



## Analysis Of The Role Of Social Media In Political Marketing Of The National Mandate Party In The 2024 General Election In Jambi City

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Placement.

**Abstract:** In the world of politics, the use of social media can also be an opportunity for new political parties to introduce their parties to the public. Political marketing via social media nowadays is one of the effective marketing techniques used by a number of political actors and political parties in Indonesia, especially for new political parties, because social media can make it easier to disseminate information related to the political party. This study used qualitative research methods. The aim is to explain the phenomenon in as much detail as possible through data collection and the object of this research includes the Jambi City National Mandate Party. The method used in this research is a literature review. Literature review is a systematic process of collecting, evaluating, and synthesizing literature related to a particular research topic. Data collection and documentation techniques from Google Scholar. Data analysis and critical review techniques. Critical review is a process of critical evaluation and analysis of a particular work or topic. Political marketing strategies teach parties to be able to differentiate their political products and image through the political marketing process. There are 4 marketing mixes in the world of politics, namely: Product, Promotion, Price,

**Keywords:** Social Media, Political Marketing, PAN Party, General Election

### Introduction

In the world of politics, the use of social media can also be a place for new political parties to introduce their parties to the public. Political marketing is a series of planned, tactical, long-term dimension activities in spreading political meaning to voters (Nursal, 2004). The goal is to shape and instill voters' expectations, attitudes, beliefs, and behavioral orientations, so that they consistently vote for certain candidates or parties (Kuada et al., 2023). In the context of political activities, political marketing is the dissemination of information about candidates, parties, and programs carried out by political actors through certain communication channels aimed at specific targets with the aim of changing voters' insights, knowledge and behavior.

(Hervina & Nurjaman, 2022) Found that political marketing is a political party strategy that plays a very important role because it is part of the strategy of persuasion activities in the political marketing approach. Political marketing is an important instrument in offering quality products according to the needs of the community (Sahid &

Budianto, 2022). Political marketing through social media nowadays is one of the effective marketing techniques used by a number of political actors and political parties that have a strong political influence. There are many political parties in Indonesia, especially for new political parties, because social media can facilitate the dissemination of information related to these political parties (Kuada et al., 2023).

As the 2024 elections approach, political party leaders are increasingly focusing on social media (Juditha, 2019). Evolving internet technology has created various social media platforms that are used in political communication such as campaigns (Indrawan et al., 2020). Social media has gained great popularity and is widely used by society because it gives individuals the ability to quickly and effortlessly share ideas and information (Susanto, 2017). In this case, political parties and competing candidates can utilize digital platforms as a means of campaigning. Apart from being a communication tool, social media is often used to show self-image or party image to people who are active in the internet world (Dinata & Andriyani, 2022).

The National Mandate Party is one of the political parties in Indonesia that was established in 1998 in the euphoria of the Reformation after President Soeharto stepped down in May 1998. The reform movement initiated by students and various elements of society demanded the reopening of the democratization faucet after a long period of confinement under the New Order regime. On August 23, 1998, a number of reform leaders such as Amien Rais, M. Qodari, Dimiyati Hartono, and others declared the formation of PAN in Jakarta. PAN was born as a new political party that became a forum for the reform struggle (Febriyanti, 2023).

The People's Mandate Assembly (MARA), which was one of the organs of the reform movement during the Soeharto era, together with PPSK Yogyakarta, Muhammadiyah leaders, and the Tebet Group then guided the birth of the National Mandate Party (PAN). After successfully participating in bringing down the New Order regime, Amien Rais (then chairman of Muhammadiyah) wanted to return to Muhammadiyah. In contrast, Amien Rais felt called to continue the struggle after bringing down the regime to rebuild Indonesia. This goal led him to establish a new political party which was later named the National Mandate Party (PAN). Initially, this Pancasila-based political party initially agreed to be formed under the name Partai Amanat Bangsa (PAB) but eventually changed its name to Partai Amanat Nasional (PAN) at a meeting on August 5-6, 1998 in Bogor (Febriyanti, 2023).

PAN carries a nationalist-religious ideology, which seeks to unite the values of nationalism and religious values (Islam) in the life of the nation and state. The party wants to realize an advanced, prosperous, and dignified Indonesia while remaining grounded in national and divine values. Based on Islamic values and nationalism. Election 1999. Although newly established, PAN won 7.12% of the votes in the 1999 elections and 34 seats in the House of Representatives. This made PAN the fifth major party at that time. Along the way, PAN continued to establish itself as a party that fights for reform, good governance, and Islamic values in the life of the nation. The party has become one of the major political forces in Indonesia (Febriyanti, 2023).

From the above issues, researchers are interested in analyzing the role of social media in political marketing carried out by the National Mandate Party. This research was conducted to see how the political marketing strategy carried out by the National Mandate Party.

## Methodology

This research uses qualitative research methods. The method used in this research is literature review. Literature review is a systematic process of collecting, evaluating, and synthesizing literature related to a particular research topic. This is an important step in research, helping researchers understand the existing research landscape, analyze existing understanding of a topic, and identify knowledge gaps that can be filled with new research. Data collection techniques and documentation from google scholar. Data analysis and critical review techniques. Critical review is a process of evaluation and critical analysis of a particular work or topic.

## Result and Discussion

The Role of Social Media as a Means of Political Marketing In the digital era, social media is currently one of the media that is widely requested by a number of people because the information conveyed by social media is more easily accessible to the community. Not only is it an entertainment media but social media today has been widely used as a means of political marketing because it is considered to be more effective in disseminating information (Kuada et al., 2023).

Political marketing strategy teaches parties to be able to differentiate their political products and images through the political marketing process There are 4 marketing mixes in politics (Noviyati & Yasin, 2021), namely:

### 1. Product

Products are divided into 3 categories with reference to party platforms that contain the concept of ideological identity and work programs, records of things that political parties have done in the past to contribute to the formation of political products and, personal characteristics as a symbol or have credibility so as to improve the image of the party. The products offered by political institutions are complex, where voters will get the results after a party or candidate is elected The importance of a political product is also not solely determined by the characteristics of the product itself The main product of an institution or candidate is a platform that contains concepts, ideological identities and work programs In addition, things that parties have done in the past contribute to the formation of a political product (Utomo, 2013). Candidates sell their political products related to the value system, which contains promises and hopes for the future. However, the results cannot be achieved immediately but can be enjoyed in the long term.

### 2. Promotion

The promotion referred to here is related to the work program offered by the party to the public through media messages, both print media, television and radio.

Actually, promotion should not only be done in the campaign season. Promotional activities must be carried out continuously and permanently and not only limited to the campaign period. Meanwhile, some people call this method as howling start. Thus, the public will always feel the presence of political institutions or candidates because the public will think that these political institutions or candidates pay attention, accommodate and try to solve the problems faced. This is important to build public trust and being a public servant needs to be cultivated in interactions with the community.

### 3. Price

Price here covers from psychological economic aspects to national image Price in the economic sense includes all costs incurred by political institutions during Penempatan (Place) the campaign period, price in terms of psychological refers to whether voters feel comfortable with the ethnic religious educational background of a candidate, price in terms of national image relates to whether voters feel the candidate provides a positive image for a nation or country and can be a source of national pride or not. A political institution seeks to minimize the price of their products (risk minimization) in order to gain public support because voters will choose the party or contestant that has the relatively smallest risk or price.

### 4. Placement

The placement in question relates to distribution. Choosing which areas to visit is a problem that is not simple. Because it needs to be considered whether the delivery of political products is sufficient through the media or must come and meet face to face with the community. Political marketing is also developed by politicians and candidates in response to the latest developments in communication technology. Political marketing is defined as a combination of the application of marketing marketing science and the application of political science as an academic subject (Munzir, 2019). Political marketing also teaches candidates and political parties to be able to describe political products clearly through the vision, mission and programs offered. To win an election, a candidate must know the fundamental problems of the community. Political marketing is also defined as the application of marketing concepts and methods to the world of politics. Marketing is needed to face competition for votes.

## Number of valid votes

**Table 1.** Number Of Political Party Votes In Jambi City 2024

| Nama Partai                     | Dapil 1<br>Provinsi | Dapil 2<br>Provinsi | Dapil 3<br>Provinsi | Dapil 4<br>Provinsi | Dapil 5<br>Provinsi | Dapil 6<br>Provinsi | Jumlah<br>Akhir |
|---------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-----------------|
| Partai<br>Kebangkitan<br>Bangsa | 25.550              | 30.963              | 33.240              | 22.544              | 36.453              | 23.907              | 172.657         |
| PartaiGerindra                  | 43.872              | 41.118              | 44.246              | 23.730              | 39.424              | 36.604              | 228.994         |
| PDI Perjuangan                  | 28.215              | 57.580              | 55.026              | 40.530              | 48.621              | 32.781              | 262.753         |
| Partai Golkar                   | 42.145              | 51.345              | 34.528              | 18.009              | 67.899              | 40.150              | 254.076         |

|  |         |         |         |         |         |         |           |
|--|---------|---------|---------|---------|---------|---------|-----------|
| Partai NasDem                                  | 40.325  | 25.555  | 21.676  | 12.956  | 28.171  | 20.189  | 148.872   |
| Partai Buruh                                   | 1.673   | 1.790   | 1.708   | 362     | 1.821   | 26.212  | 9.996     |
| Partai Gelombang Rakyat Indonesia              | 2.584   | 2.182   | 2.270   | 1.173   | 4.706   | 1.725   | 14.640    |
| Partai Keadilan Sejahtera                      | 35.099  | 19.245  | 26.611  | 12.778  | 28.233  | 17.344  | 139.310   |
| Partai Kebangkitan rakyat                      | 935     | 1.227   | 12.258  | 3.162   | 1.657   | 712     | 19.915    |
| Partai Hati Nurani Rakyat                      | 795     | 1.196   | 2.817   | 331     | 1.503   | 1.261   | 7.903     |
| Partai Garda Republik Indonesia                | 915     | 478     | 647     | 108     | 466     | 418     | 3.032     |
| Partai Amanah Nasional                         | 48.696  | 66.558  | 37.242  | 52.198  | 36.455  | 87.508  | 328.657   |
| Partai Bulan Bintang                           | 2.212   | 1.239   | 1.039   | 60      | 370     | 796     | 5.716     |
| Partai Demokrat                                | 21.292  | 28.176  | 51.478  | 19.513  | 54.996  | 15.139  | 190.594   |
| Partai Solidaritas Indonesia                   | 10.212  | 4.216   | 1.320   | 488     | 3.655   | 3.174   | 23.065    |
| Partai Perindo                                 | 11.452  | 4.106   | 2.853   | 750     | 5.274   | 3.455   | 27.890    |
| Partai Persatuan Pembangunan                   | 17.093  | 51.572  | 55.269  | 6.090   | 30.157  | 15.187  | 175.368   |
| Partai Ummat                                   | 1.668   | 1.093   | 275     | 1.084   | 4.488   | 1.469   | 10.077    |
| Jumlah seluruh suara sah partai peserta pemilu | 334.733 | 389.639 | 384.503 | 215.866 | 394.349 | 304.431 | 2.023.521 |

## Conclusion

The National Mandate Party (PAN) uses social media as one of the political marketing strategies in the 2024 General Election in Jambi City. Social media is used to disseminate information, vision, and mission of the party, as well as build a positive image and increase community participation. analysis of the role of social media in the political marketing of PAN in the 2024 General Election in Jambi City shows that the political marketing strategy used by PAN is effective in increasing community participation and winning the election. the role of social media in the political marketing of PAN in Jambi City in 2024 is very significant. With the right strategy, social media can be a powerful tool to increase visibility, communication, and engagement, as well as to optimize campaign spending and responsiveness to the public.

Based on the above research, it is worthwhile to explore how the National Mandate Party (PAN) utilizes social media platforms to communicate its national-religious ideology

and its political marketing strategy to interact with voters effectively. Conducting a qualitative research study with a literature review approach can provide valuable insights into PAN's political marketing strategy through social media.

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