Political Marketing Strategies of the Golkar Party's Regional Leadership Council in West Kotawaringin Regency for the 2024 Election

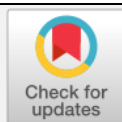**Ricky Zulfauzan** * , **and Andrie Wahyu Saputra Untung**

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ABSTRACT

Political marketing is crucial in shaping voter preferences and influencing electoral outcomes. This study analyzes the political marketing strategies employed by the Regional Leadership Council (Dewan Perwakilan Daerah or DPD) of the Golkar Party in West Kotawaringin to secure public support in the 2024 General Election. Using a qualitative case study approach, this research collects primary data through in-depth interviews with party officials, campaign strategists, and community figures. In contrast, secondary data is obtained from policy documents, media reports, and academic literature. The findings indicate that Golkar implements a multi-dimensional political marketing strategy, which includes (1) digital political communication, leveraging social media and targeted outreach to engage with voters; (2) grassroots engagement, involving direct community interaction and public service programs; (3) strategic coalition-building, forming alliances with local organizations and influential figures; and (4) resource optimization, utilizing financial assets, infrastructure, and political networks effectively. Additionally, this study identifies key factors that influence Golkar's campaign effectiveness, including candidate branding, party credibility, policy relevance, and message consistency. The findings contribute to political marketing literature by illustrating how regional parties adapt their strategies in local elections while offering practical insights for enhancing voter engagement and campaign effectiveness.

1. Introduction

Political marketing plays a crucial role in shaping voter preferences and influencing electoral outcomes. This study examines the political marketing strategies employed by the Golongan Karya Party (Golkar) to secure public support in the 2024 General Election in West Kotawaringin Regency. Specifically, it seeks to identify the key strategies, as well as the supporting and inhibiting factors that impact Golkar's political marketing efforts in the region.

As a democratic country, Indonesia upholds the principle of governance "of the people, by the people, and for the people." However, while many nations adopt democratic systems, their implementation varies significantly, with some struggling to align governance practices with democratic ideals. Democracy ensures that citizens have the freedom to express their opinions, contributing positively to national development. It also guarantees fundamental rights and fosters a sense of security within society (Dahl, 1998).

In Indonesia, general elections (Pemilihan Umum or Pemilu) serve as a fundamental instrument of democracy, reflecting the principle of popular sovereignty as outlined in Article 1, Paragraph 2 of the 1945 Constitution of the Republic of Indonesia. According to Article 1, Paragraph 1 of Law No. 7 of 2017 on General Elections, Pemilu is a means of exercising popular sovereignty, conducted directly, publicly, freely, confidentially, honestly, and fairly within the framework of the Unitary State of the Republic of Indonesia, based on Pancasila and the 1945 Constitution.

The electoral process, from the initial stages of candidate and voter registration to campaign execution and voting, is often marked by political intrigue and tensions among participants. Consequently, the Election Supervisory Board (Badan Pengawas Pemilihan Umum or Bawaslu) at both national and regional levels frequently documents numerous violations committed by election organizers, participants, and even the general public. However, only a fraction of these cases undergo legal proceedings, often only when they attract public attention. This selective enforcement fosters a perception of disparity and discrimination in addressing electoral violations (Robet, 2019).

Political marketing typically intensifies during elections due to competition among candidates and political parties, necessitating strategic engagement in marketing efforts. Candidates must design programs aligned with public expectations, effectively communicate these programs, and seek feedback from the community. Such efforts foster a connection between candidates and the electorate (Lees-Marshment, 2001).

Political marketing aims to assist political parties and candidates in understanding their constituents, developing programs and political messages that resonate with public aspirations, and communicating effectively with the electorate. As a relatively new phenomenon in the context of general elections, political marketing applies marketing principles and methodologies to help politicians and parties build efficient and effective two-way relationships with constituents, both directly and through media channels (Henneberg, 2002). Firmanzah highlights that political marketing adopts the four Ps of marketing—Product, Promotion, Price, and Place—within the political sphere (Firmanzah, 2012).

The motivation for this research stems from the growing significance of political marketing as a field of study, particularly in electoral contexts. Political marketing has emerged as a distinct discipline, evolving alongside advancements in information and communication technology, such as social media platforms and television, which are widely consumed by the public, including residents of West Kotawaringin Regency. Consequently, media has become a primary channel for political marketing, enabling parties to promote their candidates and

platforms. In recent years, political marketing has gained traction, with political institutions increasingly adopting alternative approaches to engage with constituents (Scammell, 2014).

Despite the expanding body of literature on political marketing in Indonesia, most studies focus on national-level elections or major urban centers. Limited attention has been given to regional political marketing strategies, particularly in semi-urban and rural areas such as the West Kotawaringin Regency. This study addresses this gap by analyzing how Golkar integrates traditional political engagement with modern digital strategies to reach diverse voter segments. By focusing on a specific regional context, this research contributes new insights into the adaptation of political marketing strategies beyond metropolitan settings. The findings provide practical implications for political parties seeking to enhance their campaign effectiveness in similar demographic and geographical conditions.

2. Literature Review
2.1. Political Marketing

Political marketing has emerged as a significant strategic tool in electoral competition, shaping both campaign strategies and public perception. According to Firmanzah, political marketing encompasses the technical instruments used to secure victory for candidates or political institutions in elections (Firmanzah, 2012). However, beyond electoral success, it also serves to build long-term engagement between political actors and the electorate. This concept is also articulated by Kotler and Levy, who describe political marketing as a medium for interaction between two or more social structures (Firmanzah, 2012). In this context, it functions as both a campaign tool and a mechanism for fostering relationships between candidates and voters.

With the rapid advancement of technology, political marketing has evolved from traditional methods to more interactive and data-driven approaches. Recent studies highlight the increasing role of digital engagement strategies in transforming political marketing. According to Lilleker and Tenscher, social media platforms have revolutionized political communication by enabling direct and personalized interactions between candidates and voters (Lilleker & Tenscher, 2018). Political parties now rely on data-driven campaigns that leverage voter analytics to craft tailored messages and enhance engagement (Strömbäck & Kiousis, 2011). This evolution underscores the growing influence of digital tools in shaping modern political campaigns, making them more dynamic and adaptive to contemporary communication trends.

The marketing mix concept, initially developed in the business realm, has been adapted to the political context to structure campaign strategies effectively, according to Niffenegger, who introduced the 4P framework in political marketing: product, promotion, price, and place (Firmanzah, 2012). In this context, the product refers to the candidate, policies, or party ideology; promotion involves campaign messaging and media strategies; price encompasses the perceived costs or trade-offs voters associate with supporting a candidate; and place signifies the distribution channels through which political messages reach the electorate. However, recent research suggests that an additional factor—engagement—has become a critical component of modern political marketing (Abid et al., 2023). Engagement strategies, particularly through digital platforms, allow political actors to maintain continuous communication with their electorate beyond traditional campaign periods. This shift reflects the increasing importance of sustained voter interaction in shaping political loyalty and influence.

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2.1.1. Product

The political product is inherently complex, as voters cannot fully experience it until a candidate or party assumes office. Unlike tangible goods, political products are evaluated based on promises, reputations, and perceptions rather than direct usage. Niffenegger categorizes political products into three key components: party platform, past performance record, and candidate characteristics (Firmanzah, 2012). The party platform encompasses ideology, policy proposals, and work programs that define a party's vision. The past performance record provides insight into the historical effectiveness and credibility of a party or candidate. Lastly, candidate characteristics, including personality, leadership style, and background, significantly shape public perception and electoral success.

Recent studies highlight the growing significance of candidate branding in shaping the political product. According to Perloff, voters increasingly assess political candidates not only through their policies but also through their digital presence and personal narratives (Perloff, 2021). In the digital era, candidates must actively manage their public image across multiple platforms, strategically crafting messages that reinforce their credibility, authenticity, and appeal. This evolution underscores the necessity for political figures to engage in consistent, data-driven image-building efforts to align with voter expectations and preferences.

2.1.2. Price

In political marketing, price extends beyond financial considerations to include psychological and national image aspects. Unlike traditional commercial pricing, where consumers exchange money for goods or services, political pricing involves the costs voters bear in terms of trust, belief, and perceived risks associated with supporting a candidate or party.

The economic price in political marketing comprises the substantial costs of campaigning, including advertisements, publications, rallies, and digital outreach. However, voters primarily experience political prices through psychological and national image factors. The psychological price refers to how voters assess a candidate based on personal attributes such as ethnicity, religion, and education, which influence perceptions of alignment with societal values and personal beliefs. The national image aspect pertains to a candidate's ability to inspire national pride and project a vision that resonates with collective identity and aspirations.

Lilleker and Lees-Marshment emphasize that price in political marketing fundamentally differs from commercial pricing, as voters do not pay with money but with trust and confidence in a candidate or party (Lilleker & Lees-Marshment, 2005). A candidate's legitimacy depends on their ability to earn and sustain public trust, which directly impacts electoral success. Additionally, recent research highlights an emerging dimension of political price: data privacy concerns (C. J. Bennett, 2016; Blasi Casagran & Vermeulen, 2021). As campaigns increasingly leverage voter analytics and micro-targeting strategies, the electorate has become more aware of how their personal information is used. The perception of political campaigns as intrusive or manipulative can impose a psychological cost on voters, potentially influencing their decision-making process.

2.1.3. Place

In political marketing, place refers to the distribution strategy and communication pathways that connect political entities with voters. Distribution channels in political marketing encompass all activities that make political products—such as candidates, policies,

and party platforms—accessible to the electorate (Hunt et al., 1985; Robicheaux & Coleman, 1994; Stern & Reve, 1980). To maximize outreach, political parties must strategically map community structures and voter demographics, ensuring their messages reach diverse societal segments.

Recent studies highlight the increasing role of digital and hybrid distribution strategies in modern political marketing. Social media, mobile applications, and online platforms have become essential tools for voter engagement, particularly in remote or underrepresented communities (C. J. Bennett, 2016; Blasi Casagran & Vermeulen, 2021). Furthermore, political campaigns increasingly rely on geolocation targeting and micro-targeted advertising to deliver tailored messages to specific voter segments (Strömbäck & Kiousis, 2011). This shift reflects a broader transition from traditional door-to-door canvassing to more data-driven, personalized outreach that enhances voter interaction and mobilization.

To effectively engage all voter demographics, including those in rural or underserved areas, campaigns must adopt multi-channel placement strategies. This includes leveraging local media outlets, face-to-face meetings, and grassroots volunteer networks to establish a direct presence in various regions. Moreover, the rise of hybrid campaign strategies, which integrate in-person interactions with digital engagement, has proven to strengthen voter trust and participation (Abid et al., 2023). By adapting commercial distribution principles to the political context, candidates and parties can optimize their reach, influence voter behavior, and ultimately enhance their electoral success.

2.1.4. Promotion

Promotion in political marketing encompasses a broad range of activities aimed at building the public image of candidates or political parties and effectively communicating their messages. According to Firmanzah, political institutions frequently collaborate with advertising agencies to craft compelling slogans, jargon, and visual imagery that resonate with voters (Firmanzah, 2012). The selection of media is also crucial, as not all platforms effectively convey political messages. The penetration levels of television, radio, and print media must be carefully assessed to ensure maximum outreach to targeted voter segments.

Recent studies highlight the growing dominance of digital and social media promotion in modern political marketing. Platforms such as Facebook, Twitter, and TikTok have become essential tools for political communication, enabling real-time engagement and personalized interactions with voters (Boulianne et al., 2024; Skoric et al., 2016). Additionally, algorithmic targeting allows political advertisements on digital platforms to reach the most relevant audiences with tailored messages (Perloff, 2021). This trend underscores the increasing reliance on data-driven promotional strategies, which offer greater precision and cost-effectiveness compared to traditional media.

Beyond digital engagement, televised debates remain a powerful promotional tool, providing voters with direct insight into candidates' policies, leadership styles, and public speaking abilities. Traditional promotional methods such as mass mobilization, party publications, and symbolic materials—including flags, pamphlets, and posters—continue to play a role, particularly in grassroots and rural campaigns. However, recent research suggests a growing shift towards influencer-driven and peer-to-peer promotion strategies, particularly among younger voters who value authenticity over formal political advertising (C. J. Bennett, 2016; Blasi Casagran & Vermeulen, 2021). This shift reflects an increasing need for interactive, community-driven promotional approaches, reinforcing voter trust and engagement in contemporary political marketing.

2.2. Political Strategy

Strategic political research is a complex field that examines the dynamics of political competition, influence, and decision-making. Effective political strategies are essential for political actors to achieve their goals, whether in elections, policy-making, or governance. Over time, the concept of political strategy has evolved by incorporating insights from various disciplines, including political science, sociology, psychology, and communication studies. According to Lees-Marshment, political strategy involves a series of activities designed to shape public opinion, influence voter behavior, and guide policy decisions (Lees-Marshment, 2019). This requires a deep understanding of the political environment, including the strengths and weaknesses of political actors, the views and values of the electorate, and the evolving media landscape.

One of the key components of political strategy is the development of a compelling narrative that resonates with key stakeholders. Research by Lilleker and Tenscher highlights the growing importance of emotional storytelling, where politicians and parties craft narratives that establish deeper connections with voters (Lilleker & Tenscher, 2018). In an era where emotions play a crucial role in decision-making, political messages must align with the psychological drivers of voter behavior to build trust and mobilize support. Beyond messaging, successful political strategies rely on a combination of traditional and modern campaign tactics. Traditional methods, such as political advertising, direct mail, and televised debates, continue to be relevant, but digital platforms have increasingly transformed political communication. Social media campaigns, algorithmic targeting, and micro-influencer marketing now allow politicians to reach and engage voters in a more personalized and interactive manner (Strömbäck & Kiousis, 2011). These developments have made data-driven campaign strategies more critical, as political actors use voter analytics to segment audiences, craft tailored messages, and optimize outreach efforts.

In addition to messaging and campaign tactics, effective political strategy requires the ability to manage risk and uncertainty. Political environments are inherently dynamic, requiring politicians to make decisions in situations where outcomes are uncertain. Risk assessment and crisis management play a significant role in political decision-making, as political actors must weigh the potential risks and benefits of different courses of action (Anderson, 2011; Holst et al., 2022). The increasing reliance on data analytics further enhances political strategy by providing deeper insights into voter behavior. Data analytics allows campaigns to analyze large datasets, identify key electoral trends, and develop predictive models that guide campaign strategy (Lilleker & Lees-Marshment, 2005). However, as voters become more aware of how their data is being used, political campaigns must balance data-driven approaches with ethical considerations, ensuring transparency and trust.

Navigating electoral systems and regulations is another critical aspect of political strategy. Electoral success is often determined not only by voter outreach but also by an in-depth understanding of the legal frameworks that govern elections, including campaign finance rules, candidate selection processes, and voting mechanisms (Lees-Marshment, 2019). Political actors must remain adaptable, responding to shifts in electoral regulations and public sentiment to refine their strategies accordingly. Beyond institutional factors, political success also depends on building strong relationships with key stakeholders. Voter engagement, donor support, and political alliances are all essential in sustaining a competitive advantage. Lilleker and Tenscher argue that maintaining voter trust requires consistent communication, responsiveness to public concerns, and a clear demonstration of political accountability (Lilleker & Tenscher, 2018).

Leadership also plays a fundamental role in shaping political strategy. Effective leaders are those who can inspire confidence, articulate a compelling vision, and make decisive choices even in complex and uncertain environments. According to Strömbäck and Kiousis, political leaders must possess strong communication skills, the ability to manage crises, and strategic foresight to anticipate and influence political trends (Strömbäck & Kiousis, 2011). The combination of these elements—narrative building, tactical execution, risk management, data-driven insights, electoral system navigation, stakeholder engagement, and leadership—ultimately determines the success of a political strategy. In an ever-changing political landscape, adaptability and continuous innovation remain critical for achieving electoral and policy objectives.

3. Research Methodology

This research aimed to explore the political marketing strategies employed by the Golkar Party in West Kotawaringin to garner voter support. Given the dynamic nature of political landscapes and voting behavior, understanding how political parties navigated these challenges through targeted strategies was critical. This study adopted a qualitative approach using a case study methodology to capture the complexity and contextual nuances of political marketing strategies.

A qualitative research design was particularly suitable for this study as it allowed for an in-depth exploration of political marketing strategies within their real-world context. Unlike quantitative approaches focusing on numerical data and statistical generalizations, qualitative research provides detailed descriptions and deep insights into political dynamics, campaign strategies, and voter engagement (Creswell & Poth, 2018). As Yin outlined, the case study method was particularly applicable for examining complex phenomena within their specific environments (Yin, 2018), making it ideal for investigating how the Golkar Party formulated and implemented its marketing tactics in West Kotawaringin.

This study was structured as a qualitative case study, enabling a holistic examination of the Golkar Party's political marketing efforts. The case study approach facilitated an understanding of how various stakeholders—including party officials, campaign strategists, and voters—perceived and contributed to political marketing strategies. The study uncovered intricate relationships and contextual factors influencing voter mobilization by focusing on a single case.

A purposive sampling method was employed to select participants directly involved in the Golkar Party's political marketing initiatives. Key informants included party officials, campaign strategists, local leaders, and voters actively participating in recent elections. A sample size of approximately 15 to 20 participants was anticipated, ensuring a diverse range of perspectives while maintaining the depth of analysis (Creswell & Poth, 2018).

Data were collected through multiple sources to enhance the credibility of the findings:

1) Semi-Structured Interviews

Interviews with key informants provided detailed insights into their experiences and perceptions regarding the party's marketing strategies. The semi-structured format ensured that essential topics were covered while allowing for flexibility in probing deeper into relevant issues.

2) Focus Group Discussions (FGDs)

FGDs complemented interviews by encouraging participant interaction, fostering a deeper understanding of collective views and group dynamics in political marketing.

3) Secondary Data Analysis

Secondary data were collected from campaign materials, social media content, and election results to strengthen contextual understanding. This triangulation of data sources provided a comprehensive view of the party's strategies and enhanced the robustness of the study.

To enhance the validity and reliability of the findings, the study incorporated several methodological rigor measures:

1) Triangulation

   Multiple data sources—including interviews, FGDs, and secondary data—ensured cross-verification of information, reducing the risk of bias and increasing the credibility of the results (Denzin, 2012).

2) Member Checking

   Participants had the opportunity to review transcripts and preliminary findings to confirm the accuracy of their responses, thereby improving the study's validity.

3) Peer Debriefing

   Discussions with academic peers and experts in political science were conducted to evaluate interpretations and minimize researcher bias.

4) Reflexivity

   The researcher maintained a reflective journal to document potential biases and ensure transparency in data interpretation.

Thematic analysis was employed to identify, analyze, and interpret patterns within the data (Braun & Clarke, 2006). The process involved:

1) Familiarization with the data.
2) Generating initial codes.
3) Searching for themes.
4) Reviewing themes.
5) Defining and naming themes.

This approach facilitated a nuanced interpretation of participants' responses, leading to deeper insights into the effectiveness of the Golkar Party's political marketing strategies.

4. Results and Discussion
4.1. Product

Insights from interviews with Ir. H. Wisman, Chairman of the Golkar Party's Regional Leadership Council (DPD) in West Kotawaringin, and Dr. Erry Eryansyah, a local parliament member representing Golkar, reveal a strategic and adaptive approach to political product marketing. Their strategy focuses on garnering public support for the 2024 elections through comprehensive market research and an in-depth understanding of community needs. By aligning policies and programs with voter expectations, Golkar aims to enhance its electoral appeal and strengthen its position in the region.

This approach underscores the importance of data-driven decision-making in political marketing, where voter preferences and sociopolitical dynamics inform campaign strategies. The following sections critically examine Golkar's marketing efforts, integrating direct interview excerpts to substantiate key findings and provide deeper insights into the party's engagement with its electorate.

4.1.1. Market Research and Community Needs Analysis

Golkar's emphasis on market research reflects contemporary marketing theory, which advocates for a customer-centric approach to strategy development (Kotler & Kelle, 2021). This principle is evident in the party's efforts to directly engage with the electorate to understand their concerns and aspirations. As Dr. Erry Eryansyah highlighted in an interview: "We cannot assume what people need; we must engage with them directly to understand their concerns and aspirations." By conducting rigorous surveys and qualitative data collection, Golkar refines its ability to develop policies that address pressing community issues.

Research suggests that political parties that actively invest in voter preference analysis are more likely to develop compelling initiatives that resonate with the electorate and enhance electoral success (Dahlgren, 2018; Eden et al., 2018; Elishar-Malka et al., 2020). This data-driven responsiveness not only strengthens voter trust but also enhances the party's credibility, positioning Golkar as an organization that prioritizes public needs over assumptions. By integrating market research into its strategic framework, the party ensures that its policies remain relevant, evidence-based, and voter-oriented, reinforcing its competitive advantage in the 2024 elections.

4.1.2. Program and Policy Development

After identifying community needs, Golkar translates these insights into targeted programs and policies designed to address voter priorities. Ir. H. Wisman emphasized this approach, stating: "We craft our policies based on what we hear from the ground—economic aid programs, youth empowerment initiatives, and infrastructural development are top priorities." This strategy aligns with effective program planning principles, which stress the importance of policy responsiveness in fostering political engagement (Speer, 2012; Wampler, 2012).

Research indicates that when political platforms translate into tangible improvements, voter satisfaction and trust increase, ultimately strengthening electoral support (Kaur & Sohal, 2019; Kumar & Sharma, 2024). By prioritizing community-driven policies, Golkar enhances its credibility and reinforces its role as a party that listens to and acts upon public concerns. This adaptive governance approach not only improves voter perception but also contributes to long-term political sustainability.

4.1.3. Communication Channels and Social Media Utilization

Golkar strategically employs diverse communication channels, with a particular focus on social media, to strengthen voter engagement and outreach. The party actively utilizes platforms such as Facebook, Instagram, and Twitter to facilitate real-time interaction, feedback collection, and rapid information dissemination. As a campaign strategist explained: "Social media enables us to communicate directly with voters, answer their questions, and dispel misinformation instantly." This approach reflects a broader shift in political communication, where digital platforms serve as interactive tools for engagement rather than mere broadcasting channels.

Empirical research supports this strategy, indicating that social media fosters two-way communication, which enhances public engagement, political transparency, and trust (Hargittai et al., 2024; Lutz & Hoffmann, 2017). Moreover, the ability to directly address voter concerns and counter misinformation in real-time strengthens the party's credibility and reinforces its connection with the electorate. Golkar's proactive use of digital platforms aligns with contemporary political marketing strategies, ensuring greater visibility, accessibility, and

responsiveness—all critical factors in securing electoral support in an increasingly digitalized political landscape (W. L. Bennett & Segerberg, 2016).

4.1.4. Direct Engagement and Public Meetings

Beyond digital outreach, Golkar places a strong emphasis on direct engagement through community meetings, public discussions, and grassroots interactions. Face-to-face communication remains a crucial component of political branding and trust-building (N. Martin et al., 2022; Pich & Newman, 2020), as it fosters personal connections between political actors and voters. As one party official explained: "Meeting voters in person reassures them that we are listening and acting on their behalf. It builds a connection that online platforms cannot replace."

Empirical research supports this approach, demonstrating that direct voter contact strengthens political loyalty and enhances public support. Personal interactions signal approachability, accountability, and commitment, making voters more likely to perceive the party as genuinely responsive to their concerns (Leeper & Slothuus, 2014; Nofrizal et al., 2024). By maintaining a balance between digital communication and in-person engagement, Golkar reinforces its credibility and ensures that voter relationships are built on both accessibility and authenticity, key elements in sustaining long-term political influence.

4.1.5. Party Branding and Value Proposition

A strong political brand is central to Golkar's strategic approach, as effective branding fosters voter loyalty and strengthens party identity. Understanding voter values, historical perceptions, and cultural contexts allows the party to craft a compelling and relatable political narrative. As a senior party member explained: "We emphasize Golkar's legacy and commitment to stability and development." This strategic positioning reinforces the party's historical role and governance credentials, appealing to voters seeking continuity and progress.

Research suggests that successful political branding must align with voter identities, aspirations, and sociopolitical expectations to be effective (Bornschier et al., 2021; Flight & Coker, 2022; Raynauld & Lalancette, 2023). By clearly articulating its vision, core values, and differentiation from competitors, Golkar aims to strengthen its position as a leading political force in West Kotawaringin. This approach not only enhances party recognition and credibility but also ensures that Golkar remains relevant and adaptable in an evolving political landscape.

4.1.6. Multi-Channel Communication Strategy

Golkar employs a multi-channel communication strategy that integrates both traditional and digital marketing efforts to maximize voter outreach. By combining billboards, banners, and face-to-face campaigns with targeted online initiatives, the party ensures that its messaging reaches diverse voter demographics. As one campaign manager explained: "We don't rely on just one medium. Our strategy ensures we reach rural voters through traditional methods while engaging younger demographics via social media."

This hybrid communication model aligns with recent research emphasizing that multi-channel outreach reinforces campaign messages and enhances voter engagement (Jungherr et al., 2020; Sharma et al., 2022). By leveraging varied communication platforms, Golkar effectively broadens its audience reach, strengthens political messaging consistency, and adapts to the preferences of different voter segments. This strategic integration allows the party to maintain a strong presence across multiple voter groups, ensuring visibility, accessibility, and sustained political influence in the lead-up to the 2024 elections.

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Figure 1. Product

4.2. Price

As part of its political marketing strategy for the upcoming elections, the Golkar Party in West Kotawaringin has implemented a series of initiatives aimed at strengthening voter support. These efforts include the establishment of an Election Winning Element (Bapilu), community engagement through social activities, collaboration with media, and the promotion of moral responsibility among party members. Additionally, the party places strong emphasis on performance and the quality of its membership, ensuring that its representatives uphold the party's reputation and credibility.

Insights from Dr. Erry Eryansyah, a Golkar member of the regional parliament, further highlight key strategic priorities, including a focus on reform, community-building, and sustained legislative presence. These strategies align with contemporary political marketing theories, which emphasize the importance of trust-building, engagement, and perceived value in shaping voter preferences. This discussion critically assesses Golkar's approach in relation to recent marketing frameworks and political strategy models from the past five years, offering insights into how these efforts contribute to the party's electoral positioning and long-term voter loyalty.

4.2.1. Formation of the Election Winning Body (Badan Pemenangan Pemilu – Bapilu)

The establishment of the Election Winning Body (Badan Pemenangan Pemilu – Bapilu) highlights the necessity of structured coordination in political marketing efforts (Kotler & Armstrong, 2018). As a dedicated unit within Golkar, Bapilu is responsible for planning, organizing, and executing campaign strategies to maximize electoral success. By centralizing campaign operations, Golkar enhances organizational efficiency and strategic alignment, ensuring that all campaign activities remain cohesive and effectively targeted.

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This approach aligns with recent research, which underscores the importance of structured and well-coordinated campaign organizations in achieving political objectives (Johansson & Raunio, 2020; Shawki, 2011; Woll, 2016). A specialized election-winning body like Bapilu enables clear role distribution, message consistency, and optimized outreach strategies. Through disciplined management, data-driven decision-making, and synchronized execution, Bapilu strengthens Golkar's electoral positioning and voter engagement, reinforcing the party's credibility and competitiveness in the upcoming elections.

4.2.2. Social Engagement Activities

Golkar's commitment to social engagement activities serves a dual purpose: strengthening community relations and enhancing the party's public image. By actively engaging with community leaders, supporting local initiatives, and providing aid during disasters, Golkar demonstrates a strategic application of corporate social responsibility (CSR) principles within a political marketing framework (Ledingham, 2011; Nitschke et al., 2016). This approach reinforces the party's commitment to public welfare, positioning it as a responsive and socially responsible political entity.

The alignment of party-driven social initiatives with community needs fosters emotional connections with voters, a concept supported by relational marketing theory in a business-to-consumer (B2C) context. This theory posits that emotional engagement enhances loyalty and long-term support, making voters more likely to identify with the party's vision and values. By integrating social responsibility into its political marketing strategy, Golkar not only builds goodwill and trust but also strengthens electoral appeal, particularly among communities that prioritize social impact and civic engagement.

4.2.3. Media Collaboration

Golkar's collaboration with print and digital media reflects a strategic effort to maximize message dissemination and voter engagement. By leveraging multiple communication channels, the party ensures that its political messaging reaches diverse voter segments, reinforcing its electoral presence. This approach aligns with contemporary theories of political marketing, which emphasize the necessity of a multi-channel communication strategy to enhance voter outreach and engagement (Dahlgren, 2018).

The effectiveness of political messaging depends on the ability to harness the strengths of various media platforms, including traditional outlets such as newspapers and television, as well as digital platforms like social media and news websites. A well-integrated media strategy not only ensures widespread dissemination of Golkar's objectives and policy positions but also enhances message consistency and reinforcement. By adopting a strategic media partnership approach, Golkar strengthens its visibility, credibility, and influence, positioning itself as a responsive and well-communicated political entity.

4.2.4. Moral Responsibility of Party Officials

Golkar's emphasis on the moral responsibility of party officials highlights the critical role of personal branding in politics. Political leaders serve as brand ambassadors for their parties, embodying the values, ethics, and vision that resonate with their constituents (Pich et al., 2016; Street, 2004). This strategic approach aligns with modern political marketing theories, which emphasize that a leader's integrity and ethical conduct significantly influence public perception and voter trust.

Maintaining high ethical standards is essential for cultivating public confidence in political actors and their parties. Research suggests that voter behavior is strongly correlated with perceptions of political integrity, as ethical leadership fosters credibility, accountability, and long-term loyalty among constituents. By prioritizing moral responsibility, Golkar strengthens its political brand, positioning itself as a trustworthy and principled organization, which is crucial in shaping electoral success and public engagement.

4.2.5. Performance and Care for the Community

Golkar's emphasis on performance and responsiveness to community issues reflects a commitment to political accountability, a key principle in political marketing (Abid et al., 2023; Lilleker & Lees-Marshment, 2005). In contemporary electoral environments, voters increasingly assess political candidates and parties based on their demonstrated dedication to public service and effectiveness in addressing societal concerns. By prioritizing measurable performance outcomes, Golkar strengthens its credibility and public trust, reinforcing its position as a responsive and community-oriented political entity.

This strategic focus aligns with modern expectations of political leadership, where leaders are urged to prioritize public service and direct community engagement as essential pathways to building voter loyalty and securing electoral success. By actively engaging with constituents and addressing local challenges, Golkar fosters a sense of trust and long-term commitment among voters, ensuring that its political brand remains relevant, impactful, and voter-centric in an increasingly competitive political landscape.

4.2.6. Quality of Party Members

Golkar's emphasis on the quality of its party members as a core political marketing strategy highlights the critical role of human capital in political performance (W. L. Bennett & Segerberg, 2016; Nofrizal et al., 2024). Voters increasingly expect political parties to demonstrate a commitment to ethical standards, competence, and professional development within their ranks. Research suggests that parties that prioritize recruiting, training, and retaining high-quality members enhance their public image, credibility, and effectiveness in governance, thereby increasing electoral appeal.

By ensuring that its representatives uphold professionalism, integrity, and public service values, Golkar strengthens its connection with constituents and fosters greater voter confidence. This strategy not only differentiates the party from competitors but also reinforces its reputation as an organization driven by merit, ethical governance, and strong leadership—qualities that are crucial in sustaining long-term political success.

4.2.7. Reform and Development Initiatives

Golkar's advocacy for reform and development reflects its alignment with broader socio-political trends that prioritize progress, transparency, and governance improvements (Newman, 2016; Scammell, 2014). By positioning itself as a proactive entity committed to societal advancement, the party strengthens its appeal among voters who seek policy-driven leadership and institutional reform.

Empirical studies indicate that electoral support tends to increase for political parties that incorporate reformist ideals into their platforms. Voters are often drawn to candidates and parties that promise governance improvements, economic development, and greater accountability in managing regional resources. Golkar's focus on reform-oriented policies

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signals a commitment to modernization and responsiveness, reinforcing its political brand as a dynamic and progressive force in regional politics.

4.2.8. Legislative Presence

Golkar's representation in the local parliament (DPRD) plays a crucial role in reinforcing its legitimacy and strengthening voter appeal. A strong legislative presence enables the party to demonstrate its commitment to governance, policy-making, and responsiveness to constituent needs (Bevan & Jennings, 2014; Mair, 2008; L. W. Martin & Vanberg, 2005). By actively engaging in legislative debates, policy advocacy, and regional development initiatives, Golkar enhances its political credibility and solidifies its role as a key stakeholder in local governance.

Empirical studies suggest that political parties with visible and effective legislative representation cultivate an image of reliability and accountability, fostering greater voter confidence and trust. Golkar's strategic participation in legislative processes ensures that voters perceive the party as a capable and influential political force capable of translating campaign promises into concrete policy actions. This sustained institutional presence reinforces Golkar's electoral competitiveness while positioning it as a pillar of stability and governance in West Kotawaringin.

4.2.9. Brand Awareness and Community Image Building

Golkar's political marketing strategies are collectively designed to enhance brand awareness and foster a positive public image. In line with modern marketing theories, brand equity plays a central role in influencing consumer (voter) preferences (Ahmed et al., 2017; Atzger et al., 2020). By consistently reinforcing its political identity through messaging, public engagement, and visible community presence, Golkar strengthens voter recognition and trust.

Research suggests that deliberate efforts to cultivate a favorable political brand significantly influence voter behavior. Political parties that invest in long-term image-building strategies create an environment where voters feel a sense of affiliation and loyalty, increasing the likelihood of electoral support. Golkar's focus on community outreach, public engagement, and sustained visibility ensures that its brand remains relevant and influential, fostering a strong psychological and emotional connection with its voter base.

4.2.10. Emotional Connection with Voters

Building an emotional connection with voters through social engagement and responsible governance is increasingly recognized as a key determinant of political success (Matos et al., 2017; Needham & Smith, 2015). Emotional branding in politics enables voters to identify with a party's mission, values, and community involvement, fostering a sense of loyalty and commitment. Research suggests that political entities that successfully establish emotional resonance with their electorate often experience higher voter turnout and long-term support.

Golkar's emphasis on social activities, grassroots involvement, and public service initiatives contributes to emotional brand-building, reinforcing its image as a party that understands and represents community interests. By cultivating authentic relationships with constituents, Golkar enhances voter trust and engagement, positioning itself as a reliable and people-oriented political force.

4.2.11. Leveraging Feedback Loops

Effective political marketing strategies require continuous engagement and adaptation, with feedback loops playing a crucial role in refining campaign approaches (Lilleker & Tenscher, 2018; Semetko & Tworzecki, 2017). Golkar's commitment to community engagement and responsiveness serves as a powerful feedback mechanism, enabling the party to align its strategies with voter expectations.

By actively soliciting voter input through public forums, social media interactions, and direct consultations, Golkar gathers valuable insights into constituent concerns and preferences. This data-driven approach allows the party to adjust its policies, messaging, and outreach efforts, ensuring that its political offerings remain relevant and voter-centric. Moreover, by demonstrating responsiveness to public concerns, Golkar solidifies voter relationships and fosters long-term political loyalty, reinforcing its credibility and electoral competitiveness.

4.2.12. Implications for Future Political Marketing

This comprehensive understanding of Golkar's strategies offers significant implications for future political marketing frameworks in Indonesia. Integrating traditional marketing principles with contemporary social influences becomes fundamental as parties navigate complex political terrains. Understanding the nuanced relationship between political strategies and voter responsiveness is essential for parties seeking to optimize their campaigns and increase electoral success. The political marketing strategies deployed by the Golkar Party in West Kotawaringin demonstrate a sophisticated understanding of both marketing principles and community engagement. By synergizing diverse strategies—from social activities to legislative effectiveness—the party aims to build a strong brand, foster positive community relations, and ultimately secure greater electoral support. Future studies would benefit from examining the long-term impacts of these strategies on voter behavior and party loyalty. The price in the image will be displayed as follows:
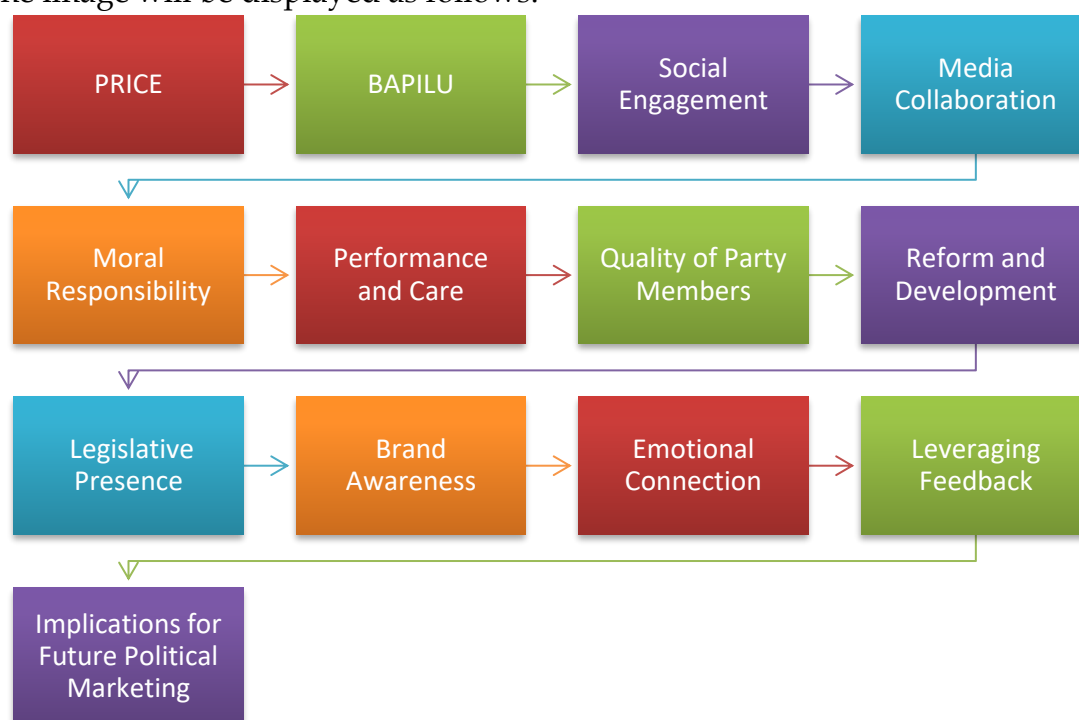

Figure 2. Price

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4.3. Place

The Golkar Party in West Kotawaringin has been proactive in marketing efforts to capture public support for the upcoming 2024 elections. They have tapped into various communication channels, especially social media, to showcase the region's beautiful landscapes, rich culture, and investment opportunities. By collaborating with local government officials and respected community figures, Golkar has organized events that promote local tourism and strengthen the community's overall image. This includes tourism festivals, business events, and community activities designed to raise awareness about the area's economic potential. Furthermore, Golkar recognizes the importance of connecting with the community through social initiatives and sports, making efforts to foster a closer relationship with local citizens.

4.3.1. Leveraging Social Media for Engagement

With the rise of digital communication, Golkar's choice to use social media as a primary tool for promotion is spot on. Scholars have pointed out that effective place branding often relies on digital storytelling, which helps create an emotional connection between a community and its audience (C. J. Bennett, 2016; Blasi Casagran & Vermeulen, 2021). Using platforms that resonate with the public, Golkar can highlight West Kotawaringin's natural beauty and cultural richness while engaging with voters directly. Notably, younger demographics, who are increasingly active online, could become more invested in the party's initiatives as they share and interact with this content (Gibson, 2015).

4.3.2. Collaborating with Local Leaders

Another noteworthy aspect of Golkar's approach is its partnerships with local government and prominent community members. This collaboration is not just a strategic move; it shows a genuine intent to involve community leaders in the political process. Incorporating various stakeholders in community projects is essential for building trust and credibility (Jones et al., 2017). By organizing events that address local concerns, Golkar learns about the community's needs and demonstrates that they care about residents' issues. Studies have shown that these community-centric initiatives can indeed boost voter turnout and political engagement.

4.3.3. Engaging the Community

What stands out is Golkar's commitment to community engagement through social and recreational activities. This dedication to participatory governance reflects the belief that citizens should have a voice in their development processes (Cooper, 2020; Crosby et al., 2015). Golkar invites residents to share their opinions by organizing forums and events, fostering a sense of belonging and responsibility toward community growth. When people feel that their voices matter in decision-making, they are more likely to support the political party that listens to them. This strategy builds loyalty and transforms constituents into active participants in local governance.

4.3.4. Creating Compelling Multimedia Content

To further enhance their efforts, Golkar has the opportunity to develop rich multimedia content that tells the story of West Kotawaringin engagingly. Creating promotional videos, infographics, and enticing imagery can offer a more immersive experience that resonates with the audience (Monaci, 2020; Smith, 2022). Research indicates that high-quality visual content tends to capture attention better, especially among younger voters who might engage more

with vibrant and visual storytelling. This could open up a whole new world of engagement and support for the party.

4.3.5. Building Partnerships for Community Development

Lastly, partnerships with local businesses and educational institutions can bolster Golkar's initiatives. These collaborations can enhance the party's image as a champion of community development. For instance, Working with local businesses on joint programs or engaging educational institutions in community projects fosters a sense of shared responsibility and investment in local growth. When a party collaborates with diverse stakeholders, it strengthens its community ties and enhances its initiatives' overall impact. Research supports the idea that such partnerships yield greater societal benefits and can foster a culture of collaboration (Austin & Seitanidi, 2012; Selsky & Parker, 2010).

In essence, the Golkar Party's place marketing strategies within West Kotawaringin are a multi-dimensional approach aimed at winning votes and enhancing the overall perception and development of the region. By effectively utilizing social media, engaging with the community, and promoting local tourism, they craft a narrative highlighting their area's beauty and potential while building trust with the electorate. Future initiatives that include multimedia storytelling and collaboration with local businesses can further amplify their message and bolster community support. This strategic approach offers valuable insights for Golkar and any political entity aiming to make a meaningful impact in their communities. Place in the image will be displayed as follows:

Figure 3. Place

4.4. Promotion

The Golkar Party in West Kotawaringin has effectively implemented various promotional marketing strategies to secure public support in preparation for the 2024 elections. Key among these strategies is the maximization of social media utilization, with a dedicated team managing the party's official accounts on platforms such as Facebook, Instagram, and Twitter. The party actively interacts with the community by creating relevant and engaging content and responding to inquiries and feedback. Additionally, Golkar engages its cadres in grassroots promotions by holding direct meetings with community members. These face-to-face interactions allow the party to understand constituents' needs and aspirations. Moreover, public events featuring local leaders are organized to articulate the party's vision and mission

directly to the electorate. These strategies collectively enhance community engagement and solidify support ahead of the forthcoming elections.

4.4.1. Maximizing Social Media Engagement

Golkar's emphasis on social media as a primary promotional tool aligns with contemporary marketing theories that underscore the importance of digital engagement in political campaigns. Effective digital communication enhances informational outreach and fosters two-way engagement with constituents, a hallmark of successful political marketing (Lee et al., 2017; Neblo et al., 2018). The active management of social media platforms enables Golkar to create a community of supporters and strengthen the bond between the party and its electorate. Recent studies illustrate that effective social media campaigns can significantly increase voter engagement and mobilization (Boulianne et al., 2024), highlighting the relevance of Golkar's approach in the current political landscape.

4.4.2. Direct Interaction with Constituents

The strategy of involving party cadres in direct community promotions reflects an understanding of the value of grassroots engagement in political marketing. This method correlates with the concept of participatory marketing, which advocates for the active involvement of constituents in the political process (W. L. Bennett, 2012). By facilitating direct meetings at the village and sub-district levels, Golkar not only demonstrates its accessibility but also cultivates relationships built on trust and mutual understanding. Research indicates that face-to-face interactions are crucial for fostering loyalty and community support, which is essential for a successful electoral campaign (Boulianne et al., 2024).

4.4.3. Organizing Campaign Events with Community Leaders

Organizing campaign events that include community leaders serves dual purposes: it elevates the party's visibility and enhances its credibility through association with respected figures. This approach aligns with the theory of sociocultural influence, where endorsements from local leaders can sway public opinion and enhance voter trust (Boudreau et al., 2019; Brierley & Ofosu, 2024). The presence of influential figures at these events facilitates clear communication of the party's vision, mission, and programs, thereby increasing the likelihood of voter alignment with the party's objectives. Recent findings have shown that community-based promotional strategies rooted in local endorsement yield positive outcomes in election-related support (Beaudry, 2010; Rhodes, 2018).

4.4.4. Open Dialogue and Community Engagement

Conducting open dialogue sessions and community meetings positions Golkar as a responsive and community-oriented political entity. Such engagement is consistent with the principles of stakeholder theory, which suggests that understanding and addressing the needs of various community stakeholders leads to greater organizational success (Jones et al., 2017). By actively listening to constituents during these gatherings, Golkar can tailor its messages and policies to better align with public sentiment, ultimately increasing voter support. Furthermore, participatory dialogues empower citizens by providing a platform to voice their concerns, thus enhancing political efficacy and trust.

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4.4.5. Multi-Channel Promotional Approach

Social media marketing and direct community engagement reflect a multi-channel promotional strategy vital for modern political campaigns. Recent literature indicates that campaigns employing diverse communication strategies—integrating digital and traditional elements—yield better outreach and resonance with voters across different demographics (Perloff, 2021). Golkar's blend of online interaction and offline community engagement allows for a comprehensive approach that addresses varying voter preferences, ensuring a wider reach and a more significant impact on public perception.

4.4.6. Strengthening Party Brand through Promotion

Golkar's promotional strategies are also crucial in building a cohesive party brand that resonates with voters in West Kotawaringin. The party reinforces its identity and mission by consistently conveying its core values and objectives through various promotional channels. This approach aligns with the theories of political branding, which emphasize the importance of brand consistency and clarity in enhancing voter identification and loyalty (Matos et al., 2017). Recent studies affirm that strong political branding and effective promotional tactics can significantly influence voters' perceptions and decisions, making Golkar's efforts particularly salient in the electoral context.

The Golkar Party's multifaceted promotional marketing strategies effectively harness social media engagement, grassroots interactions, and community-centric events to foster voter support in preparation for the 2024 elections. This comprehensive approach enhances the party's visibility and solidifies its credibility and alignment with community needs. Recent literature demonstrates that successful political marketing relies on both direct engagement and the strategic use of digital platforms, embodying a holistic view of contemporary electoral promotion. Future research could further investigate the effectiveness of these strategies in influencing voter behavior and their impact on electoral outcomes. Promotion in the image will be displayed as follows:
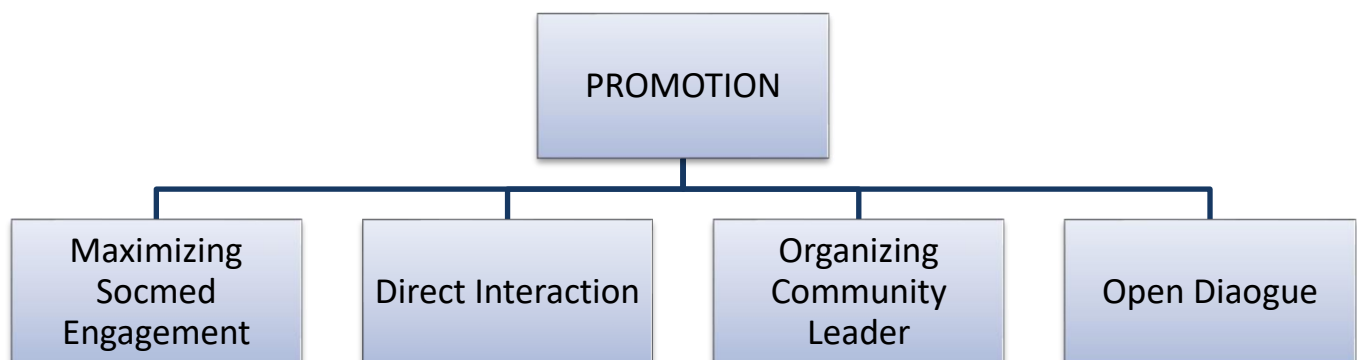

Figure 4. Promotion

5. Conclusion

The Golkar Party's place marketing strategy in West Kotawaringin illustrates the evolving dynamics of political engagement at the local level. By effectively utilizing social media and fostering relationships with local leaders, Golkar has established a platform for dialogue and direct interaction with citizens. This strategic approach reflects the party's commitment to authentic engagement and co-creation with the community, reinforcing the importance of grassroots involvement in shaping public perception and electoral support. In an era where

voters seek authenticity and transparency, Golkar's efforts demonstrate how localized, people-centered engagement can strengthen political legitimacy and trust.

Furthermore, Golkar's emphasis on social initiatives and community-driven programs aligns with broader trends in modern political marketing, where parties increasingly focus on addressing tangible citizen needs and aspirations. By prioritizing local concerns and fostering a sense of belonging, Golkar not only presents a vision for the future but also reinforces its identity as a responsive and proactive political entity. This commitment to community welfare has the potential to cultivate long-term voter loyalty, as constituents perceive the party as an advocate for their interests rather than merely a competitor in electoral contests.

However, this approach raises important discussions regarding the ethical dimensions of political marketing. While engaging citizens and strengthening community ties are commendable objectives, it is essential to assess whether such initiatives are driven by a genuine commitment to local development or primarily serve as tactical efforts to secure electoral gains. Future research should explore this delicate balance between political advocacy and electoral strategy, investigating how political parties navigate the intersection of public service and campaign imperatives. Addressing this complexity can provide valuable insights into the broader implications of political marketing on democratic participation, voter trust, and long-term governance outcomes.

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The authors have declared no potential conflicts of interest regarding this article's research, authorship, and/or publication.

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