

MARKETING MIX FACTORS THAT INFLUENCE THE COMPETITIVENESS OF POLITICAL PARTIES IN GARUT REGENCY, WEST JAVA PROVINCE

Rossy Lambelanova¹, Hyronimus Rowa², Dedeh Maryani³, Triyanto⁴

Institut Pemerintahan Dalam Negeri Kampus IPDN Jatinangor, South Sumedang, Indonesia^{1,2,3,4}

Email: rossylambelanova@ipdn.ac.id

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This research is to examine and analyze marketing mix factors that influence the competitiveness of political parties in Garut Regency, West Java Province. The research method used is a mixed method concurrent strategy, where data collection for using qualitative and quantitative methods is carried out at the same time. The research results show that the marketing mix factors of 9 (nine) major parties that will occur in 2023 ahead of the 2024 election in Garut Regency, West Java Province, namely from the 7 (seven) dimensions of the marketing mix variable (X), can be concluded as marketing factors. mix is included in the Fairly Good category. However, the price dimension has a bad category. This is generally because many promises from both legislative members and regional and national leaders have not been fulfilled, for example fuel prices, basic electricity and gas tariffs continue to increase so that people's purchasing power decreases. The condition of political party competitiveness that occurs in Garut Regency, West Java Province from 4 (four) dimensions, namely Arena, Access, Advantage and Activities in the quite good category as well as indicators of Service, segment targets, general strategy, Competitor targets, party channels, diversity party channels, communications, scale, scope and alliances. The influence of marketing mix factors on the competitiveness of political parties in Garut Regency, West Java Province is 50.9%, which means that if the marketing mix variable (X) is increased, it will automatically increase the competitiveness of each political party concerned.

1. INTRODUCTION

In Indonesia, the existence of political parties experienced development after the reformation in 1997. This had implications for a very significant increase in the number of parties participating in elections, namely 3 parties during the New Order and 42 parties at the beginning of the reformation. The development of the number of parties participating in the election during the election period from 1997 to 2019 also had a very significant impact on the competitiveness of political parties, which became increasingly tight in terms of vote acquisition, because the voters' votes were spread across the number of political parties participating in the election. Currently in Indonesia research on political marketing is still very limited, which according to experts who research this matter, there are still less than ten (10) research results. In fact, the success of a political party in winning general elections is largely determined by several factors, both internal and external factors. One of the factors that determines the success of a political party in winning the general election is political marketing. Until now, the concept of political marketing, especially regarding marketing programs in improving the party's image and reputation as well as its influence on voting intention of political parties, has not been widely developed in developing countries, including Indonesia, because there are still people, including politicians, who do not understand or lack of confidence that the image of the party and the reputation of the political party will influence voting intention.

It is best for all communities involved in developing knowledge in the field of political marketing to continue to study it through various activities, including research activities, seminars, writing, publications, etc. of a scientific nature so that it continues to develop, so that political marketing is better known and can become a scientific discipline that can be scientifically accountable



and develop like other social sciences. The lack of interest among Indonesian politicians in the importance of political marketing can be seen from the efforts of political parties in achieving their target of gaining votes or even winning the general elections that have been previously determined. In general, they have not implemented appropriate political marketing programs, namely political marketing programs that are produced from the results. scientific assessment. Therefore, many of the results are still not in line with expectations, both the expectations of the voting public and the expectations of the political parties concerned.

Literature review

Political parties

Political parties are stated by experts, including Carl Friedrich, quoted by Budiardjo (2008: 160) as saying: "Political parties are human groups that are stably organized with the aim of seizing or maintaining power for their party leaders, and based on that power it will provide benefits. material and ideal to its members". Meanwhile, Budiardjo (2008:159) states that a political party is a political organization that adheres to a certain ideology or is formed with a special purpose or a political party is an organized group whose members have the same orientation, values and characteristics. The goal of this group is to gain power and seize political position (usually) by constitutional means to implement their policies.

Political Marketing

The concept of marketing has been put forward by many experts. However, it is known that the concept of marketing in a social context as a social science discipline has long been linked to exchanges between social actors, for example individuals, groups or organizations. This is as stated by Hunt (1983) quoted by Marin, et al (2009), that: "Marketing is a behavioral science that tries to explain exchange relationships."

Based on the marketing definition above, when applied to the political sector, the customers are the public as voters of political parties who will determine their choices in general elections, in determining candidates who will occupy political positions and their choices in electing members of parliament or the House of Representatives or Regional People's Representative Assembly.

Political marketing as a form of marketing in the public sector is something that has been increasingly discussed by marketing experts in the last three decades. This is in line with the opinion of Lees-Marshment (2006: 124) who states: "Political marketing is an interesting field that is little known and many aspects are quite worthy of debate." Then O'Shaughnessy (2002: 1089) stated: "To carry out political marketing is to undertake a journey, but not to control one's destiny."

According to Scammell (1999:719), political marketing can be seen as: "something that democratic parties and candidates do in order to get elected and this is very different from the initial form of salesmanship in politics". Scammell (1999) further stated that political marketing offers a new way of understanding and managing modern politics. Likewise, O'Cass (1996) suggests that political marketing encourages and enables political parties and voters to be part of a constructive dialogue. Based on several understandings and opinions expressed by the experts above, the author can conclude that political marketing has several keywords that can be considered, namely as follows:

- a. Activity
- b. Party
- c. Candidates put forward by the party
- d. Marketing conceptg
- e. Voter
- f. Related to image, reputation and leadership
- g. Policy formulation and output

Political Party Marketing Strategy Concept

As stated in the previous description, internal factors and external factors of political parties influence the success of political marketing. Therefore, these factors must be taken into consideration



by political parties in determining their political marketing strategies. Strategy seen from the design school school or school according to Mintzberg (1989) is as a conception process. This planning school proposes a model for making the most suitable strategy, namely that there is a match between internal capabilities and external possibilities. Marketing strategy is a marketing management tool or component in order to support the successful implementation of marketing programs. In the political sector, the emphasis on strategy is the main contribution of the political marketing literature, changing attention from promotional techniques to the strategic objectives of the party/organization as a whole, as well as turning the perspective from the approach that political marketing is part of a communication or campaign process to a process that broader and more comprehensive (Scammell, 1999:723). This is the main reason that makes political marketing a sub-discipline (Scammell, 1999:723; O'Shaughnessy, 2001:1049). The consequence is that the main driver of change in politics is not the media, but the strategic activities of political party organizations in understanding the political market.

Marketing Mix in Politics

This marketing mix concept has long been developed in the field of marketing science, where according to Chai Lee Goi (2009), the first to put forward this concept was Borden (1965) who initially received inspiration from Culliton (1948) and Mc-Carthy (1964). Initially, Borden offered a set of 12 elements that must be considered in supporting marketing success, namely as follows: product planning; pricing; branding; distribution channel; private selling; advertisement; promotion; packaging; appearance; service; physical management; and fact-finding and analysis. Then Chai Lee Goi (2009) quotes the opinion of Frey (1961) indicating that marketing variables must be divided into two parts, namely: offering (product, packaging, trademark, price and service) and methods and tools (distribution channels, personal selling, advertising, sales promotion and publicity). As science develops, Borden groups the 12 elements into 4 marketing mix components, which are better known as the 4Ps of the marketing mix, namely: product, price, place and promotion. Furthermore, scientists in the field of marketing continue to carry out research activities which include criticizing the marketing mix concept put forward by Borden. The success of a political party in gaining votes in elections also occurs if the party integrates the 7Ps of the most ideal marketing mix, namely: product, price, place, promotion, people, process and physical evidence. However, the discussion of marketing mix in the context of political marketing has its own characteristics compared to the marketing mix in general (Sugiono, 2013: 81).

Political Party Competitiveness

The definition of competitiveness has been put forward by many experts, including Sumihardjo (2008) who states that the term competitiveness is the same as competitiveness or competitiveness, while Franzisca Blunck (2006) puts forward the definition of competitiveness as the ability to provide products and services that are more effective and efficient than competitors. Then competitive advantage is defined as competitive advantage. Furthermore, Soemihardjo (2008) also stated that the word "superior" is the relative position of an organization to other organizations or the relative position of a person to other people. A similar thing was also stated by Rahayu (2008) who expressed his opinion, that excellence is the relative position of an organization relative to other organizations, either towards one organization, part of an organization or the entire organization in an industry or the relative position of a person as a leader compared to other leaders.

Meanwhile, the definition of competitiveness in political parties is the ability of a political party to attract voters to decide to choose that political party when voting in a general election in which those voters participate. The competitive advantage of a political party also means the relative position of a political party compared to other political parties. Franzisca Blunck (2006) quotes the concept stated by experts in which a set of theories of competitive party behavior have been developed. Based on the goals of the political party that have been determined by the political party, party competitiveness can be divided into 3 types of party behavior models, namely: 1). Vote-seeking,



2). Office-seeking, 3). Policy-seeking. These three models of party behavior are competitive with competitors. Even though political organizations differ from corporate organizations or business organizations in their characteristics, because currently the marketing concept has been adopted by public sector organizations, some of which are developing in the political sector, the concept of creating and maintaining competitive advantage for political parties can also adopt normal competitive strategies, carried out by a company organization or business sector organization. This is as stated by Yang (2007), that "the competitive advantage of a company in the same industry as its competitor companies can be achieved by looking at its environment, both the external environment and the internal environment". Yang (2007) further stated: "The external environment includes: country, industry, stakeholders, competitors, strategic networks, differentiation and brand. Meanwhile, the internal environment consists of: the human resources of the company or organization, as well as other resources owned by the company or organization."

If this is applied to political organizations/parties, then political parties are said to have a competitive advantage compared to their opposition parties, namely if the party is able to utilize the external environment and optimize its internal environment, so that it is able to create and determine the right marketing mix based on by marketing research which is also able to determine the target market with the market segmentations it creates.

Framework

Marketing management is a basic concept as an effort that can be used to solve problems regarding how to increase public trust in political parties. According to Kotler and Keller (2012): "Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating delivering, and communicating superior customer value." This means that marketing management is the art and science of selecting target markets and getting, keeping, and growing customers through creating gifts, and communicating with customers about superior value. Furthermore, Sudha Venu Menon (2009) stated that the function of political marketing is a pre-requisite for improvement for successful political marketing management.

O'Cass and also O'Shaughnessy (2001) above, Hayes and McAllister (1996) stated that the main goal of political marketing is how a political party, a candidate can get support from the public by applying the methods and techniques available in marketing. A candidate's victory is more determined by the accuracy of formulating a strategy based on an accurate analysis of the situation, conditions and needs of society.

The political marketing model which is linked to political marketing strategies that pay attention to political market segmentation using Segmenting, Targeting, Positioning as proposed by Hirst and Smith (2001) and created by Tsianti and Rees (2005) can be seen in the following figure below. :

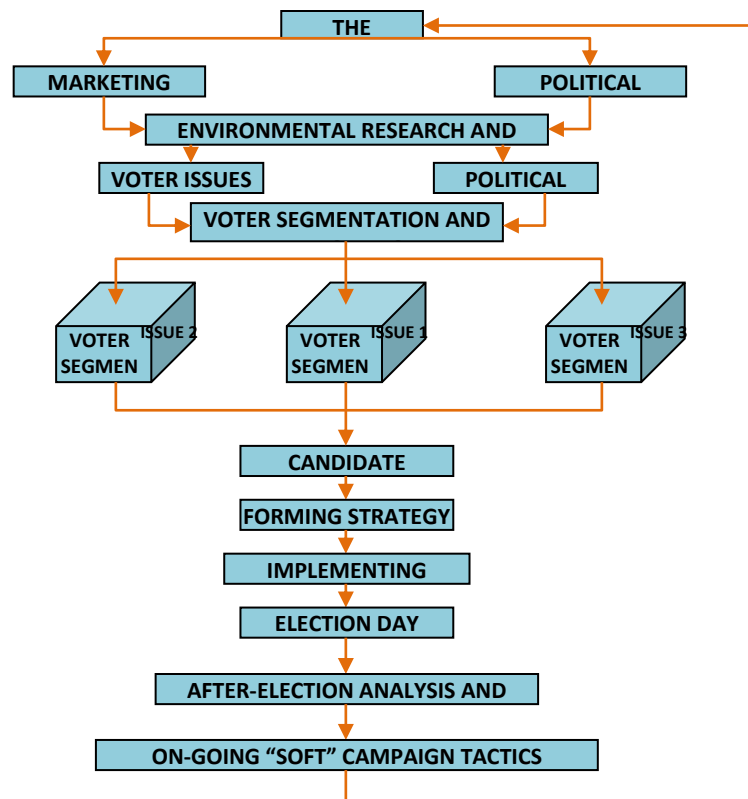


Figure 1 Political Marketing Process Model

Source: Tsianti and Rees (2005)

Talking about marketing strategy, the marketing mix is a tool to be integrated in implementing the strategy that the company considers most appropriate for marketers to guide, whether marketers of goods or services. According to Lupiyoadi (2013), who developed the marketing mix concept from marketing experts, the services marketing mix is different from the goods marketing mix. The goods marketing mix includes 4Ps, namely: product, price, place, and promotion. Meanwhile, for service products, considering that their characteristics are not the same as goods products, these 4P factors or elements are not enough, but must be supplemented with three elements, namely people or human resources, processes and customer service, one of which is physical evidence. .

Then, the marketing strategy or combination of marketing mix components that is ideally implemented for each organization is declared successful if the company has a competitive advantage and ultimately is highly competitive compared to its competitors. The right marketing strategy must be able to form a high company image and reputation in the eyes of the public, especially consumers, so that consumers become loyal customers who want to choose or buy goods or services produced by the company. This is in line with the concept put forward by Day and Way (1999), that companies that have a superior strategy will have a competitive advantage which ultimately increases competitiveness. Day (1999) further stated that the dimensions of competitiveness consist of arena, advantage, activities and access, where the four dimensions that form competitiveness are each described into various indicators.

2. METHOD

The research to be conducted is designed using a concurrent mix method strategy, where data collection for using qualitative and quantitative methods is carried out at the same time. The qualitative method is intended to analyze data in order to answer the first and second problem



formulations, while the quantitative method is intended to analyze data in order to answer the third problem formulation.

The data analysis technique in this research uses descriptive analysis techniques, where the conditions of implementation of the political marketing mix by the 9 (nine) largest parties are described using scores ranging from very good with a score of 5, good with a score of 4, moderate with a score of 3, poor with a score 2 and not good with a score of 1. To answer the third problem formulation, hypothesis testing using regression is used, where the calculation or data processing uses the SPSS Version 25 application program. The total population was 1,399,343 while the sample size was 100 people determined using the Slovin formula. The sampling used is Cluster Stratified Random Sampling, where the sampling area is used based on sub-district and stratified based on education level.

3. RESULT AND DISCUSSION

Analysis of the Influence of Political Marketing Mix on political competitiveness in Garut Regency

Based on the description above regarding the categories of the 7 (seven) dimensions of the marketing mix variable (X), it can be concluded that this variable is included in the Good category. For more details, this can be seen in table 1 below:

Table 1 Marketing Mix Variable Criteria

No	Dimensions	Category
1	Product	Pretty good
2	Promotion	Pretty good
3	Price	Not good
4	Place	Pretty good
5	Person	Pretty good
6	Process	Pretty good
7	Physical Evidence	Good

Marketing Mix Variables Pretty good

This is in line with the results of the author's observations and interviews with representatives of the 9 (nine) parties visited by the author stating that in general political party office buildings belong to the party with different sources, namely some from grants from party cadres, others which is the participation of the party cadres concerned, for example from party cadres who are members of the legislature. However, several facilities and infrastructure to optimize party activities need to be equipped.

Descriptive Analysis of Political Party Competitiveness

Based on the 3 (three) indicators above, the respondents' responses show that the 3 (three) indicators are quite good. Therefore, it can be concluded that the Activities dimension is good. For more details, see table 2.

Table 2 Activity Dimension Criteria

No	Indicator	Category
1	Scale	Pretty good
2	Scope	Pretty good
3	Alliance	Good
Activities Dimension		Good

This is in line with the results of the author's interviews with representatives of the 9 (nine) parties visited by the author, stating that in general each party has partnered with various elements of society to convey its existence to absorb people's aspirations in carrying out life as a state, nation and society, However, the scope is still at the maximum level at the provincial level, the scale is adjusted to existing capabilities.



The Influence of Marketing Mix on the competitiveness of political parties in Garut Regency

The influence of Variable

Table 3 Regression Test Results for Variable X on Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714a	.509	.504	3.95521

a. Predictors: (Constant), Political Marketing Mix Strategy

Based on table 3 above, the influence of variable X Marketing Mix on the Dependent Variable Political Party Competitiveness is 50.9%, which means that if Variable Therefore, each political party, especially in Garut Regency in the future must continue to improve the quality or quantity of the 7 (seven) dimensions and all indicators in variable X marketing mix, because only 1 (one) indicator shows that The others in the Good category are still in the quite good and even not good categories. Likewise, for variable Y Political Party Competitiveness, all indicators are still in a fairly good condition.

4. CONCLUSION

Judging from the marketing mix and competitiveness of political parties, this research can be concluded as follows: The marketing mix factors of the 9 (nine) major parties that will occur in 2023 ahead of the 2024 election in Garut Regency, West Java Province, namely from the 7 (seven) dimensions of the marketing mix variable (X), it can be concluded that the marketing mix factors fall into the category Pretty good. However, the price dimension has a bad category. This is generally because many promises from both legislative members and regional and national leaders have not been fulfilled, for example fuel prices, basic electricity and gas tariffs continue to increase so that people's purchasing power decreases. The condition of political party competitiveness that occurs in Garut Regency, West Java Province from 4 (four) dimensions, namely Arena, Access, Advantage and Activities in the quite good category as well as indicators of Service, segment targets, general strategy, Competitor targets, party channels, diversity party channels, communications, scale, scope and alliances. The influence of marketing mix factors on the competitiveness of political parties in Garut Regency, West Java Province is 50.9%, which means that if the marketing mix variable (X) is increased, it will automatically increase the competitiveness of each political party concerned.

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