

Contribution Of Social Capital And Political Marketing To The Figure Of The Millennial Generation In Local Political Contests In Indonesia

(Case Study of Muhammad Bobby Afif Nasution's Victory in the 2020 Medan City Pilkada)

Teuku Faishal Fadli ^{a,1}, M. Faishal Aminuddin ^{a,2}, Ali Mashuri ^{a,3}

^a Brawijaya University Malang

¹teukufaishall1@gmail.com, ²mfaishal@ub.ac.id, ³Amashuri76@ub.ac.id

* corresponding author

ARTICLE INFO

Article history

Received

Revised

Accepted

Keywords

Political Marketing,
Social Capital,
Millennial Generation,
Local Political Contestation

ABSTRACT

This study aims to analyze the political marketing strategy, social capital, and millennial generation of the Bobby and Akhyar pair in the 2020 Medan City Pilkada. This study uses a qualitative case study research method. The research design in this study uses an explanatory case study. The research data consists of primary data and secondary data. The data collection techniques used by the researcher are Documentation, Interviews, and Observation. Based on the results of the study, it shows that the political marketing strategy and social capital carried out by Bobby Nasution as a millennial political actor in the 2020 Medan City Pilkada are by implementing puss marketing (direct meetings with the community), pull marketing (utilizing media in branding his image), pass marketing (utilizing the support of influential figures in campaigning for his political ideas). Bobby Nasution's social capital consists of friendships with influential figures in Medan City, being active as a member of the PDI Party, as the son-in-law of Mr. Jokowi as President of Indonesia and others. The relationship between aspects of political marketing, social capital and millennial political actors in the victory of the Bobby-Aulia pair in the 2020 Medan City Pilkada, namely the victory obtained by the Bobby Nasution pair in the 2020 Medan City Pilkada cannot be separated from the contribution of political marketing carried out, the social capital owned and their brand image as millennial political actors. The three aspects above are interconnected in their implementation, for the ideas and political promises offered will be conveyed through direct meetings with the community, uploaded on social media, forwarded by influential figures, and channeled and assisted by the social capital they have, such as being campaigned by their supporting parties, by their business relations, or by youth communities that are included in the millennial generation community.

This is an open access article under the CC-BY-SA license.



1. Introduction

The five-yearly democratic party or known as Pilkada is a moment to determine regional leaders who are chosen by the people to become leaders in the government tasked with building the nation (Huda and Nasef, 2017:247). Political marketing here refers to marketing related to the activity of marketing a type of commodity in the form of political ideas. In this case, communication has a very important role. Communication is human interaction that influences each other, either intentionally



<http://ijair.id>

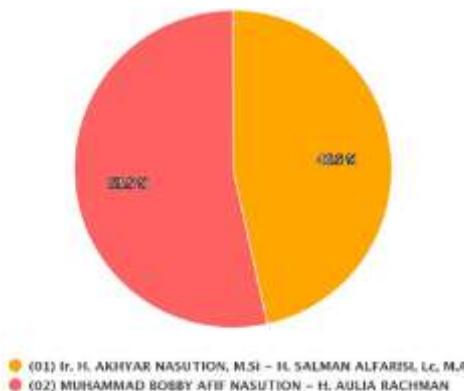


jurnal.ijair@gmail.com

or unintentionally (Cangara, 2018:3). Political ideas can be ideas from a political figure, a political entity, or a particular political party. A political campaign is an organized effort to influence the decision-making process of prospective voters, which is carried out as a means of political education for the community with the aim of educating voters so that they have awareness in determining political leaders who are based on rational rather than emotional behavior (<https://palembang.tribunnews.com/26/03/2009/political-advertisements-that-educate>). In the process of influencing voter behavior, sometimes campaign strategies are carried out by gathering masses or by visiting voters directly.

One of the phenomena that occurred in the results of the 2020 regional head elections was the election of a pair of regional head candidates who were still young and were not candidates who had experience in political contests in their regions. For example, the election of Muhammad Bobby Afif Nasution as Mayor of Medan for the 2020-2024 period. Based on data from the Medan City election results, it shows that the pair Muhammad Bobby Afif Nasution-H. Aulia Rachman received 53.5% of the vote compared to the pair Ir. H. Akhyar Nasution, M.Si-H. Salman Alfarisi, Lc. MA of 46.5%. Of course, these results were quite surprising for political observers because Muhammad Bobby Afif Nasution, who in fact had no experience in politics, was able to win the Medan Mayoral election in 2020. In fact, the candidate who became his opponent was a figure who was quite experienced in local politics, especially in the city of Medan. Ir. H. Akhyar Nasution, M.Si. is a former Deputy Mayor of Medan for the previous period who can be said to be an incumbent.

Based on 2020 KPU data, Bobby Nasution won the Medan Mayoral election with 53.5% of the total votes received by the KPU as seen in Figure 1 below.



^a. Source: pilkada2020.kpu.go.id

Fig. 1. Percentage of votes obtained by Medan Mayoral Candidates in 2019

Based on the election results above, various analyses have emerged among political observers and academics who have studied the results of the regional head elections. One of the topics of discussion for academics is the political marketing strategy factor carried out by Bobby in winning the regional election process, then the social capital factor owned by Bobby and the millennial generation figure factor in Bobby in winning the 2020 Medan Mayoral Election.

The influence of the president can be said to have resulted in a special popularity for Bobby. Infrastructure development on the island of Sumatra, especially in the city of Medan, has created a political network that has been built into a social capital for Bobby to be more confident in advancing himself in the political contestation stage in Indonesia, especially in the 2020 Medan City Pilkada. Bobby, who was previously known as a coffee entrepreneur, has switched to politics. Evidence of Jokowi's influence has apparently been able to boost Bobby's electability. This is evidenced by the Indo Barometer survey which proves that the acceptability rate reached 32% compared to his political opponent in the 2020 Medan City Pilkada which was only at 9.8% and the remaining 58% did not vote or had not yet decided. Table 1 below shows that Bobby is superior to the incumbent. This is thought to be because the people of Medan City are dissatisfied with the incumbent, while the public's impression of Jokowi as president is quite good.

Table 1. Bobby's Acceptability in the Medan City Pilkada

Acceptability of the Election of Medan Mayoral Candidates Year 2020 (07/12/2020)		
Bobby – Rachman	Akhyar – Salman	Not yet taken a stance (Defense)
32%	9.8%	58.3%

^b Source: Indo Barometer Survey

Theoretically, one of the effective strategies in winning general elections, especially in regional head elections, is to increase and strengthen the social network owned by a candidate. Since the act of voting itself is individual, the entire process leading to the decision to vote can only be understood if the impact of social networks is considered. This suggests that mobilization at the time of voting may be different from the mobilization process leading to other political participation actions.

The phenomenon that occurred in the results of the Medan City Pilkada in 2020 was that Bobby was able to defeat a figure who was quite experienced in local politics in Medan City, namely Ir. H. Akhyar Nasution, M.Sc. who was the former Deputy Mayor of Medan in the previous period who could be said to be the incumbent. In addition to Ir. H. Akhyar Nasution, M.Sc. as the former Deputy Mayor of Medan, he is also an active figure in several political organizations such as the Head of the PDI Perjuangan North Sumatra Election Winning Agency (2008-2010). He served as Deputy External Secretary (2010-2015) and Deputy Internal Secretary (2015-2019) of PDI Perjuangan North Sumatra. He is also a former member of the DPRD Medan City period 1999-2004.

Looking at the above phenomenon, namely the comparison of social capital owned by Bobby with Akyar in the 2020 Medan City Pilkada, it can be said that Akyar is the more favored. However, based on the election results announced by the Medan City KPU, Bobby was the winner with 53.5% of the votes and Akyar received 46.5% of the votes. Of course, the election results are quite interesting to study from the perspective of the social capital owned by each candidate. Many academics suspect that Bobby's social capital in the form of kinship with Joko Widodo is the most dominant factor in Bobby's victory in the 2020 Medan City Pilkada. Although Akyar has quite complete social capital in terms of the social organizations he has, his kinship with influential figures is quite good, and he has closeness to the Medan City community, this capital is not enough to beat Bobby whose social capital is not as complete as Akhyar's.

Political Contestation of Regional Head Elections

Local political contestation is very necessary to discuss the meaning of each word in the local political sentence. In this case, it is known that the sentence consists of two sentences, namely politics and local, each of which has a separate meaning and origin. The meaning of the first word, namely politics according to Miriam Budiardjo (2007:4), is "various activities in the political system (or state) that deal with the objectives of the system and the objectives of implementing the system". According to Inu Kencana Syafii (2002:4), he said that "politics comes from the Arabic Siyasyah, which in Indonesian is interpreted as a strategy or means trickery. Therefore, politics is interpreted as something that contains tricks, tactics, cunning, actions, and policies".

Political Marketing

Political marketing is an important thing in activities to shape the perception of actors and political parties, and influence public participation behavior. In general, marketing itself is defined as "the process of planning and implementing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals" (Fine in Wring, 1997). Like marketing in other fields, political marketing is defined as "a complex process, encompassing all efforts made and the results of which affect all political communications carried out by political actors" (Marek, in Sofyan, 2015). Political marketing is the use of opinion research and environmental analysis by parties or candidates to produce and promote competitive offers that will help realize organizational goals and satisfy voter groups in exchange for their votes.

Social Capital

According to Pierre Bourdieu, the definition of social capital is "the amount of resources, actual or virtual, that are gathered in an individual or group because they have a durable network of reciprocal relationships of introduction and recognition that are more or less institutionalized" (Field, 2014:23). Hasbullah (in Niken Handayani, 2007) explains that social capital is "the ability of people in an entity or group to work together to build a network to achieve a common goal". This

cooperation is characterized by a pattern of reciprocal and mutually beneficial interrelationships, and is built on trust supported by positive and strong social norms and values. This strength will be maximized if supported by a proactive spirit of creating relationships based on the principles of reciprocity, mutual benefit and built on trust.

Millennial Political Actors

Political actors are simply people who are involved in a series of political processes. Actors are people who have succeeded in occupying high positions in the social order. Brian Mc Nair (2018) explains that political actors are "individuals who have high ideals to influence the decision-making process, through an organization or other institution". Political actors seek to achieve power in political institutions, government, or other constituent assemblies, with the aim that the policies they have can be implemented when they have gained power

2. Method

Paradigm is a perspective to understand the complexity of reality. Paradigm shows that at what level they are important, appropriate and reasonable. According to Sobari (2023:3), the main foundation and first step when starting research is to choose one of the four most appropriate social science research paradigms to explain the phenomenon being studied. Political science is part of the social sciences that has the same reference in the use of paradigms in research. So, when starting research to writing a report, researchers determine the research paradigm as a perspective on the political phenomenon being studied. According to Martens (2010 in Sobari, 2023:4), the social science research paradigm consists of 4 (four) types, namely Post-positivism, Constructivism, Transformative, and Pragmatism.

In this research, a qualitative case study research method is used. Qualitative research is research using scientific data collection. Qualitative research is one of the agendas to interpret phenomena by explaining them in detail. Qualitative research is a research process to understand human or social phenomena by creating a comprehensive and complex picture presented in words, describing detailed views of informants, and carried out in a natural setting.(Fadli 2021). Qualitative research attempts to describe phenomena with natural time settings to describe what phenomena occur, why they occur, and how they occur. So it can be concluded that qualitative research is based on the concept of explaining in depth a single case study phenomenon or many cases.

The research design in this study uses an explanatory or causal case study. According to Yin (2003), the case study research method is divided into three types, namely explanatory, exploratory, and descriptive. In explanatory research, a causal relationship is established where certain conditions are shown to direct other conditions or what is often referred to as Internal Validity. This study attempts to prove whether marketing strategy and social capital that the candidate has for the region can be a supporting factor in winning the regional election. So that marketing strategy and social capital which is owned is capable of directing or influencing the results of the regional elections themselves.

In the data collection techniques used by researchers are as follows: Documentation is the process of collecting written data both in government agencies and in other sources. Furthermore, after obtaining the documents, researchers conduct interviews to clarify whether the documents obtained are correct and in accordance with what is desired by conducting interviews. Researchers conduct direct observations and analyze how marketing strategies and social capital to win the Medan City Pilkada in order to obtain data as material for analysis.

Data analysis techniques are stages to trace data obtained from the interview process, documentation and observation stages. In this data analysis technique, it is also sorted into data that needs to be used and data that does not need to be used. It should be emphasized again that this study does not use statistical elements so that it will not process numbers as data used to support arguments in this study. In data analysis techniques according to Creswell there are four main stages, including (John W. Creswell, 2011): The process of filtering data and planning the data used. The next step is to interpret the meaning of the data that has been obtained. After that, a description of each data that has been obtained is carried out. The last process is the process of translating how the data obtained will be narrated in a descriptive manner, so that it will make it easier for readers to understand it.

3. Results and Discussion

3.1. Political Marketing Strategy and Social Capital Carried Out by the Bobby-Aulia Pair as Millennial Political Actors in Medan City Regional Election 2020

The 2020 Medan Mayoral Election was a local election held in Medan City, North Sumatra Province, Indonesia. The 2020 Medan City Election was held to elect the Mayor and Deputy Mayor of Medan for the 2021-2026 period. The results of the 2019 Election showed that out of a total of 10 political parties that had their representatives in the Medan DPRD, only the Gerindra Party and the PDI Perjuangan were able to nominate candidates for Mayor-Deputy Mayor without forming a coalition. The vote counting for the 2020 Medan City Election has been completed. The results of the election cannot be separated from the political marketing strategies carried out by the two candidates before the election began. Therefore, the following will describe the political marketing strategies, social capital and millennial generation support factors carried out by the two candidates in the 2020 Medan City Election.

3.2. Political Marketing Strategy

In the campaign carried out by the Bobby Nasution-Aulia Rachman pair, it was known about the vision and mission that Bobby Nasution-Aulia Rachman would carry out if elected as Mayor of Medan for the 2021-2026 period, including:

Vision: Realizing a blessed, advanced and conducive Medan City society.

To achieve this vision, it is necessary to carry out several comprehensive missions, including:

1. Field of Blessings

Realizing Medan City as a livable and quality city through empowering local potential and a just community economy in order to create jobs, a healthy entrepreneurial climate and improve the quality of human resources.

2. Advanced Field

Advancing public welfare through revitalizing modern and affordable education and health services for all.

3. Clean Field

Creating social justice through clean, professional, accountable and transparent bureaucratic reform based on the spirit of serving the community.

Description of Medan Berkah Collaboration:

- a. Medan Membangun, facilities and infrastructure that support the creation of excellent, fair and equitable public services.
- b. Medan Konducif, creating a conducive climate for all people of Medan City by increasing the supremacy of law based on community participation.
- c. Medan Innovative, realizing Medan City as a creative and innovative economic city based on strengthening human capital, digital technology and socio-culture.
- d. Medan Beridentitas, realizing the City of Medan which is civilized, harmonious, tolerant in diversity, democratic and loves its homeland.

The Bobby Nasution-Aulia Rachman pair is supported by several parties, namely the PDIP Party, Golkar Party, Gerindra Party, PAN, NasDem Party, PPP, Hanura Party, and PSI. The support from these parties is very important in winning the Medan City Pilkada. During the campaign, Bobby Nasution-Aulia Rachman revealed a number of political promises to the public if they win. Bobby Nasution-Aulia Rachman, who were supported by PDIP, Gerindra, Golkar, NasDem, PPP, PAN, Hanura, and PSI and supported by Perindo and the Gelora Party, promised to make Medan City better than the previous leadership (Interview with HT. Milwan, 2023).

Based on the results of the interview with the Head of the Bobby Nasution-Aulia Rachman Winning Team, it is known that in winning the 2020 Pilkada, they carried out marketing strategies based on several aspects, including:

- 1) Push Marketing

Push Marketing is the direct delivery of Bobby Nasution-Aulia Rachman's political products to voters. Bobby and Aulia are required to be able to market and convey their political products, starting from the vision and mission, to the work programs that will be realized when elected. In this strategy, Bobby Nasution-Aulia Rachman tries to gain support through the stimulus given to voters (Interview with Muhammad Teguh Zulfikar, 2023).

Bobby Nasution and Aulia Rachman must also try to be dominant and control the minds of the people. A strong position in the minds of the people helps the candidate to always be remembered and become a reference for the people when they are faced with a series of political choices. Being a reference means that the candidate becomes a reference and first appears in the minds of the people when they are faced with a choice. The political communication message conveyed in this strategy is carried out directly. The push marketing strategy is important in implementing a political marketing strategy. When going directly to the people, Bobby-Aulia Rachman uses a family approach. The psychological approach with a pattern of going directly to the people, the emotional closeness that is built makes voters not turn to their rival's offer.

2) *Pull Marketing*

Pull Marketing, is the delivery of political products by utilizing mass media, be it electronic, print or through social media. This type of strategy emphasizes the formation of a positive political image. The Bobby Nasution-Aulia Rachman social media team realizes the importance of adjusting communication methods to the conditions and situations of Medan City residents (Interview with HT. Milwan, 2023).

Bobby Nasution and Aulia Rachman also uses Pull marketing as one of the methods of delivering their political messages. Bobby Nasution-Aulia Rachman spreads jargon or taglines and programs carried out through several media, such as mass media and social media. This method is an air attack strategy because it is able to bombard messages widely and massively received by the public. The main media used by Bobby Nasution-Aulia Rachman in socializing and presenting themselves to the public is social media. Social media is the main media used by Bobby Nasution-Aulia Rachman in socializing and presenting themselves to the public. In its implementation, Bobby Nasution-Aulia Rachman uses several media to present themselves, one of which is through his personal Twitter account as seen in Figure 3 below:



Fig. 2.Bobby Nasution's Personal Twitter Account

https://x.com/bobbynasution_?s=21&t=tijmDvcJIGgym3tIswfA,2020

The implementation of the push marketing strategy can be seen from how Bobby Nasution-Aulia Rachman branded themselves directly, and said that Bobby Nasution-Aulia Rachman have a strong commitment to change the city of Medan. In the case of Bobby Nasution and Aulia's victory, the implementation of the pull marketing strategy includes methods of delivering political messages on social media, which is called Computer-Mediated Communication (Interview with HT. Milwan, 2023).

Through a series of tweets, the @bobbynasution account tries to express to the public the positive values about Bobby Nasution-Aulia Rachman. Meanwhile, on the Facebook page, there is a self-presentation such as the following quote: @Bobby Nasution Official_Calon Politisi "Mental & Mindset greatly influence the resulting behavior. Leaders with good mentality will greatly influence the development of Medan City which is Advanced & Clean, free from dirty acts such as corruption & extortion. Bobby Nasution-Aulia Rachman are determined to make total changes in the bureaucracy & ASN management to be truly serious about eradicating corruption in Medan City (Interview with Muhammad Teguh Zulfikar, 2023).

In addition to Twitter and Facebook, the Bobby Nasution-Aulia Rachman pair also use Instagram as a medium for branding and political marketing. With more than 200,000 followers, this is a good capital in implementing political communication for the Bobby Nasution-Aulia Rachman pair (Interview with HT. Milwan, 2023). Bobby Nasution's personal Instagram account in branding himself can be seen in Figure 4 below:

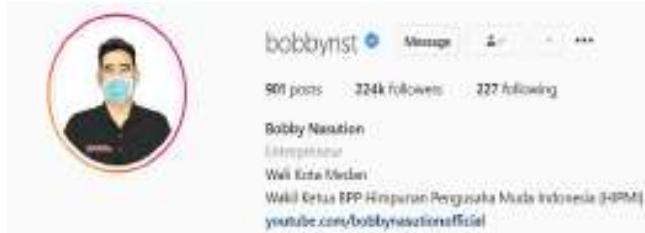


Fig. 3.Bobby Nasution's personal Instagram account

^d <https://www.instagram.com/bobbybynst?igsh=MW54NzA4MDd5MTdtbw==,2020>

Medan is one of the cities with the largest number of social media users on the island of Sumatra. The results of the APJII survey show that North Sumatra is the fourth largest region contributing 6.3% to the percentage of internet users reaching 75.3% in Indonesia, after West Java (16.7%), Central Java (14.3%), and East Java (13.5%) (<https://apjii.or.id/berita/d/survei-apjii-pengguna-internet-di-indonesia-tembus-215-juta-orang>).

3) Marketing Pass

Marketing Pass, is the delivery of messages carried out through individuals, groups or organizations that can influence voter opinion in the form of public beliefs and thoughts. The success or failure of mass mobilization will be largely determined by the selection of this 'news anchor'. The Pull marketing strategy was implemented by Bobby Nasution-Aulia Rachman in conveying his ideas on social media, and the implementation of the Pass Marketing strategy was seen from the number of media that quoted the post as news in the mass media, also reposted by his supporters who are usually on social media (Interview with Muhammad Teguh Zulfikar, 2023).

Some of the big figures who helped convey Bobby Nasution-Aulia Rachman's political message include: former Deputy Governor of DKI Jakarta who is now Minister of Tourism Sandiaga Uno, Governor of Central Java Ganjar Pranowo, Deputy Chairman of the Gelora Party Fahri Hamzah, General Chairman of the Gelora Party Anis Matta, Politician and artist Deddy Mizwar, Deputy Chairman of the Gerindra Party Fadli Zon and several other local figures (Interview with HT. Milwan, 2023). The case of Bobby Nasution-Aulia Rachman's victory, the application of push marketing, pull marketing, and pass marketing strategies, includes methods of conveying political messages on social media, which are called Computer-Mediated Communication. The Bobby Nasution-Aulia Rachman pair applied the Pull, Push, and Pass Marketing strategies on several social media, such as Twitter, Facebook and Instagram. There are several communication methods that can be chosen according to the conditions and situations of the audience.

Bobby Nasution and Aulia Rachman and his social media team realized the potential and stated that they would continue to maintain the communication that had been established with their audience interactively. The form of support from prominent figures to Bobby Nasution-Aulia Rachman can be seen in Figure 5 below:



Fig. 4. Ganjar Pranowo's upload as a form of support for Bobby Nasution

e. <https://web.facebook.com/reel/1563702780707085,2020>

Figure 5 shows one of the uploads from one of the political figures who is also very well-known in Indonesia. The upload is a form of support for Bobby Nasution-Aulia Rachman.

3.3. Social Capital

Based on the results of the research conducted by the researcher, in the 2020 Medan City Pilkada process, there were several social capitals owned by the Bobby Nasution-Aulia Rachman pair to gain support from the community. so that by utilizing this social capital, the Bobby Nasution-Aulia Rachman pair succeeded in obtaining the highest number of votes. The social capital owned by both of them is presented below.

1) Social Organization or Social Group

Social organizations or social groups owned by Bobby-Aulia are a form of social capital. Several organizations/social groups owned by Bobby Nasution-Aulia Rachman. Bobby has several social organizations/social groups including the PDIP Party, he was once a PDIP party cadre in the leadership of the North Sumatra PDIP DPD chaired by Japorman Saragih (Interview with HT. Milwan, 2023). This is very beneficial for Bobby because PDIP has solid cadres and sympathizers and is the first winning party in the 2019 North Sumatra election. In addition, Bobby also has an organization or social group, namely a Football Club, namely as a manager at the Medan Jaya Club in Medan City (Interview with HT. Milwan, 2023).

2) Relationship with Influential Figures

One of the supporters of social capital in an actor is having a relationship with an influential figure. Social capital can be born from the smallest social group such as family, but it can also be from the largest social group, namely the State. Social capital does not belong to individuals, but is born from individual relationships or relations, unlike other capital that can be owned by individuals. The relationship with influential figures owned by the Bobby Nasution-Aulia Rachman pair was utilized to appear as a candidate for Mayor of Medan.

Bobby's relationships with influential figures in winning the 2020 Medan City Pilkada include:

a) As Joko Widodo's Son-in-Law

One of the factors that influenced Bobby Nasution-Aulia Rachman's victory in winning the Medan City Pilkada in 2020 was the role of Joko Widodo. Jokowi's political dynasty continued to the Batak land (North Sumatra). Bobby Nasution, President Jokowi's son-in-law, followed in the footsteps of his brother-in-law (Gibran) to run for Mayor of Medan. From here, it can be seen that Jokowi wants to build paternalistic politics. The presence of both of them actually presents a political contestation that comes from the ruling circle. It is as if Jokowi is building his successor in the world of politics. Unlike Gibran, Bobby gets his political vehicle from Golkar. However, Bobby gets support from PDI-P, PSI, PAN, NasDem, Hanura, Gerindra, and PPP. These eight parties are against two parties, namely Demokrat and PKS, which are Bobby's political opponents (Asrawijaya, 2022).

Bobby's acceptability in the selection of Medan Mayoral candidates according to Indo Barometer can be seen in table 4 below:

Table 2. Bobby's Acceptability in the Medan City Pilkada

Acceptability of the 2020 Medan Mayoral Candidate Election (7/12/2020)		
Bobby – Rachman	Akhyar – Salman (incumbent)	Not yet taken a stance
32%	9.8%	58.3%

Source: *medialIndonesia.com*

Based on table 4, Bobby is superior to the incumbent. The reason is low satisfaction with the incumbent and satisfaction with Jokowi as the President of the Republic of Indonesia which is quite good (Erwanti, 2020). Actually, Bobby is less advantaged in Medan City politics if we refer to Jokowi's electability, which means it is based on the PDI Perjuangan vote which, it turns out, was not the dominant party in the 2014 and 2019 legislative elections. In fact, the votes of the gubernatorial candidate from PDI-P lost in the 2013 and 2018 gubernatorial elections. Likewise, the presidential election from PDI-P also lost in the 2014 and 2019 presidential elections (Asrawijaya, 2022).

1. Millennial Generation Political Actors

In winning the 2020 Medan City Pilkada, the Bobby Nasution-Aulia Rachman pair also carried out an approach strategy to the millennial generation. Various concepts and ideas were campaigned by the Bobby-Aulia Winning Team through social media, one of which was through Facebook. Through the Facebook media account "Bobby Aulia Kebanggan Medan", the candidate pair Bobby Nasution-Aulia Rachman invited the millennial generation to support and vote for them by displaying interesting images with interesting captions. (Interview with Muhammad Teguh Zulfikar, 2023). The form of support from the millennial generation for the Bobby-Aulia pair is support through photo uploads on Facebook as can be seen in Figure 6 below:



Fig. 5. Millennial Generation Support Through Facebook

^f <https://web.facebook.com/photo/?fbid=238368677708938&set=a.121096506102823, 2020>

Figure 6 above contains a presentation of ideas for the millennial generation with the title "Bobby-Aulia will involve the millennial community to build Medan City by working together, later supporting facilities will be provided for young people in Medan City to be creative". According to the couple Bobby Nasution-Aulia Rachman, Embracing millennials for politics is quite difficult. In fact, many millennials do not hesitate to give comments about golput and ogah on social media. Therefore, it is not the socialization of what will be done in Medan City that is explained to millennials, but the socialization of what its function is when millennials come to the TPS to use their voting rights. (Interview with Muhammad Teguh Zulfikar, 2023). Based on the results of the interview with the Head of All Real Bobby-Aulia (ARBA) Volunteers, Mandala Sah Turnip explained that ARBA volunteers will target the grassroots to gain millennial votes. Because the current need is that there are no candidates who think about and absorb the aspirations of millennials. Volunteers hope that Bobby will become a mayor who can absorb the aspirations of millennials for the progress of Medan (Interview with Mandala Sah Turnip, 2023). The volunteers who attended included BOMBON, Kawan Bobby, Sahabat Bang Bobby, Sahabat Bobby, BONUS, Satu Hati, Rebon, Bimantara, DNT, Berkah, FORMASI, KOMAT Pro Bobby Nasution, GMB, RKB, Reborn, BONDAN, BONSAI, PABANSU, PMN, KAMIJO, PPMI and Ustad Buchori (Interview with HT. Milwan, 2023).

The Relationship between Political Marketing Aspects, Social Capital and Millennial Political Actors in the Victory of the Bobby-Aulia Pair in the 2020 Medan City Pilkada

Some interesting phenomena in the regional election are the presence of incumbent candidates who participate in the "fight" and then become winners. The victory of the incumbent candidate in the Pilkada contest is considered something natural and seems to be a necessity, this is because the incumbent candidate must have had the support of many networks and a fairly solid political machine. In addition, the incumbent candidate also has popularity, image, control of public opinion and the mass media, preparation of funds, recruitment of a successful team, strategy, winning tactics and understanding the characteristics of the voting public. All of these factors further strengthen the incumbent candidate in winning (Freedman, 2009). In contrast to the conditions of the Pilkada in Medan City in 2020, the Pilkada was contested by 2 pairs of candidates, namely the Ahyar-Salman pair and the Bobby-Aulia pair. The Ahyar-Salman pair is the incumbent pair (Ahyar is the Mayor of Medan), while Bobby-Aulia is a young candidate pair and at that time did not have a good track record in the political arena. So it is predicted that the Ahyar-Salman (incumbent) pair will win the Medan City Pilkada contest.

Strategy is widely used in human life activities in order to get maximum results in every effort made. In strategy there is a pattern that is carried out in managing the resources owned, as conveyed by Nursal when defining strategy, he stated that strategy is "a basic pattern of targets and planned, resource distribution and organizational interaction with markets, competitors, and environmental factors" (Nursal, 2019). Strategy is a number of integrated and coordinated actions taken to utilize core competencies and gain competitive advantage. The success of a company, as measured by strategic competitiveness and high profitability, is a function of the company's ability to develop and use new core competencies faster than competitors' efforts to imitate existing advantages (Sunarsasi & Hartono, 2020).

Political Marketing Communication is intended to disseminate information about candidates, parties and programs carried out by political actors (communicators) through certain communication channels aimed at certain segments (targets) with the aim of changing the insights, knowledge, attitudes and behavior of prospective voters in accordance with the wishes of the information provider. The purpose of political marketing is not much different from the principles of social marketing, namely the process of planning and pricing, promotion and dissemination of ideas, goods and services to create exchanges to meet individual satisfaction and organizational goals (Firmanzah, 2008). In political activities, political marketing has a very important role as in the business world which also requires marketing as a means to introduce products and company policies in order to answer customer needs. Therefore, a politician must have the same orientation as the constituents in order to be able to dive into the desires of constituents in order to create large profits at low costs, as Kotler said "Politicians must have an orientation to minimize expenses in creating value for constituents" (Kotler, 1999).

Political marketing is an activity carried out as an effort to build a brand or create a brand while strengthening it if it is still considered weak. A brand is a perception that results from experience and information about a company or product, name or term Kotler & Keller (2009) so that one product can be distinguished from another (Kotler & Keller, 2009). In which there is a psychological representation of a product or organization (Jevons, 2005). Specifically, the concept of marketing with political branding packaging refers to the tactics used by politicians to gain popularity. Today, political branding is not limited to using conventional political advertising methods but rather the use of self-identity campaign methods and comprehensive marketing campaigns and branding is a new form of political marketing (Scammell, 2007). Political image is a self-image of a person related to his political life, whether in the form of his power, authority, authority, conflict, or consensus. Although in reality, the image can be formed not based on the reality of a person's life, but rather based on desires according to the expected image (Pribadi, 2018). If we look into the various definitions of political image from various sources, we can obtain one definition of political image that can provide enlightenment that image is indeed important to construct, especially a positive image in order to gain sympathy from the public which will result in obtaining maximum votes.

The process of image formation begins with information received either directly or through mass media which is usually done in a neat programmed manner. Usually, this political image is arranged

according to beliefs, values and expectations in the form of personal opinions which then become public opinion (Baswedan, 2004). Political activities are inseparable from establishing a relationship in order to build power. The relationship that is built will have a broad impact if the relationship is carried out with the authority/power holders in a social order starting from the environmental level, traditional institutions, social organizations and religious organizations (Suryadinata, 2002). Of the many forms of power relations, the most effective is the relationship established with the authority holders of religious organizations (religious mass organizations) which the author then calls the term religious power relations. Marketing candidates through power relations has a significant and effective impact. This is because with these relations, candidates can more freely introduce themselves and the programs they carry and their visions and missions without being constrained by mass gathering because the masses have been gathered by the authority holders from institutions with which there are already existing relations. It's like the saying "if you want to catch a snake, hold its head". This means that by holding the head, the other parts of the body will follow by themselves.

In marketing the Bobby-Aulia pair, the main step and the mainstay of the winning team is to establish religious power relations. What is meant by establishing religious power relations is a relationship that is deliberately built with stakeholders or leaders of religiously affiliated community organizations, religious institutions and also non-formal religious-based associations (Wanodya, 2018). The winning team deliberately carried out political communication in the form of friendship with stakeholders/leaders of religious mass organizations, such as Muhammadiyah, Al-Washliyah, Nahdlatul Ulama, and youth organizations affiliated with the above mass organizations such as Pemuda Muhammadiyah, Pemuda Ansor and others. The pattern used was to send a letter for an audience, after receiving a response, the winning team together with the candidate/candidate (Bobby-Aulia) attended the office of the mass organization in question. The successful team realized that Medan City is a miniature of Indonesia which consists of various religions and ethnicities. Therefore, in order to gain maximum support, they must be able to convince voters that Bobby-Aulia is a pair that accommodates the interests of all religions in Medan City in running the government. Based on this idea, when delivering political communication to prospective voters in the campaign, the message conveyed is that they will collaborate with and collaborate with religious communities without prioritizing one religion over another. In order to convince prospective voters, the composition of the successful team or winning team comes from various religious backgrounds in Medan City such as Islam, Christianity, Buddhism, Hinduism and Confucianism.

4. Conclusion

Based on the results of previous research and discussions, it can be concluded that:

The political marketing strategy and social capital carried out by Bobby Nasution as a millennial political actor in the 2020 Medan City Pilkada is to implement push marketing (direct meetings with the community), pull marketing (utilizing electronic media and social media in branding his image), pass marketing (utilizing the support of influential figures in campaigning for his political ideas) such as support from the Minister of Tourism Sandiaga Uno, Central Java Governor Ganjar Pranowo, Deputy Chairperson of the Gelora Party Fahri Hamzah, General Chairperson of the Gelora Party Anis Matta, Politician and artist Deddy Mizwar, Deputy Chairperson of the Gerindra Party Fadli Zon and several other local figures. And the social capital owned by Bobby Nasution consists of friendships with influential figures in Medan City, active as a member of the PDI Party, as the son-in-law of Mr. Jokowi as President of Indonesia and others.

The relationship between political marketing aspects, social capital and millennial political actors in the victory of the Bobby-Aulia pair in the 2020 Medan City Pilkada, namely the victory obtained by the Bobby Nasution pair in the 2020 Medan City Pilkada cannot be separated from the contribution of political marketing carried out, the social capital they have and their brand image as millennial political actors. These three aspects are interrelated in building the image of the Bobby Nasution pair which will ultimately influence voters' decisions to support and choose Bobby Nasution in the 2020 Medan City Pilkada. The three aspects above are interconnected in their implementation, the ideas and political promises offered will be conveyed through push marketing (meeting directly with the community), pull marketing (uploading it on social media), pass marketing (forwarded by influential figures), and channeled and assisted by the social capital they

have, such as being campaigned by their supporting parties, by their business relations, or by youth communities that are included in the millennial generation community.

References

- [1] Assauri Sofyan, 2015. Basic Marketing Management, Concepts, Strategies, Jakarta: PT Raja Grafindo Persada.
- [2] Asrawijaya, Enkin. The Role of Jokowi's Social Capital in Kinship Politics: A Case Study of the 2020 Regional Elections in Surakarta and Medan. PolGov Journal Vol. 4 No. 1 2022 (1-32).
- [3] Baswedan, AR Political Islam in Indonesia: Present and Future Trajectory. Asian Survey, 44(5), 669–690, 2004).
- [4] Brian McNair, An introduction to Political Communication, (London and New York: routledge, 2011).
- [5] Budiardjo, Miriam. (2007). Basics of Political Science. Jakarta: PT. Main Library.
- [6] Cangara, Hafied. Introduction to Communication Science. (Jakarta: Raja Grafindo Persada, 2018).
- [7] Fadli, Muhammad Rijal. 2021. "Understanding Qualitative Research Method Design." Humanika 21(1): 33–54.
- [8] Field, John. Social Capital. (Bantul: Kreasi Wacan, 2014).
- [9] Freedman, AL Political Viability, Contestation and Power: Islam and Politics in Indonesia and Malaysia. (Cambridge: Cambridge University Press, (2009).
- [10] Results of an Interview with Muhammad Teguh Zulfikar as the Head of Volunteers for the candidate pair for Mayor and Deputy Mayor, Bobby Nasution-Aulia Rahman in 2023.
- [11] Interview Results with HT. Milwan as the Head of the Winning Team for the candidate pair for Mayor and Deputy Mayor, Bobby Nasution-Aulia Rahman in 2023.
- [12] Huda, Ni'matul and Nasef, M. Imam. The Arrangement of Democracy and Elections in Post-Reformation Indonesia. (Jakarta: Kencana, 2017).
- [13] Kotler, P., & Keller, K. L. Marketing Management (thirteen). (Jakarta: PT. Gelora Aksara Pratama, 2009).
- [14] Scammell, M. Political Brands and Consumer Citizens: The Rebranding of Tony Blair. (The ANNALS of the American Academy of Political and Social Science, 611(1), 176–192, 2007).
- [15] Sobari, W. Research Method Writing Template: For Political Science Thesis, Dissertation, and Dissertation. (Malang: Inara Publisher, 2023).
- [16] Sunarsasi, S., & Hartono, NR Marketing Strategy of Small and Medium Enterprises in Blitar Regency. (Translitera: Journal of Communication Studies and Media Studies, 9(1), 22–31).
- [17] Suryadinata, L. Elections and Politics in Indonesia, (2002).
- [18] Syafi'i Inu Kencana, 2002. The State Administration System of the Republic of Indonesia (SANKRI). Jakarta, Bumi Aksara.
- [19] Wring, D. Reconciling Marketing with Political Science: Political Marketing Theory. Proceedings of the Academy of Marketing Conference 1997. Manchester, 1131-1144