

Marketing Strategy and Political Public Relation in the Election

Veri Setiawan, Pawito

FISIP of Sebelas Maret State University, Surakarta

verys90@gmail.com

Abstract

Marketing and public relations have a lot in common. So is marketing in various fields including the field of politics. The similarities we can pull and explore the difference with the difference between disciplines namely: marketing and public relations. This is reflected both in theory and practice. There are similarities and subsequently there. We can gain that distinction through the closer integration of political marketing, political public relations theory, and research. As a public relations practitioner we solution be able reserves to distinguish the second difference". Although political marketing and public relations politics use the same tools of communication and have the same goals as well, there are fundamental functional subsequently both from concepts, practices, and their relationship with the public. The debate between the function of marketing and public relations is word happening to this day. There are the same researchers and there are also cons with screened opinion. IMC (Integrated Marketing Communication), public relations will become IC (Integrated Communication) is functions much different and wider. If proven on the concept of MPR (Marketing Public Relation), Public Relations has a more sophisticated concept that is CPR (Communication Public Relation).

Keywords: *Marketing, Public Relations Politics*

Introduction

Political marketing emerged as a concept in the academic study at least at the end of the 1960s. Stromback and Kiouis (2011) in practical terms said that the political marketing is seen as a strategic import theory, the concept and appliance the appliance by political organizations in responding to the various social trends. Marketing can be said to provide the tools that can help the involvement and loyalty gaps left by weakening the ideological attachment to the party. However, align with this theoretical understanding voters is embedded in the discussion of the practice of political campaigns by political parties and

candidates. The theory of marketing Philip Kotler and Sidney Levy was recorded as the early 1969 that political candidates are marketed in the same way to fast moving consumer goods; the analogy they are known to with soap. Kotler a step further in 1975 when he suggests the initial observation inform long then work on marketing in the context of politics and criticism from the political marketing reduce politics to become a product to be consumed.

While according to Bernays one of the pioneers of modern PR said that "three main elements of PR are informing people, to persuade people or integrate with the people". Here we can find some basis of political strategy and contemporary public relation tactics, such as relationship management (Ledingham & Bruning, 2000), targeting & positioning (Baines, 1999), the opposition research (Johnson, 2007), the rhetoric (Heath, 2006) and follow through (Pfau & Wan, 2006). Not many theories and empirical research center to discuss politics PR. Most of the theory of PR only examine about PR strategy and tactics in relation to the corporate sector, while most political communication research ignore the theory of public relations. In other words although politics PR is important but not many theories and research that manage or even try to bridge the gap between the PR, communication politics, the theory of political science and research from the theory itself.

The development of political marketing as an academic field that has seen the marketing became the dominant paradigm for studying the behavior of postmodern party. Modeling the behavior of the party first appear in the 1970s. The concept of political parties as the production, sales, or range and associated with each of the communication model market. The production of oriented candidates and parties will seek exposure through persuasive communication; for this resulted in communication style propaganda. Oriented sales candidates and parties will employ more media that manage and will use the tools advertising and public relations to convince the voters, and communication will be targeted and supported by the tight market research. If the orientation of the market adopted, wider communication mode will be adopted. market research will inform the design of the product and the design of all communication. internal communication between members, loyal supporter, affiliates and donors will make the policy and allows for the strategic position of

the main market segment. While this may appear as adjacent to the traditional perspective that is campaign political paradigm shift. But, because it is rooted in the theory of marketing, political marketing PR as a function of tactical communication only.

The concept of political marketing:

1. Political marketing places the voters as the subject and not the object of political parties or candidates.
2. Political marketing makes the problems faced by the voters as an initial step in drawing up a work program which is offered by the frame of the ideology of each party or candidate.
3. Political marketing does not guarantee a victory but provides tools to maintain the relationship with the voters, so that from here will wake up the next trust to gain support for their voices.

Basically the political marketing strategy is a political campaign to form a series of specific political meaning in the mind of the voters. A series of political meaning that is formed in the mind of the voters to the orientation of the behavior that would lead the voters to choose certain contestants. The political meaning is the important output from political marketing. Political marketing here is a concept that offers how a political party or the contestants can make the program related to the current problems.

Political marketing is the concept of a permanent that must be done continuously by political parties or candidates in building trust and image politics. Build political beliefs and image can only be done through long term relationships between political parties or candidates with the voters, not just at the time of the election campaigns only. Triparti Model to explain the party and candidates behavior remains a key feature of the field of political marketing. This model is not without criticism, however. The conceptual are demanding the structure of the Center Party which focused mainly on the development of the program the result is determined from the current selector desire and needs. His relationship is with short-term marketing orientation, as against other long-term market orientation that is where an organization anticipate future desire and thereby leading the market.

What is less than most of the work is a call for candidates to exceed the orientation of this consumption to focus on the long term aspects more from politics. From the perspective of

marketing relationship, which discusses the long-term strategy for the development of customer loyalty, positioned as account holder is quite idealistic although there was an effort to implement the political marketing relationship. From the literature of the PR we can identify some common theme for the study and practice of PR. The concept of the public highlighted the key difference with marketing. An organization is able to choose the market it wants to target the product; But, when communicate using the appliance public relations, was not of course can select public deficits. Public Relations practitioners who may have to deal with the criticism as suppressor group, or they are in a position to make something happen or do not happen that influences, organization and not only consumers. It is for this reason that PR plays the role of spanning the limit, where he interprets the views of external public about the organization, and recommends that the organization how to respond. Thus the PR practitioners must be able to change not only what an organization says, but also what he did. It is for this reason that the model of excellence shows that the only function of PR that can change the culture of the organization. In order to help the PR practitioners who build relationships with main hordes, and improve the reputation of an organization, they can take advantage of up to 13 different channels and engineering. Thus the public relations have a clear meaning and different roles, and various techniques that are not to be confused with or inserted by marketing.

After saying this, such as the relationship marketing, the core concept of public relations often tend to stay put under political marketing; part of product design from inform the process and how the party or candidate associated with a variety of their public. As a result, research in political marketing, political science and the study of the election tend to conflict relations public to essentially media relations. Stromback, Mitrook, and Kiousis (2010) the result shows that the political marketing suffers from a lack of understanding of the details of the PR. In addition, by referring to the PR politics given a taste of the silhouette and shows it has been seen as the bad.

Political marketing strengthen this negative perspective, because of the conflict with the consumption and communication. Aspects of marketing theory which explicitly discusses the relationship with the market segment that absent, because of the nature of the short term from political actors depending on the election cycle and the requirement. Perhaps to this area that PR politics can

most contribute. But, before we evaluate the impact of PR politics politics market, we first have to explore the meaning of PR politics. Although there are many books and articles about the meaning of PR. Some text using PR long-term political, but seems to think that the interpretation of the fully understood by the reader. Where the definition of PR politics has offered, they tend to reflect the merit of media relations, so that the political actors use PR politics through the media outlets as a means of finally persuading the broader society. PR politics is not only about using media as a persuasive tool, but also act as a swing back that an organization can hide from the media and therefore the wider community, the things that they did not want they know. This increase is negative implied by the comment about the political media relations and rotating. But while the political focus definition of PR has in tactical, and dominated by the media relations and management of the event, has also admitted that he has a strategic role in getting the attention of voters.

Kiousis Stromback and give the definition of the strategy, which formed our discussion about the relationship between the political marketing and PR politics. PR politics is a management process where a organisas or individual actors for political purposes, through communication purpose and actions, attempting to influence and build, build and maintain a profitable relationship and reputation with major public to help support the mission and achieve the goal. This definition highlights three stream interconnected ideas in PR. *The First*, Grunig paradigm stresses the importance of communication enhance mutual benefit to the two organizations with public deficits. The use of two-way komunikasi symmetric plays a key role in encouraging the understanding and the benefits of the next benefit. *The second*, relational approach go further stage and focus on building a strong relationship with a number of key stakeholders. *The third flow*, closely related with the relational approach is that the purpose of PR is the management of reputation. Here the focus is on the identification, management and change the reputation of an organization. All three of these components from the definition of PR politics shows that rely on media relations is not enough, and that which is far broader than the appliance communication is required. So while political marketing may appear as a dominant paradigm today to guide and understand the behavior of the party, the theory of public relations may be better placed to design best practices in the context of politics.

Political Public Relations

One of the core concept of political science, political communication and PR is that the community or the public. In the context of politics PR general/ mode and situational answer most of the theory and research has focused only to the community as measured by the poll. In this J. Gruning has developed teori situational answer from the public, namely: non public, society lies latent independent variables and the level of involvement. From the explanation above we can see that the politics of PR is far more complex, more hetrogen, unstable spread, surges even marked by the conflict so many challenges that must be faced by politics PR.

According to Stromback and Kiousis (2011: 8), political public relations is a management process which is done by the organization or individual with political purposes; through communication and specific action; to influenced, create build and build a mutually beneficial relationship and establishes a reputation with the main public. The process is done to support the mission and achieve expected. Stromback and Kiousis (2011) also proposed some functions of political public relations, i.e. explain and inform policy on the voters, populations and various stakeholders; make political parties or candidates who represent understand an issue and oppose him; won the elections; influenced public opinion and voter behavior; understand the ability of political parties or candidates who stood; and memelajari competitor.

In the "political power through Public Relations," McKinnon et al. (2001) admit that throughout the history of public relations strategy and the tactics have seen wide application in the political context. From rocking political events (protests, demonstrations, whistle-stop tour, speech). To develop or distribute promotional materials or information subsidy (advertisements, posters, leaflets, press release, campaign brochures and leaflets), and from creating the campaign logo and the slogan (e.g., Eisenhower 1952, "I Like Ike "; Reagan 1984, " Morning Again in America "; Obama 2008, " Change We Can It's In" and "hope") for packaging, promote, and rotating political information to the media and public relations strategy the strategy so widely in politics that it is impossible to make a list of all the various ways community strategic relationship tactics used in the political context.

However, public relations politics is a relatively new research area both in political communication and public relations academic community. Stromback and Kiousis admitted in this case, the role of

the media is the center of good political communication and public relations research and theory. Even, Stromback and Kiousis define political community relations as follows:

Political Public Relations is a management process where an organization or individual for political purposes, through communication purpose and actions, attempting to influence and build, build and maintain a useful relationship and reputation with major public to help support the mission and achieve its goals.

Describe between PR and campaigns in elections, political parties and candidates seeking to represent the voters and the views of all citizens and a second opinion to get the couple and while acting as a party that set or when the underlying process in the general elections is the exchange of promises on the policy and the performance of the future in the government for the voice and this process occurs through the program of communication, policy and ideas in return for the information from the voters who are related to this policy, ideas, and program of the electorate. This communication process is described in the Figure 1.1:

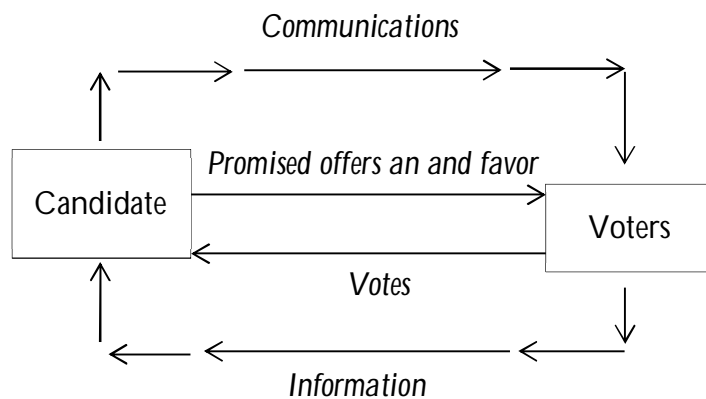


Figure 1.1

The political PR communication cycle with voters. Source: Kotler (1982).

Political parties and candidates, but need to transact with various authorities/stakeholders to become market oriented, including voters, its competitors, stakeholders internal party and the people in the external environment (Ormrod, 2005; Stromback, 2007). According to Kotler (1981) has previously held that the duty of politics must communicate with six key authorities, including voters, the party, candidate, interest groups and the media contributors. Note that the role of the media in the role of PR are

very important to communicate with the other five market. Media relations, however is not the only tool from parties, Pr political opportunity to speak directly to the voters in various paid-for media. Sweeney (1995) have argued that political candidates primary and secondary audiences where the main audience is the existence of voters and secondary reader campaign staff and volunteers, organization, the leaders of the opinions of political parties,, partners and contributors and media.

The Relationship Between PR Politics and Political Marketing

According to Phillip B. In Cwalina Niffenegger at al. (2011), "*proposed a concept of political marketing showing the flags of the classic marketing mixed tools for political campaigns. He stresses that political marketing includes efforts aimed at integration within the marketing mixed, known as the four Ps traditionally product, promotion, price, and place to control the voters' behaviors efficiently. Advertising is not set apart here as an independent research discipline; rather it is closely connected to the process of marketing research, in this is done by the segmentation*". In the above quotation shows that they admit no independent discipline to learn about the media and advertising. So fuungsi marketing and PR is no difference.

According to Jennifer et al. (2010), "*Political marketing - the utilization of commercial marketing techniques and concepts in politics - is being used to varying degrees around the world. Many political rests conduct market intelligence in the form of polls or focus groups and use it to inform the way they present their policies to the voting public. However, not only do rest use marketing techniques to sell themselves and their policies, they also use marketing to decide what to offer the public in the first place - what policies to adopt, this is done by leaders to select to best present an policies, and how to best communicate policy delivery. Political marketing, here, is not just about 'spin' and public relations te the electoral campaign. It is much more than that. Rest can utilize a range of marketing tools including voter profiling, segmentation, micro-targeting and e-marketing to inform their communication. They can also respond to market intelligence in the way they design the political product they offer becoming market-oriented rather than primarily sales-oriented*". Of the voting market plays a Washington role. Jennifer and his colleagues say this so that it can be interpreted that the political marketing process using the appliance namely communication. Communication is a field that embraced by PR so, PR have the skills more or benefits from the marketer.

Before we can explore the relationship between PR and marketing in the field of politics, we need to understand the relationship between the two disciplines in general. On the practical level the function of PR and marketing can be seen to work alongside each day, and both of them out of the hall facing, the persuasive and depend on the communication. But there are some tensions between the two disciplines. In this practical world tend to be manifested himself in the war of the grass more who have control of the structure of the response line responsibility and budget. For academics debate often of the nature and the role of each, and dominant. While the target audience marketing is basically the group of customers in the market, public relations, has argued, have a wider audience, namely public. While the public relations may include the customer, public also includes anyone who is affected by or perhaps infl the influence of the organization, as pressure groups. This has resulted in all organizations have the needs for PR, but not all involved in the dam marketing focus is broader than PR outside the market means that while marketing spend money, PR store. The argument is that the capability of the management of the issue of the potential issues PR identifi es and opportunities in the face, so that an organization can save money with to respond in a timely manner. Transferred to the political, marketer of political then focused on the political consumer (citizens of voters) while PR practitioners consider a wider political stakeholders and the public.

Perhaps the best efforts known to the concept of the relationship between marketing and PR made by Kotler and Mindak (1978). They identify that there is the potential for five model differences that can explain how relationships and marketing society operated together in an organization: separate function but same; same but overlapping function; marketing as a dominant function; PR as a dominant function; and public relations and marketing as the same function. They argue that there is no single model will be appropriate for all organizations, but that the two functions should have evolved because of external pressure and that at the end of the day they will meet. Pickton and Broderick (2001) has been model and add one variant. They argue that under the condition of the First model where a separate function that the structure of the PR can be different. In several organizations function of PR integrated into decision making and strategy at the level of the company and single function, but on the other PR activities which are fragmented in all departments and individuals and especially related to the tactics of the spread of public relations function as one integrated department

or contains a series of the department of the autonomous region as the office of the press aired on the public and public relations all located in forgive the whole community relations.

In the context of politics, consumer/market approach is often perceived as dominant at the expense of the approach that focuses on public or other stakeholders. One of the reason for this is that the political marketing most often males in the context of the election, so when describing the political marketing as the wishes and needs analysis, it is they who including voters and concerned citizens. The Problem with identifying the data usage, and resources, is that the political marketing research done personally and link that is needed to identify its phases. Political parties have now come in anticipation of the next election is nearly impossible to identify explicitly talk about the adjustment of the following products research among members of parliament and members of the key stakeholders for political brand, was not seen as a priority in the party and there is no consideration of the broader public or stakeholders in most political marketing research

Therefore, the political context, marketing is often perceived as a dominant function relationship with marginalised communities to the role of communication only. This may suggest convergence of public relations and marketing, or relationship public only serve marketing strategy; although one might argue that there is a lack of marketing strategy at the heart of many parties despite the use of several marketing tools and concepts.

This Mindak Kotler and views about the reality of convergence between PR and marketing that are contested. While Hutton supports this idea and indicates that the marketing dominate, adherents Grunigian approach deny that there are differences in the clear diff between two disciplines. Recently, New York advertising executive of Al Ries shows that might also be PR Manager is in power because of their ability to be more creative to sell and lead a brand. One of the arguments to support the emergence of political marketing has been the growth of professionalism in political communication, encourage political players to use commercial approachable skills. To confirm this, and so support the domination of political marketing communication politics, we recommend requires the assessment of both the professional discipline and reporting structure in political organization. If the political communicator, especially the senior staff, comes from a background of marketing and involved especially in direct marketing, product

design and supply chain management and marketing politics dominates. But if the political communicator as coming mainly from the media relations, the management of the event and the reputation of the company and then PR politics more tend to dominate.

This battle over which dominate moved to the two concepts with each of the discipline of the fight for separate approaches: integrated marketing communication (IMC) and (IC) integrated communication. IMC is a concept where a company carefully integrates and coordinates many channels of communication to convey a clear message, consistent and interesting about the organization and its products. IMC seeks to represent the current and potential customers and suppliers with a consistent brand image. Because of that focus on the purpose of marketing, customers, and market, and therefore imply more marketing domination. PR in the function of communication from an organization. In the field of politics focus IMC is on the voters of the individual or citizen and audiences are interested. In the party system centered brand is the party and the candidates for the individual most included in the overall party brand. In the system potential centered the situation is otherwise. However, it should be noted that the countries such as Britain, most considered the party-centric, gradually moving toward the middle way in which the individual candidates have more than the impact, with, for example, the election of some independent candidates. In addition, internet provides potential / vice through both the media and the hierarchy of their own party. With a focus on the achievement of the purpose of marketing, IMC politics imply that activities such as lobby, management issues and crisis management are ignored and the role of the media and the event management is to attract publicity for the overall marketing strategy.

PR alternative to IMC is integrated communication (IC), where the margin of the main differences is the purpose and the audience communication. The IC emphasizes a wider audience than IMC, namely all stakeholders' organization or public, not only customers. In politics, therefore, IC trying to reach not only the voters, but also others who may influence or be influenced by the party / candidate, such as members of the party, other politicians, suppressor group, various levels of government and political or economic resources such as the trade association. The IC, by integrating the function of communication, who communicates with all stakeholders organization, imply that all communication to the external public is to preserve the community relations and not marketing functions. Therefore removed from marketing

communications marketing functions, and placed in the forgive from the function of public relations. Voters citizen, because it is only one of several stakeholders that the party or candidates communication function sought to target. This perspective is supported by theorized that political parties active in the four main arena, namely internal arena, parliamentary arena, media arena, and of course the arena of voters. On each of the arena there is a primary and secondary public and thus the need to manage the relationship with the public in this entire arena not only voters citizens.

Marketing Public Relations

As mentioned previously, the evidence indicates that the political marketing literature most respect PR in the field of narrow, especially through the media and events management. Therefore the role of PR mistaken limited get publicity for political ideas, policy and actors. This is legitimate use of PR can be described as a marketing public relations (MPR). Follows the function of PR support marketing by creating visibility and attention especially through publicity. The strength of the MPR is as a source that can be trusted, so that it is very useful to educate new markets, build interest, and launching product. In the model of the relationship between the two discipline, MPR integrated in the third model where the separate function overlapping, and in the end model where the marketing and PR in one integrated approach which they also overlap. It has been proposed that around 70 percent of the expenses allocated to the organization communication activities of the MPR. MPR illustrates the political marketing approach to PR, namely to get the public attention to gain visibility.

We recommend that the parliament politics was the use of especially tactical and short term public relations. There is nothing wrong with political actors of the MPR user and it is very possible that the majority of their activities in this field. But there are limitations with MPR, which suggests political actors should not rely exclusively on it for their marketing communications. The parliament is a process of communication top-down one direction and while the buyers powder soap might not expect dialog, this is implied in the representative democracy. Consistent treat voters citizens only as passive recipients of the message might, in the long term, for fuel a sense of isolation or democratic deficit. Though not all citizens of voters all the time hope to asked

their opinion or to engage with the political actors, simply do to show that the political communication must be two way. Encourage conversation is inherent implied in the aspect of Stromback Kiousis Grunig and this definition of PR politics, where they refer profitable relationship. Another danger relying exclusively on the MPR the political context is that other important public in another arena that are ignored, which may have negative consequences at least in again.

A more sophisticated approach to PR politics will recognize not only the relevance of the MPR, but complements this by applying the model of public relations company (CPR) that driving philosophy is the management of reputation. Where the traditional political marketing using MPR, we recommend using the CPR approach will also increase the role of public relations politics. The parliament politics limited to various communication tools such as the relationship with the media stunts, events management and exhibition, but PR includes more than this technique.

Many but not all of these activities are in CPR, as the image of the company, public relations, management issues, crisis management, corporate social responsibility, investor relations, and lobby. In the end, CPR does not focus on promoting specific individual campaign, but the reputation of the entire organization. Where the focus of the MPR very narrow to get specific messages to specific audience, CPR generally is far broader in scope. The purpose of CPR is to evaluate all the factors that may be positive or negative impact on the reputation of political actors. New lessons learned from labor election loss is that they must make a fundamental change in their policy, organizations and key personnel. The conservatives came to the same pencatuman when they introduced the reform of the organization that is designed to persuade the public that they deserve to be selected. CPR approach requires political political players to take over the use of long-term strategic and public relations.

Conclusion

As a result of research, in political marketing, political science, and selection studies tend to disrupt the public relations for basically media relations. Political Marketing has created the need to gain visibility through public relations activities and as a

consequence of political marketing approach focus on media management and get the sensation to be important. This project transactional approach to marketing, which requires clarity in marketing communications to get attention. The volume can be targeted on the key selector, but more similar to follow through the short term to commit an act of creating long term relationships describes the political strategy to dominate.

The World Public Relation during this is known with the world of painting is closely related with a corporate. Public Relations which usually called humas in Indonesia indeed played a role to establish a reputation for credibility in public deficits. But more than that, should Public Relations have more strategic function which can provide the role in various fields of knowledge of the other not only to the world of politics for example, but also to the field of study of the other. Although we know that the political world is the world of laden will controversy, so that they will have a close relationship in relation to the Public Relations.

Instead we suggest that the two alternative approaches to existing marketing and relational experience, which imply smooth approach and potentially more gentle marketing communications. Marketing relations imply long term contacts using the communication channels both direct and more importantly directly, and with strategy designed to encourage long term support as adversaries of winning in one moment in time. Political marketing experience focused on how the voters not only citizens buy into politics but interact with the government party and the election or political campaigns. Therefore, view public relations politics only as a means to get the media coverage is a partial approach and wrongly.

The key factor to determine whether it is bad or good is whether PR used in narrow and tactical sense media management, or as the broader strategic follow the definition defi recommended by Stromback and Kiouisis. political dependence on marketing market public relations (MPR) is what makes it bad, implementation of public relations company (CPR) add significantly to the political marketing communications perspective.

Public Relations add marketing politics was the consideration of the wider political overall reputation. Therefore, political public relations which incorporates better marketing public relations and public relations for the company, and therefore both tactical and

strategic, is an alternative model for them that quicker in the discipline of marketing management to understand the political activity. In the perspective of political public relations, communication is used as a tool for long term that seeks to engage with citizens and other public use various channels. PR politics does not replace the politics of marketing good as the appliance or practical analysis, but complete with the focus on the audience on the different appliance, and what is important is the result.

References

- Baines, P. R. (1999). Voter segmentation and candidate positioning. In B. I. Newman, (Ed.), *Handbook of political marketing* (pp. The 403-420). Thousand Oaks CA: Sage
- Cwalina, W., Falowski, A., & Newman, B.I. (2011). *Political Marketing*. New York: Routledge.
- Kotler, P., & Kotler, N. (1981). Business marketing for political candidates. *Campaigns and Elections*, 2(2), 24-33.
- Ledingham, J., & Bruning, S. (Eds). (2000). *The U.S. public relations relationship management: A 6 relational approach to the study and practice of public relations*. London: Erlbaum
- Less-Marshment, J., Stromback, J., & Rudd, C. (2010). *Global Political Marketing*. New York: Routledge.
- McKinnon, L. M., Tedesco, J. C., & Lauder, T. (2001). Political power through public relations. In R. L. Heath (Ed.), *Handbook of public relations* (pp. 557-563). Thousand Oaks CA: Sage.
- Ormrod, R. P. (2005). A conceptual model of political market orientation. *The Journal of Nonprofit and Public Sector Marketing*, 14(1/2), 47-64.
- Pickton, D., & Broderick, J. (2001). *Integrated marketing communications*. Harlow, England: Financial Times Prentice Hall.
- Strombuck, J. (2007). Political marketing and professionalized campaigning: A conceptual analysis. *The Journal of Political Marketing*, 6(2), 49-67.
- Stromback, J., & Kiouisis, S., (2011). *Political Public Relation*. New York: Routledge.

Sweeney, W. R. (1995). The principles of planning. In J. A. Thurber & C. Nelson (Eds.), *Campaigns and elections American style* (pp. 14-29). Oxford, England: Westview