

Political Marketing Communication Strategy to be Elected as a Member of The Indonesia's Parliament

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Article

Submitted: 17-01-2023

Reviewed: 08-05-2023

Accepted: 11-12-2023

Published: 30-12-2023

DOI:

10.32509/wacana.v22i2.162



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Volume : 22
No. : 2
Month : December
Year : 2023
Page : 178-189

Abstract

The involvement of women in efforts to meet the minimum representation quota of 30% in the legislature is not easy. An appropriate strategy is needed to win seats in the legislature, including implementing a political marketing communication strategy. Political marketing is commonly used in economic or entrepreneurial concepts for political elements. This study aims to determine Hetifah Sjaifudian's Political Marketing Communication Strategy to be elected as a member of the Republic of Indonesia Parliament for 2019-2024. The research paradigm is constructivist with a qualitative approach and a case study research method. This study uses the political marketing communication theory put forward by Lees-Marshment. In a Product Oriented Party (POP), the leader carries out political planning activities and expects support from members and the public. The Sales Oriented Party (SOP) approach focuses on the communication strategy adopted by a party in persuading voters and the public to choose and want things offered by that party. The Market Oriented Party (MOP) approach focuses on public priorities collected from various data collection methods such as surveys, focus group discussions, consultations, meetings, interviews, gatherings, and internal discussions. The results of the research show that of the nine stages, the market research, communication, and campaign stages were important stages in winning Hetifah Sjaifudian.

Keywords: political marketing communications, Less Marshment, Market Oriented Party (MOP), Members of the Republic of Indonesia Parliament

Abstrak (Calibri body 9 pt)

Keterlibatan perempuan dalam upaya memenuhi kuota keterwakilan minimal 30% di lembaga legislatif bukanlah hal yang mudah. Untuk dapat memenangkan kursi anggota legislatif diperlukan strategi yang tepat, antara lain dengan melakukan strategi komunikasi pemasaran politik. Marketing pemasaran politik merupakan proses marketing pemasaran yang biasa digunakan pada konsep ekonomi atau kewirausahaan kepada elemen politik. Penelitian ini bertujuan untuk mengetahui Strategi Komunikasi Pemasaran Politik Ibu Hetifah Sjaifudian untuk terpilih menjadi anggota DPR RI 2019-2024. Paradigma penelitian ini adalah konstruktivis dengan pendekatan kualitatif dan metode penelitian studi kasus. Penelitian ini menggunakan teori komunikasi pemasaran politik yang dikemukakan oleh Lees-Marshment. Dalam *Product Oriented Party* (POP) pemimpin melakukan kegiatan perencanaan politik dan mengharapkan dukungan dari anggota dan masyarakat. Pendekatan *Sales Oriented Party* (SOP) menitikberatkan pada strategi komunikasi yang diterapkan oleh suatu partai dalam membujuk pemilih dan masyarakat untuk memilih dan menginginkan hal-hal yang ditawarkan oleh partai tersebut. Pendekatan *Market Oriented Party* (MOP) berfokus pada prioritas publik yang dikumpulkan dari berbagai metode pengumpulan data seperti survei, diskusi kelompok terarah, konsultasi, pertemuan, wawancara, pertemuan dan diskusi internal. Hasil penelitian menunjukkan dari sembilan tahap tersebut, tahap riset pasar, komunikasi dan kampanye merupakan tahapan yang penting dalam kemenangan Ibu Hetifah Sjaifudian.

Kata Kunci: komunikasi pemasaran politik, Less Marshment, Market Oriented Party (MOP), Anggota DPR RI

INTRODUCTION

Since the New Order era, the struggle of Indonesian women to obtain political rights has begun to be echoed. Isu hak politik perempuan menjadi semakin menarik untuk dicermati ketika situasi dan kebijakan politik Indonesia mengalami perubahan dalam perspektif perempuan. Fenomena baru demokrasi berupa affirmative action dengan kuota 30 persen keterwakilan perempuan di lembaga legislatif, membuka akses bagi kaum perempuan untuk turut berperan serta dalam pengambilan kebijakan sebagaimana termuat dalam Undang-Undang Nomor 12 Tahun 2003 tentang Pemilihan Umum pasal 65 ayat 1 yang selengkapnya berbunyi: Setiap partai politik peserta pemilu dapat mengajukan calon anggota DPR, DPRD Provinsi, DPRD Kabupaten/Kota untuk setiap Daerah Pemilihan Umum dengan memperhatikan keterwakilan perempuan sekurang-kurangnya 30 persen (Maulia dkk., 2019).

In response to the imposition of a minimum representation of 30% quota, many political parties are trying to involve women as new cadres to be nominated as legislative candidates, both at the national and regional levels, but appointing women candidates is not easy. One reason is the lack of attention from political parties in preparing female cadres to play an active role in politics. Considering that the results obtained were not in accordance with what was expected, the law was re-enacted into its replacement Law, namely Law Number 10 of 2008 concerning General Elections for Members of the DPR, DPRD, and DPD (El Adawiyah dkk., 2019). Then it was reaffirmed in KPU regulation No. 17 of 2013, which emphasized that political parties must be able to meet the 30% quota of women in their candidacy. If not, the form will be returned and threatened with sanctions.

The role of women in parliament is significant because it can influence political issues related to gender equality which is essential for the welfare of women. For this reason, one potential female academic feels called to play an active role in politics. The purpose of this is in the hope of providing broad opportunities to advance to the public sphere and occupy strategic decision-making positions in order to represent their interests, as well as in terms of creating justice and clean from corruption, in order to create a new world (a world free of discrimination).

Of the nine stages of the Market Oriented Party (MOP) political marketing strategy used by Hetifa Sjaifudian, the most impactful was the first stage of the market survey, which she carried out by going directly to the community, listening directly to the people's aspirations. Then the second is the campaign stage, which is still in sync with the market survey stage. During the campaign, Hetifah went directly to the community to the people in areas that were difficult to reach. At that moment, she conveyed the political products designed according to the survey results to the community. The use of social media is also a separate segmentation for voters according to the elements of society. So that in this campaign, he can convince the public that he can bring the aspirations of the people later as a member of the DPR RI. Next is the implementation stage, in the legislative nomination for the 2019-2024 period. Of course, this implementation stage has been running for the previous two periods, becoming good branding seen by the public that Hetifah is indeed working for the community with the implementation of the work program in the previous period. It is undoubtedly a good supplement for the community to trust Hetifah again to be elected as a member of the DPR-RI. Period 2019-2024.

The term strategy comes from the Greek - *strategia*, which means leadership over troops or the art of leading troops. The word strategy comes from the word *strategos*, which developed from *stratos* (army) and the word *agein* (to lead). Currently, the word strategy is no longer limited to the art of warfare but has been used extensively, including in communication and political science. In general, strategy is a way to win/achieve a goal, including politics.

Hart (in the book (Alfian, 2018) (Alfian, 2018) defines strategy as the art of distributing and applying military means in the last series of policies. Strategy is related to the movement of power and its effect. When military instruments engage in a real battle, disposition and direct control are called tactics. Tactics are the application of low-level strategy; strategy is the application of the low-level grand strategy or higher strategy.

The term marketing, which has been known in the field of economics, is applied to the field of politics as “political marketing” or “political marketing,” understood as the spread of political ideas by implementing commercial marketing. It shows the tendency of convergence between the political and business worlds. The ability and experience of business people in lobbying, negotiating, and marketing are easily applied or applied in political communication.

Today, the developments in society, especially the development of information and communication technology, have an impact on people’s knowledge about the right way to do politics, which makes people more critical in assessing and analyzing what political parties are doing, which sometimes is in contrast to past democratic systems, where people tended to remain silent and accept when political parties only made promises without any realization. In the past, political parties used an exploitative approach.

The impact is that if political parties/candidates use an exploitative approach, political candidates/parties will increasingly be abandoned by their constituents and supporters and increasingly lose their chances of winning future elections. Political marketing is an approach that needs to be applied by candidates/political parties if Political marketing is a combination of marketing and politics. Empirically, the entry of marketing in the political arena.

Political communication and marketing is part of the steps political strategy to introduce and gain trust and afford building the image of the enduring party constituent support from the public.(Yesicha, 2019)

In line with the concept put forward by Lees-Marshment, political marketing uses the product, sales, and market orientation to differentiate between different types of behavior. Saputra, Haryono, and Rozikin (2013) state that political marketing is the activity of making programs related to actual problems by a political party or a candidate. (Khodijah, 2022)

Shows that there are three types of marketing, namely Product Oriented Party (POP), Sales Oriented Party (SOP), and Market Oriented Party (MOP). Leaders in a POP or product-oriented political organization carry out political planning activities and expect support from members and the public. This procedural model prioritizes party arguments, values, and norms expected to build voter or public trust in the party. The SOP approach focuses on the communication strategy adopted by a party in persuading voters and the public to choose and want the things the party has to offer. This approach focuses on party product sales and marketing communications. The MOP approach focuses on public priorities collected from various data collection methods such as surveys, focus group discussions, consultations, meetings, interviews, and internal discussions.(Meeds & Bradley, 2020) In conclusion, the core of political marketing is about understanding voters’ needs and catering for those needs, of the three political marketing models, MOP is specifically targeting this goal, making it the most useful model. Within the MOP process, communication occupies a special place where the success of MOP is contingent upon the effectiveness of party-voter communication. These communications are especially important in the first step when gathering voter information and in the final step when building party image during an election campaign. From the literature review presented above, it is clear that although ICT communication enables many benefits face-to-face communication remains advantageous in many aspects. Lastly, the project’s justification for using a comparative approach is also explained.

METHOD

This research focuses on Ms. Hetifah Sjaifudian's Political Marketing Communication Strategy in her election as a member of the 2019–2024 DPR RI. This research will also function to find out how the political marketing of the Lees Marshment Model (Marketing-Oriented Party) contributed to winning the 2019–2024 legislative elections. The paradigm used in this study is constructivist. The constructivist paradigm is a paradigm that aims to discover how events or realities are constructed and in what way the construction is formed. The Constructivist Paradigm was used because the interview material from the interviewees was used as a reference for carrying out a political communication

construction in exploring more about Ms. Hetifah Sjaifudian's Political Marketing Communication Strategy in the election as a member of the Republic of Indonesia Parliament 2019–2024. Case studies are used in this research because the case in this research originates from a statement about how political communication comes from elements of political marketing, namely the Lees-Marshment theory in the Political Marketing Communication Strategy of Ms. Hetifah Sjaifudian in the election as a member of the Republic of Indonesia DPR 2019-2024. The subject of this research is Ms. Hetifah Sjaifudian, who is now a member of the DPR RP for the 2019–2024 period from the Golkar party from the East Kalimantan selection area, as well as her Success Team.

RESULTS AND DISCUSSION

The findings that researchers obtained based on the results of interviews with Informants are parties who are directly involved and understand the problem. Research; in this case, the researcher took the informant, namely Hetifah herself. As a candidate for the 2019-2024 DPR RI legislative members and two teams her campaign has an important role in the process of winning Hetifah. Sjaifudian as a member of the Republic of Indonesia DPR for 2019–2024. Researchers can describe issues related to the question in focus. This research is about how Hetifah's political marketing strategy Sjaifudian to be elected as a member of the DPR RI. Of the three interviewees, the researcher asked questions related to the focus of this research, namely communication strategy. Political marketing Hetifah Sjaifudian To be elected to the DPR-RI seat 2019-2024 using the Less-Marshment research method focus on the market-oriented party (MOP) stage.

Stage 1: Market Research

Market research is the first step when we use the Lees Marsment political marketing strategy method at the market-oriented party (MOP) stage. Using various methods, including polling, focus groups, segmentation, listening exercises, and informal hunches, and then asking what voters want the candidate to do in the short and long term. Hetifah as a candidate for the 2019-2024 DPR RI period and her team campaign, conducted market research in various ways, such as direct interviews with the community, holding FGDs, and collecting data on community habits, conditions, and even regional potential. Hetifah, who also has a background as a researcher for 20 years and owns an institution called AKATIGA-Center for Social Analysis, said that as a candidate for members of the Indonesian parliament, she is currently conducting market research. Moreover, she is not a child who was born and grew up in that area. It is his way of knowing his constituency.

“I visited several areas, even those that were very difficult to reach. I visited so that from there, I could directly collect data. For the first three weeks or so, mapping was done, especially related to the area’s condition and the people in the constituency.”

Such as visiting residents’ homes directly, holding outreach, and listening to the aspirations of residents directly.



Figure 1. Hetifah’s survey in 2019



Figure 2. Hetifah’s survey in 2019

Hetifah is also active in socializing regarding matters that are the needs of residents and specific communities. Hetifah socialized the development of clean water technology on Friday, 30 November 2018, in Muara Siran Village, Muara Kaman District, Kutai Kartanegara.



Figure 3. Hetifah's Socialization in 2019



Figure 4. Hetifah's Socialization in 2019

It was also reinforced by the second informant, a campaign team for Hetifah, namely Luay Ali, who added information that when conducting market research, they also used the sampling method.

“We sampled and proportioned it according to the population in the district and city, and then we used multi-start random sampling.”

The third informant, also from the Campaign Team, Nana Nuzul Husna said that in the framework of the market research stage, they also used the community telephone method.

“We also use a telephone survey with the community. We also go door to door with the community.”

Stage 2: Product Design

Furthermore, after conducting research/surveys and having collected data and information on the wants and needs of the people or regions in the electoral area, the next step is to do product design. This step is where political parties or candidates adapt to the market and design products.

“..of course, after field observations have been carried out, then also communication with the community, then around the first three weeks what is done is mapping, especially related to regional conditions and the conditions of the constituency. “

For the implementation to run in a controlled manner, it usually goes through four stages: pre-design, design, execution, and monev (monitoring and evaluation). In the pre-design stage, political marketers conduct market analysis and STP (Segmenting, Targeting, and Positioning). At the design stage, designing political products designs the promotion mix of political (IMC). At the execution stage, all political marketers carry out all the activities that have been designed. Furthermore, at the Monev stage, a work assessment is carried out.

In order for a robust political identity or brand, there are criteria for the success of a brand, according to Needham, namely that is the first brands or identities describe something simple, so voters do not need to dig up detailed information about the products offered, the second step the brand or identity must be unique and differentiated from competitors or competitors, the third step is brands convince voters or thus increase voter confidence and reduce risks for product owners/political actors. d. Brands are aspirational and evoke a positive vision of a better destination, the fourth step the brand symbolizes better internal values of the product or organization than competitors, last step brands will be considered credible and represent the value of the products offered

Stage 3: Product Customization

In this third stage, products are adjusted based on several factors, such as the ability to fulfill promises, parties' responses, analysis of competition with other parties, and analysis of which groups will be the main supporters of their ideas. Then, the parties develop the product taking into account the following: first Achievability, namely ensuring promises are realistic, and the party team can fulfill them: second, Internal reaction, namely ensuring changes will attract sufficient support from MPs and members to ensure implementation, taking into account party ideology and history, maintaining specific policies in line with traditional supporting markets, and also creating products that are different from competitors' products;

the third Competition in that he identifies the opponent's weakness and accentuates his strength accordingly; typical; and in a multipart system, it will also seek cooperation with the right potential partners; the fourth is Support: developing aspects of the target product to suit the target market segment. On this stage, Hetifah and the campaign team made adjustments to political products according to research results and did not harm the ideology of Hetifah herself or even the party. A set of adjustments to political products is carried out. They will be conveyed to the public during the campaign. Hetifah also said that adjusting political products to conform to ideology is natural.

".. competition in elections and the contestation of ideas every day must be there, especially if we have assessed it in the DPR.. whether this law is necessary or not. Yes, frequently we also have to listen to the opinions of other parties, so there is a process which means it is not impossible that decisions are taken in politics which may not completely make us happy but also not completely defeat us."

Apart from program design, no less important, according to Niffenegger, is the candidate's record, which can affect the number of votes. Luay Ali, as part of Hetifah's campaign team, said that in the initial process of Hetifah entering political contention in 2009, Hetifah already had a good record in the hearts of the people, where Hetifa was considered a motherly and also humble figure. (Karauwan & Adawiyah, 2021)

"At the beginning of the election, we always show the figure of motherhood. The second is that she is also a woman. The most important thing is that this Hetifa is the servant of the person, that is what is being sold, and that is her ultimate weapon, miss. The others are just supporters, miss."

From these records, Pak Luay Ali also said that from period to period, the votes tended to continue to increase because the public had seen what Hetifas had done.

"So the Hetifa's vote tended to increase in 2009, the Hetifa's vote was 23,000, in 2014 it was 48,000, in 2019 it was around 70,000 votes."

In a product, according to Niffenegger, (Mayasari dkk., 2022) what is no less critical is personal characteristics, namely regarding the image of the candidate in society. This statement was reiterated by Nana, who was also part of Hetifah's campaign team in 2009 for the first period of Hetifah's career in politics. She has been a member of the Indonesian parliament for three periods.

"The figure of an individual who is motherly, apart from that, she is also brilliant, so East Kalimantan is lucky to have her. Her concern for the community and the region is greater than that native person. Furthermore, you also know what to do. For example, each district/city has problems in detail, what are the concrete policies that must be implemented, you know, it is like a strength that might become something that people value as well."

Stage 4: Implementation

In this fourth stage, namely the party/candidate implementation stage, implementing party/candidate orientation based on the market at each internal level. Implementation is the whole activity or process of ideas that have been prepared with great care and detail. Strategy implementation is a process where several strategies and policies are turned into action through the development of programs, budgets, and procedures. Although implementation is usually only

considered after the strategy is formulated, implementation is the key to the success of strategic management. Strategy formulation and strategy implementation must be viewed from the currency side. (Junaidi & Azeharie, 2021). The implementation stages are certainly easier to see in the process of nominating Hetifah for the 2019-2024 period because she has carried out two terms in previous years. Hetifah also emphasized that the influence of the previous two periods made it easier for them to convey the implementation of what they had done from the previous period.

“In 2009, we worked fast, right, but in 2009, when we reached 2014, when our work was done, it would automatically become part of our branding.

In this case, Hetifah said that from the previous two periods, she also gained public sympathy with her performance and work programs, namely the provision of PIP/scholarships. The work program for awarding this scholarship is a continuous work program until 2019-2024.



Figure 5. Hetifah’s Scholarship Instagram account in 2020

When she was on commission two, dealing with politics and regional development, Hetifah was also one of the figures who succeeded in fighting for it. Furthermore, this is undoubtedly an excellent view to shape the image of Hetifah.

“Yes, of course, we also have several things that are very special, and it is like division only happens once... but that is historic and has its value, and it is also proven that someone wrote a book about it, and there is also recognition from figures.”

As the success team for Hetifah, Nana said that every inspiration and need from the community tries to be voiced to related parties directly related to the policy needs. Not only voice but also provide real escort so that the presence of Hetifah truly represents the community as the people’s representative.

“So if, for example, someone has a problem, maybe the road is destroyed or what we voiced to the Ministry of Public Works and Public Housing but voiced it really, so it is guarded.”

Stage 5 Communication

At this stage, it is the momentum for the party/candidate to communicate to voters that they have designed a political product or, in this case, a work program according to the voters’ wishes. Of course, communication is carefully regulated so that the public can receive this information correctly. In this case, Hetifah said that it is necessary to communicate to the people who chose us that we have done what they need, and we have voiced it to the relevant parties to provide solutions to community problems jointly

“...I also know how to do it, but if we have images in now, we will publish images in every way, and there we will tell what has been done or is being done, so what kind of product is there so that people can check our work.”

Nana, the success team for Hetifa, also added information that they voiced what the community needs after surveying during the pre-campaign period.

“Basically, during our campaign, we never promised anything, but we conveyed what the problem of the people was so that we would voice it, but we never dared to make promises because promises are things beyond our control. So if, for example, someone has a problem, maybe the road is destroyed or what we voiced to the Ministry of Public Works and Public Housing but voiced it really, so it is being escorted.”

Stage 6 Campaign

At this stage, the official campaign stage is before the election. The party reminds voters of its products' key aspects and advantages with effective organization and management, utilizes effective communication techniques and conveys positive and effective products to voters. In this stage, the researcher looked at the campaign used by Hetifah and her team, (Jumriani dkk., 2019) which mentions campaigns leading up to elections (short-term) and long term permanent campaigns (long-term). Of course, this is important to give a good image to society which has an impact on the sustainability of the candidate's political image so that Hetifah can win three consecutive ter. In this case, Hetifah revealed that they immediately went down to the community during the campaign period, met with the community, and socialized directly. However, they also used other media, such as placing billboards and banners in residents' homes along the main roads and also utilizing social media as a campaign medium namely, Hetifa herself has several social media accounts, Facebook, Instagram, Twitter, and Youtube, as expressed by Hetifah below.

“Starting from 2009, right.. because we had only a few months before the election.. after the first three weeks of the survey. I also remember that time too, did we also look for an inexpensive way, namely by making banners”.



Figure 6. Installation of Hetifa Campaign in 2019



Figure 7. Banners of Hetifa Campaign in 2019

According to Hetifah, installing campaign banners on the streets, markets, and even in residents' homes is an effective campaign strategy because the capital is cheap, and the residents can see it quickly. Nana also corroborated this information as her team member provided information during the 2019 campaign. It was easier because, during the previous period, Hetifah was secured as a member of the Republic of Indonesia DPR RI over time, when Hetifah carried out her work in the previous period automatically became a platform for campaigning, Hetifah is also 2019-2024 period.

“Because Hetifah has had two previous terms in the 2019 candidacy, sis, we no longer need much campaigning time because the community has also seen your performance.”

Luay Ali also emphasized it as Hetifah's team member for 2019-2024.

“pada tahun 2019 itu kami hanya 3 bulan sih kampanye, desember itu udah, terus kalau yang pertemuan-pertemuan itu biasanya waktu Ibu menjabat sebagai anggota, atau saat reses”

As for using social media as a media campaign, Nana emphasized that they use several social media because of their view that social media has its devotees.

“Yes, using Facebook and Instagram. We also have a website. Each of these media also has a different target audience, like Instagram, for example, it is mostly used by young people, while older people use Facebook.”

Apart from going directly to meet with residents to hold hospitality and outreach, Hetifah also makes social media one of the effective media for her campaigning. For example, she has an Instagram social media account named @hetifah, a Facebook account with the name Hetifah Sjaifudian, an account on Twitter with the name @hetifah1, and he also has a social media YouTube, namely with the account name Hetifah Sjaifudian. From this social media account, he actively shares information about his performance so that people can see his performance on their social media accounts.



Figure 6. of Hetifah’s Facebook account in 2020



Figure 7. of Hetifah’s Instagram account in 2020



Figure 8. of Hetifah’s Twitter account in 2020

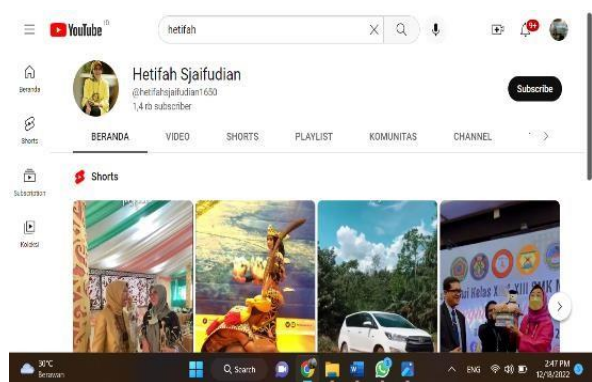


Figure 9. of Hetifah’s YouTube account in 2020

Stretching the use of social media is nothing new in Indonesia. Since experiencing a boom in 2012, people’s attachment to social media has increased. Social media, originally only used as a medium for socializing with friends and close relatives, are now starting to penetrate communication between individuals and institutions. (Rosdiani & Putri, 2021) With this phenomenon, political parties and candidates are starting to look at social media as a tool to interact with their constituents, including promoting their products. Ahead of the Legislative Elections, Political Parties have begun to create accounts to campaign for their parties and candidates intensively. The power of social media to influence society is based exclusively on its social aspects. Of course, it makes it easier for political candidates or parties to interact with the public and convey the interests of their candidacy in the intended agency. Not only personal accounts, the community, especially young people who took the initiative to become organic volunteers for Hetifah, also created an Instagram media account @hetifahkita to share information related to Hetifah and also the work programs carried out by Hetifah.



Figure 10. Volunteer Instagram account for Hetifah in 2020

Stage 7: Implementation of Elections

At this stage, namely the stage of implementing party/candidate elections, it must win votes and attract positive perceptions from voters in all aspects of behavior, including policies, leaders, party unity, and capabilities, as well as improve the quality of its membership. This election stage determines whether victory can be achieved or not. (Zulvianingrum & Najamudin, 2019) Of course, at this stage of the election, many things need to be considered, such as securing votes from fraud and monitoring during the direct election process, the vote counting process up to the determination of the vote results. Of course, this needs a particular escort. Pak Luay Ali also conveyed that they had formed a regional coordinator who served as an observer, and for TPS supervisors, he stated that a party had been provided.

“The Party has provided TPS supervisors, and if there is a district/city coordinator, ma’am.”

Stage 8: Delivery

At this stage, the party or political candidate realizes the party’s goals according to the promises made during the campaign. The party then needs to ship its products after the election. For the major parties to win elections, they must keep their word and communicate progress or engage in careful media management. Smaller parties or oppositions will be judged in terms of their objectives, such as their ability to get issues onto the agenda, or in a multi-party system, to work in coalitions, or to provide the opposition and effective representation.

Stage 9: Maintaining Market Orientation

From working visits to the electoral districts and implementing or implementing work programs, the steps taken by Hetifah are to continue to maintain market orientation. Political candidates or actors must maximize their potential to maintain support for repositioning policies and image-building to respond to changing constituent needs and aspirations. Another strategy for keeping political products moving is through research, inspection, and enforcement, considering the product life cycle. In business, it can be said that the development of each product has a specific time limit. For example, the only product that dominates the market and a new product must increase in quality until a new or better product is produced, subject to changes in market demand.

In general, the political marketing communication strategy of Hetifah Sjaifudian and her Winning Team in the 2014 election in East Kalimantan is to use approaches to the community. It is by knowing what the people need, then will be something they will voice at The campaign period follows the MOP (Market Oriented Party) method of conducting preliminary research to find out what the community wants as voters before they design the product. During the candidacy period for the 2019-2018 period, Hetifah Sjaifudian’s track record when she was a member of the RI DPRD for the two previous periods became a strategy in political marketing for Hetifah Sjaifudian in occupying a seat in the DPR RI in the 2014-2019 period.

Of the nine stages of the Market Oriented Party (MOP) political marketing strategy used by Hetifa Sjaifudian, the most impactful was the first stage of the market survey, which she carried out directly to the community, listening directly to the people's aspirations. Then the second is the campaign stage, which is still in sync with the market survey stage. During the campaign, Hetifah went directly to the community to the people in areas that were difficult to reach. At that moment, she conveyed the political products designed according to the survey results to the community. The use of social media is also a separate segmentation for voters according to the elements of society. So that in this campaign, he can convince the public that he can bring the aspirations of the people later as a member of the DPR RI.

Next is the implementation stage, in the legislative nomination for the 2019-2024 period. Of course, this implementation stage has been running for the previous two periods to become good branding seen by the public that Hetifah is indeed working for the community with the implementation of the work program in the previous period. It is undoubtedly a good supplement for the community to trust Hetifah again to be elected as a member of the DPR-RI. Period 2019-2024.

CONCLUSION

This study concludes that Hetifah and her successful team in the 2019-2024 legislative election have carried out political marketing strategy activities that are carried out continuously from the 2009 legislative election campaign period to entering three periods in the 2019-2024 legislative election campaign. Applying a market-oriented party (MOP) political marketing approach was able to direct Hetifah and her team to understand the community's needs. It became a strategy in political marketing for Hetifa and her success team in winning a seat in the parliament. The Hetifa's incumbent status for two consecutive periods influences the public's decision to elect Hetifah in the candidacy for the 2019-2024 DPR R members. The public had seen the performance of Hetifah during the previous two periods, and Hetifah was also well-known among the public. In her candidacy process, she participated in the market-oriented party (MOP) stage, starting at the political product design stage. Hetifah tried to design political products following the survey results going directly to the community. Her character, who is motherly, cheerful, and also smart, exudes the charisma of Hetifah that she can become a quality female leader.

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