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THE POLITICAL MARKETING STRATEGY OF PARTAI SOLIDARITAS INDONESIA IN LEGISLATIVE ELECTION 2019 OF NORTH SULAWESI PROVINCE

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Abstract: This research aims to determine PSI's political marketing strategy in communicating its concept, identity, and work program to the community or its constituents during the political campaign process in the 2019 Legislative Election in North Sulawesi. The research method uses qualitative research methods. To obtain information on research data uses the purposive sampling technique in determining key informants. The data collection techniques are through in-depth interviews, and documentation studies. The results show that in the process of delivering political products, PSI has not been able to balance three political marketing strategies simultaneously. The push-marketing strategy is the most widely used strategy because it is considered the most effective strategy in winning constituents. Through push-marketing strategy PSI introduces candidates and conveys work programs by visiting the community directly or door-to-door and forming discussion forums.

Abstrak: Penelitian ini bertujuan untuk mengetahui strategi marketing politik PSI dalam mengkomunikasikan konsep, identitas, dan program kerjanya kepada masyarakat atau konstituennya pada saat proses kampanye politik pada Pemilu Legislatif 2019 di Sulawesi Utara. Metode penelitian menggunakan metode penelitian kualitatif. Untuk memperoleh informasi data penelitian menggunakan teknik purposive sampling dalam menentukan informan kunci. Teknik pengumpulan data melalui wawancara mendalam, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa dalam proses penyampaian produk politik, PSI belum mampu menyeimbangkan ketiga strategi pemasaran politik secara bersamaan. Strategi push-marketing merupakan strategi yang paling banyak digunakan karena dianggap sebagai strategi yang paling efektif dalam memenangkan konstituen. Melalui strategi push-marketing PSI mengenalkan calon dan menyampaikan program kerja dengan mendatangi masyarakat secara langsung atau door to door dan membentuk forum diskusi.

INTRODUCTION

General Election (Pemilu) is one of the most basic democratic instruments and closely related to political issues and leadership changes. General Election is the arena and media for the implementation of popular sovereignty as the owner of the vote which will later be transformed into political power, both in parliament and in the executive. Theoretically, general election is the earliest stages of various series of democratic state administration life. So that it can be said

that the election is the driving force behind the mechanism of the Indonesian political system. Until now, election is still considered as an important state event because election involves all the people directly where the people can express their wishes in politics or the state system. Election is one of the main pillars of the process of will accumulation as well as a democratic process to elect leaders.

After the reformation era, through the amendment of Law 1946 Indonesia conducted the general election and election of regional head directly. It means that people are given the full sovereignty to determine by themselves their representative in parliament and their leader in local and national scales. There is change to the political culture, both for the political performer and society as the voters. So that in the election contestation, a political party or contestant shall be able to arrange the campaign strategy and be more innovative to reach the vote electability. The increase of society's role in determining the winning, causes the tight competition among the candidates or political parties in obtaining the society's sympathy.

This competition is undeniable phenomena in democracy climate. To be able to hold the power, political party or individual shall win the election with the most votes among other contestants. The contestants shall be able to win the competition in election provision corridor. The more political parties the more competition. The society is also faced with more choice alternatives during the election period. The fact that a political party has traditional mass cannot guarantee that its traditional mass will not move to other political party. The society's demands of the performance of the political party or contestant will also be higher as the choice increases. Each contestant shall be able to show that they are the most capable to solve the problems of nation and state. Therefore, candidate or political party shall have strategy and ability to understand many kinds of basic matters in the society. Then based on this understanding to interpret it become a work program offered as the solution to handle a problem. The political party or candidate shall be able to convince the society that their party or candidate is the only one who is able to solve the problem correctly. So, the delivered message can be accepted and responded well by the society.

With the condition of this competition, political party or candidate needs a proper way or method to win the competition. The marketing strategies are the way to reach the winning in the general election. Certainly, the marketing method and concept need so many adaptations to the condition and situation of political world. Not all marketing methods can be directly used in the

political world's context. However, political party and contestant urgently require the effective method to be able to build the long-term relationship with the constituent and society.

In the Legislative General Election year 2019 especially in North Sulawesi Province the political party participant was followed by 20 parties, namely Kebangkitan Bangsa Party (PKB), Gerakan Indonesia Raya Party (Gerindra), Demokrasi Indonesian Perjangan Party (PDIP), Golongan Karya Party (Golkar), Nasional Demokrat Party (Nasdem), Gerakan Perubahan Indonesian Party (Garuda), Berkarya Party, Keadilan Sejahtera Party (PKS), Persatuan Indonesia Party, Persatuan Pembangunan Party, Solidaritas Indonesia Party (PSI), Amanat Nasional Party (PAN), Hati Nurani Rakyat Party (Hanura), Demokrat Party, Bulan Bintang Party (PBB), Keadilan dan Persatuan Indonesian Party (PKPI). Among the 20 parties of the election participants there were new parties namely PSI, Berkarya Party, Garuda Party, and Perindo Party.

In this research the writer interests to research the political marketing conducting by PSI as one of the new political parties in Indonesia determined as the participant of 2019 Legislative General Election by General Election Commission (KPU). This party is established by a number of young people who want to give their own color in politic. Established on November 16th 2014 and officially become Legal Entity after going through the verification of Minister of Justice and Human Rights on October 7th 2016. The chairman of PSI is occupied by Grace Natalie, General Secretary Raja Juli Antoni, and General Treasurer Suci Mayang Sari. The party manager is limited by maximum 45 years and currently the average age of the regional manager is 20-30 years old. Furthermore, this party also especially separates the business impact from the party operational.

PSI is a political party building the youth image by bringing the anti-corruption and anti-tolerance spirits as their political identity. This identity is considered as the strategy in political marketing conducted to the voter candidates, especially the young people to improve the electability of 2019 Legislative General Election. PSI as a new party shall be able to compete with many other parties which has had large mass base. After passing the verification of KPU as participant party of 2019 General Election, then PSI must be able to make the voters to side and give their votes. The political marketing is a strategy conducted by PSI as an effort in reaching the society of North Sulawesi in 2019 Legislative General Election.

PSI strives to do the self-positioning and market its products to the rational voters especially the youth group and women as its voter target. It is be based by the strong will of PSI to encourage the young people and women to actively participate in regional and national

development. The campaign and political message of PSI offer the novelty political idea focuses on the youth and women empowerment as well as the effort to fight against corruption and intolerance. By considering that the voter candidates under the age of 20 as amount as 98,951 persons and between 21- and 30-years voters as amount as 417,999 persons. That amount is determined by KPU of North Sulawesi as permanent voter list (Sulut.KPU.go.id). In the effort to build the PSI's political image and its candidates try to synchronize the vision, mission and real work in the field. As the evidence, PSI proposes the candidates of legislative member who have never involved in corruption. PSI also intensely campaign the anti-tolerance by developing the positive discourses in the society.

In 2019 Legislative General Election, PSI with its candidate Melky Jakhin Pangemanan managed to obtain the place in Regional House of Representatives (DPRD) of provincial level through the election region of Bitung City and North Minahasa Regency with the result as 8,317 votes. The success of PSI as new political party to obtain the position in Dewan Perwakilan Rakyat Daerah (DPRD) of North Sulawesi Province is interesting to be made as research study. Therefore, this research aims to acknowledge how PSI implements the political marketing concept in determining the politic products in the form of concept, identity and work program of PSI which gives the effect to the PSI electability in 2019 Legislative General Election. Furthermore, to acknowledge the political marketing strategy through the push-marketing, pull-marketing, and pass-marketing approaches in communicating the concept, identity and work program to the society or constituent during the political campaign process in 2019 Legislative Election in North Sulawesi.

LITERATURE REVIEW

Newman (1999: xiiii) defines political marketing as "the application of marketing principles and procedures in political campaigns by various individuals and organizations". Such procedures involve the analysis, development, implementation, and management of strategic campaigns to achieve the objectives of directing public opinion to meet the needs and wants of target groups of voters, promoting party ideology, winning elections, legislating and referendums (Winchester, Hall & Binney, 2016: 260). Meanwhile, O' Cass (1996: 48) argues that political marketing is the use of marketing techniques in political parties to increase the party's ability to influence voters through market analysis, planning, implementation, and control over the political campaign and election process. Based on this, the main goal of political marketing is to

increase the ability of political parties and voters to produce political decisions and public policies that satisfy both (O' Cass 1996: 59-60).

Firmanzah (2008:167) argues that political marketing is not intended to sell contestants to the public, but as a technique to maintain relations with the public in order to create lasting two-way relationships. Marketing science plays an important role in the activities carried out by political institutions. According to Firmanzah (2008:168) the purpose of marketing in politics is to help political parties to become better at recognizing the people who are represented or targeted. Then develop work programs or political issues that are in accordance with their aspirations, and are able to communicate effectively with the community. Marketing does not aim to enter the political sphere, in the sense of being a way of distributing power or to determine political decisions. For marketing in politics, the problem is communicating it to the public. Beyond that problem, marketing can certainly contribute to politics, especially marketing techniques for gathering information about all things related to political issues and problems. Through market research concepts and methods, for example, the political world can carry out the process of searching, collecting, analyzing data and information obtained from the wider community.

Adman Nursal (2004:170-175) says that the climate of competition has the consequence that every party or candidate must be able to satisfy the political needs of the wider community. In the context of winning elections, the political parties or candidates who win are only parties or candidates who, according to voters' perceptions, are relatively offering something different and better than other political parties or candidates. This is where the role of several approaches in marketing becomes urgent to be adopted in the political domain, including: (1) market orientation, namely the process of designing brands, policies, and political messages according to what consumers need. The needs in question include work programs, ideologies, expectations, and leader figures. When society becomes more critical and rational, the work program is a very important political product; (2) competition orientation, namely an understanding and attitude that competition is very necessary and from there all the things that will be offered are arranged. This competition is important in the context of evaluating the performance of political parties or candidates, motivation and dynamics of interaction; (3) consumer orientation, namely the ability to assess and evaluate who their customers are; (4) competitor orientation, namely all actions of other parties that can potentially reduce the public's alignment and the vote acquisition of a particular political party. Furthermore, Adman Nursal (2004: 50) suggests that the functions of political marketing are as follows:

1. Market position analysis, such as mapping the perceptions and preferences of voters, both constituents and neo-constituents, to the contestants who will fight in the election arena.
2. Establish campaign objectives, marketing efforts, and resource allocation.
3. Identify and evaluate strategic alternatives
4. Implementation of strategies to target certain targeted segments based on existing resources.
5. Monitor and control the implementation of the strategy to achieve the set objectives.

Market Approach Strategy

In developing and seeking support during political campaigns, Nursal (2004) categorizes three approaches that political parties can take. The first is push-marketing, political parties trying to get support through stimulants given to voters. People need to get support through stimulants given to voters. The message in this strategy can be delivered directly by either the candidate or the party. It can also be through volunteers in distributing business cards, brochures, flyers and stickers. The second is pass-marketing, which is a strategy using individuals or groups that can influence voter opinion. The success or failure of mass-raising will be largely determined by the selection of these influencers. The more precise the influencer chosen, the greater the effect achieved in influencing public opinion, thoughts and beliefs. The third is pull-marketing where this strategy focuses on building a positive political image. The delivery of messages in this strategy is through mass media, both prints, electronic, outdoor and the Internet. In carrying out their political strategy, a party or candidate can combine the three strategies.

RESEARCH METHODS

This research design uses qualitative research methods with a case study approach. The case study method emphasizes the specification of a single unit or case. Case studies focus on things that are considered unique and occur naturally, so case studies are considered as natural studies in the sense that there is no intervention from the researcher. This research will answer the questions of how and why. Yin (1996:8) says a case study is an empirical inquiry that investigates a phenomenon in a real-life context, when the boundaries between the phenomenon and the context studied are not clearly visible and when multiple sources of evidence are needed. Thus, case studies are especially needed when the researcher has little opportunity to control the

events to be studied. In the descriptive case study method, the study of various data sources requires various instruments or data collection ranging from in-depth interviews, observations and documentation, also does not attempt to prove a causal relationship to the observed phenomena.

In this study, the informants were determined by purposive sampling technique, a sampling technique of data sources with certain considerations. This particular consideration is the person who is considered to know best about what we expect, making it easier for researchers to explore the object or social situation under study (Sugiyono 2010:53-54). The selected informants are those who are considered to know a lot, understand with certainty information about PSI products and PSI's political marketing strategy seen from the pass-marketing, push-marketing, and pull-marketing approaches. The informants are PSI party administrators, candidates and academician.

RESULT

PSI Political Party Products

Niffenegger (1989) says that the products offered by political institutions are complex things which voters will enjoy after a party or a candidate is elected. The importance of a political product is not only determined by the characteristics of the product itself, but the understanding of voters in interpreting and interpreting a political product is very important (Dermody and Scullion 2001). Niffenegger (1989) divides political products into three categories: (party platform) political platforms, past records, and personal characteristics. The main product of an institution is a political platform in the form of concepts, ideological identities, and work programs of an institution. In addition, past actions by political parties contributed to the formation of a political party. Then, the characteristics or characteristics of a candidate or leader provide the image, symbol and credibility of a political product. This section will discuss PSI's products in the form of a political platform in the form of PSI's concepts, identities and work programs.

PSI is trying to come up with a new political face, trying to invite people to believe in politics that has been considered dirty and blackmailing the people. PSI was born from the realization that politics is a noble task to create happiness for everyone. On this basis PSI wants

to restore politics to its high value. The method used is to bring politics closer to virtue values, so that statesmen are born whose thoughts and actions are based on the interests of the nation and state, not on short-term political personal interests.

PSI was born on the basis of answering the nation's problems, especially corruption and intolerance. PSI sees the issue of intolerance and corruption as a problem in the life of the nation and state. This ideology was chosen on the basis of increasing cases of corruption and intolerance in Indonesia. As stated by one of the informants, the initial unrest in the establishment of PSI began with seeing the condition of the nation which was still entangled in *SARA* (ethnicity, religion, race, and inter-group relations) issues and the majority-minority segment. This became PSI's initial spirit in proposing a new political paradigm that carried the theme of anti-intolerance and the spirit of diversity.

The identity highlighted by PSI as a new party is the identity of youth. This stems from the awareness of the founders of PSI who saw that so far young people were only used as a second class in the political world in Indonesia. As stated by the informant that initially the founding fathers of PSI saw that so far young people were only a second class in Indonesian politics. Young people only serve as party administration officers or just occupy the wings of political parties. Whereas young people should be an important part in the world of politics because they are considered to still have pure ideals and high fighting spirit and are not contaminated with elite interests and capitalism. This then prompted PSI to make young people the main subject in the wheel of political parties.

In the 2019 North Sulawesi Legislative Election, the number of potential voters under the age of 20 was 98,951 people and voters aged between 21 years and 30 years were 417,999 people. The number is determined by the North Sulawesi KPU as a permanent voter list (Sulut.KPU.go.id). It is this young generation who will determine the national leadership, who will become people's representatives and occupy important positions in the executive. This young generation is categorized as a new generation that is more educated and has stronger access to mass media. They are believed to be very exposed to various news and opinions and tend to be critical of the political condition of the Indonesian state, and this generation generally hopes for the birth of leaders with integrity, competence and care for the people. This generation is also believed to tend to demand greater political equality and inclusiveness. Based on this belief, PSI was formed by not relying on one central figure where its leadership is based on realistic democratic leadership principles, namely polyarchy or leadership by many people. Party leaders

are not given incentives to become national leaders in order to avoid politicizing the party for the leader's own benefit. PSI also fights for women's participation not only by fulfilling the 30 percent quota for women, but also by involving women in political decisions.

With the slogan "*Tunjukkan solidaritasmu*" PSI's four basic values: benevolence, diversity, openness and meritocracy, become the platform for struggle and public policy. PSI views politics as a virtue that is a source of goodness for the benefit of the people. Political parties as institutions that hear and channel the aspirations of the people. Therefore, all of PSI's political work is focused on initiating and deciding public policies that benefit the community.

Second, PSI sees the issue of intolerance as a problem in the life of the nation and state. seeks to strengthen the principle of diversity, where the values of solidarity that bind citizens do not only originate from emotional ties into their own group which are rooted in the similarity of religion, ethnicity, language and historical experience. But more than that, there is a sense of interdependence that bridges relations between groups, between religions, between languages and between ethnicities. The value of this diversity is a source of Indonesia's strength.

Third, PSI upholds the values of openness in dealing with the outside world and governance. The value of openness allows Indonesia to be able to work together and learn from each other with other nations and become a place for criticism and renewal. Openness underlies PSI's struggle in realizing transparency and accountability in governance. Fourth, the basic value of PSI's struggle is based on the value of meritocracy. This value values performance and seeks to create conditions that allow everyone to get something with their abilities and efforts.

Reported from the PSI website address https://PSI.id the work program offered by PSI focuses on empowering women and youth. The women's empowerment program includes: First, fighting for the revision of Law No. 1 of 1974 which allows polygamy. PSI fights for the prohibition of polygamy for public officials in the Executive, Legislative and Judiciary, as well as the State Civil Apparatus. Second, to fight for the Draft Law on the Elimination of Sexual Violence in the DPR to be ratified as a legal umbrella in order to protect and provide assistance when women become victims of violence. Third, support increasing the age limit for marriage to 18 years to prevent women from dropping out of 12 years of compulsory education. Fourth, encourage regulations that make it easier for women to work, by allocating the state budget to establish "childcare centers". There needs to be an option to apply flexible working hours according to women's needs. Encouraging a "work from home" model by leveraging advances in technology. The goal is for Indonesian women to remain productive. Fifth, organize courses

and prepare small and medium business incubators for mothers in each district, so that their skills can improve, and then integrate their potential into e-commerce. Sixth, PSI wants to organize a nutrition program for pregnant women and toddlers. With the "Smart *Posyandu*" (center for pre- and postnatal health care and information for women and for children under five) program to educate the public about health and pick up the ball, they come to residents who do not have time to go to the *Posyandu*. And the "Smart *Puskesmas*" (Public Health Center) program provides routine inspection services as well as concurrently emergency ambulances. To reduce maternal mortality, a "Panic Button" will be prepared so that medical personnel can immediately come to the location if needed.

In addition, PSI has programmed youth empowerment which includes; First, reduce taxes for young people. The party will fight for the abolition of income tax for early-career workers and young families with incomes below Rp 15 million. Second, fight for free internet for students and students for educational purposes by encouraging the government to provide free internet in public spaces throughout Indonesia. Encouraging the formation of a digital village where residents can access the internet for free in the *Alun-alun* (Town Square) or Sub-District, as well as encouraging the digitization of the world of education by distributing tablets as a substitute for the function of books for students. Third, improve the skills of young people by fighting for a scholarship budget for one million young people in the creative industry, so that Indonesia has more animators, video editors, game developers, and various other types of creative economy supporting professions. In addition, PSI will fight for the allocation of scholarship funds for two million tourism industry courses. Fourth, encourage recognition of new professions such as Content Creator, Influencer, Gamer, and others so that they can be included in the column for the profession of ID card. This recognition is important so that young people who are in this new profession can apply for credit loans to banks to develop their businesses. Fifth, encourage the construction of an arts, sports and cinema building in each Regency/City.

PSI Political Marketing Strategy

Based on the results of data collection through interviews and secondary data, PSI markets and introduces political products that include legislative candidates, work programs, and the vision and mission of political parties by implementing push marketing, pass marketing and pull marketing strategies.

Push marketing strategy

In carrying out the push marketing strategy, candidates are supported by a team of volunteers who actively approach the grassroots level. They introduced PSI by involving themselves directly in community programs. The personal approach, also known as the canvassing or door to door strategy, in introducing PSI products was carried out intensely. According to the informant, there are several ways that candidates and volunteer teams do in campaigning for their work products and introducing candidates. First, visit the residents' houses one by one. The second held a limited meeting attended by no more than 10 people so that the messages to be conveyed were more focused and easily accepted. Third, form discussion groups and actively meet with residents not in formal activities. Fourth, form small communities such as MSME (Micro, Small and Medium Enterprises) communities in urban villages. Fifth, build networks through secular, traditional and religious organizations. The push-marketing strategy is considered more capable of touching the community as well as humanizing the candidate. In every meeting or visit the candidate makes, the volunteer team or candidate also distributes flyers, stickers or t-shirts. This method is, of course, an effort to remind the public about the candidates for legislative members from PSI, which include the names, serial numbers, party symbols, and party slogans.

The political messages conveyed to the public are messages of virtue, tolerance, anti-corruption, work transparency, budget transparency. As well as raising issues related to corruption and people's welfare. Data shows that there were 271 corruption cases handled in 2019 with a total of 580 suspects. This resulted in state losses that reached Rp. 8.04 trillion rupiah. The data is based on the report of Indonesian Corruption Watch (Ramadhan A. 2019). These political messages are messages that are arranged based on the problems that occur in the community. Thus, it is hoped that it can touch the hearts of the people and make the people side with PSI.

Firmanzah (2012: 261) said that the strategy in packaging political messages is very important. Packaging plays a very important role in directing the way people interpret it. The message raised must be in accordance with the political issues that are developing in society. So, it is undeniable that the concept of political marketing is the spearhead of the success of a political campaign. This push-marketing strategy is considered the most effective strategy in winning constituents. Direct communication with the community is considered more capable of touching the community as well as humanizing the candidate. As stated by the informant that the most effective political work in winning the contestation is to be diligent in going to the community

and being willing to listen to constituents' complaints as well as offering realistic and measurable visions and missions. Building emotional closeness with constituents, building networks through secular, cultural and religious organizations play a very important role in winning constituents.

Pass-marketing strategy

In carrying out pass-marketing PSI carried out socialization and cultural approaches with youth and community and religious leaders. According to informants, this approach was carried out because emotional ties with constituents, campaigns from religious leaders and community leaders were enough to influence voter interest. The pass-marketing approach through community leaders or religious leaders was considered capable of capturing public votes due to emotional factors with figures who felt close to their group. appear and show their political choices then the members of the group are influenced and cast their votes. But this approach is not maximized by the candidate and PSI.

The methods used in this approach are PSI visits and meetings with religious leaders such as the visit made by the Secretary General of the Indonesian Solidarity Party (PSI) Raja Juli Antoni to the office of the Minahasa Evangelical Christian Church Synod (GMIM), the General Synod of the Minahasa Christian Churches. Church of North, Central Sulawesi, Gorontalo, and Manado Diocese. In a meeting with religious leaders, PSI emphasized that intolerance must be fought by ideological nationalist parties that do not compromise with electoral political interests. PSI is appreciated as a new party that has a clear and firm platform for defending the rights of citizens.

Pull-marketing strategy

The pull-marketing strategy carried out by PSI is to utilize mass media including print media, electronic media, social media and outdoor media in order to introduce candidates, products and build an image. According to an informant, PSI has been active in social media since its first establishment, either through Facebook, Twitter, Instagram and WhatsApp. Then began to move to other media such as print media, namely Manado Post, Koran Commentar, Koran Tribune. News coverage in print media is carried out every week but in online media such as Tibun.com it is reported more often. PSI tried to campaign its program through local television but was hindered by KPU regulations so that it rarely reported its products in the media. So, it can be concluded that the use of outdoor media, print media and electronic media is not optimal

in this campaign because of the KPU rules regarding restrictions on campaign funds. Likewise, the installation of outdoor media such as billboards, banners and posters are not optimal because it is only limited to what is allotted by the KPU. It's the same with placing a candidate's campaign advertisement in newspapers or television, which is not done by the candidate in this campaign.

Although the use of print media, TV and outdoor media is not optimal, social media is used by candidates to communicate with the public during the campaign period to convey political messages. By formulating good information, the public will easily understand the political messages conveyed. According to Stanyer (2005), without information and communication technology, political parties will have difficulty mobilizing their supporters and persuading doubtful voters to support them. PSI and candidates take advantage of the role of social media such as Facebook, Instagram, or Twitter in promoting work programs, attracting millennials, and countering negative issues or black campaign. Submission of political messages that are appropriate and carried out effectively will be able to attract public sympathy so that they will accept the intentions desired by politicians (Perangin-angin & Zainal, 2018). Likewise, the ability of political parties or candidates to build relationships with constituents through social media can increase voter participation (Anim *et.al* 2019: 813). Along with the development of internet-based information technology, social media can have a positive effect on political participation, especially for novice voters in the 2019 Legislative Election. The presence of various social media is an advantage for various marketing activities, including PSI in carrying out political marketing. Social media is considered very useful in disseminating political messages because currently social media is the media most accessed by most Indonesians, social media is the cheapest and most affordable news facility.

CONCLUSION

PSI is a political party that builds an image of youth by bringing the spirit of anti-corruption and anti-intolerance as their political identity. This identity is used as a strategy in political marketing carried out to prospective voters, especially youth to increase party electability in the 2019 Legislative Election. Political marketing carried out by PSI and legislative candidates has fulfilled the three elements of the approach in political marketing, although only one candidate managed to get seats in the 2019 Legislative Election at the North Sulawesi Provincial DPRD. There are several elements of a political marketing approach which, if maximized, can provide much more effective results. In the process of delivering political

products, PSI has not been able to balance three political marketing strategy approaches simultaneously, namely, direct or door-to-door communication, through mass media, and, through community leaders or influential groups. Through the push-marketing strategy, PSI and the candidates take a direct approach, known as canvassing or door-to-door techniques. This strategy is carried out through small number of discussion forum meetings with youth and women groups, visiting the community directly, listening to community complaints, and forming small communities such as the MSME community. This strategy is the most widely applied strategy because meeting directly with the community is considered more capable of touching the community as well as humanizing the candidate.

While the pull-marketing strategy, PSI focuses a lot on the use of social media because it is considered the most effective in reaching young people. Meanwhile, other media such as print media, TV media and outdoor media are not optimal due to KPU regulations regarding restrictions on campaign funds. Likewise, the pass-marketing strategy is not optimal because it does not utilize community leaders, religious leaders and traditional leaders. Although it is believed that emotional ties to campaign constituents of religious leaders, community leaders and traditional leaders are enough to influence voter interest.

This research has limitations because it only looks at the political marketing strategy of one new political party, namely PSI from the push-marketing, pass-marketing and pull-marketing political marketing approaches without looking at other strategies such as segmentation, targeting and positioning. For further research, it can be seen how the implementation of political marketing strategies by several political parties so that they can compare which strategies are the most effective in winning legislative elections.

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