

Mahyeldi-Audy Political Marketing Innovation During the Covid-19 Pandemic During the 2020 West Sumatra Regional Election

Inovasi Pemasaran Politik Mahyeldi-Audy Selama Pandemi Covid-19 Pada Pilkada Sumbar 2020

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ABSTRAK

Penelitian ini membahas tentang inovasi pemasaran politik pasangan Mahyeldi-Audy dalam menghadapi Pilkada Provinsi Sumatera Barat 2020 pada masa Covid-19. Kemenangan yang diperoleh pasangan Mahyeldi-Audy ini merupakan wujud dari keberhasilan marketing politik yang telah dilakukan. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis strategi pemasaran politik pasangan Mahyeldi-Audy dalam kontestasi Pilgub Sumbar 2020. Dalam meneliti, penulis menggunakan kerangka teori pemasaran politik 4P Niffenegger dan 3P Adman Nursal. Penelitian ini berbentuk deskriptif kualitatif. Data diperoleh melalui wawancara mendalam dengan para informan dan ditambah dengan studi pustaka yang kemudian dianalisis dengan menggunakan teori. Hasil penelitian ini menunjukkan bahwa pasangan Mahyeldi-Audy menjalankan bauran pemasaran 4P (produk, promosi, tempat, dan harga). Produk politik yang kuat terlihat dari figur, latar belakang calon, visi misi dan program kerja yang sesuai dengan kebutuhan masyarakat. Promosi efektif baik oleh Mahyeldi-Audy maupun tim pemenang menggunakan metode pemasaran push, pass dan pull. Penggunaan sumber daya material yang minimal namun dengan hasil yang maksimal. Penempatan, pemetaan dan segmentasi pemilih serta menciptakan citra yang baik mampu menempatkan diri pada setiap lapisan masyarakat. Keberhasilan pasangan Mahyeldi-Audy memenangkan Pilgub Sumbar 2020 tak lain karena mampu merancang dan mengeksekusi strategi marketing politik yang terstruktur, kreatif dan inovatif dimasa pandemi COVID-19.

Keywords: Pemasaran Politik, Pilkada, Covid-19, Mahyeldi-Audy

ABSTRACT

This study discusses the political marketing innovation of the Mahyeldi-Audy couple in the face of the 2020 West Sumatra Provincial Election during the

Covid-19 period. The victory obtained by the Mahyeldi-Audy couple is a manifestation of the success of political marketing that has been carried out. This study aims to describe and analyze the political marketing strategy of the Mahyeldi-Audy pair in the 2020 West Sumatra gubernatorial election contestation. In researching the author, the author uses the theoretical framework of Niffenegger's 4P political marketing and Adman Nursal's 3P. This research is in the form of a qualitative descriptive. To obtain the data, it was obtained through in-depth interviews with the informants and coupled with a literature study which was then analyzed using theory. The results of this study indicate that the Mahyeldi-Audy pair runs a 4P marketing mix (product, promotion, place, and price). Strong political products can be seen from the figures, candidate backgrounds, vision and mission and work programs that are in accordance with the needs of the community. Effective promotions by both Mahyeldi-Audy and the winning team using push, pass, and pull marketing methods. The use of minimal material resources but with maximum results. Placement, mapping and segmenting voters as well as creating a good image and being able to place oneself at every level of society. The success of the Mahyeldi-Audy pair in winning the 2020 West Sumatra gubernatorial election was due to being able to design and execute a structured, creative and innovative political marketing strategy during the COVID-19 pandemic.

Keywords: Political Marketing, Pilkada, Covid-19, Mahyeldi-Audy

INTRODUCTION

The regional head election (pilkada) in Indonesia is a direct mandate of the 1998 reform movement. Considering the need for strong participation from the community to be directly involved in the election of its leader, the regional head election is the most important democratic momentum in the life of the Indonesian nation and state. As a form of implementation of democracy, the Pilkada is intended not only to fulfill the desire to replace the old mechanism for selecting leaders and representatives of the people in an authoritarian style, but also philosophically to achieve a sustainable implementation of democratic values, namely developing participation and responsiveness and overall accountability. (Suyatno, 2016)

Direct local elections in Indonesia were held for the first time on June 1, 2005 which is a stipulation of Law no. 32 of 2004 which is stated in Article

56 paragraph 1, namely "The regional head and deputy regional head are elected in one pair of candidates which is carried out democratically based on the principles of direct, general, free, secret, honest and fair" which was later changed to Law no. 10 of 2016 concerning the second amendment to Law Number 1 of 2015 concerning the stipulation of Government Regulation in Lieu of Law Number 1 of 2014 concerning the election of governors, regents, and mayors into law (Respationo, 2013).

Since 2015 elections in Indonesia have been held simultaneously in various regions in the country. In 2020, there were also simultaneous regional elections. However, in the midst of the ongoing socialization process to the public, Indonesia and almost all countries in the world experienced a COVID-19 pandemic which resulted in the postponement of the regional elections to December 9 from the original schedule of September 23, 2020. Even though the election process was postponed, the political marketing process for candidates continued. Candidates continue to advance to campaign for themselves according to the protocol set by the KPU in order to suppress the spread of COVID-19.

KPU stipulates General Election Commission Regulation No. 13 of 2020 which revises the previous regulations. Article 58 of the new regulation states that candidates in the 2020 simultaneous regional elections must prioritize campaign activities on social media and online media. If the campaign cannot be carried out through social media and online media, then face-to-face meetings with a maximum number of 50 participants are allowed and apply health protocols to prevent the spread of COVID-19 (Hadi, 2021). In Article 88 C, the KPU expressly prohibits the campaign team from carrying out activities that usually gather large numbers of people, such as public meetings, cultural activities such as performing arts or music concerts, sports activities, competitions, social activities, or commemorating the birthdays of political parties.(Bahriyah & Afif, 2021)

The simultaneous regional elections which were held on December 9,

2020 were followed by 270 regions which were conducted for regional heads as results of the elections in December 2015. The details of the 270 regions are 9 Provinces, 224 Regencies and 37 Cities in Indonesia (KPU.go.id). West Sumatra Province was one of the regions that participated in holding the democratic party. Simultaneous elections in West Sumatra Province in 2020 have held regional head elections to elect the governor/deputy governor, 11 regents/deputy regents and 2 mayors/deputy mayors.

At the simultaneous regional elections in West Sumatra Province in 2020, the gubernatorial election (Pilgub) attracted the attention of many parties. This is because, in contrast to other regions for the election of regional heads, the West Sumatra gubernatorial election is one of the contestations for four pairs of candidates. The pairs of candidates who are contesting in the 2020 West Sumatra gubernatorial election are. See table 1:

Table 1. Candidates for the Governor of West Sumatra in the 2020 Pilkada

No	Name Candidate Pair	Serial number	Party bearer	Number of seats in the West Sumatra DPRD
1	Ir. H Mulyadi – Drs. H Ali Mukhni	(01)	Democrat PAN	20/65
2	Drs. H Nasrul Abit – Dr. Ir. H Indra Catri, MT	(02)	Gerindra	14/65
3	Inspector General. Pol. Drs. H. Fakhrizal, M. Hum – Dr. H Genius Umar, S. Sos, M. Si	(03)	Golkar Nasdem, PKB	14/65
4	H Mahyeldi, SP – Ir Audy Joinaldy, S.Pt, MM, IPM, ASEAN.Eng	(04)	VFD PPP	14/65

Source: West Sumatra KPUD

Of the four pairs of candidates contesting the West Sumatra gubernatorial election, the Mahyeldi-Audy pair ranked first in the vote. Mahyeldi-Audy received 726,853 (32.43%) of the votes ahead of the second ranked pair NA-Catri with 679,069 (30.3%) votes. Then the Mulyadi-Mukhni pair with 614,477 (27.42%) votes ranked third and the pair Fakhrizal-Genius with 220,893 (9.86%) of the votes ranked fourth. With this acquisition, the Mahyeldi-Audy pair was declared the winner of the 2020 West Sumatra gubernatorial election.

The success of the Mahyeldi-Audy pair in winning the 2020 West

Sumatra gubernatorial election, was obtained because this pair was able to attract sympathy and support from prospective voters during the campaign period. However, the question is how the couple will get the attention of potential voters in the midst of the Covid-19 pandemic. Of course, a political marketing strategy is needed structured, creative and innovative so that political products can be conveyed properly to prospective voters. That way, prospective voters can be embraced to provide support for the Mahyeldi-Audy pair in the 2020 West Sumatra gubernatorial election contestation.

(Firmanzah, 2012) said, political marketing/marketing is an effort to build the branding of candidates or candidates through several series of programs aimed at gaining sympathy and constituent support. The purpose of the political marketing strategy is to get a response in the form of support from prospective voters in order to win the political contestation faced by the candidate. Based on this, the author is interested in conducting research to find out how innovation political marketing the Mahyeldi-Audy couple in wading through the 2020 West Sumatra gubernatorial election contest during the covid-19 pandemic.

Referring to previous research that is relevant to this research, including research by (Sugiarto, 2014) Winning Strategy in the Regional Head Election of Banyumas Regency in 2013. The results show that the winning strategy includes areas of party consolidation, segmentation, targeting, positioning, and candidate image. Furthermore, in research (Widiastuti, 2014) The Strategy for the Winning of the Asih-Katadji Pair in the 2013-2018 Banjar Mayoral Election. The results showed that the Asih-Katadji pair used push marketing, pass marketing, and pull marketing strategies. Then in research (Putri, 2018) Hidayat-Sigit's Political Marketing Winning in the Election of Mayor and Deputy Mayor of Palu for the 2015-2020 period. The results of the study show that the political marketing strategy is carried out through a product, place, and price and implemented in the form of promotion. In research (Lestari & Rafni, 2018) on the political marketing of the Padang

Mayor couple. The success of the Mahyeldi-Hendri Septa pair in the 2018 simultaneous regional elections. The results also show that the marketing used is through the 4P (product, promotion, price and price) approach. While in research (Azis, 2017) Political Marketing Analysis of Anies-Sandi's Victory in the Second Round of the 2017-2022 DKI Jakarta Governor Election. Shows the marketing strategy that is being carried out including segmentation, targeting and positioning.

In this study, the authors used Niffengger's 4P marketing approach and Adman Nursal's 3P marketing approach to answer the research problem formulation. With the 4P and 3P marketing approaches, the author will explore and analyze how the strategy or method used by the Mahyeldi-Audi pair in dealing with the West Sumatra gubernatorial election contestation. In the previous study, the case studied was related to political marketing in the regional election before the covid-19 pandemic, while this study discussed the political marketing of the Mahyeldi-Audi couple in facing the 2020 West Sumatra gubernatorial election contestation during the covid 19 pandemic. Thus, the results of this study will be different from research -previous research.

In conducting the research, the author has identified problems related to the political marketing of the Mahyeldi-Audy Pair in the 2020 West Sumatra Gubernatorial Election. These include: 1). The victory of the Mahyeldi-Audy pair in the 2020 West Sumatra Provincial election is proof of the success of the political marketing carried out. 2). The Mahyeldi-Audy couple is more popular in urban areas than other couples. Because of the 7 cities in West Sumatra, 6 cities were won by the Mahyeldi-Audy couple. 3). Religious groups, farmers, fishermen, traders and millennials are the voting segment of the Mahyeldi-Audy pair in the 2020 West Sumatra gubernatorial election. 4.) Due to the pandemic, the Mahyeldi-Audy couple campaign has been directed a lot of virtual campaigns but also continues to carry out offline campaigns with the established protocol. determined by the Commission.

The purpose of this study is to describe how the political marketing of the Mahyeldi-Audy couple in the 2020 West Sumatra Regional Elections during the Covid-19 period. The advantage of this research is that there are two theories that the authors combine to explore and analyze research variables. So that the author can describe in more detail how the political marketing of the Mahyeldi-Audy pair in the 2020 West Sumatra Regional Elections during the Covid-19 period. Through the results of this research, hopefully it can be useful as political education for the community, helping prospective politicians and political parties in formulating good political marketing strategies. The author also hopes that the results of this study can also be used as a reference for future researchers.

RESEARCH METHOD

This research method is descriptive qualitative. The author chooses the qualitative descriptive method because solving problems will be easier when dealing with reality and can directly relate to respondents so that they can describe real phenomena that occur. In this study, the author tries to describe how the political marketing strategy applied by the Mahyeldi-Audy pair in the 2020 West Sumatra Regional Election.

Information in this study was obtained from several informants, namely Governor-elect Mahyeldi, Deputy Governor-elect Audy Joinaldi, plus other informants who could add and strengthen research information, namely the chairman, members and other administrators in the winning team for the Mahyeldi-Audy pair. Then the research documents that I got from the KPUD of West Sumatra Province along with some documentation of Mahyeldi-Audy Political Marketing activities that I got through social media searches.

The location of this research is in the city of Padang because the majority of the informants in this study reside in the city of Padang. The technique that the author uses to collect research data, namely through in-

depth interviews with informants and coupled with a study of documentation in the form of data obtained through the province of West Sumatra and searches that the author does himself through social media, which is then analyzed using data analysis techniques. starting from the stage of data collection, data reduction, data presentation and data verification.

RESULT AND DISCUSSION

The results of this study were obtained based on findings related to the political marketing of the Mahyeldi-Audy pair in the 2020 West Sumatra Regional Election, then analyzed using Niffenegger's 4P political marketing and Adman Nursal's 3P political marketing. The results are briefly described by the author through the table 2 below:

Table 2. Summary of Research Results

Mahyeldi-Audy Political Marketing	Implementation of the 2020 West Sumatra Regional Election during the Covid-19 Pandemic
Products,	The strength of the political product of the Mahyeldi-Audy pair lies in the characteristics of the supporting party which have Islamic nuances, the proven leadership qualities of the past and charismatic, religious, simple and highly educated figures. Furthermore, it is strengthened through campaign jargon, vision-mission and programs offered during the campaign.
Promotion,	Promotional activities for the Mahyeldi-Audi couple are carried out using the Push, Pull and Pass marketing methods. push marketing , continue to campaign offline, namely direct meetings with the community according to the rules set by the KPU. pull marketing , promoting political products through mass media including print media such as posters, billboards, billboards, calendars and social media such as Youtube, Facebook and Instagram. marketing pass , Mahyeldi-Audi's political marketing was also assisted by influential figures in West Sumatra such as Irwan Prayitno and other figures.
Price, place,	The success of Mahyeldi-Audy's political marketing in the West Sumatra Pilkada in 2020, was supported by the existence of social capital and strong economic capital during the nomination. Mahyeldi-Audy was able to apply the place marketing approach well in dealing with the 2020 West Sumatra Pilkada. Conducting mapping and voter segmentation as well as creating a good image and being able to place oneself in every level of society.

Resource : Process by Author 2022

Next, the author will discuss in more detail how to describe the political marketing strategy in winning the Mahyeldi-Audy pair in the 2020 West Sumatra Pilkada. As discussed below.

Political Marketing of the Mahyeldi-Audy Couple in the 2020 West Sumatra Regional Election during the Covid-19 Pandemic.

Marketing is something that is important in the face of competition, where everyone competes for certain achievements (Farazian & Paskarina, 2021; Ghodeswar, 2008). When there is high rivalry, the higher the need for marketing as a tool to win the competition. Political marketing strategy is the right way to win a general election contestation. according to (Firmanzah, 2012) Political marketing is a method used to increase understanding of society, and it is also useful in creating political products that will be offered to the public. Likewise with political marketing carried out by the Mahyeldi-Audy pair in the 2020 West Sumatra Regional Election. In Firmanzah (2012), it is explained that there are at least four elements of Political Marketing that are important to pay attention to, namely product, promotion, place, and price. In this study, it is known that these four elements were also applied by the Mahyeldi-Audy pair in facing the 2020 West Sumatra Regional Elections.

Product

In the 4P theory, Firmanzah (2012) divides political products into three categories, namely the party platform, the candidate's past, and the candidate's personal characteristics. The main product of a political party is of course a party platform or paradigm that contains the concept, ideological identity and work program of the political party itself. In this case, it is necessary to look at the platform of the supporting parties, the track record of the candidate pairs and their characteristics. Regarding this Rafn (2005) states that the strategy of each political party in winning political contestation is largely determined by the ideology and platform of each in which the political party attracts the sympathy of the electorate. This is done by the candidate pair

and the success team, namely by using the big names of the supporting parties to attract voters' sympathy. The importance of the ideology of political parties in this regard is also explained (Romli, 2016) that the existence of ideology in a party is also a guideline for values in carrying out political work programs and activities is also important.

As is the case with the political marketing of Abraham Sridjaja, a candidate for the DPR RI from the Golkar Party in East Java 1 in the research Rahagi (2019) said Abraham built his political branding through the political jargon he brought during the campaign, namely "Young Dare to Change" to describe his figure to the public, then the electability of the Golkar party as a supporting party which is still very good in the East Java area can also build political branding from Abraham Sridjaja .

In the political marketing research of the Mahyeldi-Audy couple in the face of the 2020 West Sumatra Pilkada. It is known that the Mahyeldi-Audy couple is an election candidate promoted by two parties with religious labels, namely PKS and PPP. The effectiveness of these two parties is fairly good in West Sumatra because the people of West Sumatra are predominantly Muslim and adhere to religious laws. With the adoption of Mahyeldi-Audy by the two parties, of course, the political branding of this pair has increased.

In terms of the candidate's background, Mahyeldi, who previously served as Mayor of Padang for two terms, has proven his leadership qualities. During his tenure, Mahyeldi was fairly successful in leading and advancing the city of Padang, which incidentally is the capital of the province of West Sumatra. Meanwhile, Audy Joinaldi is a successful businessman and millennial figure in West Sumatra. In addition, the aspect of the figure of the Mahyeldi-Audy couple also made their political branding rise. The figures of Mahyeldi-Audy who are charismatic, religious, highly educated, friendly, simple and always consistent with the promises made have greatly influenced the strengthening of this pair's political products.

Meanwhile, during the campaign, in strengthening political branding,

the Mahyeldi-Audy pair carried the tagline “Basamo Mambangun West Sumatra Madani #MilenialManang”. The missions to be achieved include improving the quality of human resources, improving the social order of life based on the philosophy of adat based on the syarak, the syarak basandi of the Kitabullah, improving the economy, infrastructure development and clean, accountable and quality public services. In addition, the Mahyeldi-Audy couple also offers excellent programs including printing 100 thousand millennials as entrepreneurs and creative economic actors and printing Minang Women Entrepreneurs (women entrepreneurs). Then there are also excellent programs in the fields of education, health, economy.

Based on the results of the research above, the authors conclude that the success of the Mahyeldi-Audy pair in winning the 2020 West Sumatra Regional Head Election, was due to the strong product of the pair themselves. As Firmansyah stated in the 4P theory (2012), the product is in the form of party platforms, candidate pasts, and candidate's personal characteristics that can encourage voters to provide support. In this case, the strength of the political product of the Mahyeldi-Audy pair lies in the characteristics of the supporting party which have Islamic nuances, the quality of leadership has been tested in the past and charismatic, religious, simple and highly educated figures. Furthermore, it is strengthened through campaign jargon, vision-mission and programs offered during the campaign.

Promotion

Firmanzah (2012) said, in political marketing must use promotion as a tool to "sell" political products, namely the candidates themselves. A good promotion is not luck, a good promotion must locate exactly where the sale will take place, how the promotion will run and for whom the promotion will be conducted. according to (Nursal, 2004) The political marketing approach was developed with nine models called the 9Ps: positioning, policy, person, party, presentation, push marketing, pull marketing, pass marketing and

polling. The nine approaches or tools for delivering political products can be implemented in three political marketing strategy approaches, namely: push marketing, pull marketing, and pass marketing. In research on political marketing, the Mahyeldi-Audy pair in the face of the 2020 West Sumatra Pilkada. It is known that the Mahyeldi-Audy couple in offering their political products to prospective voters during the COVID-19 pandemic was carried out using the push, pull, and pass marketing methods.

1. Push marketing.

Push Marketing is a political marketing strategy in the form of activities to convey or promote political products directly to the public or prospective voters (Adman Nursal, 2008). In his literature research, Sutrisno (2018) on comparative political marketing theory, said that direct political marketing strategies can be carried out through campaign activities in the form of door to door, grand meetings, religious meetings, social services, and others.

Based on the results of the political marketing research of the Mahyeldi-Audy couple in the face of the 2020 West Sumatra Regional Head Elections during the Covid-19 period. It is known that in order to seek support and offer political products to prospective voters, the Mahyeldi-Audy pair continues to campaign offline, namely direct meetings with the public. During the campaign period, both Mahyeldi-Audi and his team members have gone directly to various areas in West Sumatra. Although the activities were carried out face-to-face, the campaign for the Mahyeldi-Audy pair was in accordance with the rules set by the KPU, namely by reducing the form of activities that invited crowds. The campaign is carried out in the form of limited meetings with the community, community leaders and certain segments of society. The campaign is also carried out by visiting markets by implementing COVID-19 health protocols such as maintaining distance, wearing masks and others. During visits or meetings, dialogues, vision-missions, programs and political education are delivered.

2. Pull marketing

Pull marketing is a political marketing strategy in the form of delivering political products using mass media. Mass media plays a very important role in political marketing activities, to introduce and socialize candidates or parties to the wider community. In addition, through the mass media, candidates or parties can disseminate their vision, mission and programs to prospective voters (Adman Nursal, 2008). In the literature research, Sutrisno (2018) on comparative political marketing theory says, political marketing strategies through mass media are carried out by using print media, electronic media and social/online media.

From the results of the research, it is known that the Mahyeldi-Audy couple in offering political products or campaigning to the public uses attributes such as billboards, billboards, banners, posters, calendars and other attributes. The installation and distribution of these attributes is carried out by a team of volunteers and placed in strategic locations that allow many people to see. With campaign activities using print media attributes, potential voters will be affected because they often see pictures of the Mahyeldi-Audy couple around them.

In addition to print media, social media is very influential in promoting political products during the Covid-19 pandemic. In this study, it is known that the Mahyeldi-Audy couple's campaign is also mostly done online/virtually (Fajri & Montessori, 2021). The campaign was carried out through social media by involving a team of volunteers spread across 19 regencies/cities in West Sumatra. Both Mahyeldi-Audy and the volunteer team are active in campaigning through their respective social media. The social media that are actively used for campaigning are WhatsApp, Facebook and Instagram. Social media is highly prioritized by the Mahyeldi-Audy couple to embrace millennials. The closeness of millennials with social media such as YouTube, Instagram and Facebook is used by the Mahyeldi-Audy couple in their campaigns.

3. Marketing pass.

Marketing passis the delivery of political products (candidates or parties) through third parties that are considered capable of influencing voters (Adman Nursal, 2008). In literature research Sutrisno (2018) Regarding the comparison of political marketing theory, it is stated that parties who have influence on society have strategic value for candidates because with their influence, these figures can convey the candidate's political message to the public or voters including, community leaders such as community leaders, community leaders, ulama, chairmen. -Heads of organizations, youth leaders and other figures who have influence in the community.

From the results of the research, it is known that the Mahyeldi-Audy pair are also assisted or supported by influential figures in promoting their political products to prospective voters. These influential figures included Irwan Prayitno, a PKS cadre and also the Governor of West Sumatra for two periods at that time. Although Irwan Prayitno did not use government attributes in providing support for the Mahyeldi-Audy pair, he personally gave full support to the Mahyeldi-Audy pair to lead West Sumatra. Of course this affects the views of prospective voters towards the Mahyeldi-Audy pair. Another figure who also took part in campaigning for the Mahyeldi-Audy pair was the wife of Irwan Prayitno, Nevi Zuraina, who is a member of the Indonesian Parliament from the PKS faction. Then there is also Riza Falepi, Mayor of Payakumbuh.

Price

Price or price in political marketing includes several things, ranging from economic, psychological image to national image (Alwie et al., 2022). The economic price is the amount of campaign funds spent during the campaign period, psychological image refers to the psychological perception experienced by voters, as if voters feel comfortable with the candidate pair. And the price of the national image, namely whether the candidate can give a positive image and become a pride or not (Firmansyah: 2012). As is the case

with the political marketing of Abraham Sridjaja, a candidate for the DPR RI from the Golkar Party in East Java 1 in the research Rahagi (2019) said, Abraham has social capital that is strong enough to face his contestation in the 2019 legislative elections, Abraham is an organizational person, so he has many relationships and social capital. Furthermore, the price issued by Abraham Sridjaja is quite large in an effort to do branding. Because there are hundreds of billboards scattered on the protocol roads of Surabaya and Sidoarjo. Not only that, Abraham also rented several billboards located on the protocol streets of Surabaya and Sidoarjo.

In this study, the author divides the price of political marketing into two parts, namely social capital and economic capital. The results of this study indicate that there are several forms of social capital owned by Mahyeldi-Audy including first, organizations and social groups where Mahyeldi is incorporated in several social organizations including Afta, PSP, ICMI, MES, PSP, etc. While Audy is a member of IPB Alumni, Minang Student Association, Minang Merchant Association, Minang Squad and HIPMI. Second, family relationships and networks where Mahyeldi is a member of IKKA, Majelis taklim, PKK and Audy who have networks as grandchildren of influential people in West Sumatra, especially in Solok. Third, the position/achievement held. Fourth, his figure/personality in the eyes of society.

Apart from social capital, the Mahyeldi-Audy couple's marketing activities also involve economic capital. The capital is in the form of funds for the winning of the Mahyeldi-Audy pair in the 2020 West Sumatra Regional Election. In the report on receipt of donations and campaign funds to the West Sumatra KPUD, it was recorded that the Mahyedi-Audy pair's campaign funds amounted to 3.9 billion. The number consists of pairs of candidates amounting to 2.55 billion, then a combination of political parties 300 million and other contributions of individuals amounting to 1.1 billion rupiah. The funds are used to carry out political marketing activities such as making campaign attributes, Timeses operational costs, meeting with the community, and the

costs of other activities in order to win the Mahyeldi-Audy pair in the 2020 West Sumatra Regional Election.

Based on the results of the research above, it can be concluded that the success of Mahyeldi-Audy's political marketing in the 2020 West Sumatra Regional Elections, was supported by the existence of social capital and strong economic capital during the nomination period. As mentioned by (Firmanzah, 2012) The success of a candidate's political marketing can be seen from how strong the price or capital is to support the candidate's political marketing process. As is the case with the Mahyeldi-Audy pair, which already has strong social capital, it is obtained from the personal figure and relationship factors of each of the Mahyeldi-Audy couples. Then the economic capital that supports the implementation of the political marketing activities of the Mahyeldi-Audy couple in the 2020 West Sumatra Pilkada.

Place

Place political marketing or place is closely related to how candidates can maximize all voters effectively (Hidayah, 2021). The candidate's political campaign must be able to reach all levels of society. Candidates must be able to classify, map, and analyze the structure and characteristics of the community (Ashraf-Khan & Hossain, 2021). Identification is done by observing the concentration of the population in an area, its distribution and physical geographical conditions (Firmanzah, 2012). Place political marketing includes the accessibility and position of the product to consumers. Product accessibility in the form of media accuracy and props to be easily seen and understood by consumers. In addition, the position of political products must be adjusted to the place and social strata of the voters. This is done to attract the sympathy of the voters.

Based on the results of the study, the Mahyeldi-Audy couple were able to apply the place marketing approach well in facing the 2020 West Sumatra Regional Election. Mapping and segmenting voters and creating a good image

and being able to place themselves in every level of society. In this way, the prospective voters think that this pair deserves to be a leader because they understand the needs of the people of West Sumatra. The Mahyeldi-Audy couple in carrying out marketing activities also group or segment prospective voters including religious groups, farmers, fishermen, small traders and millennials as their marketing targets. So that this pair is able to design a vision and mission as well as work programs that are suitable to be offered to prospective voters.

The Mahyeldi-Audy couple approached the community by recognizing the community's background well, such as approaching the millennial generation. By looking at the hobbies and activities they like. In a state of the COVID-19 pandemic, the millennial generation spends more time on social media such as YouTube, Instagram and Facebook. In order to embrace millennials, the Mahyeldi-Audy couple is active in collaborating with local YouTubers and influencers. In the lower middle class, an approach is taken by offering facilities such as road repairs for areas in need, business funding assistance, health insurance and so on.

CONCLUSION

The results of this study indicate that the Mahyeldi-Audy pair run a 4P marketing mix (product, promotion, place, and price). Strong political products can be seen from the figures, candidate backgrounds, vision and mission and work programs that are in accordance with the needs of the community. Effective promotions by both Mahyeldi-Audy and the winning team using push, pass, and pull marketing methods. The use of minimal material resources but with maximum results. Placement, mapping and segmenting voters as well as creating a good image and being able to place oneself in every level of society. The success of the Mahyeldi-Audy pair in winning the 2020 West Sumatra gubernatorial election, was due to being able to design and execute a political marketing strategy that structured, creative

and innovative during the covid-19 pandemic. This research is expected to be a valuable contribution to ideas in the form of a treasure trove of knowledge about politics, especially political marketing, and can also be used as a resource references for future researchers who will also research related matters, and can be used as reading material to deepen knowledge.

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