

Promotion Strategy for Winning the Golkar Party in Palembang City

Muhammad Asywat, Muji Gunarto & Sulaiiman Helmi

Universitas Bina Darma

Email: sulaimanhelmi@binadarma.ac.id

Abstract

The simultaneous elections in Indonesia have created a dynamic political atmosphere, prompting political parties to adopt various strategies to secure public support. This study examines the promotional strategies employed by Golkar Party in Palembang to win legislative elections. The political marketing strategy is a critical component of electoral success, especially in cities like Palembang, where social, cultural, and demographic factors play a pivotal role. The Golkar Party's approach includes leveraging digital marketing, data-driven campaigns, and diverse communication methods tailored to different voter segments. These strategies aim to enhance the party's electability while establishing a sustainable and positive public image. Additionally, the study highlights the importance of comprehensive planning involving all party elements to ensure an effective campaign. Findings suggest that effective promotional strategies not only determine electoral success but also contribute to strengthening the party's presence and influence in the region. This research emphasizes that political promotion requires careful adaptation to local voter characteristics, ensuring campaign messages resonate with targeted audiences. By understanding and implementing innovative promotional tactics, the Golkar Party can effectively compete in the dynamic political landscape of Palembang, ultimately achieving its electoral objectives.

Keywords: Political strategy, promotional strategy, legislative elections, Golkar Party, Palembang.

1. Introduction

Simultaneous elections in Indonesia bring increasingly complex and competitive political dynamics. Political parties (political parties) compete to mobilize all the resources they have, ranging from highlighting leader figures, offering interesting work programs, to utilizing the influence of local elites to attract the sympathy and votes of the community. In this context, political campaigns are one of the main instruments to achieve victory, where the success of a campaign depends on a strategy that suits the characteristics of its voter segment (Ndenda & Tokan, 2022). An effective strategy plays an important role in ensuring optimal vote acquisition in each segment, which can ultimately determine the outcome of the election.

As part of the democratic narrative, elections are the main mechanism in leadership succession. Democratic countries, such as Indonesia, make elections as one of the instruments to ensure the sustainability of the wheels of government through periodic leadership changes (Syukri, 2018). In this case, political parties have an important mandate as an organization that carries leadership candidates to be chosen by the community. Therefore, political strategy is crucial as a method to achieve political goals, where this strategy involves a series of measurable and systematic planning (Hamajen & Setiawan, 2023).

Political parties are required to formulate strategies that are relevant to the social, cultural, and demographic context of their communities. This strategy not only determines victory in the election, but also affects the image and legitimacy of the party in the eyes of the public. In local

politics, especially in big cities like Palembang, promotional strategies must be designed in such a way that political messages can be well received by voters, from novice voters to loyal voters (Mursali & Wantu, 2021). Data-based approaches, digital innovation, and direct marketing are some of the strategic steps that can be implemented to effectively target various groups of society.

The Golkar Party, as one of the political parties with a long history in Indonesia, needs to implement an effective promotion strategy to strengthen its position in the increasingly fierce political competition. Various efforts such as political advertising, direct marketing through social media, community-based promotion, and the use of digital technology can be the main tools to bring this party closer to the community. In this context, the promotion strategy is a vital element that not only aims to win votes, but also builds a positive image of the party in a sustainable manner at the local level, especially in the city of Palembang (Lombu, 2023; Sa'ban et al., 2021).

This introduction aims to outline the importance of promotional strategies in increasing the electability of political parties, especially the Golkar Party in Palembang City. By highlighting the various strategic approaches that can be used, this section will provide an overview of how the Golkar Party can maximize its potential in the face of the upcoming simultaneous elections

2. Literature Review

Simultaneous elections in Indonesia bring a dynamic political atmosphere. Various political maneuvers are intensified by Political Parties (Parpol) to attract the sympathy and votes of the people. Political campaigns are one of the instruments in an effort to achieve victory. In the campaign, political parties compete to maximize their political power structure with various strategies used. Starting from highlighting leadership figures, offering interesting work programs, to taking advantage of the influence of local elites. This of course has implications for the political map and the composition of the government in the future.

In entering the voter market segment, the success of political campaigns is determined by the methods or strategies of political parties that are in accordance with the characteristics of the voter segment. This is important because it affects the party's vote acquisition in each voter segment. Political parties that are able to formulate and apply the right strategies and methods to each segment of voters, have the potential to get a great chance in winning the election (Ndenda, R. N., & Tokan, 2022)

General elections are very important in the life of the state, especially in a democratic country. Leadership succession for public positions is generally carried out through periodic general elections which aims to have a change of leaders in society. The person who plays a role in the relationship with this general election is a political party because according to the law, political parties have a mandate to carry candidates who will be elected by the public (Ahmad Syukri, 2018).

Political strategy is a method or tactic used by political leaders to achieve brand political goals (Samsir Hamajen, Asep Setiawan, 2023). Political strategy is a political force that will occupy power later, the strategy used uses battles to win wars and aims to achieve peace. Political strategies carried out by political parties against the public are very necessary in facing a general election. The implementation of strategies is so important that every political party inevitably has to compete to develop a political strategy that is able to provide victory (L.M. Azhar Sa'ban,

et al, 2021).

Facing such conditions, a strategy is needed for political parties to win the election. Political parties compete in their own ways to win legislative seats. Political strategy is a strategy used to realize political ideals (Rosyid, 2019). Strategy begins with a plan that cannot happen by itself (Pura, 2018).

The success of a political strategy by a political party in planning and implementing will play a role in the results of obtaining political party votes in elections (Rosyid, 2019). Success in winning the legislative election cannot be separated from the strategy, the approaches taken by political parties through legislative candidates to their voting community, to make efforts to persuade or invite the voting community must continue to be carried out. Strategy will not only determine political victory, but will also affect the party's vote acquisition.

Almost all elements of political parties need to be involved in the preparation of strategic planning for the political party concerned. To be able to develop a comprehensive plan, the party must have a structured and clear plan about what will be done in the future, namely becoming the winning party in the election (Pura, 2018).

The winning strategy of a political party is an effort made by a political party to gain sympathy and support from the public by mobilizing its resources with the aim of winning votes in the general election (Election) (Larasati, 2019) Political strategies carried out by political parties against the public are very much needed in facing a general election.

An important part in developing political promotion strategies, especially in supporting the victory of political parties at the local level, such as the Golkar Party in Palembang City. In regional political dynamics, especially in big cities like Palembang, promotion strategies must be adjusted to the social, cultural, and demographic characteristics of the community. This is important so that the political message that is wanted to be conveyed can be well received by the target audience.

Elections are part of the democratic narrative run by the state as part of the citizen sovereignty process (Mahyudin Mursali, Sastro M Wantu, 2021). Elections are a very crucial moment for political parties to maintain and increase their influence in society. The Golkar Party, as one of the parties that has a long history in Indonesian politics, needs an effective promotion strategy to strengthen its position in the midst of increasingly fierce political competition. The approach used must be able to attract sympathy from people from various circles, ranging from novice voters to loyal voters.

In this context, the Golkar Party's promotion strategy in Palembang City must maximize various relevant media and communication methods. In addition, the use of innovative strategies such as digital marketing and data-driven campaigns can help target more specific groups of voters. With a good promotion strategy, the Golkar Party is expected to not only win votes, but also build a sustainable positive image in the city of Palembang.

This introduction will discuss the background and importance of the preparation of promotional strategies, the role of promotion in increasing the party's electability, as well as an overview of the approaches that can be used by the Golkar Party in an effort to win the election in Palembang City.

In this section, it will be devoted to explaining how the political marketing of the Golkar Party

in the city of Palembang through the media is the promotions carried out by the Golkar Party. Political marketing strategy is a strategy that is widely used by many parties in the country, namely the Golkar party in the Legislative election in the previous year, this strategy is focused on political party consumers, namely voters. The political party organization, ideology and programs offered through open campaigns are no longer strong enough to support the economy. In general, it can be said that a political party is essentially an organization consisting of a group of people who have the same ideals, goals and orientations where this organization seeks to gain power and then control/control the course of the wheel of government.

Promotion Strategy. In general, strategy is a determination process or a process to determine a main plan that focuses on the long-term goals of an organization, also accompanied by the preparation of efforts or ways in such a way that these goals can be realized (DUHA, 2024). Strategy is the arrangement of mission planning of an individual or organization with the aim of achieving goals and implementing them directly (Zunaria, Y., & Ruliana, 2022). Strategy is the formulation to set goals and actions taken to achieve goals (Yatminiwati, 2019). Promotion is an effort to advertise, publicize and promote a party that is mixed in such a way according to the needs of the community. In this case, of course, the selection of media needs to be considered (Riska Fadhillah, 2018).

The processing of a product that is introduced to the political audience by paying attention to important problems that are being experienced in the legislative candidate's environment. Promotion usually involves several media for advertising on several platforms in the form of advertising and campaigns. So that the public feels served by political parties or legislative candidates and fosters deep interaction with the community (Rizky Julmansyah Lumbu, 2023).

Strategies need to be carried out by political party contestants to be able to win elections. Contestants need to conduct a study to identify the size of their supporters and those of other contestants. This identification needs to be done to analyze the strength and potential of votes to be obtained at the time of the election, as well as to identify the necessary approach to each group of voters. This strategy needs to be thought about by the contestants because competitors are also intensely making efforts to win political competition (Feronica Chensie Gioh Wiesje F. Wilar, 2023).

The strategy itself always has a goal, namely "victory". Victory will remain the focus, whether reflected in mandates, in obtaining additional votes, in an election victory for a candidate or in obtaining a majority of votes for the enactment of a regulation or policy. How the victory is used, that is the political goal behind the results that appear on the surface (Fitria, 2023).

Winning Strategies. Winning Strategies are real efforts and actions carried out by political parties to win elections. In order to achieve long-term and intermediate goals, political parties need long-term and medium-term strategies. Party strategies can be distinguished in several ways: (1) Strategies related to mass mobilization and mobilization in the formation of public opinion or during the general election period. This strategy is important to win votes that support the victory of a political party or the candidate it supports. (2) The strategy of political parties to form coalitions with other parties. This method is possible as long as the party to be invited to form a coalition is consistent with the ideology of the political party that invites the coalition and does not only pursue a practical goal, namely winning the election. The election of parties invited to form a coalition needs to consider the image that will be captured by the wider community.

Political party strategies in developing and cultivating the organization of political parties as a whole, starting from strategy, fundraising, member empowerment and regeneration, improvement of the mechanism for electing members and party leaders, and so on. Political parties need a general strategy to be able to continuously adapt to changes in the environment, such as Government Regulations, NGOs, Press, and Media as well as trends at the global level.

3. Research Method

Golkar Party's Strategy. Political Advertising. One of the ways the Golkar Party conducts campaigns in the city of Baubau through advertisements, by means of advertising is considered very effective because the role of the media in conducting campaigns is very important, by using mass media advertisements, both electronic and print media, Golkar Party candidates can inform and introduce. Vision, mission, and of course the personal figure of the candidate who will advance later (L.M. Azhar Sa'ban, Andy Arya Maulana Wijaya, 2021).

In addition, the mass media in influencing the audience is also undoubted, the influence of the mass media is so strong that the Golkar Party candidates do not hesitate to campaign in the mass media, with the character that the media has become a force that can unite and lead public opinion to the candidates of the Golkar Party of Palembang City by providing directions where they should side and what priorities they should do. By using the media, Golkar party candidates in the city of Palembang can encourage Golkar party sympathizers.

Direct Marketing. By using the direct marketing method of the Golkar party in the city of Palembang is not too dependent on conventional media such as newspapers, technological advances have led us to more targeted communication media, namely direct mail, tele marketing, internet marketing. This is not taken into account by other political parties because by using the direct marketing method, the Golkar Party can get the most votes in the general election (L.M. Azhar Sa'ban, Andy Arya Maulana Wijaya, 2021). The direct marketing model carried out by the Golkar Party by utilizing social media such as Facebook, Twitter and WhatsApp which presents messages about the party's flagship programs and the work programs of each candidate so that the public can make their choice for our party candidates. The Golkar Party is making efforts to get closer to the community by making short messages containing work programs, visions and missions, and candidate promotions through short messages through Instagram, WhatsApp and several other social media.

Personal Sales. This personal sale is an effort to build a seamless and interlaced relationship between two or more people that is able to generate two-way communication that allows the development of a relationship, from an unknown to an acquaintance and familiar, by being face-to-face the candidate is also able to force the audience to listen to him and pay attention to him (L.M. Azhar Sa'ban, Andy Arya Maulana Wijaya, 2021).

Promotion. The ways that the Golkar Party uses promotions include open campaigns, newspapers or newspapers, while those used by the Golkar Party candidates include stickers, banners, brochures, pamphlets and calendars. Golkar Party candidates prefer to carry out poromosi through newspapers or newspapers because they have the ability to reach regions according to their market sufficiency or advertisers can choose newspapers that match their targets and are distributed for free in each house. The Golkar Party in the city of Palembang uses social media to promote so that novice voters can find out what programs the candidates will do when they sit in the Regional People's Representative Council. The promotion carried out by the Golkar Party is by forming stamps in each village, one village has twenty-four members, twenty-four members also carry out promotions through stickers that are distributed to the community (L.M. Azhar Sa'ban, Andy Arya Maulana Wijaya, 2021).

Public Relations. By using the Public Relations method, the Golkar Party candidates are looking for people who avoid advertising media or personal sales, this method has its own appeal because the news conveyed is usually more authentic and credible in the eyes of readers than advertisements from newspapers or newspapers, because it is able to attract buyers in a careless state (L.M. Azhar Sa'ban, Andy Arya Maulana Wijaya, 2021).

4. Findings and Discussions

Factors Affecting the Political Promotion of the Golkar Party (1) Increasing human resources (HR), so that people can determine their voting rights well, this is also able to educate the public to choose candidates not based on how much money is given but based on personal qualities themselves. If the community is able to think and behave in this way, then there will be no candidates who pay their constituents to vote for them (L.M. Azhar Sa'ban, Andy Arya Maulana Wijaya, 2021). (2) The budget managed by the Golkar Party can be used as well as possible. As a fund to support political party activities for the implementation of political education and operations of the political party secretariat (L.M. Azhar Sa'ban, Andy Arya Maulana Wijaya, 2021).

5. Conclusion

The conclusion of the document regarding the promotion strategy of the Golkar Party in Palembang City is as follows: The Importance of Elections and Political Parties: Simultaneous elections in Indonesia are an important moment for political parties to gain public support. Political parties, including the Golkar Party, developed various promotional strategies to gain sympathy and win votes. Integrated Promotion Strategy: The strategy carried out by the Golkar Party involves various promotion methods, including political advertising, direct marketing, personal sales, promotion through mass media, and public relations. Each strategy is tailored to the characteristics of voters in Palembang and focuses on an in-depth and personal approach. Use of Social Media: The Golkar Party also uses social media to reach first-time voters, with content that showcases the work programs, visions, and missions of its legislative candidates. Data-Driven Approach: To more specifically reach voter segments, data-driven promotion

strategies and digital marketing are used. This step aims to target certain groups of voters more precisely. Factors Supporting Promotion Success: The success of a promotion strategy is influenced by improving the quality of human resources (HR) and effective budget management. The Golkar Party prioritizes political education so that voters make their choices rationally, not just based on material. This comprehensive promotion strategy is expected to be able to increase the electability of the Golkar Party in Palembang City, build a positive image, and strengthen its position in local political competition.

References

- Ahmad Syukri, R.M. (2018) 'Coalition Party Strategy in Winning AW
- Nofiadi Mawardi – Ilyas Panji Alam in the 2015 Ogan Ilir Regency Regional Head Election', *Journal of Social and Political Studies*, 2(1), pp. 31–43.
- DUHA, N.I.N. (2024) 'ANALYSIS OF THE WINNING STRATEGY OF FEMALE LEGISLATIVE CANDIDATES AS CANDIDATES FOR THE PROVINCIAL DPRD IN DABID 8 NORTH SUMATRA IN THE 2024 LEGISLATIVE ELECTION'.
- Feronica Chensie Gioh Wiesje F. Wilar, T.T. (2023) 'Strategies for Winning Female Legislative Member Candidates in the 2019 Legislative Election (Study on One of the Female Candidates Elected to the PDI Perjuangan Party in Dapil 3, Minahasa Regency)', *Journal of the Faculty of Social and Political Sciences, Sam Ratulangi University*, 3(2).
- Fitria, B. (2023) 'NEW POLITICAL PARTY STRATEGY TOWARDS THE 2024 GENERAL ELECTION (Study on the Indonesian People's Wave Political Party and the Lampung Province Ummat Party) (Doctoral Dissertation, University of Lampung).'
- L.M. Azhar Sa'ban, Andy Arya Maulana Wijaya, E.R. (2021) 'GOLKAR PARTY'S WINNING STRATEGY IN CARRYING LEGISLATIVE CANDIDATES IN BAUBAU CITY' , *13JEK:Journal of Communication Effects*, 2(2).
- Larasati, & S. (2019) 'The National Mandate Party's Strategy in Winting', 1(4), pp. 217–324.
- Mahyudin Mursali, Sastro M Wantu, U.H. (2021) 'PDIP PARTY'S STRATEGY IN WINNING THE 2019 ELECTION IN TEMPI DISTRICT', *JAMBURA JOURNAL CIVIC EDUCATION*, 1(1).
- Ndenda, R. N., & Tokan, F.B. (2022) 'Political Segmentation of Legislative Elections: A Case Study of Nining Salmawati Basalamah's Winning Strategy in Kupang City.', *Warta Governare: Journal of Government Science*, 3(1), pp. 391–409.
- Pura, A.K. (2018) 'Winning Strategy in the General Election of Gerindra Party Legislative Candidates in Buo Village, Loloda District, West Halmahera Regency in 2019.', *Politico Journal*, 7(1).
- Riska Fadhillah, A.R. (2018) 'Emma Yohanna's Winning Strategy as a Member of the Regional Representative Council of the Republic of Indonesia for the West Sumatra Constituency in 2019', *Journal Of Civic Education*, 1(4).
- Rizky Julmansyah Lombu, D.A.J. (2023) 'Campaign Strategy to the Role of the Party in the Legislative Candidacy of Incumbents and Newcomers in 2019', *JOURNAL OF GOVERNMENT AND POLITICS*, 8(4), pp. 286–294.

Rosyid., H. (2019) 'Winning Strategies of Gerindra Party Candidates in the 2014 Legislative General Election', *Journal of Chemical Information And Modeling*,

53(9), Pp. 1689–1699. Available At:
<https://doi.org/10.1017/CBO9781107415324.004>.

Samsir Hamajen, Asep Setiawan, L.A. (2023) 'Political Strategy for Usman Sidik – Hasan Ali Bassam Kasuba Victory in the 2020 South Halmahera Regency Elections', *INDEPENDENT: Journal of Indonesian Politics and Globa*, 4(1).

Yatminiwati, M. (2019) *Strategic Management: Lecture Textbook for Students*, In Widya Gama Press.

Zunaria, Y., & Ruliana, P. (2022) 'Political Marketing Orientation Model as a Komu Nikasi Strategy for Winning Legislative Elections', *Warta ISKI*, 5(1), pp.

81–91. Available At:
<https://doi.org/10.25008/Wartaiski.V5i1.155>.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>)