

Jokowi's Political Branding For the Victory of the President

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Abstract

Indonesia's elections democratic arena to produce leaders. This paper aims to explore how victory can be achieved Joko Widodo, namely with what strategies are used to achieve victory. In this study by using descriptive qualitative method. The victory Joko Widodo in Jakarta Election 2012 is a product of political marketing by promoting political branding for the people of Jakarta. White shirt red plaid black became the first political branding tool Jokowi, because the symbol of the community to know the figure Jokowi as Jakarta Solo brilliant leader, with political Branding Mobil Essemka. Branding politics is the interpretation of the results on a problem in order to test the presence of the candidate, to analyze the extent to which the effect is in the soul of voters, because interest in someone of the party or candidate, if anyone is interested because of the clarity of understanding someone in the party structure, and nobody was interested because political movement. In this research result that Joko Widodo victory in elections of regional head and president, the most influential is political branding figure Joko Widodo. The victory is supported by the struggle of political parties and a favorable political atmosphere for Joko Widodo.

Keywords: Politic, Election, Branding, Victory

INTRODUCTION

Political life in Indonesia is always dynamic, from the presidential election to the presidential election next five or ten years there is a change of leadership of the republic of Indonesia. Political party influence on victory or defeat in the democratic party. Dynamic phenomenon that emerged after the faucet open democracy with a marked reform movement in 1998.

Indonesia as a democratic country regularly holding elections every five years, both to elect a leader in a national or local level. Jokowi-Ahok win successful with 1,847,157 votes (42.60%) at first Lap and 2,472,130 votes (53.82%) at second lap in September Jakarta 2012, is a matter that how Jokowi-Ahok dare to finish the campaign at the grassroots before his opponent do the same thing in that area in the first lap (Ediraras et al. 2013).

Being a winner Jokowi as governor in Jakarta in 2012, carries the name Jokowi more brilliant. The momentum of approaching general elections to elect members of the DPR, DPD and DPRD, after that in the same year held presidential and vice presidential elections in Indonesia. On the momentum of 2014, filed by the PDI-P Jokowi together PKB, NasDem Party, Party HANURA and PKPI to running for President of Indonesia.

On July 22 2014, The KPU announced that Jokowi won the election with 53.15% of the vote, while Prabowo garnered 46.85%. Voter turnout was 70.2%. Prabowo Unsuccessfully

appealed to the Constitutional Court to order a revote, claiming that electoral violations were "systematic, structured, and massive". Jokowi's nomination as Indonesia's Sevent Presiden was finally official (Fukuoka & Thalang 2014).

Jokowi victory in local elections in Jakarta in 2013 and continued victory in the 2014 presidential election, according to the researchers initial assumption that because he is using political branding. Political Branding is one part of political marketing, an attempt to label a great and positive impact on a person's prospective head region or presidential candidate. Should labeling with the political branding in accordance with the real conditions of society needs

METHODOLOGY

The theory of branding politics has focused on brand perception in the eyes of consumers with different dimensions different attributes, can be located on the external image of the brand (brand image) as a factor of success in brand management, so in this context it is necessary to attempt to achieve market position, on the side other confirmed will optimize consumer perception, so too must make a differentiation from those of competitors.

"Giving the brand" to a product with the intention to impress indelibly (Indelible impression) of the consumer's mind. Branding is also an overall activity to create a superior brand (brand equity), which refers to the value of a brand based on loyalty, awareness,

perceived quality and associations of a brand. In politics, branding often simply interpreted as tindakan imaging or image development of the candidate, namely the personal character of the candidate.

In the book *Political Branding and Public Relations* written Silih Agus Wasesa (2011) there are five steps form a political brand value. Firstly, innovation. Political parties and candidates should be able to innovate in accordance with the conditions and the situation of his time. The party that likes to innovate will always seem to have some fresh ideas in solving complex problems though.

Second, the brand association. Political parties and candidates should be able to associate ourselves to solutions for these needed by the community. For example ahead of the 2004 elections, there is a political party participating in the election that associate themselves as party propaganda, honest and fair, but unfortunately did not have the consistency that is not maintained until today.

Third, the update function of the program. This is done to avoid saturation of society, therefore, political parties and candidates should be able to constantly update its programs in a given time, both implemented by the rulling party and the opposition party.

Fourth, the concept of paradox. The key to this concept should dare to be different with other parties and candidates. Usually the opposition parties always criticize the government but did not offer any real solutions to the problems that exist. The concept is to change the mindset of everyday people in order to revive and offer solutions to the problem at hand. There are still a lot of thinking and the logic of society that must be changed, and it is an important task of parties and candidates.

Fifth, the touch experience of consumers / communities. Interaction of the community is not only done on the eve of the election, but the touch is done ahead of time so that the public is not impressed exploited by political interests or power. Brand politics more long-term (long term), so that the political work is not instant or short-term (short term).

RESULT AND DISCUSSION

From the results of the identification, the real users of the system to Political marketing branding Jokowi with political exclusion. Marketing has shifted the perspective of the company's internal orientation (internal

oriented) to the orientation of the market (market oriented). Companies today are not enough to merely oriented products and marketing activities should also take into account the market conditions encountered. In market orientation there are two things to note, that the orientation of the consumer (customer orientation) and the orientation of the competitors (competitor orientation) (2011: 153).

Marketing politics is a political practice that developed in Amerikat union, so it does not mengeherankan when technical and marketing methods followed saratnya namely the issue of "Americanization" of political life. This is not true in developing countries, but also an issue for European countries. This happens because of some concern in the industry will alisasi political life, political message to be more pragmatic than ideological, and the emergence of the model of "shopping" in politics. (2011: 300-301).

In the political struggle in Indonesia, attended a figure that is born by the PDI-P, Joko Widodo. He was originally a Solo Mayor who has many achievements to be introduced to the international world, one of which is the emergence of car ESEMKA public concern.

After car ESEMKA phenomenal, there is the political moment in Jakarta, Joko Widodo be part of participants enrolled by PDI-P together Gerindra, and that was not a concern that Jokowi become a winner in the General Election with defeating incumbent once carried by the party that most that Fauzi Bowo -NARA.

The following year in 2014, Jokowi be promoted by the Presidential Candidate Party of Struggle and Coalition Party (Nasdem P, PKB, P Hanura and PKPI), and the more surprising that Jokowi become a winner in the 2014 battle of democracy.

Jokowi victory in some of the political momentum symbolically as a victory for clothes Boxes, this is due to political Branding Jokowi in Jakarta General Election of 2013 is one of them wore a white shirt with a checkered pattern of red and black.

White shirt red plaid black political branding have not been made when the implementation of the General Election in the city of Solo where Jokowi was elected mayor in 2010. So judging prior to the General Election in the city, it is difficult to find a white shirt red plaid pattern black.

The victory Jokowi at the General Election in 2012, bringing a positive effect on the process of politics in Indonesia, because virtually all candidates Regional Head or Deputy Head of Region interested in wearing branding Jokowi that, if not used for Poto candidates on the ballot, supporters and sympathizers total use Wear white shades of red plaid black, or Jokowi his hereinafter known symbol of the PDI-P.

The victory Jokowi in the General Election of DKI a momentum high and got a spirit of optimism to gain the leadership of RI 1 in 2014, the movement's Clothing white shades of red plaid black intensified, despite the way politics Jokowi, before the legislative elections in 2014 have not been given a guarantee to be Presidential candidate of the PDI-P, a new campaign ahead of legislative elections that Jokowi was declared a Presidential candidate that will be carried by the PDI-P.

Branding Politics Jokowi in terms of clothes worn be changed after Jokowi dideklariskan be a candidate for President of the PDIP, Jokowi using shirt White long sleeve with slightly rolled, it feels different to the custom shirt white checkered black and red, although investigators PDI already mendarah online to wear it until the implementation Pileg and the 2014 presidential election.

To advance into the Presidential Candidate Presidential Election 2014, Branding Jokowi use White long sleeve shirt with a bit of hand-rolled, although this is not as focused as when using a custom white shirt red plaid black, because there variasainya sometimes alternating between the two models Branding shirt. Such use is slightly different when the General Election of Jakarta, that the total daily use Jokowi white shirt red plaid black.

Jokowi using both Shirt Branding the politics, the advice and direction of a political consultant for the sake of victory in the face of a serious battle in the 2012 Jakarta General Election and Presidential Election, 2014.

Branding Success Jokowi perform. Branding politics can produce the victory of a candidate if managed with planning the details of the implementation, the maximum and there is always a process of evaluation of the strategies and tactics that have worked and what has to be done, otherwise if the branding of politics would be done without careful planning, managed only a half-hearted then Branding is

almost certain to generate the political will of political failure.

Expert Psychology University of Indonesia political, Hamdi Muluk states that Candidate President of the Indonesian Democratic Party of Struggle (PDI-P) Joko Widodo rated as a politician Indonesia's most successful current in conducting political branding, as a narrative about Jokowi has been entrenched in the community, what Jokowi dibrandingkan directly penetrated into the people of Indonesia, as if Jokowi figure is the figure of the people or the model of the Indonesian people.

According to Hamdi, the success of a political figure in branding measured when people were able to tell you about the character fluently. The hardest thing in branding is to build a narrative that can be told to the public, because it requires competence at once consistent rejection of a cult figure. What has happened in some communities in Indonesia that is, when the figure Jokowi be a picture of Indonesian society in attitude and kesehari-day life.

Hamdi added a different branding with advertising. Advertising is one of branding. Branding, congruous with the digging and found the potential for him to be offered to the public. After polishing, and then advertise one, two, three times and then branding is formed. Must have capital character, the character is like a diamond, placed in the mud was still sparkling.

And for the process of the presidential election in 2014 that Jokowi is a person's most successful branding, even if talk of legislative elections in 2014, it must be admitted that the figure Prabowo has more value with the comparisons that Gerindra earning achievements tripled, this can not be achieved by the PDI-P.

Political Branding some of which were made in a positive jargon, but some are made with negativity, the second aimed to create negative effects for political opponents. One of the headlines that many shown as the campaign is the statement of the Chairman of the winning Jokowi-JK Bali I Wayan Koster cited made headlines in some media that Jokowi-JK Just Can Lose Because of fraud, the statement is being debated in quite a long time and give rise to diverse interpretations.

The statement implies that the pair of Jokowi-JK is certain to be a winner the 2014

presidential election, a cursory translation of the common people against the jargon negative has been directed goals, although on the other hand that the pair Prabowo-Hatta harmed by jargon negative, can be translated that means if Prabowo-Hatta won the 2014 presidential election, no other use fraudulent means, finally within a time not long ago that the general public has a negative view on the pair Prabowo-Hatta, which is considered to be only able to win the 2014 presidential election, with the use of cheating.

Branding Politics negative is also done in other ways, for example negative campaign conducted Jokowi himself, negative campaign conducted Jokowi using connective Head with the words "Task Force Anti Presidential Election Cheating." With these conditions, while the candidate Prabowo never campaigned reject Presidential Election Cheating case the public also has the understanding that Jokowi-JK never cheating while political opponents are likely to do branding negative political campaigns are fraudulent.

Basically, that is not known who the candidates who commit fraud unless there is a decision Bawaslu or judicial verdict against one of the candidates who did lack, but when the negative political branding displayed by Jokowi-JK team then shot directed at political opponents ratings are Prabowo- Hatta.

The process of instilling brand was not so long process, but it is an ongoing process to plug a good image in the public and carried out in various ways.

Branding negative politics often is not known where they come from, say some time ago had circulated images of sorrow greeting for Herbertus Ir Joko Widodo. No photo Jokowi in the picture. The image shape in the form of an ad announcement of the death that is often published in newspapers. As a prefix in the picture, are listed article announcing the "death" Jokowi on May 4, 2014. Branding negative campaign is not yet known where in fact, whether it is true of political opponents Jokowi-JK to drop or indeed even from the camp Jokowi -JK own tendencies another.

Jokowi gain great advantages of this negative campaign because in addition to directly defended by the people, also became the persecuted. In the history of pencapresan in Indonesia, which impressed persecuted candidates usually get a lot of support has the potential to become president, although not

necessarily of Prabowo-Hatta negative campaigning.

Negative campaign statement as a political branding "Only By Cheating Can Be Defeated Jokowi" has a negative message about Voter, for people of faith to the statement together with the prejudice that led to distrust of a person who is participating democratic competition.

Branding negative political campaign will be destructive to the political instrument for building a democratic spirit. He will harm all the candidate pairs because mutual accusations between the two pairs of candidates and usually takes its toll voters at the grass root level, ultimately affect the election results, which will always be in question by always pointed out that his victory is not the way that age is a game Election which must be implemented basis and Fair (JURDIL) for both the Election and Election Participant.

CONCLUSION

Branding actual political process of building a perception in the minds of consumers about a product, in this case the customers are people of Indonesia who have had the right to vote. Political Branding created not just a name, logo or symbol for the success of a candidate, so Hermawan Kertajaya Marketing experts stated that there are indicators of value in branding, both functionally and emotionally.

An important element in personal branding politics, according to Stephen Dann, four elements are required, namely "attributes, promised benefits, values, personality (charm)". The Kennedy family, for example, has four elements so that it has always been an icon for the people of the United States. Support Senator Ted Kennedy to Obama, emotionally adds value to Obama's election as president, so that in the end Obama was getting the victory with down in history as the first president of black America.

Personal Branding a politician will be closely linked with political parties supporting branding, because the politicians are the living symbol of a political party that has the paradigm, program, vision and mission. As in personal branding, then there are four elements in the branding of political parties. But with a somewhat different emphasis, namely Brand Personality, Performance (Attributes), Policies (Values), and Promises (Benefits). The four things are always in touch and support each

other for the success of the politician in the process of competition in the event of elections.

If the weight of branding a Presidential candidate with more emphasis on the characteristics and leadership style, individual background, work performance in government, in public appeal, level of popularity. Then the weight of branding political party supporters over the policy commitments, ideology and work performance during the party cadres in the parliament. It must be recognized that all the performance of a government, then it depends on the country's political ideology which is then translated into various state policies that have a correlation with the needs of the people.

The political process President and Vice President is one package. Once there is a match between political branding Presidential candidates and political parties, it should be noted also conformity with the branding of political candidates for Vice President. Expected candidates for Vice President consistent branding and add value to the branding candidate for President. Because if it does not happen, then the voting public will also have doubts about the branding that has been built by a Presidential candidate.

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