

The Influence Of Prospective Political Marketing On The Political Behavior Of Voters In Simultaneous Village Head Elections in Kahu District, Indonesia

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ABSTRACT - The purpose of this study was to determine the effect of Political Marketing of Candidates on Voter Political Behavior in Simultaneous Village Head Elections in Kahu District, Bone Regency in 2021. Voting behavior is influenced by several factors, one of which is political marketing. Good and targeted political marketing can increase voting behavior. This study uses descriptive quantitative and associative research methods, using a questionnaire instrument. The technique of placing the sample in this study is random sampling. The target is the community/voters in Bonto Padang Village, Kahu District, Bone Regency with the number of samples used as many as 91 people. Data collection techniques used are observation, questionnaires and documentation. The data analysis technique used simple linear regression analysis. Validity data obtained through validity and reliability tests. The results of this study indicate that political marketing of candidates has an influence on the political behavior of voters in simultaneous village head elections in Kahu District, Bone Regency. Based on the output of the summary model, the results obtained are R of 0.541 from the large influence of the independent variable or political marketing (X) on the dependent variable or voting behavior (Y) which is also strengthened by the coefficient of determination (R Square) or the determinant coefficient of 0.293 which means 29,3%.

Keywords: Village Head Elections, Political Marketing, Political Behavior

Introduction

A democratic country is a country that has its own advantages, because every decision making refers to the aspirations of the people. Society as the main figure in a democratic country has a very important role (Saiegh, 2005; Shin, 2020). One of the roles of society in a democratic country is public participation in politics. Communities have a very strong role in the process of determining the executive and legislative branches in both the central and regional governments. General elections as a means of democracy have been used in most countries in the world including Indonesia, which has a heterogeneous society. The political awareness of citizens is a determining factor in the political participation of society, meaning that as a matter of knowledge and awareness of rights and obligations related to the community environment and political activities it is the measure and degree of a person involved in the process of political participation. Political participation literally means participation, in a political context. This refers to citizen participation in various political processes. The election of regional heads is based on Law Number 32 of 2004 concerning Regional Government which is aimed at regulating the form of government in accordance with regional autonomy with one of the mandates regarding the implementation of direct regional head elections (Assyayuti, 2022; Wardhani et al., 2020). Local Election directly is a big momentum in the process of building democracy in Indonesia (Rizal, 2022; Syamsuadi, 2020).

Politics requires a strategy to be able to get the best. The strategy pursued by political consultants is called political marketing, in which many offer tactics or ways to win over certain candidates and political parties. In this multi-party era, political marketing is an unavoidable necessity (Denton Jr et al., 2019; Fowler et al., 2021). Not only for new parties and their relatively small number of supporters who need political marketing to control their image and popularity in order to garner sufficient votes, but also large parties that already exist and are well-established cannot underestimate the presence of this one instrument (Afandy, 2021).

Political marketing activities have also penetrated into the mass media, both print, online and electronic as the main channel (Bene & Szabó, 2021). Recently, political parties have not carried out their functions properly, such as the functions of political communication, political socialization, interest aggregation, political education. Almost all of these functions are relatively not carried out by parties, all of them are only trapped by fulfilling party interests, as a result, people's legitimacy reduced to the party. Coupled with the many political party elites getting entangled in legal cases which resulted in public apathy towards political parties and gave rise to negative perceptions of the party's image. So that it has implications for a reduced level of public trust in parties, political participation will also decrease, the output of many people during elections those who do not exercise their right to vote not to vote or abstain, for the people to vote or not it's the same, their lives will not change. How important it is to maintain good relations between parties and constituents which cannot be separated from the process of political marketing. Political marketing has become a phenomenon, not only in political science, but also raises various questions from marketing experts (marketers) who have been accustomed to the business world context. Of course there are a number of assumptions that must be seen in order to understand political marketing, because the context of the political world indeed contains many differences from the business world, politics is different from retail products, so that the contents will also be different between the two, politics is closely related to the statement of a value.

Election of village heads is a democratic means to form a system of village power which is outlined in Law No. 6 of 2014. Election of village heads is a government program every 6 years and 2 years in waves 3 times in a period of 6 years carried out throughout the territory of the State We. Democracy in the context of village head elections can be understood as an acknowledgment of the diversity and participatory political attitudes of the community within the framework of democratization at the village level. We can see this in the provisions of Law No. 8 of 2005 concerning Amendments to Law No. 32 of 2004 concerning Regional Government which were previously regulated in Law No. 22 of 1999 concerning Regional Government and during the New Order era regulated in Law No. 5 of 1979. Village regulations are not only regulated in the Regional Government Law but also regulated in implementing regulations such as Government Regulation No. 76 of 2001 concerning General Guidelines for Village Arrangements. Where this regulation regulates several main matters relating to the implementation of Village Government.

Method

This research uses a type of quantitative research and uses a survey research type. The population and sample in this study were the people/voters in Bonto Padang Village, Kahu District, Bone Regency and the sample in this study were 91 respondents. This research was conducted for approximately one month. Data collection techniques used in this study were observation, questionnaires (questionnaire), and documentation. The data analysis technique used in this study is

the validation test and reliability test using SPSS version 25 software and descriptive statistical analysis techniques and simple regression analysis techniques.

Result and Discussion

This study attempts to obtain an overview of the influence of candidate political marketing on voter political behavior in the simultaneous election of village heads in Kahu District, Bone Regency in 2021. After analyzing the problems found regarding voting behavior, it can be seen that political marketing increases and encourages the achievement of voting behavior in Bonto Padang Village, District Kahu, Bone Regency, from the results of the retirement, the discussion is as follows:

Overview of Respondents

The identity of the respondent is a description of a population that is used as a sample in this study, the data or information obtained is related to the Influence of Candidate Political Marketing on Voters' Political Behavior in the Simultaneous Village Head Elections in Kahu District, Bone Regency in 2021. The characteristics of the respondents based on gender, namely as follows:

Gender of Respondents

Respondent identity by gender aims to determine the level of comparison of male and female respondents. The distribution of the frequency of respondents by gender can be seen in the following table:

Table 1. List of Respondent identity by gender

No	Type Sex	Frequency	Percentage
1.	Man	41	45%
2.	Woman	50	55%
Amount		91	100%

Source : processed by researchers, 2022

Based on the table above, the total number of respondents who are members of the community/voters in Bonto Padang Village is 91 people. The number of male respondents was 41 people or 45%) and female respondents were 50 people or 55%. The results above show that there are more female respondents than male respondents, because the number of compulsory voters in Bonto Padang Village is more female.

Descriptive Statistical Analysis Political Marketing Variable (X)

Political marketing is series activity planned , strategic But Also tactical , dimensional period long And period short , for spread meaning political to selector (Kotler et al., 2018; Suneki et al., 2020). Temporary That's the thing to emphasize in political marketing is use approach And marketing method for help politician or party politics for more efficient as well as effective in build connection two direction with constituents And society (Hassan et al., 2022). In political marketing , which is emphasized is use marketing approach to help politician And party politics for more efficient And effective in build connection two direction with constituents And society (Irshaidat, 2022). A candidate needs a strategic planning in conducting relations with the community and can also it is seen that in the end the needs and wants offered by the candidate are things that touch all layers community, social needs, the need to distribute, the needs of the community opinion, the need

for welfare, education, health, and so on (Antoniades, 2022; Pich, 2022). This planning concerns the political product that will be presented, image that will appear and the campaign program that will be carried out. Planning needs to be done in order to allocate resources (human, financial, infrastructure) can be done efficiently. In addition, planning is needed so that each program and activity has similarities and directions (Pratiwi et al., 2020).

Table 2. Cumulative Results of Respondents' Statements on 4 Indicators of Political Marketing Variables

Indicator	SS		S		KS		TS		STS		Score
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Product	35	38.5	53	57.5	4	3.75	0	0	0	0	87
Promotion	56	61.75	33	35.75	3	2,5	0	0	0	0	92
Price	46	50	36	38.75	3	3	0	0	0	0	88
Place	33	35.75	57	62	2	2	0	0	0	0	93
Average	43	46.5	45	48	3	2,8	0	0	0	0	90

Source : processed by researchers, 2022

Based on the data above where political marketing variables with 4 statement items each average rating of 91 respondents, namely 46.5% or 46 respondents who gave an assessment that strongly agreed (SS), 48% or 45 respondents gave an assessment that agreed (S), 2.8% or 3 respondents gave an assessment that they did not agree (KS), and 0% of respondents who gave an assessment that they did not agree (TS) and strongly disagreed (STS) on political marketing variables.

This describes that in general the ratings of the respondents who answered agreed to the variable of political marketing, namely an average of 48% or 45 respondents who gave an agreement (S). The political marketing variable is 90% which indicates that it is in the very good category. We can see that political marketing in Bonto Padang Village, Kahu District, Bone Regency has been carried out well.

Voting Behavior Variable (Y)

Voting behavior is related to individual behavior in relation to the electoral process. Political behavior has an orientation that includes a value dimension and a time dimension. In addition, in political behavior it shows individual or group expectations to be achieved, the value dimension shows something either abstract or concrete that is implemented and contested. While the time dimension refers to the existence of a direct relationship between political behavior with the background of previous political behavior and future political behavior (Mondak et al., 2010; Verba, 2015). In this study, four indicators were used to measure voter behavior in village head elections, including; Voting, Help for campaigns, Working on an election, Entry on behalf of candidates.

Table 3. Cumulative Results of Respondents' Statements on 4 Indicators of Voting Behavior Variables

Indicator	SS		S		KS		TS		STS		Score
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Voting	43	47	19	20,25	10	11	1	1.5	18	20	74
Help for campaigns	15	16	36	39.75	27	30	13	14,25	0	0	71

Work on an election	38	42.25	46	50,25	7	7,5	0	0	0	0	96
Entry on behalf of candidates	18	19.5	33	36.75	29	32.75	10	10.5	1	1	73
Average	29	32,31	33	36.75	18	20,31	6	6,56	5	5,25	79

Source : processed by researchers, 2022

Based on the data above where the behavioral variable chooses with 4 statement items each the average rating of 91 respondents is 32.31% or 29 respondents who gave an assessment that strongly agreed (SS), 36.75% or 33 respondents gave an assessment that agreed (S), 20.31% or 18 respondents gave an assessment that they did not agree (KS), 6.56% or 6 respondents gave an assessment that they did not agree (TS), and 5.25% or 5 respondents gave an assessment that strongly disagreed on voting behavior.

This describes that in general the assessment of respondents who answered agreed to the voting behavior variable, that is, an average of 36.75% or 33 respondents who gave an assessment agreed (S). The voting behavior variable is 79% which indicates that it is in the good category. We can see that voting behavior in Bonto Padang Village, Kahu District, Bone Regency has been well implemented.

The Influence of Candidate Political Marketing on Voters' Political Behavior in Simultaneous Village Head Elections in Kahu District, Bone Regency in 2021

The Influence of Candidate Political Marketing on Voters' Political Behavior in Simultaneous Village Head Elections in Kahu District, Bone Regency in 2021 uses simple linear regression. This was done to analyze one Independent Political Marketing variable (X) on Voting Behavior (Y) in Bonto Padang Village, Kahu District, Bone Regency.

Table 4. Simple Regression Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	32,341	5,152		6,277	,000
	Political Marketing	,525	.086	,541	6,070	,000
a. Dependent Variable: Choosing Behavior						

Source : processed by researchers, 2022

The simple regression model used in determining the influence of variable X on variable Y in this study is as follows:

$$Y = a + bX$$

$$Y = 32.341 + 0.525 X$$

Constant as big 32,341 contain meaning as mark consistent voting behavior variable is as big 32,341. Coefficient regression X sebesar 0.525 which _ state that every addition of 1% political marketing value , then mark voting behavior increase of 0.525 . _ Coefficient regression the worth positive , so can t be said that direction influence variable X against variable Y is positive .

Based on the regression equation above, it can be interpreted that the value of the regression coefficient (b) is 0.525 which states that the independent variable or political marketing (X) has a

positive effect on the dependent variable or voting behavior (Y). So it can be concluded that political marketing has a positive influence on voting behavior.

Table 5. Determination Coefficient Test Results

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,541 ^a	,293	,285	4.31468
a. Predictors: (Constant), Political Marketing				

Source : processed by researchers, 2022

Based on analysis data model summary on can obtained information magnitude contribution variable X Which affect variable Y, influence the symbolized with R (regression). Like on table above _ Which explain that magnitude mark regression or influence (R) as big 0.541 of _ big influence variable independent or political marketing (X) against variable dependent or voting behavior (Y) which also strengthened with mark coefficient determination (R Square) or coefficient the determinant as big 0.293 means _ 29 , 3 %.

Table 6. T test results

ANOVA ^a						
Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	685,883	1	685,883	36,843	,000 ^b
	residual	1656,865	89	18,616		
	Total	2342,747	90			
a. Dependent Variable: Choosing Behavior						
b. Predictors: (Constant), Political Marketing						

Source : processed by researchers, 2022

From the table above can We know that calculated F value = 36,843 with level significance equal to $0.000 < 0.05$, then the regression model can i used for predict variable participation or can is known that There is influence variable political marketing (X) to variable voting behavior (Y).

Table 7. Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	32,341	5,152		6,277	,000
	Political Marketing	,525	.086	,541	6,070	,000
a. dependent Variable: Choosing Behavior						

Source : processed by researchers, 2022

As for taking decision in test linear regression simple namely :

- 1) Based on mark significance from table Coefficients obtained mark $0.000 < 0.05$, so that can concluded that variable political marketing (X) influential to voting behavior variable (Y).
- 2) Based on mark t : is known mark t_{count} as big $6,070 > t_{table} 1986$, so that can concluded that

variable political marketing (X) influential to voting behavior variable (Y).

Results analysis regression can also used for do test hypothesis Which has filed before . Base taking decision , are :

- a) If value P value (sig) ≥ 0.05 , then H_0 accepted and H_a rejected . Which It means variable X doesn't influential to variable Y, then hypothesis H_a rejected
- b) If P value (sig) ≤ 0.05 so H_0 rejected and H_a accepted . Which It means variable X effect to variable Y, then H_a hypothesis accepted .

From the table ANOVA can seen that F count = 36.843 with level significant (P value) of 0.000 < 0.05 , then variable political marketing (X) influential to variable choosing behavior (Y) p That can is known that H_a accepted And H_0 rejected Because P value (sig) more small from 0.05.

Based on the results of the research data regression it was found that the hypothesis was accepted, which means political marketing carried out by village head candidates had an effect on voter behavior during village head elections in Kahu District. As a means of conveying information, assessments and descriptions of many things, political marketing does have the ability to act as a shaper of public opinion, partly because the media can also develop into a pressure group for an idea or idea, even an interest or image that it represents to be placed in context more empirical (Kango, 2014; Sepriansyah et al., 2021). However, the real effectiveness of political marketing is affected not just by the frequency or intensity of exposure but also by the nature and depth of the message (Fakhri, 2019; Mujani & Liddle, 2010). so the combination of marketing with the use of various media, and the use of interpersonal channels scientifically proven that can provide a change in voter behavior at the local political level

Conclusion

Based on research that has been conducted regarding the influence of candidate political marketing on voter political behavior in simultaneous village head elections in Kahu District, Bone Regency in 2021, it can be concluded that political marketing in simultaneous village head elections in Kahu District, Bone Regency is included in the good category with a percentage of 90%. . Meanwhile, voting behavior in simultaneous village head elections in Kahu District, Bone Regency was included in the good category with a percentage of 78.5%. Next, regression testing revealed that political marketing had an impact on voter behavior in village head elections in the Kahu District.

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