

### **CHAPTER III**

## **THE POLITICAL MARKETING STRATEGY OF PKB IN INDONESIAN ELECTION 2014**

As discussed in the introduction chapter and the object description chapter of this study, which describes the political marketing strategy of PKB in the 2014 Election, for that there are some indicators that become benchmarks in the study. In this context, the author will discuss about political marketing and will explain how the political marketing strategy of PKB in the 2014 Election to win the legislative election.

In this chapter, this research will explain the political marketing strategy of PKB by using the political marketing theory: Marketing Mix (4P) that was developed by McCarthy in 1960. The four points of the marketing mix will be broken down into several specific variables. The variables will show how the implementation of PKB political marketing strategy was.

#### **A. The Political Marketing Strategy of PKB**

Political marketing is a series of planned, strategic and tactical activities, long-term and short-term dimensions, to spread political meaning to voters. Political marketing is very important, because now political parties in any country have made political marketing a necessity in its campaign process. Political choices do not come naturally, it is necessary to attempt how a political party can attract its electorate. Making political parties can then be sold into an attractive product, so

the technique of peddling political parties becomes an integral part of a political marketing.

### **1. Product**

The main product of a political institution is a party platform which consists of concept, ideology, identity, and work program of the political party. Furthermore, the track record of what the political party had conducted also contributes to the creation of a political product. Shaughnessy explained that political party sells intangible product which is strongly related to value, in which contains future expectations and promises, attractive visions, long-term benefit, and also multi-interpretable (Firmanzah, 2012: 201).

Product in political marketing context can be seen through several variables, such as party platform, track record, and personal characteristics. Below are the implementation of PKB toward the three variables:

#### **a. Party Platform**

Party Platform is the main product of a political institution which consists of the concepts, ideology, identity, and the program that is offered by the political party to the people. It includes the vision of the mission and the programs of the party or candidate in their involvement with the development process. One of the examples is the support or stance that is shown by a political party towards a controversial issue. In addition, it can also be used to see the similarities or differences in principles and policies that can be considered when forming a coalition.

Some political platforms used by political parties include: religion, nationalism, defense of the small people, efforts to achieve prosperity and fight against poverty, etc. (Firmanzah, 2012).

In 2014, the number of the people of Indonesia was 255.1 million people. The number of the people based on religion was 87,18% Islam, 6,96% Christianity, 2,91% Catholic, 1,69% Hindu, 0,72 Buddha, 0,05% Konghucu, and so on. It shows that the biggest population of Indonesia based on the religion is dominated by Moslem, with more than 207 million people (bps.go.id, 2014).

PKB exposes itself as a political party that is based on Islam or can be called as an Islamic Political Party. The actions, decisions, and work programs of PKB clearly show that PKB stands as an Islamic Political Party which represents the aspiration of the Moslem society specifically. The leader of Muhammadiyah, Din Syamsuddin, proposed that Islamic political parties should join forces together to create a coalition of Islamic political parties and the leadership position should be given to PKB. PKB also clearly declared its stance as an Islamic political party as Marwan Jafar, the Central Board of PKB, while upholding a nationalism ideology (www.merdeka.com, 2014)

Nahdlatul Ulama or NU is the largest Islamic organizations in Indonesia, followed by Muhammadiyah at the second place. The number of NU society in Indonesia is approximately 33% out of the total

number of the people of Indonesia. The number shows so many voter candidates “market” for those that declare its stance to represent the NU society. PKB proudly declares its stance as the political party for the NU society. The founding fathers of PKB and the political leaders from PKB were mostly the people of NU, showing that the party has very deep historical relations with NU (Nu.or.id, 2003)

Therefore, the party platform type can be seen through PKB’s stance as an Islamic political party as well as the political party for the people of NU. PKB’s stance is generally an Islamic party which upholds the ideology of nationalism.

#### b. Track Record

Track Record in this regard relates to the achievements accomplished in the candidate achievements as well as the party in the past. Where, with a flood of information received consumers of politics, each political party needs to think about strategies that can determine the victories. What do political parties have in the past contributed to the establishment of a political product. With the accomplishments achieved the candidate or party is very important to improve the image of the party.

Cak Imin, Chairman of the National Awakening Party (PKB) turned out to have the full name Abdul Muhaimin Iskandar. Muhaimin young active Association. He is the Chairman of the Islamic Students Movement (PMII) Yogyakarta Indonesia starting in 1990-1997. His experience led him to organize an active direct PKB'S Secretary-General of the year 1998. He first became Chairman of PKB on 2005 to 2010. On September 1, 2014, he was unanimously re-elected as Chairman because it is considered successfully raised the voice of election 2014 becomes the 9.04%. His career in the House of Representatives starting in 1999 and was elected Vice Chairman of the House of Representatives. While it's still 32 years and still holds the record as the youngest of the House leadership. Year 2009, Cak Imin was appointed Minister of manpower and transmigration (Menakertrans) by President Susilo Bambang Yudhoyono (SBY). In the same year, he received an Honorary Bintang Mahaputera Adi Pradana. Cak Imin re-elected became a member of Parliament-RI for the fourth time to the period of 2014-2019 of Dapil of East Java VIII after obtaining (www.kompas.com, 2018)

The presence of the figure of Cak Imin, is the main capital of the PKB to gain trust in the general public. His career started with the House of Representatives win seats to become a Minister in his Government. When speaking of the PKB, then the community could see the career that had been traversed by Cak Imin as Chairman of PKB

itself. Cak Imin who had first entered the Government, and then had its own strategy in the 2014 elections, namely by presenting figures that have become known by the public at large, namely Rhoma Irama, Mahfud MD, Jusuf Kalla.

PKB successfully using a surefire strategy. Surefire strategies used PKB is by forming a group that later was given the nickname Trio Macan. This Trio Macan group consists of the Rhoma Irama, Mahfud MD as well as Jusuf Kalla as a candidate for president. The establishment of this group has several specific objectives. The very first of this strategy is expected to be able to conquer the hearts of the people. The second after successfully conquered the hearts of the community then it expected most bring a positive impact to the party, PKB is gaining a voice in society. Third, this strategy may carry the name of major figures, such as the Knight of the guitarist Prof Rhoma Irama. The emergence of the Rhoma Irama as a presidential candidate, making public attention fixed on PKB, considering the figure of the legendary figure of the Rhoma Irama is in the middle of the community. Rhoma Irama in addition known as the King of *Dangdut* he also turns out to have some accomplishments that boast in terms of education. One of them, he successfully earned a doctor from abroad, namely the United States. Switch from the King of *Dangdut*, this victory could not also separate from the name Mahfud MD as well as Yusuf Kalla who carried

on as a candidate for president and vice president ([www.kompas.com](http://www.kompas.com), 2014)

PKB has had an autonomous body such as Garda and PPKB with these young men and women. Garda BMI alone is already formed several years ago and has become part of the advocacy work. Some cases TKI in Hong Kong and Malaysia have even been successfully handled Garda BMI. Basically, the Organization was already working was inaugurated only in order to stay larger and massif in the region ([www.merdeka.com](http://www.merdeka.com), 2014)

In the course of politics that has been traversed by PKB for this, starting with the 1999 general election, 2004, and 2009 has never once got a chance to win. Then, for it was in the year 2014 Cak Imin have a strategy by presenting a figure Rhoma Irama who has a lot of known people. It was proven by obtaining votes obtained in the year 2009, PKB PKB grabbing votes 4.95% whereas in the year 2014, PKB grabbed 9.04%. Thus there is an increase in the votes obtained by the PKB as compared to the previous year. The optimism shown by the PKB can be seen from the increase of these votes.

PKB Chairman Muhaimin Iskandar, in April 2014 induct the members of the legislative candidates of the PKB. This is done to establish the parliamentary candidates if later elected to Parliament. This has already become a tradition. Muhaimin Iskandar message or

frequently addressed this, in order to secure the parliamentary candidates secure the NKRI, 1945 CONSTITUTION, Pancasila and run all the people's mandate. In addition, the General Secretary of the Executive Board of Nahdlatul Ulama Marsudi Syuhud Great hope that the elected parliamentary candidates were able to run the task with good, true, honest, and fair. NU is an important part of the history of the NKRI (www.kompas.com, 2014).

This 2014 elections, PKB has been recruiting parliamentary candidates from various backgrounds such as artists, activists, entrepreneurs or advocates. Some parliamentary candidates PKB received great support from the cleric, kyai NU. One example happened in East Java. At the time of the national campaigns in the PKB *Pesantren* Lirboyo attended directly by KH Abdullah, Chairman of the Advisory Board of the DPP PKB Azis Masnyur, Chairman of the East Java PKB DPW Iskandar Halim as well as the Representatives of parliamentary candidates PKB Dapil VI East Java like Zainul Munasichin, Chusainuddin, Ermardini, Anggia and KH Mahrus An'im Falahuddin. The proximity of the PKB with all elements of society seen from the big family "participation become parliamentary candidates in the year 2014. From Lirboyo itself, there are Gus An'im forward seized the seat of Parliament. While in the DPRD Kediri there Abdul Muid Chum (www.republika.co.id, 2014).

c. Personal Characteristics



The most important resource in an organization is the human resources, the people who provide the energy, the talent, creativity and their efforts to the Organization so that an organization can keep its existence. Every human being has a different personal characteristics among one another. According to Thoha (2007) with regard to the characteristics of the individual, that individual is brought into the Organization's structure, ability, personal beliefs, needs and expectation of his past experience. These are all characteristics that belong to the personal characteristics and it will enter a new environment, i.e. the organization.

The Chairman of the National Awakening Party (PKB) Helmy Faishal Zaini, Jakarta, Friday (20/9/2013), express, Rhoma and Mahfud have capital as a candidate for president. said Helmy, ever active in party politics, becoming a member of the MPR, and surround Indonesia for 40 years. As a singer, Rhoma also has the charisma of the society. While Mahfud was an experienced legal expert as the Executive Board of the party, a member of Parliament, Minister of defence in the Cabinet of KH Wahid, and Chairman of the Constitutional Court. "Rhoma is popular in society circles, while the middle class gained Mahfud. PKB gives the opportunity to the two figures were to raise support from the public and later held a survey to test the ability of, acceptance of, and choice are both in the public eye. After the legislative elections, the PKB

will determine the a candidate for President , "said Helmy, who is also Minister of regional development Lagged (www.kompas.com, 2013)

As we know Rhoma or Mahfud Md has had capital to be known in the community. Different in their personal career, but both have been named in Indonesia society. Rhoma known as a worker of the art, more often directly face to face with the people of Indonesia through the holding of concerts over the years. He has a Religiously that could also be exciting sympathy by some the people of Indonesia. Because Rhoma Irama in addition to active as workers of the arts, he is also known for close to religious figures or by the scholars.

While Mahfud MD as a legal expert and also academics, more known by the people of the desire as well. It could be said more Rhoma Irama known community is small, compared to Mahfud MD.

**Table 3.1**

**List of National Awakening Party (PKB) Legislative Candidate  
Baseon on Electoral Districts :**

<b>NO</b>	<b>PERSONAL BACKGROUND</b>	<b>NAME</b>	<b>DAPIL</b>
1	ARTIST	Iyeth Bustami	Riau 1
		Saleh Ali Bawazier	DKI Jakarta 1

		D.G. Sandy Nayoan	Jawa Barat I
		Ressa Herlambang	Jawa Barat II
		Muhammad Ridho	Jawa Barat V
		Krisna Mukti	Jawa Barat VII
		Tommy Kurniawan	Banten III
		Gitalis Dwi Natarina	Jawa Barat X
		Theodora Meilani Setyowati	Jawa Tengah V
2	BUSINESSMAN	James kairupan	DAPIL I SULSEL
		Anwar amin	DAPIL I SULSEL
		A Nue Alam Hamzah	DAPIL I SULSEL
		H Malik Pasittai	DAPIL III SULSEL
		Hellyana Mockhtar	DAPIL II SULSEL
		Mafirion	RIAU II
		Akhmad Khambali	Sumatera utara III
		H. Agus Sulistiyono, S.E, MT	Yogyakarta DIY
		Hj. Leni Haryati John Latief, SE. M.Si	Bengkulu
3	Activits	Ir.Samsudin Rentua	Maluku
		Andi Besse Nurhayati	SULSEL II
		Drs. H. Rusli Muhammad	Aceh I
		Aryanto Munawar	Lampung I
		Drs. H. Rusli Muhammad	Aceh I
		Dr. Zainal	Kalimantan

		Arifin Noor, SE, MM	Selatan I
		H. Madyannoor Marie, LC	KALIMANTAN SELATAN I
		Ach. Saifudin Zuhri A, S.IP	Jawa Tengah V
4	ADVOCATE	Ardianjah Sh	SULSEL II
		Hasaniati, SH, MH	RIAU II
		Guntur Limbong, SH	Sumatera Utara III

Table 3.1 describes the list of legislative candidates from the PKB which most are Artists, Activists, Businessman and Advocate.

In the presidential election , PKB has been showing three names that their career is already known by the public. For parliamentary candidates of PKB which made it into Senayan , there are 47 parliamentary candidates from 77 electoral region of the election 2014. PKB carrying 9 artist , but the only one artist who successfully entered to senayan is only Krisna Mukti. Krisna Mukti is a presenter and advertising. Krisna Mukti graduated as Bachelor of Literature from University of Indonesia. Krisna mukti won a seat in the legislative of election region Jabar VII. And now he entered to the commission X that organized the education, culture, tourism, creative economics, youth, sports and library (wikidpr.org, 2014)

Beside presenting the public figures, PKB is also carrying peoples from NU as it happened in Magelang. To increase significantly vote of

PKB in election 2014 Magelang district is dominated by citizens of NU. Earlier, in 2009 most of NU citizens switched into another party. And it proved, there is an increase of vote from PKB into 2009 and 2014. In 2009 Magelang district of PKB achieved 80,005 votes and got 6 seats. While, in election 2014, PKB achieved 140,000 votes and got 9 seats in House of Representative Magelang district. This happened because the return of citizens to PKB and also a blessing from the leader of NU (www.republika.co.id, 2014)

In addition to the roster of artists who have presented above, there are several other artists' names on the list of parliamentary candidates temporary (DCS) Election 2014 IE like Atoi, Arzeti Bilbina, Sandy Nayoan, daughter of Nere, Tia AFI, Akri Patrio (www.detik.com, 2013).

The presence of the artists' names being entered into the list of parliamentary candidates by the PKB in 2014 Election, sure to crank up the sound. From here it can be seen that PKB opens itself up to all elements of society. Both from the artist, budayawan, academics, businessmen, advocates. Although it had attended various societies, nonetheless that PKB is still dominated by NU. Because we know together that PKB is the voice of the citizens central of NU.

## **2. Promotion**

Promotion includes every single activity that the political party had conducted in order to communicate its products (vision, mission, ideology,

and etc) to publics (Firmanzah, 2012: 203-205). Promotions have terms in the context of the marketing of a political party may take the form of a campaign activity by using a variety of media such as print, electronic media, or the communication is done in a face-to-face with potential voters. PKB party in doing the promotion in order to attract interest in the electorate (public) cadres or advocates use several techniques in promoting their party to potential voters by using the slogan, jargon, and also describes each work program they have. In carrying out promotional activities, there are two ways that is done by the PKB through advertising (Advertising) and also publications. As for the explanation is as follows:

a. Advertising

Advertising is the medium used in promoting his political party. The media can either be printed Media such as advertisements, brochures, posters, calendars, Banners, and newspapers. Electronic media could be advertising on television, and also Radio. Furthermore, social networking Media by leveraging social networking such as Facebook, Twitter, Instagram, and others. The last through the Organization of the event on the implementation of the campaign by inviting the artists to participate in the event are made. The National Awakening Party (PKB) in conducting a campaign on the elections of 2014 and 2014 presidential election, uses some of the media as a tool to promote and introduce to the public a lot. Availability of print media, electronic media and also use the sympathy the artists utilized PKB Party to promote the party as well as the licensed party

in a developed democracy in the year 2014. According to Hasanudin explains that in the implementation of the promotion party conducted PKB, PKB joined in the red and white as the party coalition that supported the candidature of Mr. Jokowi-Jusuf Kalla as a presidential candidate and as Vice President at 2014 presidential election. The Coalition consists of a red and white consists of PDIP, Nasdem, Hanura, PKP Indonesia and United Development Party ([www.kompas.com](http://www.kompas.com), 2014)

After joining in the red-white Coalition, continued with promotion invite the artists to participate to participate and support the candidate who carried. Artists who are invited to join the campaign, among others, Ahmad Dhani as the star of ads to promote the Party. To get support from the youth novice voters or PKB will invite Al Ghazali as the son of Ahmad Dhani to participate and the latter with the advent of the King of *Dangdut* Indonesia Mr. h. Rhoma Irama, along with his musical group incorporated in Sonnets. Rhoma Irama and Sonnets in promoting the National Awakening Party (PKB) himself campaigned for 21 days with concerts in various different areas in Indonesia. On the implementation of the campaign of PKB Rhoma Irama do 8 appearances in different cities. This campaign was followed by the final appearance on 4 April in Pasuruan, East Java. At last done Rhoma Irama accompanied party leader as well as the other artists ([www.republika.co.id](http://www.republika.co.id), 2014)

The presence and support of the artists expected to improve acquisition support or full voice of the fans who supported the PKB in

organizing Elections and succeed the 2014 candidature Jokowi-Jusuf Kalla as presidential candidate and Vice President at the 2014 presidential election. Furthermore, the same as the other political party, PKB participated actively in social media like Facebook, Twitter, Instagram, and others to attract votes on social media for the sake of better prepare its readiness in elections and the presidential election take place in 2014.

From the explanation above can be summed up using the theory of Firmanzah about promotions through media Advertising promoting the activities of the party which is using multiple media such as print, electronic media, social media, and also the role of the acclaimed artist. PKB in doing promotion for his party in order to be known by the public at large, the party in the coalition include red and white. Red-White Coalition moves to win a pair of Jokowi-Jusuf Kalla as a presidential candidate and Vice President in 2014 presidential election. In addition to include PKB also did a promotion with the artists invited to participate in the campaign and gave his support to the PKB. As for the artist to join the campaign and be a campaigner is musician Ahmad Dhani and his son Al Ghazali and King of *Dangdut* Indonesia Rhoma Irama who actively campaign in the city, Furthermore in order to maximize votes PKB participated also did the same thing with the other party, namely contributed actively in getting support through social media like Facebook, Twitter, and other social media Instagram. (Firmanzah, 2012).

b. Publication



Next in the promotion activities is the publication. Publication is an activity building or stir up positive image in the eyes of society against the perception that the party who later owned the implementation done by constructing an imaging in order to attract the attention of the public. In the do the cadres work in order to build a good image on the National Awakening Party (PKB) on the community. This activity be conducted by Muhaimin Iskandar as the Chairman of PKB in the year 2014. The role is very important where Muhaimin Iskandar Muhaimin ought to be given an honorary title as the best player 2014 because his success ushers in PKB acquire community support as much as 9.04% according to the KPU in the year 2014 (KPU, 2004).

Kompas.com explains that in the national program gains votes obtained, members and also successful team of PKB do persuasive approach to the community. Implementation of persuasive approach done by referring party officials and cadres to communicate directly with the public. This approach aims to influence the beliefs and expectations of the prospective supporters who were present when the campaign implemented.

The role of Muhaimin Iskandar is considered important because her PKB can include with the PDI-P, Nasdem, Hanura, PKP Indonesia and United Development Party. By doing some of the meetings with the officers of the party, PKB hopes to draw its sympathizers of the party supporters who are in the red-white Coalition. In addition to conducting

meetings with the top brass of the party, the meeting also performed with Rhoma Irama who was once active in party politics, then the meeting is carried out by expert Mahfud MD that is experienced as a law Administrator and members of the House and pertain is also the Minister of defence in the Cabinet of KH. Abdurahman Wahid and the Chairman of the Constitutional Court ([www.detik.com](http://www.detik.com), 2014)

Next, to create good communication as well as the trust of the community through team success and the existing cadre working together build the views and good image. In the Kompas.Com explained that the communication formed the team of PME is quite good. He graduated as an Islamic political party is certainly the PKB remains establish communication well with the religious figures in both the NU or other Islamic movements or Belief. Communication is carried out is also organizing properly, from the role of political parties, candidates, and campaigners are seen very compact in keeping existing communications. It is expected that image as well as the trust of the community to the PKB maintained properly.

From the explanation above can deduce through theory Firmanzah (2012) about a promotion in terms of publishing. This theory explains that the nature of the publication not only provide information about to join an accompaniment of political parties in elections and the presidential elections which took place in the year 2014. The National Awakening Party (PKB) through Mr. Muhaimin Iskandar as the

Chairman of PKB participated plays an active role in publishing the PKB to Indonesia society. Publication activities performed by way of joining in the coalition that supports the red-white couples Jokowi-Jusuf Kalla as a presidential candidate and Vice President in 2014 presidential election. The presence of PKB in the red-white Coalition expected PKB can attract other coalition party sympathizers. In addition to conducting Coalition, to join an accompaniment Mahfud m.d. and Rhoma Irama is seen as a precursor to a rise in support of community voice at the 2014 Elections. Furthermore, in order to maintain a good image in the eyes of society still weaves ITS communication with the good religious figures.

### **3. Price**

Price in political marketing includes three aspects, such as economic, psychology, as well as national image. Economic price includes every cost that is expensed for the political campaign process. Psychology price refers to the price perception of the voters, whether the voters are comfortable with the candidate's eligibility and background. While the national image price refers to the voter's trust to believe whether the candidate can become a good national figure or not (Firmanzah, 2012: 205-207).

#### **a. Economic Price**

Economic costs of funding activities was issued to suit every political party needs campaigned during the election. The National Awakening

Party (PKB) in to join the companion on the elections that took place in the year 2014 issued funds amounting to Rp 204 billion. Based on the financial statements provided by the KPU in the 2014 National Awakening Party (PKB) issued a Fund of Rp. 204 Billion to the cost of the campaign, the party cadres who fought legislative seats contested in the Centre, as well as costs the campaign to succeed the victory Jokowi-partner Jusuf Kalla in the 2014 presidential election (www.republika.com, 2014).

The Chairman of the Institution of the winner of the election (LPP) PKB Mr. Saifullah Mashun on Republika.Com explained that the Fund amounted to Rp 204 Billion is the accumulative figures from the first and second reports. On the implementation of the campaign carried out by any political party, political parties need funds as a means to satisfy every requirement needed for campaigning. Furthermore, the KPU explained that elections in 2014 and 2014 Elections has the right to give donations to the party overshadowing the cadres are there for the sake of the national program to grab the most votes. Source of funds amounting to Rp 66 Billion came from donations to the party, while the rest comes from donations or acceptance of the members of the legislature from PKB with a total of 556 members. In campaigning on Election 2014 PKB do restrictions against campaign finance issued. This is done to efficient existing funds to better allocated to other activities. According to the young politicians PKB Abdul Malik campaign finance restrictions

can be done by removing the selection of the second round of Elections in 2014. Reports on the funding of the year 2014 which is given to the KPU the biggest spending PKB used to finance the cost of advertising is followed by financing the creation of attributes and 2014 elections campaign Viewer. A report on where the flow of funding utilized by the PKB not published in a transparent to the community. PKB gives only the report open to KPU on the Organization of Elections and to join an accompaniment PKB supported the couple Jokowi-Jusuf Kalla as a presidential candidate and as Vice President in 2014.

Kompas.Com explained that the National Awakening Party (PKB) reluctantly opens the report to the public on grounds the party is only obliged to report to the Commission on Elections (KPU). Coordinator of campaign finance Reporting PKB Mr. Muhammad Bisri explained that all reported by PKB to the KPU could not be delivered as a whole society the obligation parties only deliver on KPU. PKB convey that the reports provided to the KPU is in compliance with the circulars and regulations No. 17 Year 2013 KPU about campaign finance political parties Election Participants 2014.

From the explanation above can be inferred through theory Firmanzah (2012) about Price in terms of the economic costs that are the all the coverage the cost of political parties during the campaign through various media used. The National Awakening Party (PKB) in the companion participated in the elections as well as the 2014 presidential

election by joining the coalition party who brings the couple Jokowi-Jusuf Kalla was candidate for President and Vice President is spending the funds of Rp. 204 Billion. Funds amounting to Rp 204 retrieved PKB party funds as well as through donations to legislative candidates which is as much as 556 cadre members of PKB. Furthermore, the largest expenditure PKB in election 2014 is financing the cost of advertising followed with financing the creation of attributes and 2014 elections campaign Viewer. For a breakdown of expenditure in the PKB campaigned, PKB not to submit a report to the public KPU provided this is because according to the PKB it is not obligation of PKB. According to ITS obligations the party just gave a report in accordance with the Regulations and circular letter No. 17 Year 2013 KPU about campaign finance political parties Election Participants 2014.

b. Psychological Price

Psychological price is a political party in creating good perception on prospective supporters. This is done through the giving comfort, optimism, and the trust of prospective supporters by using religion, education, and other personalities include candidates that candidates who provided to the community. Psychological needs for his supporters, the National Awakening Party (PKB) carrying the name of the iconic character names homeland i.e. Rhoma Irama and Mahfud Md as vice presidential candidate companion Jokowi before eventually turning support Jusuf Kalla as Golkar cadres. The presence of the Rhoma Irama

and Mahfud Md that forward as a candidate for the 2014 presidential election on Jokowi Companion is regarded as a new hope in the eyes of the supporters of the PKB.

Muhaimin Iskandar as the Chairman of the National Awakening Party (PKB) explains that her conscious PKB figure requires community leaders who can become the attraction of the mass of potential voters to succeed the PKB has enough seats in the House the central level in Detik.Com. Both of these figures are equally have sufficient competence to advance as a candidate of the PKB. Rhoma Irama ever active in party politics, becoming a member of the MPR, and surround Indonesia for 40 years. *Dangdut* singer and known as the King of *Dangdut*, Indonesia Day also has good charisma in the eyes of the community. While Mahfud Md is an experienced legal expert as the Executive Board of the party, a member of Parliament, Minister of defence in the Cabinet of KH Wahid, and Chairman of the Constitutional Court of Indonesia. Day popular in society circles, while the middle class gained Mahfud. PKB gives the opportunity to the two figures were to raise support from the public and later held a survey to test the ability of, acceptance of, and selection are both in the public eye. According to Muhaimin Iskandar in the Detik.Com explains that both figures this is according to the PKB is required because most voters could be interesting, allowing the PKB can realize minimum target, so most are not strong enough to draw the other party is willing to include with PKB. When PKB not able to grab the

amount of 20% of voters as the Presidential Appearance Mahfud MD suddenly carried PKB Central Java, appears to be outside the knowledge Muhaimin Iskandar. Central Java PKB DPW step could destabilize the situation, causing mass confusion PKB present bottom (PKB: Antara Rhoma Irama atau Mahfud MD, 2013)

Furthermore, other than through the PKB figures two names also make use of its status as a political party Islamic get full support from NU, Muhammadiyah and Islamic organizations are there in Indonesia. In creating a sense of trust and a sense of optimism in the community Detik.Com Mahfud Md explains that he has a strategy of campaigning with joined into the Group of recitation, enter boarding school, and participated directly in the activities organized by the Organization of the elements of the wings and the length of the PKB.

From the explanation above can be inferred through theory Firmanzah (2012) about Price explains that the psychological costs is a strategy used a political party in creating the perception of a good society and a sense of optimism in the supporting participate companion in celebration of democracy that is taking place. To increase the confidence and optimism of the supporters of the National Awakening Party (PKB) brings the 2 names community leaders that enough is known to have integrity as well as the authority of the good in the eyes of the community. 2 the name of the character is Rhoma Irama and Mahfud MD. both figures it has a different background, however the



presence of both the name of the character thus enhancing a sense of public confidence towards the PKB. Furthermore, in addition to carrying the 2 names the socialite PKB also approach to the study group, enter boarding school, and participated directly in the activities organized by the entire wing organization element and the length of the PKB. This is done in addition to increasing the confidence and optimism of the supporters is also done to draw attention to another party to include together make the 2014 Elections in favor of PKB.

c. National Image Price

National Image effects is a benchmark view of society towards a potential leader. The thing with regards to whether potential voters (people) feel that candidates be leaders could give a positive image and national pride can be a State in the eyes of the world.

PKB which released the characters in 2014 elections such as Rhoma Irama, Mahfud MD and also Jusuf Kalla who already known by peoples of national or even international. As long as Rhoma Irama in industrial music, and his career as King of *Dangdut* which has known by many people. Rhoma Irama is have a popularity. Recognized by Din Syamsudin as Chairman of PP Muhammadiyah at the time he said:

“The right of citizens to choose and also to vote, I think the popularity of Rhoma irama is so widely” (www.detik.com, 2012)

Rhoma admitted the fairly high level of electability. As we can see from the concert that organized by Rhoma and Sonetta, which is always get attention from the citizens. This is the reason for Rhoma to participate elections 2014. It also because of advices from Ulama and Habib. Beside of that, Rhoma held an experience he visited all the cities of Indonesia for many times, and this will be the reason for Rhoma to participate elections (www.detik.com, 2012)

Other opinions also delivered by Mahfud MD that assess Rhoma Irama have high popularity, although electability is small if compared to himself and Jusuf Kalla are both will be carried by the PKB. In one online news Mahfud MD said that:

“Current Day's high popularity, however small electability. But despite the small electability, King of *Dangdut* has opportunities to continue increase the electability. Presidential candidates are important quality, not electability. If electability Just the numbers only” (www.republika.com, 2014).

In addition to Rhoma Irama who has had wide popularity, has recognized Indonesia as King of *Dangdut*, another actor Jusuf Kalla (JK). The figure of Jusuf Kalla (JK) based on the survey conducted one of the Agencies still have the power to become a candidate for Election in 2014 president. Jusuf Kalla has also been good known to the general public because it is a former Vice President for the years 2004 to 2009. So, for the figure of Jusuf Kalla himself before the 2014 Elections, has

gained a place in the eyes of the community. High electability Jusuf Kalla can be seen from the results of the KPU who makes Jusuf Kalla alongside JK was elected President and Vice President of Indonesia 2014-2019.

Mahfud MD himself who became the Chairman of the Constitutional Court has several communities knew him, however, for people in remote or secluded certainly didn't entirely know figure Mahfud MD. Director of Research Development Countries Studies Center (DCSC) Abdul Judges assess the popularity of the former Chairman of the Constitutional Court Mahfud MD will arise ahead of the popularity of 2014, Mahfud large enough currently able to enliven competition scramble for position candidate President and candidate Vice President period 2014-2019 ([www.kompas.com](http://www.kompas.com), 2012).

Character of the third figure has been known by the people of Indonesia, although electability still hold high by JK. This happens because JK first plunge into the world of political than by Rhoma Irama and Mahfud MD.

#### **4. Place**

Place refers to the method used by the party to promote the candidates through the values and the personal characteristics. Place is deeply related with how a party communicates its ideas and messages to the people. A political party should be able to communicate its ideas to the target public

segmentation which may be based on geography, demography, or ideology (Firmanzah, 2012: 207-208).

a. Personal Marketing Program

To build strong support against the community Indonesia evenly, PKB need to do marketing personal against candidates who would be carried. Personal marketing can be associated with the distribution of a product that is expected to establish good communication on society. This distribution system can be interpreted as containing a few relationships beyond just personal and institutions related to the use of political product flow to the community widely according to O'Shaughnessy (Firmanzah, 2012).

The efforts made in the 2014 elections PKB do personalized marketing programs namely by presenting candidates there are Rhoma Irama is close in the middle of the general public, by means of attending to the boarding schools as well as attending study-study as well as enter in the whole organization. Approach with the layers of this community performed PKB as a form of communicating directly with the prospective voters (dpp.pkb.or.id, 2014)

In order to build community support Indonesia, PKB Party campaigns by means of concerts named Folk concert of the PKB, which was carried out in East Lombok, West Nusa Tenggara, in March 2014. Rhoma Irama and the Sonnets Group acting in the show. Rhoma Irama

who also became one of the candidate President of the PKB also socialized in the concert and were able to build good communication on society because the image of the rhoma irama as king of *Dangdut* (www.kompas.com, 2014)

Board of the Centre of PKB (DPP PKB) associated with the 2014 Elections, namely by way of forming the LPP which prepares all the breakthroughs and strategies for 2014 general election. One of them starts from the recruitment process of parliamentary candidates. In the recruitment of parliamentary candidates PKB do three phases mechanism. As for the steps through the eligibility and compliance test, test and test performance electability. In addition in the case of PKB, LPP also prepared through the program working as it establishment performance, scalable programs, strengthening the party's database and measure electability legislative Candidates (dpp.pkb.or.id, 2014)

Of the PKB efforts made in election 2014, i.e. starting from the fundamental process is the recruitment against the candidate. By the way pay attention to recruitment, is certainly capable of producing qualified candidates and has the vision and mission that fit the needs of the community. The program offered by the PKB not only for the Betterment of his political party, but also how can make PKB also capable of furthering the life of society.

b. Volunteer Program

To make the political distribution products owned by a political party in their implementation requires the Volunteer roles is a network which contains by members of political parties who were in the area of Stewardship Branch. In distributing the products of his political Party, PKB build communication with the competent cadres in the area. Both the cadres who currently occupy the seat of the regional House of representatives (DPRD), as head of the region, nor the cadre activ in maintaining branches in the area. Communication that is formed is expected to help transmit every political product available to the public at large.

PKB is not only doing political communication with the public, but they also doing for internal, communication between the Center of PKB with Branch of PKB needs to be made, of course the goal is to distribute political product of the PKB. There is a mutual agreement between administrators PKB at with in the area. Agreement in the form of strategies in winning Legislative Candidates or Presidential Candidates at level National or Regional..

PKB Central Board of any consolidated internally with the entire Executive Board branch to ensure victory in the legislative elections to 2014. Consolidation which aims to explore the potential and the weak point in each region, as well as evaluating the political performance of each Executive Board area (dpp.pkb.or.id, 2013)

In order to distribute the product of his political party, PKB is assisted by one organization of scholars named Wasilah gathering Asatidz Figures and *Ulama* (Wasiat Ulama), by means of disseminating the nomination as a presidential candidate Rhoma Irama 2014 for a month. Socialization was performed by Chairman Indonesia *Ulama* will Fahrurozy with how to do a lecture in front of the one million members of Testament scholars. This according to Fahrurozy got a positive response from the Organization's Testament Scholars attended by their organizational structure. Support is claimed as a result of the deal the one million members of Testament Scholars all over Indonesia. (www.kompas.com, 2012)

While the Secretary General of the PKB Nahrawi Imma invites the prospective legislators Town of Bitung, North Sulawesi campaigns promoting diversity to the rest of the community. Every parliamentary candidates as well as cadres PKB who is in each region to stand up to the campaign to the strapping over the areas and villages that PKB fixed each protect minorities, differences, diversity and prosperity (dpp.pkb.or.id, 2014).

According to the Bagus Takwin researcher's LPP has conducted the survey from September until November 2013, the National Awakening Party (PKB) is the only one party which had at least of social program. Only 17.7 percent of respondents who said that PKB hold social programs in the area. The remaining 82.3 percent of

respondents claimed to have never had social programs. According to the Good this is the case, because the political parties more think of imagery ([www.kompas.com](http://www.kompas.com), 2013).

So, it could be said of the exposure above that PKB in promoting good political Central Executive Board or District Executive Board, in which case the program does not yet have a major program in promoting candidates. Shape their program better to personal candidate who carried. How the candidate who carried them, it has been known by the public at large. And ITS also more legislative candidate who is carrying the people of NU.