2.01).

The estimated value for the path analysis in the structural model must be significant. This significant value can be obtained by the bootstrapping procedure. The significance of the hypothesis is by looking at the value of the parameter coefficient and the significance value of the T-statistics on the bootstrapping algorithm report. To find out the significant or insignificant is seen from the T-table at alpha 0.05 (5%) = 1.96. Then, T-tables are to compare with the T-counts (T-statistics) as explained below.

Table 4 The Result of Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Personal Branding → Political Marketing	0,294	0,292	0,156	4,320	0,068
Positioning → Political Marketing	0,304	0,298	0,179	4,752	0,064
Personal Branding → Decision to Vote	0,331	0,331	0,172	6,415	0,052
Positioning → Decision to Vote	0,186	0,191	0,182	2,887	0,064
Political Marketing → Decision to Vote	0,298	0,295	0,158	6,197	0,048

Source: From Data Processing (2020)

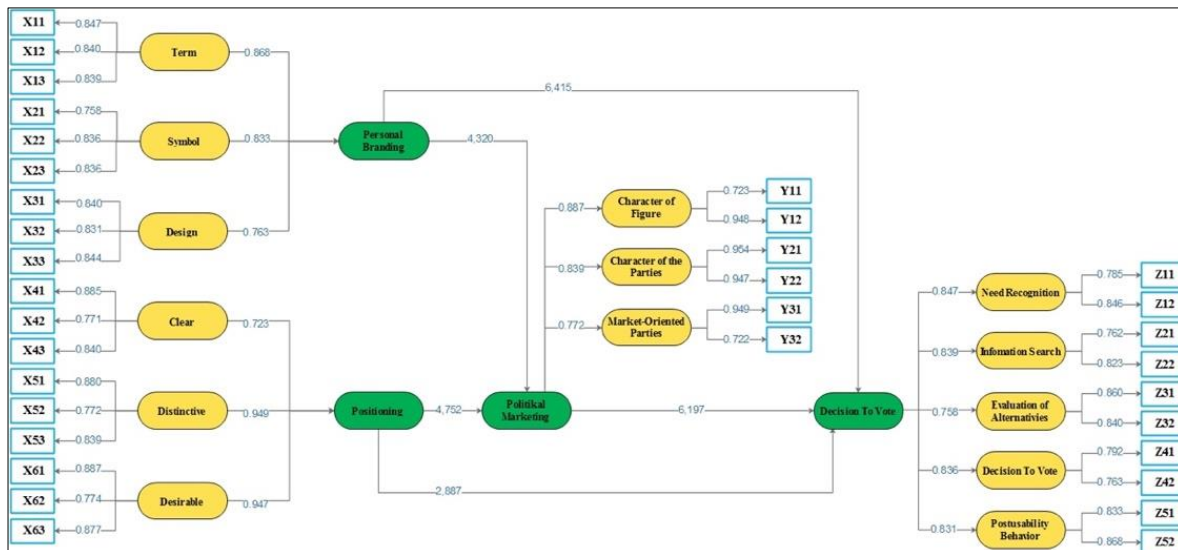


Figure 4. Hypothesis Testing

Source: From Data Processing (2020)

From the results of hypothesis testing, it was revealed that the variable of positioning has the highest influence on political marketing compared to personal branding. The direct effect of personal branding has the highest influence against decision to vote rather than positioning. Political marketing is also an important factor in determining the effect of decision to vote for a certain candidacy pair of the Governor in West Java.

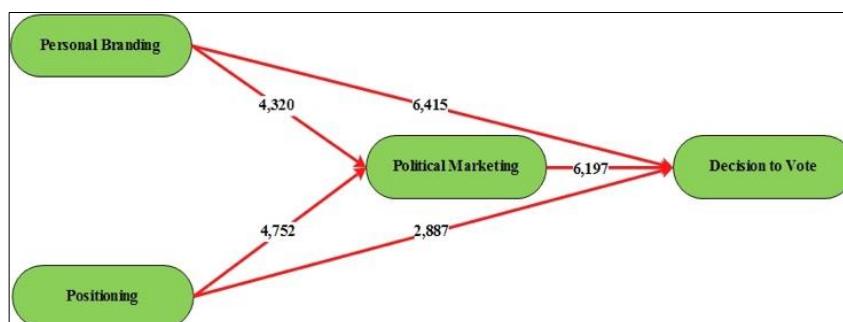


Figure 5 Testing Result

Source: From Data Processing (2020)

Based on the testing results above, the research variables indicate that the variable of positioning has the most significant influence towards political marketing as the intervening variable with the figure of 4,752, compare to variable of personal branding with the figure of 4,320. The direct effect of personal branding contribute the highest influence towards decision to vote with the figure of 6,415 compare to the direct effect of variable positioning with the figure of 2,887. Political marketing as the intervening variable also has a positive and significant effect on decision to vote with the figure of 6,197 which means the intervening variable has a significant effect on the decision to vote for a certain candidacy pair of Governor.

Discussion

1. The influence of personal branding towards political marketing

Based on the testing results, it shows that personal branding has a positive and significant influence towards political marketing. The results of the analysis show that the T-statistic value is 4,320 with the original sample 0,294. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that personal branding is very important as one of the tools in the political marketing for a certain candidacy pair of the Governor.

2. The influence of positioning towards political marketing

Based on the testing results, it shows that variable positioning has a positive and significant influence towards political marketing. The results of the analysis show that the T-statistic value is 4,752 with the original sample 0,304. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the variable positioning is very important as one of the tools in the political marketing for a certain candidacy pair of the Governor.

3. The influence of personal branding towards decision to vote

Based on the testing results, it shows that personal branding has a positive and significant influence towards decision to vote. The results of the analysis show that the T-statistic value is 6,415 with the original sample 0,331. The Y-statistics

value is larger than the T-table 1,96 and original sample is positive which means that the variable of personal branding is very important to influence the decision to vote of the ballot voters.

4. The influence of positioning towards decision to vote

Based on the testing results, it shows that the variable of positioning has a positive and significant influence towards decision to vote. The results of the analysis show that the T-statistic value is 2,887 with the original sample 0,186. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the variable of positioning is very important to influence the decision to vote of the ballot voters.

5. The influence political marketing towards decision to vote

Based on the testing results, it shows that political marketing has a positive and significant influence towards decision to vote. The results of the analysis show that the T-statistic value is 6,197 with the original sample 0,298. The Y-statistics value is larger than the T-table 1,96 and original sample is positive which means that the variable of political marketing is very important to influence the decision to vote of the ballot voters.

CONCLUSION, IMPLICATION AND LIMITATION

Conclusion

The research hypothesis constructed from this study is based on the four research variables: personal branding and positioning as the independent variables, decision to vote as the dependent variable and political marketing as the intervening variable. Based on the results of the above framework, it can be concluded that the variable of positioning has the highest influence on political marketing compare to the variable of personal branding. Personal branding has the highest influence directly to decision to vote compare to the variable of Positioning.

The objectives of this research is to find out how does the certain candidacy pair of the Governor influence their ballot voter to decide to vote for them. This research has constructed four researched variables to find out the intention to vote of the prospective voters in West Java, Indonesia.

Based on the hypothesis testing, it can be concluded as follows:

1. The winners of the first candidacy pair Ridwan Kamil and Uu Ruzhanul Ulum focus more on the new ballots voters which is the millennial voters, by positioning themselves who are close to the millennial voters.
2. This candidacy pair of winners positioning themselves with personal brand of the casual style and relax method which are more identical with the millennial ballot voters who prefer casual than formal.
3. This candidacy pair also frequently post their activities in the government (Ridwan Kamil is currently the Mayor of the Bandung City) and their work program in their social media accounts to show how they work and not just based on planning as delivered by the other candidacy pairs.
4. The finding concluded from the analysis that the marketing strategy of each candidacy pair are different, but almost all of them are focusing on the political marketing to approach their ballot voters.
5. The finding also found out that positioning of the candidacy pair to the ballot voters is very important, and which segment of the ballot voters that they are going to target is also very important as not all of the ballot voters can be reached at the same time.

Implication

The study of this research has generated several theoretical and practical implications such as:

1. The constructed variables of personal branding and positioning which have positive and significant effect towards the political marketing that will influence the prospective voters. This result has strengthened and enhance the amount of scientific literature within the scope of strategic marketing concept. The results show that strategic marketing concept can help to participate and contribute on the competitive advantage eventhough deal with the political issues.
2. The results of this study also indicate that the variables of personal branding and positioning have positive and significant effect towards the decision to vote of the prospective voters in West Java, Indonesia. This result has strengthened and enhance the amount of scientific literature within the scope of strategic marketing concept. The results show that strategic marketing concept can help the prospective voters understand more of their candidacy pair in the election and vote for their candidates.
3. The results of this study also indicate that the variables of personal branding and positioning have positive and significant effect towards the decision to vote in relating to political marketing as the intervening variable that influence the prospective voters to vote for their selected candidates. This result has strengthened and enhance the amount of scientific literature within the scope of strategic marketing management and also pointed out that applying strategic marketing is one of the ways to help how to compete with the competitors to win the election.

Limitation

This study is limited to analysing the prospective voters of in the province of West Java in Indonesia. This research is also limited with the variable of personal branding and positioning concerning the intention to vote based on implementing political marketing as the intervening variable, there might be further analysis of variables with a larger population coverage. There are further investigate that can be done concerning the advantage and disadvantages of implementing political marketing and social media marketing to engage with their prospective voters.

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