



Original Article

Political Marketing on Social Media (Instagram Analysis Study of Serang Mayoral Candidates in 2024)

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Abstract:

This research is motivated by the increased political activity through social media during the 2024 Serang mayoral election campaign. Through Instagram, the three pairs of Serang mayoral candidates distributed their political messages through various posts detailing their campaign activities. The purpose of this study was to determine how the Serang mayoral candidates engaged in political marketing to gain public support through their posts on Instagram. This study uses a qualitative method. Data analysis uses qualitative content analysis by observing the Instagram accounts @hjriamaryana, @budirustandi.official, and @syafrudinofficial during the campaign period of September 25 - October 25, 2024 through 4 categories of Niffenegger's Political Marketing including product, price, place, and promotion. This study found that political communication messages displayed on the Instagram account of the Serang Mayoral Candidate have a variety of themes and types of content uploaded.

Keywords: Political Marketing, Instagram, Election, Campaign

Introduction

According to a survey conducted by the Association of Indonesian Internet Service Providers (APJII) explained that 221 million Indonesians use the internet and as many as 89.15% use the internet to access social media. (Ali, 2022). The data explains that Indonesia can potentially develop strategies through digital media in political activities or campaigns during the Pilkada season. The year 2024 is a political year for the people of Serang City.

This year the Serang City Election will be held on November 27, 2024. There are three names running for Mayor of Serang in 2024. The three names include Dr. H. Syafrudin, S.Sos., M.Si who is the Mayor of Serang in the 2018-2023 period, H. Budi Rustandi, S.E Chairman of the Serang City DPRD for the 2019-2024 period, and Hj. Ratu Ria Maryana, S.E who is the Deputy Chairman of the Serang City DPRD for the 2019-2024 period. The three candidates for Mayor of Serang have started campaign activities both offline and online.



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Various communication strategies are carried out to increase electability towards the 2024 Serang City Election. Each candidate declares a variety of excellent programs to gain public support. One way to do this is to use social media to distribute candidates' political messages. The presence of social media that is close to the public's daily life makes it a strategic communication tool in campaign activities. This is certainly inseparable from the interactive and flexible nature of social media which then provides convenience in political communication ([Kasirye, 2021](#)). The three candidates for Mayor of Serang also used social media as a campaign tool. *The positioning of the three Mayoral Candidates as officials of the Serang City Government* gives more value to the social media of each Candidate for Mayor of Serang. This means that the candidates have a public that has been segmented by their position. This then makes the three Candidates for Mayor of Serang use personal social media which is then managed as one of the online campaign tools in the 2024 Pilkada.

The massive use of social media as digital media in Indonesia is considered capable of distributing political messages in accordance with the expected goals. Social media then becomes an inseparable part of people's lives, including political communication practices. In the research presented in *Frontiers in Communication*, it is explained that social media provides opportunities for politicians to communicate directly with the public and encourage participation from the public. This shows that social media has the potential to increase communication activities and public engagement ([Letho & Kaldeio E, 2023](#)).

In relation to political communication, Instagram is widely used by politicians in shaping public perception through self-image displayed through image or video posts. Instagram is a suitable platform in communicating messages that are relevant in image building. According to Kathleen German in her research entitled '*Visual Images and Presidential Leadership: A Case Study of LBJ and His Beagles*' the visualizations displayed are considered appropriate for displaying characteristics and characters without requiring direct interaction between politicians and voters (Bast, 2024).

In connection with the Pilkada, Instagram then became a platform used during the campaign period to distribute messages efficiently. Marshmen (2009) explains that new media has the opportunity to expand *political marketing* conducted to the younger generation, the majority of whom are internet users ([Juditha, 2015](#)). Furthermore, Instagram is a social media platform that is widely used as self-promotion in shaping public perception ([Jackson & Luchner, 2018](#)).

In the context of regional head elections, *political marketing* is a concept that is carried out during the campaign period in building *public* trust and *image*. *Political marketing* is a concept related to a series of strategies and tools used to map and study public opinion during the campaign and assess the impact caused ([Olotu & Ogunro, 2013](#)).

The 2024 Serang Mayoral Election, which will be held on November 27, 2024, has made candidates aggressively present themselves to the public as Candidates for Mayor of Serang. The increase in *political marketing* activities is one of the backgrounds of this research. The three Serang Mayoral Candidates who have a background as officials of the Serang City Government in the previous period are interesting to study. The reason is that these candidates are officials in the same scope of work and are currently competing to get the most votes from the people of

Serang City. Thus, this research aims to find out how the Serang Mayoral Candidates conduct political marketing through posts on the Instagram social media platform.

Methods

This research uses a qualitative approach to understanding social phenomena on Instagram by collecting and analyzing data. The method used focuses more on interpretation and in-depth understanding of the unit of analysis. This research uses the content analysis method to understand the political messages displayed in the Instagram accounts @hjraturiamaryana, @budirustandi.official, and @syafurudinofficial. The unit of analysis in this research is all posts from these Instagram accounts published in the period September 25 - October 25, 2024, including various content consisting of images, videos, and text. Data was collected through observation, documentation study, and also literature review.

According to [Elo et al. \(2014\)](#), the stages of analysis in the context of content analysis include three stages, namely Preparation; this stage is carried out in selecting the data to be analyzed, selecting the unit of analysis and developing the categories used in the analysis. Organizing this stage consists of coding data, developing analysis categories, and also grouping data into the appropriate categories. Reporting, this stage describes the content analysis results and its interpretation. At this stage, the researcher must ensure that the content analysis results accurately describe the data and that the interpretation of the results can answer the research objectives ([Fariza,Pawito & Rahmanto, 2023](#)).

In this study, data analysis was carried out in three stages the content analysis stages. In the first stage, researchers selected the data to be analyzed in the Instagram accounts of the three Serang Mayoral Candidates in various types of content such as images, videos, posting time, number of likes and comments. Then, the researchers coded the unit of analysis with Niffenegger's political marketing category, which explains the 4p concept (product, price, place, and promotion). Then, the last stage of the researcher interprets the analysis results to describe how communication messages are packaged in the Instagram account of the Serang Mayoral Candidate.

Results

Political marketing is a combination of the concepts of politics and marketing. Where in this case political activities adapt marketing techniques. Related to political communication strategies, *marketing* explains how political parties are able to differentiate their political products and *images*. Thus, the public will be able to recognize the identity of each political party or individual political actor ([Muhazir, 2020](#)). According to Kotler, political marketing is a concept that seeks to do marketing in terms of succeeding political candidates or political parties with all political activities through various programs such as campaigns, *social awareness*, issues, ideologies, and packaged messages. This is done in order to get high appeal and then be able to influence the public and potential voters effectively ([Satriawan & Purwaningsih, 2021](#)).

In an election, *political marketing* has an important role where the campaign period will be utilized as a communication activity to persuade the public with a *political marketing* approach. According to Nursal, *Political marketing* itself becomes a series of well-planned activities with the aim of shaping and instilling expectations, attitudes, beliefs, and behavior in choosing. It is further explained that

there are four functions of *political marketing* in relation to campaign activities in the Pilkada, namely (1) social market analysis, this function explains how *political marketing* is able to function to map the perceptions and preferences of voters, (2) *political marketing* helps in setting objective goals in the campaign, marketing effort and resource distribution, (3) *political marketing* helps map and evaluate various communication strategy options carried out to attract certain publics in accordance with the availability of existing resources, (4) *political marketing* plays a role in monitoring and controlling the implementation of communication strategies in order to achieve predetermined objective goals ([Muhazir, 2020](#)).

Political marketing is explained as a permanent concept whose activities are expected to be continuously carried out by political parties or political actors to build trust and *image* towards the public ([Olotu & Ogunro, 2013](#)). Meanwhile, Newman's definition explains that *political marketing* is a concept used as an understanding of public needs and a form of strategic and public-centered campaign development. In this case, the public is the core of *political marketing* activities so that several things need to be considered such as how to build relationships with the public, how to compile effective messages, and how the character of the public who is the target market ([Gomez, Pineda & Gordillo, 2024](#)).

During the Pilkada campaign, *Political Marketing* will be designed by the winning team of each candidate to express the values, goals, and superiority of each candidate to be packaged into political messages and disseminated to the public through various media such as Instagram. Related to political marketing, Philip B Niffenegger (1988) explains the concept of political marketing by using the marketing mix for political campaigns. Niffenegger emphasizes that political marketing includes various efforts to integrate the marketing mix or what is known as the 4p, namely product, price, place, and promotion. Product in political marketing explains three categories: party platform, political candidate's past, and personal characteristics ([Cwalina, Falkowski & Newman, 2015](#)). If the 'product' owned by a political candidate is getting better, the higher the chance or possibility of the community to vote for the candidate ([Wiwoho & Rohman, 2024](#)). Price in political marketing has a definition as an intangible cost and is in the psychological realm. Price here explains what advantages political candidates have so that the public deserves to provide support for political candidates ([Cwalina, Falkowski & Newman, 2015](#)).

Meanwhile, place is a stimulus in marketing that explains the ability of candidates to be able to deliver messages to their voters personally. The strategy carried out in this regard is to distribute campaign messages with the presence of a volunteer team that becomes an extension of the hand in conveying information to the public ([Cwalina, Falkowski & Newman, 2015](#)). Promotion in political marketing is a tool used to 'market' the political product itself, namely political candidates. In this case, political candidates can use tagline that is easily remembered by the public. In addition, promotion can also be carried out by involving third parties such as influencers or the media ([Cwalina, Falkowski & Newman, 2015](#)). The following is an analysis of Political Marketing on the content displayed on the Serang Mayoral Candidate's Instagram account.

Political Marketing of the Candidate for Mayor of Serang

Based on the various Instagram posts of the three Serang Mayoral Candidates, the posts have fulfilled the four aspects of political marketing: product,

price, place, and promotion. The following are the results of grouping the content of the 2024 Serang Mayor Candidates' Instagram accounts.

Table 1 Summary of Content Grouping of Instagram Candidates for Mayor of Serang

RESUME			
Product	Price	Place	Promotion
 - the advantages of a female leader - close to the younger generation - Chairman of DPD II Golkar Party Serang	- revitalizing public street lighting and expanding reliable electricity networks - waste management in Serang City	@rabumenang	Grebek Cafe
 - Family man - Chairman of the Serang City DPRD - Chairman of DPC Gerindra Serang	dialogue with the community	@serangmenyala	- using media partner @explore_serang, @sipalingbanten, @netizenserang, and @info Serang - Using influencer - Special event 'tebak score'
 - Religious leader - Mayor of Serang for the 2019-2023 period - Chairman of DPW PAN Banten Province	dialogue with the community	@serang cemerlang @timsarangheyo	- Chess Tournament - Watching Football with community

Political Marketing through Instagram account @hjraturiamaryana

Hj.Ratu Ria Maryana, S.E is a candidate for Mayor of Serang in the Pilkada who previously served as Deputy Chairperson of the Serang City DPRD for the 2019-2024 period. Through her personal Instagram account @hjraturiamaryana declared herself as a candidate for Mayor of Serang paired with H.Subadri Ushulusin, M.Si. On the profile page of the @hjraturiamaryana Instagram account, there is information about the identity of Hj.Ratu Ria Maryana S.E, as a politician who serves as Deputy Chairperson of the Serang City DPRD, Candidate for Mayor of Serang and Chairperson of DPD II of the Golkar Party of Serang and the tagline 'Tuntaskan Bersama Menata Ibukota'. The Instagram account profile also displays highlights with the number 2024 with the caption 'Ratu Ria Together with Us'. Hj.Ratu Ria Maryana, S.E's Instagram account has 4,343 followers with 481 uploads.

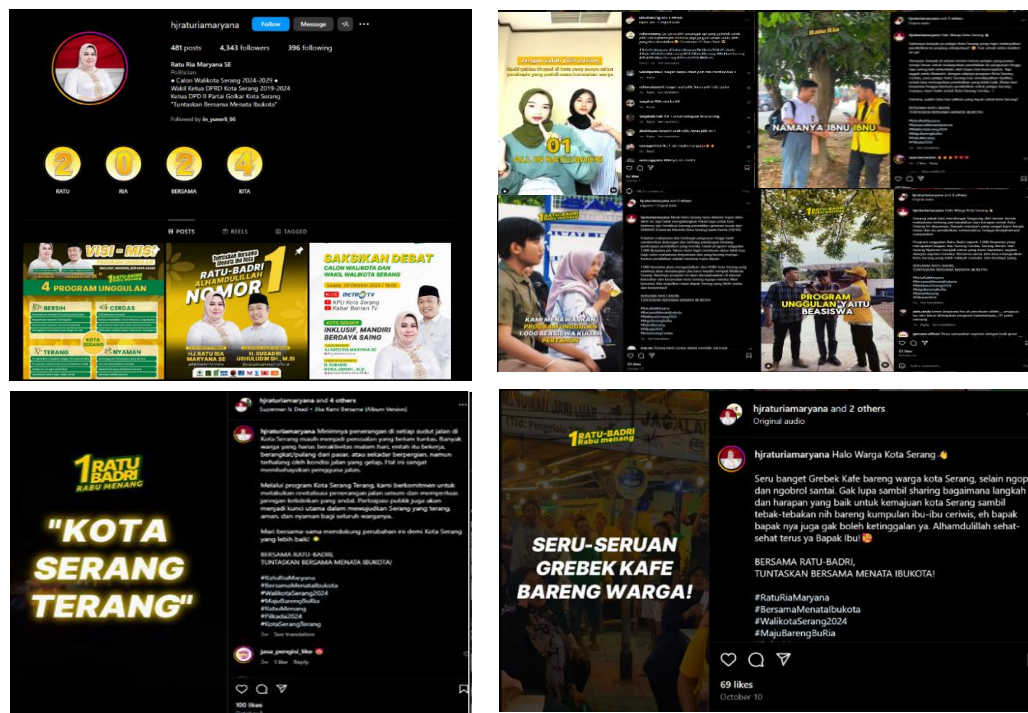


Figure 1 Content on @hjraturiamaryana's Instagram account

Product Based on the @hjraturiamaryana Posts

'Products' in political marketing have three categories displayed by political candidates in campaign activities. In campaign activities, the appearance of political candidates is shaped and packaged to be ideal according to what is expected by the community. In the personal characteristics category, @hjraturiamaryana's Instagram account displays a portrait of her who does a lot of activities together with community groups in her campaign activities. As the only woman who ran for the Serang City Regional Election, this narrative also became one of the content packaged into a political message about the advantages of a female leader. This can be seen in the Instagram video reels post uploaded on October 17, 2024 with 148 likes and 22 comments where Hj.Ratu Ria Maryana S.E urges his followers to vote for him as the only woman in the 2024 Serang City Pilkada.

In addition, some content contains videos of Hj.Ratu Ria Maryana S.E being involved in political party activities such as the Special Branch Work Meeting (Rakercabsus) of PDIP Serang City uploaded on October 17, 2024 with 81 likes and 22 comments. In addition, there is also content in the form of a poster saying 'Congratulations to Golkar Party Cadres Who Served as Ministers and Deputy Ministers in the Red and White Cabinet' uploaded on October 23, 2024 with 141 likes and 25 comments. These contents provide information on the profile of the supporting party Hj.Ratu Ria Maryana S.E.

Price Based on the @hjraturiamaryana Posts

In the @hjraturiamaryana Instagram account, the 'price' element is an element that contains political promises and also superior programs that will be carried out when winning the 2024 Serang City Pilkada. The public perception formed through @hjraturiamaryana's Instagram content is the tagline inclusive, independent, and competitive. The tagline is also a keyword for the superior program offered by

Hj.Ratu Ria Maryana S.E. Meanwhile, one of the political promises displayed on the @hjraturiamaryana Instagram account is related to revitalizing public street lighting and expanding reliable electricity networks. The content was uploaded on October 05, 2024 and received 100 likes and 10 comments. In addition, through the Instagram account @hjraturiamaryana also makes promises on waste management in Serang City through video content containing portraits of areas in Serang City that are not yet organized in terms of waste management. The video was uploaded on October 01, 2024 and received 108 likes and 17 comments. The values displayed in various content on the @hjraturiamaryana account are one of the efforts in shaping the perceptions of the people of Serang City so that this is ultimately expected to be able to influence decisions in choosing mayoral candidates.

Place Based on the @hjraturiamaryana Post

The campaign activities carried out on the @hjraturiamaryana Instagram account do not only contain content originating from the Hj.Ratu Ria Maryana S.E. account. Political messages are also disseminated through the Instagram account of the winning volunteer team of Hj.Ratu Ria Maryana S.E. In this case, the Instagram account of the winning team of Hj.Ratu Ria Maryana S.E. is @rabumenang. On the @rabumenang Instagram homepage, the identity of the account is written as 'Ratu & Badri Volunteers' which is equipped with the hashtags #RATU-BADRI and #RABUMENANG. The @rabumenang account has 5,124 followers with 77 uploads.

The Instagram account of Hj.Ratu Ria Maryana S.E. volunteers contains more videos created by volunteers containing superior programs and also support for Hj.Ratu Ria Maryana S.E. as a candidate for Mayor of Serang.

Promotion Based on the @hjraturiamaryana Posts

Promotion carried out in campaign activities on the @hjraturiamaryana Instagram account is carried out in various ways, one of which is the grebek cafe activity. Activities carried out to discuss steps and hopes for the progress of Serang City. The activity was documented in @hjraturiamaryana's Instagram upload on October 10, 2024 with 64 likes and 13 comments. In addition, promotion is also carried out with the tagline 'RabUMenang' in the campaign activities carried out. Some characteristic hashtags are also embedded in every content on @hjraturiamaryana's Instagram account such as #Rabumenang, #BersamaMenatalBuKota, and #RatuRiaMaryana.

Political Marketing through Instagram account @budirustandi.official

H. Budi Rustandi, S.E is the Chairman of the Serang City DPRD for the 2019-2022 period who is now running for Mayor of Serang in a pair with Nur Agis Aulia, S.Sos. On the @budirustandi.official Instagram account, the account has 8,459 followers with 412 uploads. When viewed on the @budirustandi.official Instagram profile page, there was an increase in Instagram content upload activity during the 2024 Serang City Pilkada campaign. When viewed from the time span of uploads made, the @budirustandi.official Instagram account will upload at least one content in one day but on other days there are two to three contents on the same day.

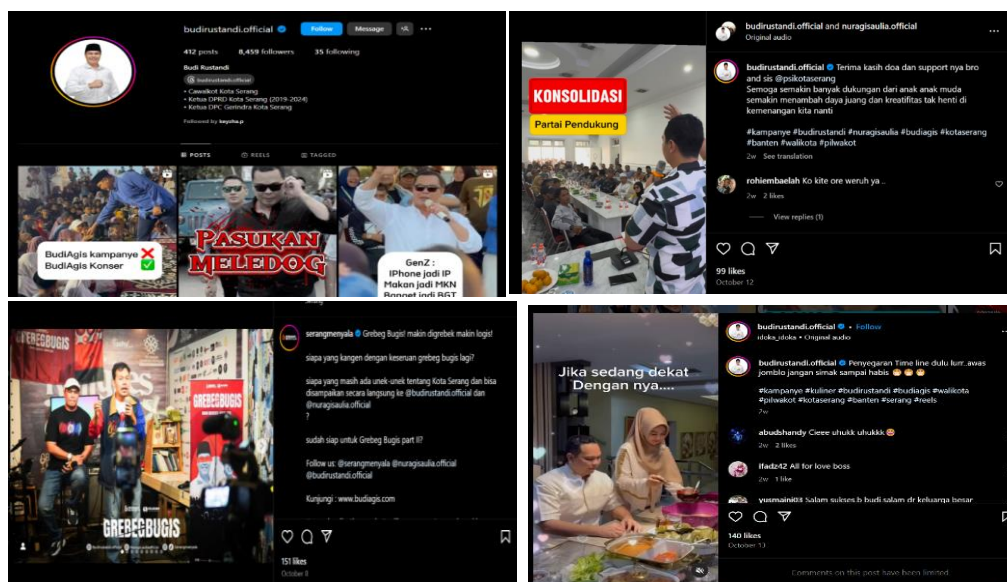


Figure 2 Content on @ budirustandi.official 's Instagram account

When viewed from the Instagram home page @budirustandi.official, there is personal information that explains the profile of H. Budi Rustandi, S.E. With a profile photo wearing a white shirt and a matching background, the @budirustandi.official Instagram account embeds his identity as a Seran Mayoral Candidate, Chairman of the 2019-2022 Serang City DPRD to his position as Chairman of the DPC Gerindra

Serang City. The profile description embedded in the @budirustandi.official Instagram profile is information about his identity for Instagram users.

Product Based on the @budirustandi.official Posts

In the @budirustandi.official Instagram account, there are three categories of products displayed. The first category is about the personal characteristics of H. Budi Rustandi, S.E. uploaded in the form of video posts featuring several activities carried out with the mother, wife, and grandchildren of H. Budi Rustandi, S.E. In addition, a portrait of simplicity is also shown in a video piece when H. Budi Rustandi, S.E. capturing some moments of togetherness with family.

Meanwhile, political party platforms are displayed through uploads in the form of posters. Posters uploaded on Instagram @budirustandi.official display supporting political parties embedded in the form of logos on each poster. On the other hand, political party platforms are also embedded in the profile of the @budirustandi.official Instagram account. Political party platforms are also displayed in the form of video reels content related to consolidation activities with the PSI Serang City party uploaded on October 12, 2024 with 99 likes.

For the past category of political candidates, the @budirustandi.official Instagram account uploads content that contains H. Budi Rustandi, S.E.'s previous position and is displayed in the form of *personal information* on the home page of the Instagram account. The candidate's past is also displayed with a video snippet showing old news that highlights his performance when he served as Chairman of the Serang City DPRD with a caption explaining that H. Budi Rustandi, S.E. is running in the 2024 Serang City Pilkada.

Price Based on the @budirustandi.official Posts

In the @budirustandi.official Instagram account, the psychological perceptions built for the people of Serang City are displayed in uploads in the form of video reels and posters about political promises and also activities carried out to hear community complaints. Campaign activities by dialoguing with the community are the activities that are widely displayed in the @budirustandi.official account.

In addition, the 'price' element in political marketing is also related to the national image where candidates are considered capable of providing a positive image that gives pride to the region ([Wiwoho & Rohman, 2024](#)). In the upload on the @budirustandi.official Instagram account, a positive image is formed through political discussions with the community through GrebegBugis activities which are documented through photos on Instagram. This upload received 113 likes.

Place Based on the @budirustandi.official Posts

On the @budirustandi.official Instagram account, various contents are not only posted personally by H. Budi Rustandi, S.E. Political messages are also disseminated through several Instagram accounts managed by volunteers or candidate winning teams. This makes the content displayed on the @budirustandi.official Instagram account some of which become 'shared' posts pinned by the @serangmenyala Instagram account as the account of the volunteer team of H. Budi Rustandi, S.E. This @serangmenyala account has 1,371 followers with 191 uploads. The account contains posters, photos, and also videos with various themes in support of H. Budi Rustandi, S.E. The presence of the @serangmenyala Instagram account is part of the

means of information for the people of Serang city Instagram users.

Promotion Based on the @budirustandi.official Posts

Promotional activities in the campaign activities of H. Budi Rustandi, S.E. are documented through the @budirustandi.official Instagram account. The promotion carried out is by using the 'meledog' jargon, utilizing several local digital media Instagram accounts, collaborating with several influencers in Serang City, and organizing certain events. The jargon 'meledog' is used as a jargon that is introduced to the public, on the Instagram account the jargon becomes the caption of a video that shows the campaign activities of H. Budi Rustandi, S.E. Another form of promotion is the utilization of local digital media instagram accounts in Serang City, on the @budirustandi.official instagram account several uploads are pinned by local media instagram accounts that are media partners of the H. Budi Rustandi, S.E. campaign. Some of these media are @explore_serang, @sipalingbanten, @netizenserang, and @infoSerang. These media then helped publish the campaign content of H. Budi Rustandi, S.E. In addition to cooperation with the media, the @budirustandi.official Instagram account also features influencers who support him through various creations in the form of Instagram video reels. When viewed from @budirustandi.official Instagram uploads, another form of promotion carried out is by organizing events such as guessing the score during Indonesia's soccer match against China and also Indonesia against Bahrain. In addition, the form of promotion for the campaign activities of H. Budi Rustandi, S.E is also displayed in the form of hashtags that characterize the Serang Mayoral Candidate such as #budiagis, #budirustandi, #nuragisaulia.

Political Marketing through Instagram account @syafrudinofficial

Dr. H. Syafrudin, S.Sos., M.Si is the Mayor of Serang for the period 2018-2023. Dr. H. Syafrudin, S.Sos., M.Si is running for re-election as Mayor of Serang in a pair with Heriyanto Citra Buana, S.H., M.H. The official Instagram account of Dr. H. Syafrudin, S.Sos., M.Si, namely @syafrudinofficial shows that it has 17,400 followers and more than 4,500 posts that have been published through Instagram social media. As an incumbent, the @syafrudinofficial Instagram account is the Instagram account with the most followers compared to other mayoral candidates. With a fairly large number of followers, this makes the @syafrudinofficial Instagram account have the advantage of reaching a wider public in increasing electability as a candidate for Mayor of Serang in the 2024 Pilkada. The following is a profile view of the @syafrudinofficial Instagram account.

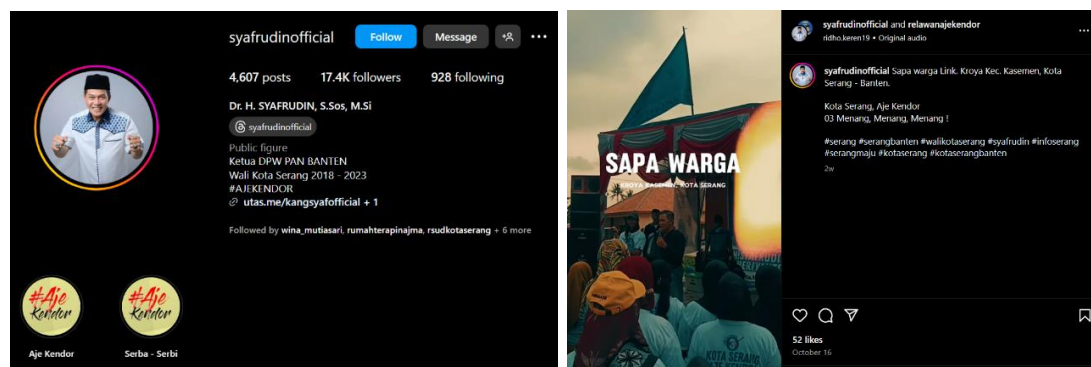


Figure 3 Content on @syafrudinofficial's Instagram account

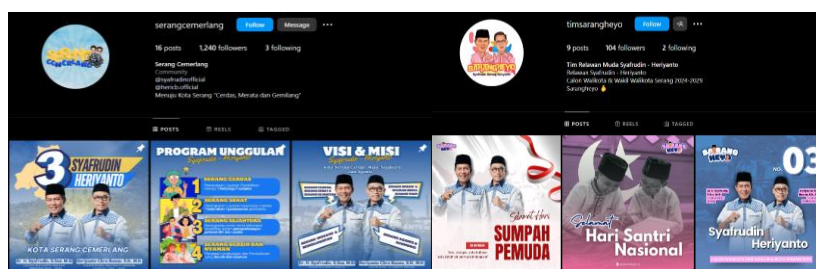


Figure 4 Instagram account profiles of @serangcemerlang and @timsarangheyo

When viewed from the home page of the @syafrudinofficial Instagram account, the declaration of Dr. H. Syafrudin, S.Sos., M.Si to run again as Mayor of Serang for the 2024-2029 Period has been published since May 2024. Throughout the campaign period which was carried out since September 25, 2024, the official Instagram account of Dr. H. Syafrudin, S.Sos., M.Si was recorded until October 25, 2024 to have uploaded 24 posts in the form of both images and videos. Thus the @syafrudinofficial Instagram account can upload one to two posts a day. In the uploaded posts, there are various themes raised by Dr. H. Syafrudin, S.Sos., M.Si through photos or videos as part of the campaign. In general, what is displayed in posts on Instagram is part of political marketing in shaping political messages to the public. Based on the concept of voter behavior explained by Newman, it is important for politicians to understand their public segmentation to then create campaign platforms that are attractive and in accordance with the conditions of their target public (Cwalina, Falcowski, and Newman, 2015).

Product Based on the @syafrudinofficial Posts

Product terminology in political marketing refers to three categories, namely personal characteristics, party platforms, and past portraits of political candidates. When viewed from the posts uploaded on the Instagram profile account of Dr. H. Syafrudin, S.Sos., M.Si, the content in it is mostly displayed through photos or videos related to activities carried out together with various community groups in Serang City. Portraits of Dr. H. Syafrudin, S.Sos., M.Si's interaction with the community are part of the campaign activities carried out to continue leadership in Serang City. What is displayed on the Instagram account becomes Dr. H. Syafrudin, S.Sos., M.Si's personal profile which is formed and carries a political message. Through uploads on the @syafrudinofficial Instagram account, Dr. H. Syafrudin, S.Sos., M.Si's personal character is displayed as a leader who is close to the community through uploaded photos and videos. This is reinforced by uploads that show the human side as a leader who cares about the condition of his community with uploads visiting colleagues in the hospital and takziah at the funeral home of one of the people of Serang City. The content is displayed to show the human side of the Serang Mayor Candidate Dr. H. Syafrudin, S.Sos., M.Si. Meanwhile, for content related to the party platform, the @syafrudinofficial Instagram account displays a portrait of involvement in an event organized by the supporting party leader. In addition, the party platform is also displayed in video content containing joint consolidation activities with the DPC of the Nasdem Party in Taktakan District. Meanwhile, for past characters, the @syafrudin.official Instagram account includes personal information about his previous position as Mayor of Serang for the 2019-2023 period and also his current

position as Chairman of DPW PAN Banten Province. The home page of the @syafrudinofficial Instagram account is also equipped with the hashtag #ajekendor.

Price Based on the @syafrudinofficial Posts

In political marketing, 'price' is defined as an intangible cost in the psychological realm. Cost explains how the advantages that political candidates have so that the public deserves to support them. If you look at the uploads on the @syafrudinofficial Instagram account, the cost values to attract support from the public are displayed in uploads containing activities with community groups as part of campaign activities. In addition, in the @syafrudinofficial Instagram account, most of the uploaded photos, videos, and also the text used explain that Dr. H. Syafrudin, S.Sos., M.Si is a religious leader candidate. This is supported by various activities with the selection of the diction of the word 'Silaturahmi' in the caption written on several activities of the declaration of support for a particular community group to Dr. H. Syafrudin, S.Sos., M.Si. The upload became a political message that was formed to show the religious side of the candidate and attract the attention of the Muslim-majority public.

Place Based on the @syafrudinofficial Posts

'Place' is an element in political marketing that explains the delivery of messages by political candidates to the public. This is also related to the formation of volunteers who are part of the campaign strategy carried out. Based on uploads on the @syafrudinofficial Instagram account, there are Instagram accounts that represent volunteers supporting Dr. H. Syafrudin, S.Sos., M.Si. The accounts are @serangcemerlang and @timsarangheyo. In the upload of the @syafrudinofficial Instagram account, there are several uploads marked by the two accounts. The @serangcemerlang Instagram account itself has 1,246 followers with 16 uploads. When viewed from several uploads, it can be seen that the account is an information media in distributing political messages related to the superior program, vision and mission and various campaign activities of Dr. H. Syafrudin, S.Sos., M.Si. Meanwhile, the profile of the @timsarangheyo Instagram account explains that the account is an account of the Syafrudin-Heryanto young volunteer team. The account has 101 followers with 8 uploads consisting of five posters and three reels which are a form of support from the younger generation for Dr. H. Syafrudin, S.Sos., M.Si. The two Instagram accounts managed by the winning team of Dr. H. Syafrudin, S.Sos., M.Si became a means of communication with messages that were packaged attractively. The distribution of campaign messages carried out by the two Instagram accounts became a combination of the personal appearance of the Mayoral Candidate along with superior programs combined with the diction of the support of Dr. H. Syafrudin, S.Sos., M.Si's victory volunteer team. The two Instagram accounts became information channels that became a means of expanding the distribution of political messages from Dr. H. Syafrudin, S.Sos., M.Si.

Promotion Based on the @syafrudinofficial Posts

In political marketing, promotion is part of the campaign strategy carried out as a tool for branding political candidates. In this case, the promotion carried out can be related to the use of the jargon carried or activities initiated by the Serang Mayor Candidate involving the people of Serang City. When viewed from the @syafrudinofficial Instagram account, Dr. H. Syafrudin, S.Sos., M.Si. uses the jargon

Aje Kendor in his political messages. The jargon uses the Serang Javanese language which is the local language commonly used by the people of Serang City. In addition, the Aje Kendor jargon is also a jargon that has been echoed in the tenure of Dr. H. Syafrudin, S.Sos., M.Si. during his tenure as Mayor of Serang City in the previous period. In addition, promotion is also carried out by organizing several activities such as chess tournaments and also watching football matches together with the Persatuan Wartawan Indonesia (PWI) Banten.

Conclusion

Like a company marketing goods and services, political candidates also do marketing during the campaign period. There are many tools used in political marketing, one of which is through Instagram, which is a social media that is currently widely used.

In the Serang City Pilkada, the three Mayoral Candidates used a personal Instagram platform in packaging their political messages to the people of Serang City. The Instagram accounts of the three candidates for Mayor of Serang are @hjraturiamaryana, @budirustandi.official, and @syafrudinofficial. In terms of products, there are similarities in displaying the personal characteristics of Mayoral Candidates. The three Mayoral Candidates upload content both in the form of videos and photos containing their daily lives that show the human side in the midst of the hubbub of campaign activities. This is also supported by captions with narratives that explain the character represented from the video and photo display.

Meanwhile, the 'price' or tangible cost in the psychological mind of the public is formed through content that contains the values that are the advantages of each Candidate for Mayor of Serang. In this case, posters on Instagram became the content used by the three Candidates for Mayor of Serang to display the vision and mission and superior programs. However, there is also content in the form of photos of news pieces containing political promises of one of the Serang Mayoral Candidates uploaded with supporting captions. On the other hand, many excellent programs are also displayed in the form of video reels on the Instagram of the three Candidates for Mayor of Serang.

Furthermore, related to the 'place' element, the three Instagram accounts of the Candidate for Mayor of Serang have in common the presence of uploaded content embedded by the Instagram account of the volunteer or support team. The presence of the volunteer team's Instagram account is a medium that helps spread political messages in the campaign activities carried out by the Candidate for Mayor of Serang. Then for the 'promotion' of the three Instagram accounts of the Candidates for Mayor of Serang using jargon and hashtags that are unique to each Candidate for Mayor of Serang. Not only that, Candidates for Mayor of Serang also competed to initiate interesting activities involving the people of Serang City as part of the 'promotion' carried out.

Suggestion

In today's digital age, the use of social media, especially Instagram, has become part of political communication activities. Therefore, it is important for regional head candidates to understand the integration of social media used in campaign activities. Based on this research, it is hoped that regional head candidates will be able to pay attention to the content presented on social media, such as message consistency,

communication ethics, and appropriate image management. As a result, it is hoped that this will enhance the credibility and electability of local government candidates. Furthermore, this study also provides recommendations for future researchers to analyze political communication conducted on social media platforms using other political marketing concepts. This is done to present analysis from alternative perspectives and generate findings that can serve as recommendations for political candidates in conducting political marketing during the campaign period.

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