

## **The Influence Of Political Marketing On Voter Decisions In The Election Of Candidate Governor And Candidate Vice Governor Of North Sulawesi Province In 2015 (Study On Voters Of Urban And Rural Areas In North Sulawesi Province)**

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**ABSTRACT:** *This study aims to analyze and explain the influence of political marketing on voter decisions in the election of Candidate Governor and Candidate Vice Governor of North Sulawesi province. In this study using the independent variable of political products, political price, political place, political promotion, and voter decisions as dependent variable.*

*This research uses survey method with quantitative descriptive approach. The research location in North Sulawesi province, population and sample used in this research are voters consisting of urban voters and rural voters in North Sulawesi province. The number of samples used in this study is 100 respondents. Sampling technique, used purposive sampling technique. Data analysis technique, collected through the distribution of questionnaires that are scored and tabulated to then be analyzed with multiple linear regression statistics.*

*The result of the research shows that: 1) Political product has no significant effect on voter decisions in urban area and has a significant influence on voter decision in rural area, 2) Political Price has significant effect on voter decisions in urban and rural area, 3) Political place has significant effect voter decisions in urban areas and in the rural areas has no significant effect on voter decisions. 4) Political promotion has no significant effect on voter decisions in urban and rural areas.*

**KEYWORDS** - *political marketing, voter decision, political product, political price, political place*

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### **I. INTRODUCTION**

Politics is one part of the cultural system, in addition to economics, technology, art and religion. There is a State which views the participation of every human being in the use of power to govern life together as a good thing, there is also looking at the opposite. Countries that view bad are commonly categorized as oligarchic countries, whereas a good-looking country is categorized as a democratic country. A State deserves to be called a democratic State if it invites citizens' participation whenever they want to take decisions that will affect the course of common life. In summary, democracy exists when there is participation. Participation takes the form of demands and support, but also control or oversight. The democratic system in Indonesia that has been implemented so far has resulted in many significant advances for the life of the community procedural. Legislative elections, presidential elections to elections are free, transparent, democratic and most importantly safe and orderly. Freedom of opinion and association far increased from the era of the new order in which freedom is greatly limited by the ruler. In Indonesia, the most fundamental thing in democracy reform is the correction of some weaknesses in the body of the 1945 Constitution which makes the constitution-faced different from the original body.

The political system in Indonesia that provides opportunities for the establishment of many political parties and individuals as candidates for regional heads so that various strategies are used to win the public sympathy. The main goal of the candidates in following the election of the regional head is to seize the dominant people's voice. Butler and Collins (2001) see an increase in volatility or the volatility of voter behavior. this certainly makes voter alignments more difficult to predict. Today's competitive and open political climate is open and transparent, so candidates need a method that can help them in marketing party ideology, political ideas and party work programs to the public, this is a necessary strategy to win political competition. Various efforts were made to improve the acquisition of votes. One way to gain public support and sympathy is with marketing.

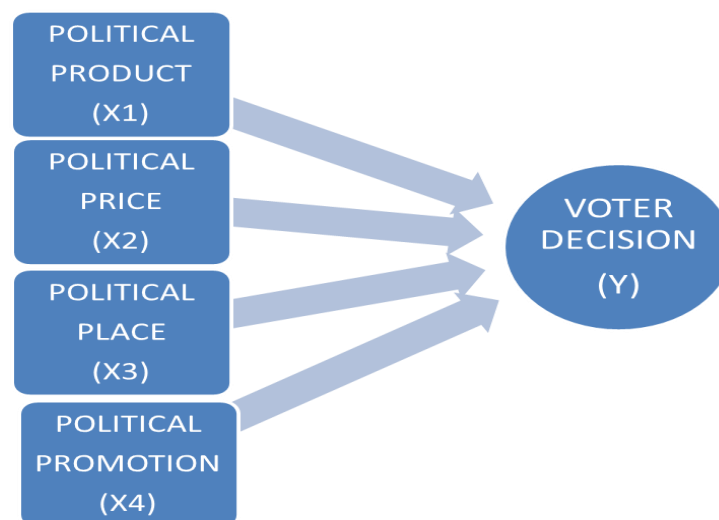
The use of marketing concepts in politics is called political marketing. Marketing is very synonymous with the business world, the use of marketing science in the world of politics is certainly very interesting to

apply. Marketing concept that aims to introduce products to consumers and win a competition is very suitable to be applied in the political world. In this case, political marketing can be used by political organizations or candidates to improve their understanding of the community as well as introduce their political products to the public. Firmansyah (2012), suggests that marketing can provide inspiration about the way a contestant in making products in the form of issues and work programs based on the problems that are being faced.

Kotler (2009) argues that the concept of political marketing is a marketing activation to succeed candidates or political parties with all political activities through campaigns of economic development programs or social concerns, theme issues, ideas, ideology and messages aimed at offered political programs high attractiveness and at the same time able to influence every citizen and institution or organization effectively. Political marketing is a process and is pursued in two ways: marketing program and voter segmentation. Marketing program is delivering a political product called 4P (Product, price, promotion and place), voter segmentation is a way of determining the voters at some level of category, so that the packaging of political products can be done according to the category (Firmansyah, 2012). Using this pattern is believed for political players believed to be able to offer alternative strategies to scoop political support especially on the tendency to vote.

## **II. Conceptual Framework And Hypotheses**

Problems in this research include the influence of political marketing with product variables, price, place and promotion of voter decisions and the object of research are voters in the election of Governor and Vice Governor of North Sulawesi Province in 2015. Based on previous theories and research the conceptual framework of causality political marketing (product, price, place and promotion) to the voter decision can be explained as in the Figure 1.



**Figure 1. Research Concept**

## **III. Research Hypothesis**

Ikshan and Shihab (2010) in the Journal entitled "Political Marketing Mix and Its Influence on Student Decision of Lampung University" This research took samples at students of Lampung University, the result showed that political marketing mix consisting of product, promotion, price and place of influence either partially or collectively to decision of University of Lampung student electorate to vote in the election of the head of Bandar Lampung city in 2010.

Sugiono (2009) in a study entitled "The Influence of External Factors on the Voter Decision in the election of Presidential and Vice Presidential 2009 in First Round in Political Marketing Perspective", this study conducted a field study on Woro villagers in Bojonegoro District. By using model of voter behavior study based on marketing then there is influence of political marketing to voter decision although there is still big external influence outside of political marketing.

Alwie (2012) in a study entitled "Political Marketing and Decision of Selecting Voters of Head of Region in Urban and Suburban Groups" This research conducted a study on political participant groups in Pekanbaru City. The results of the analysis show that political marketing, which consists of political products, political pricing, political promotion and political distribution simultaneously play a role in the decision to select

political participants in urban and suburban groups so that it can be used to predict the decision to vote, and partially significant political products and in line with the decision to choose politics.

Based on the description above, the hypothesis is arranged as follows: 1) Hypothesis 1: political marketing consisting of political product, political price, political place, and political promotion influence on voter decision in urban area. 2) Hypothesis 2: political marketing consisting of political product, political price, political place, and political promotion affect the voter decision on rural area.

#### IV. Method

In accordance with the formulation of the problem and the purpose of research to be achieved, then this research uses the type of research or research explanation hypothesis testing. It is called explanatory because it explains the problem to be researched through the collected data (Sugiyono, 2008). This research is also called hypothesis testing because it explains the causal relationship between the variables, thus the research can be called also with hypothesis test research (Singarimbun and Effendi, 1995).

Population is the whole object of study studied. The population of this study is all citizens who have the right to vote in the election of Governor and vice governor in North Sulawesi Province 2015, which in the first phase of this study population for urban areas taken in the city of Manado (Sario Tumpaan), Bitung City (Madidir unet) and Tomohon City (Paslaten) while for Rural areas taken in Minahasa district (Target and Kamangta), and North Minahasa District (Talawaan). With a total population of 15,345 people. Next to determine the size of the sample is to use the formula Slovin (Umar, 2008) that is equal to 100 respondents. In the sample withdrawal technique used area proportional random sampling.

In this study used a list of statements (questionnaires) prepared based on Likert model with five choices of answers with a range of values between 1 to 5 to capture the primary data of the respondents about political marketing consisting of political products, political pricing, political venues and political promotion as well as the decision to vote.

The data that has been collected with the questionnaire is then scored and tabulated for further analysis. The answers obtained from respondents in accordance with predetermined variable values will then be analyzed using SPSS software support version 16.0, where the technique of data analysis is done to determine the effect with multiple regression analysis approach.

#### V. Results And Discussion

##### 4.1. Results

**Table 1. Regression coefficients and their significance (in total)**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	11,058	1,560		7,088
	Product	,345	,108	,437	3,206
	Price	-,107	,054	-,173	-1,983
	Place	,339	,099	,423	3,426
	Promotion	,030	,055	,042	,541

a. Dependent Variable: Voters Decision

**Table 2. Regression coefficients and their significance (City area)**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	13,471	2,228		6,047
	Product	,265	,139	,360	1,914
	Price	-,130	,061	-,252	-2,123
	Place	,342	,127	,466	2,685
	Promotion	,037	,082	,048	,455

a. Dependent Variable: Voters Decision

**Table 3. Regression coefficients and their significance (Rural area)**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,432	2,365		3,989	,000
	Product	,390	,184	,491	2,118	,042
	Price	-,025	,125	-,033	-,199	,844
	Place	,152	,176	,184	,862	,395
	Promotion	,164	,098	,250	1,665	,105

a. Dependent Variable: Voters Decision

Source : Analysis result with SPSS

## VI. Discussion

### The Influence of Political Products on The Voter Decision

Based on the results of t-test in total shows the value of t-count political product variable is greater than t-table, this indicates that the variable of political product significantly influenced the variable of voter decisions. In rural areas it tends to be similar to the total outcome, in contrast to the results in urban areas which show that the variables of political products have an insignificant effect on voter decisions.

The results of this study are in line with research conducted by Alwie (2012), and Ikshan and Shihab (2010), that the value of variables of political product has a significant influence on variable of voter decision. This shows the interest of voters in North Sulawesi Province to this variable. Political product variables consisting of political party image, candidate image, and political promise are very important to be seen by the voters. With this result also shows that the political party that carries the candidate of governor and vice governor must have clear vision and mission and ideology and have good track record, candidate which carried by political party have to clean from negative issues like corruption case, political party as well as candidates must fight for the interests of small communities, dare to fight corruption and of course the welfare of the people.

The results shown in urban areas can be used as O'Shaughnessy (2001) suggests that political parties sell intangible products; strongly related to the value system; in it sticking promise and hope for the future; in which there is an attractive vision; the promised satisfaction is not immediately achieved, but the results are more enjoyable in the long term; uncertain and multi-interpretatable, so the offer of good governance and the existence of a value system encountered with ideological similarity becomes something that can bind the beliefs of political participants so they can have a tendency to vote in politics.

This reinforces the opinion of Niffenegger (1989) on political products which are divided into three categories: (1) Party Platform, (2) Past Record and (3) Personal characteristic. Similarly, the opinion of Firmanzah (2012) which says the behavior of voting is also loaded with ideology proximity between voters and political parties. each contestant brings a different ideology to one another. Meanwhile, in the structure of society there are also various ideologies that interact with each other. During the election campaign period, there was crystallization and grouping between the ideology held by the community and the ideology that the contestant brought. Society will group itself with contestants who have the same ideology as they profess and also distanced themselves from opposing ideologies.

### The Influence of Political Prices on Voter Decision

Based on the results of t-test in total shows the value of t-count Political Price variable is smaller than the t-table value, it indicates that the variable of Political Product has an insignificant effect on the voter decision variable. Similarly, the results shown in urban and rural areas show that the variable price of politics has no significant effect on voter decisions.

This result is in line with the research conducted by Alwie (2012), which states that the political price has no significant effect on voter decision. This shows that what is done by candidate and political party related to political price is not maximal, either effort to introduce candidate to society, build psychological perception, and build image / national image of candidate.

Niffenegger (1989) states that the price in political marketing involves many things from economic, psychological, to national image. The economic price concerns all costs incurred by the party or candidate during the campaign period. From advertising costs, publications, 'big meeting' fees to organizational costs of organizing campaign teams. Psychological pricing refers to the price of psychological perceptions, for example, whether voters are comfortable with candidate backgrounds such as ethnicity, religion, education, and so on.

While the price of national image relates to whether the voters feel the candidate can give a positive image and can be the pride of the State. A political institution seeks to minimize the price of their political products (minimizing risks) and increase (maximize) the price of the opposing political product. Making the price of opponents' political products more expensive (more risk) is a strategy that political parties or candidates can use to gain political support, because voters will vote for the party or candidate with the least risk and price.

### **The Influence of Political Place on The Voter Decision**

Based on result of t-test totally show value of t-count of political place variable is bigger than t-table value, this indicate that the political place variable had significant effect to variable of voter decision. Likewise the results shown in urban areas, in contrast to rural areas that show that the political place variable has no significant effect on voter decisions.

The results shown in urban areas are in line with the research conducted by Ikshan and Shihab (2010) which states that the political sphere has a significant effect on voter decisions and is the most dominant variable. In contrast to results in rural areas in line with research by Alwie (2012) states that the political sphere has no significant effect on voter decisions so that to improve the distribution of politics must follow other political marketing mix. This shows that people in urban areas respond positively to candidate visits or campaign teams of their own, different from those perceived in rural areas. This shows rural communities wanting candidates and campaign teams to move more actively in remote areas so they can easily access the political products they offer.

This result can be adapted to the theory of Niffenegger (1989), arguing that the place in the world of politics is closely related to the way in which the presence or distribution of a political institution and its ability to communicate with voters or prospective voters. Political campaigns have to touch every level of society. This means that a political institution should be able to map the structure and characteristics of the community, whether geographical, demographic, or voter alignments.

Distribution system is defined as a network of people and institutions associated with the flow of political products to the public, so that people can feel and access political products more easily. In the political world, the distribution of political products is closely related to the mechanism of reach and penetration of political products to regions and remote areas. People who are in great distances will be able to feel that a contestant's political product is better than other contestant's political products.

### **The Effect of Political Promotion on Voter Decision**

Based on result of t-test totally shows t-count value of political place variable is smaller than t-table value, this indicates that political place variable has no significant effect to voter decision variable. Similarly, the results shown in urban and rural areas indicate that the variables of political promotion have no significant effect on voter decisions.

The results of this study are in line with research conducted by Alwie (2012) which states that political promotion has no significant effect on voter decisions. this shows the disinterest of voters in North Sulawesi Province against what the candidates and political parties do with regard to political promotion in the election of Governor and Vice Governor of North Sulawesi.

Firmansyah (2012) states that the selection of promotional media needs to be considered. Not all media are right for promotion. The media should be carefully thought out what is most effective in transferring political messages. The choice of media is one important factor in the penetration of political messages to the public. Knowing the differences in the level of media penetration (TV, radio, print media such as newspapers and magazines) in an important area is done to ensure the effectiveness of political messages to be conveyed.

Promotion can also be done by candidates or political parties through debate on TV, with this public can see the battle program work offered. Promotion can also be done through mass mobilization of large numbers and publications of political parties. other media, can also be done by using symbols, symbols and colors of flags deployed using pamphlets, banners and posters during the campaign period.

## **VII. Conclusions And Suggestion**

### **7.1. Conclusion**

Political marketing is an approach or method that can be utilized by candidates or political parties to better understand the community and produce the most suitable program so that it can influence voters to choose them.

There are some similarities and different perceptions of political marketing in urban and rural areas, namely: 1) Political Products: in urban areas political products have no significant effect on voter decisions, while in rural areas political products have a significant effect on voter decisions. 2) Political pricing: in urban and rural areas Political prices have a significant effect on voter decisions. 3) Political Place: in urban areas where politics has a significant influence on voter decisions, while in rural areas where politics has no significant effect on voter



decisions. 4) Political Promotion: in urban and rural areas political promotion has no significant effect on voter decisions.

Based on the results of multiple linear regression in both urban and rural areas, political product variable is the most dominant variable in influencing voter decision.

## 7.2. Suggestion

In order for political programs offered by candidates or political parties to have a high appeal and be able to attract the public to vote, candidates or political parties need to design a political marketing strategy tailored to the conditions of society both in urban and rural areas in order to be able to answer every existing problem.

In the next research, it is expected to study more deeply the concept of political marketing through product, price, place and promotion variables in other locations and can add other variables to make the research model more complex and can contribute to the development of science and practical contribution.

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