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This undergraduate thesis entitled:

**POLITICAL MARKETING STRATEGY OF THE NATIONAL
AWAKENING PARTY (PKB) IN THE 2014 INDONESIAN
LEGISLATIVE ELECTION**

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ABSTRACT

Throughout history, Indonesia has hosted 11 times elections (elections), i.e. in the year 1955, 1971, 1977, 1982, 1987, 1992, 1997, 1999, 2004, 2009 and 2014. Ahead of the 2014 elections, political dynamics in Indonesia increasingly higher, given the 2014 general election schedule stayed a moment longer. Not only the President and Vice President candidates who enliven the political parties, but also the legislative candidates. Islamic political parties vote percentage have been mostly stable, either gradually increase or decrease. However, there is a very significant increase in the vote that is very interesting, which is the great increase of PKB's vote in 2009 and 2014. PKB had only 4.95% vote in 2009, but it suddenly rocketed up to 9.04% in the next five years.

That significant increase in the number of PKB votes in 2014 made the author become interested to research about the political marketing strategy of PKB. This thesis tries to research and analyze what the campaign strategy of PKB was and how PKB successfully snatched that achievement. Therefore, the researcher would like to propose a research under the title of "THE POLITICAL MARKETING STRATEGY OF THE NATIONAL AWAKENING PARTY (PKB) IN THE 2014 INDONESIAN LEGISLATIVE ELECTION".

The source of data for this research is the library sources. The data is collected by searching, selecting, and analyzing the related literatures. The main source of the data comes from the official electoral body of Indonesia (KPU), the official website of PKB, and national online news like kompas.com, tempo.co, and detiknews.com. The secondary data needed are the documents of election result, journals, and books that are related with the research.

The results of this research is in any variable that becomes the PKB Party strategy to get the most votes in the elections of 2014 have some advantages as well as disadvantages. According to researchers during the carrying out of an existing concept and then poured into the party political marketing strategy. PKB party itself according to researchers have many advantages as many successful achievements won by the party of PKB on Elections held in the year 2014. Each product, price and Promotion way through availability of funding campaigns and Placements can outperform the other political party. The vote tally nearly doubled over much of the earnings in the 2009 Elections is a major factor the researchers declared PKB has many advantages. Recommendations from this research is in the marketing of politics would be better if it is always through the right approach in accordance with each of the elements contained in the community and also the appropriate procedures which should be done. PKB party also needs to build more intensive communication and sustainable communities, i.e. relying on programs that are more creative. Due to the fact that the current method of direct selling and socializing done by parties that there are nearly the same kind.

KEY WORD: *Political Marketing, Marketing Mix, Party of PKB, Political Strategy Marketing*

INTRODUCTION

A. BACKGROUND

Politics is every human activity which is conducted for the goodness of the people or the nation. In short, politic is an effort to reach a better life (Budiardjo, 2008: 13). Political party is born to realize people's aspiration. Through political parties, people are able to express their interests and aspiration. Political parties are a special form of social organization. Political parties also create a link between the citizens and the political system by enabling political participation of individuals and grouping with the prospect of success (Grabow & Hofmeister, 2014: 16).

In order to fight for the people aspiration, a political party aims to be selected as the government officials in the election. In order to get elected, a strategy is very important. Political marketing is used by the political parties to set the efficient and effective strategy in winning the election. It is undeniable that an election is a political phenomenon, however, the process and the election itself can also be analyzed through a market analysis and marketing approach. By using marketing approach, a political party will be able to create work programs and plans that are expected to answer the demands and needs of the people (Firmanzah, 2012: 148-149).

In Indonesia, there are so many political parties. Every party represents unique people aspirations. One of the most common types of parties is a political party which represents religious community. In Indonesia, there are many Islamic parties. There are several factors which affect the establishment of Islamic political parties, such as theology, sociology, history, and reformation. By theological factor, it means that politics and religion are integrated to each other. Islam is a *din wa daulah*, meaning that everything that is in related to the goodness of the people is also the matter of Islam. By sociological factor, it is because the majority of the people are Moslem. By historical factor, Islam played a very important role in the previous colonization war. By reformation factor, it is related to the reformation act that was conducted by the youths and students during Soeharto's era. In this event, people were given the chance to deliver their aspirations, and this opportunity was not wasted by the political elites, including Islam political elites, to create Islamic political parties (Romli, 2004: 29-30).

Some of the largest Islamic political parties in Indonesia are the National Awakening Party (PKB), United Development Party (PPP), and Indonesia Prosperous Justice Party (PKS). These three Islamic political parties have been participating in Indonesian elections for so many times.

Islamic political parties vote percentage have been mostly stable, either gradually increase or decrease. However, there is a very significant increase in the vote that is very interesting, which is the great increase of PKB's vote in 2009 and 2014. PKB had only 4.95% vote in 2009, but it suddenly rocketed up to 9.04% in the next five years.

That significant increase in the number of PKB votes in 2014 made the author become interested to research about the political marketing strategy of PKB. This thesis tries to research and analyze what the campaign strategy of PKB was and how PKB successfully snatched that achievement. Therefore, the researcher would like to propose a research under the title of "THE POLITICAL MARKETING STRATEGY OF THE NATIONAL AWAKENING PARTY (PKB) IN THE 2014 INDONESIAN LEGISLATIV ELECTION".

B. RESEARCH QUESTION

Based on the description of the background above, this research question is as follow: "How was the political marketing strategy of PKB in the 2014 Indonesian legislative election?"

C. RESEARCH OBJECTIVE

The objective of this research is to find out the implementation process of marketing mix as the political marketing strategy of the National Awakening Party (PKB) which significantly increased the number of vote in the 2014 Indonesian Legislative election.

D. RESEARCH BENEFITS

The benefits that are expected from this research are:

1. The research can provide conceptual contribution toward the political science through an analysis of political marketing strategy implementation (marketing mix) by using a concrete study case taken from a political party in Indonesia.

2. The research can provide references and considerations for political parties and political candidates toward the importance of political marketing strategy in the election process.

E. THEORETICAL FRAMEWORK

In order to analyze the problem, the author takes the theoretical framework of thought by using Marketing Mix Theory. The theory is used to describe the answer to the question raised, as stated in the research question.

1. Marketing Mix Theory (4P)

a. Understanding The Marketing Mix Theory

Marketing mix is a set of strategy a business use to promote and sell its products in the market that was first developed by McCarthy in 1960. Marketing mix is basically a science of economic and marketing. Marketing mix is a set of marketing variables used by a company to achieve its sales target (Firmanzah, 2012: 200-209). In this marketing mix theory, there are four important marketing variables which are known as the 4P, they are:

1. Product. Product is an item produced or procured by the business to satisfy the needs of the customer. It is the actual item which is sold in the market. The product can be tangible or intangible (goods or service).
2. Price. Price is the amount which the consumer pays for the product. A price is determined by various factors which include profits, segment, supply-demand, production cost, marketing cost, and so on.
3. Place. This variable refers to the product distribution of the business. Any product is useless if it is not well distributed to the target market. Therefore this variable is important to distribute the product to the customers.
4. Promotion. Promotion is the marketing communication form of the business. It refers to the business activity which spreads the information about the product and persuades customers to buy the product.

b. Marketing Mix Theory in Political Arena

Political campaign is strongly related with the making of a good political image of the party, so the people will believe and vote for the party in the

general election. In order to create the political image, a good campaign strategy must be set. The use of marketing mix in politics first emerged from a critical question by G.D Wiebe, “Why can’t you sell brotherhood like you sell soap?” (Kotler & Zaltman, 1971: 3).

In the development of politics, experts have been trying to use marketing mix theory to set the political campaign strategy. Below is the implementation of marketing mix theory (4P) in political campaign strategy:

1. Product

According to Niffenegger (Firmanzah, 2012: 200-201), the product of political campaign is the benefits that are offered by the candidates to the voters. Different than product that is offered by a business, political product can only be enjoyed after the candidates are elected. Therefore, trust is the most important aspect. This product can be seen in the vision and mission of the candidates, the track record of the candidates, and the party’s work programs.

2. Price

Price in political marketing can be perceived in two perspectives: the price of the voter (trust) and the price of the party (campaign cost). The price of the voter refers to the people’s trust, because the people pay through their votes (trust) in the general election to vote for the trusted candidates. Meanwhile the campaign cost refers to any expenses during the campaign period, including advertising cost, publication cost, and so on.

3. Place

Place refers to the method used by the party to promote the candidates through the values and the personal characteristics. Place is deeply related with how a party communicates its ideas and messages to the people. A political party should be able to communicate its ideas to the target public segmentation which may be based on geography, demography, or ideology. Place can also refer to the network which consists of people and institution. It is common to find a political party’s office in almost every city in Indonesia, like the Central Office, Regional Office, Branch Office, and so on. These offices are included in place variable, so the people

may access and experience the political product easily (Firmanzah, 2012: 207-208).

4. Promotion

Promotion includes every single activity that the political party had conducted in order to communicate its products (vision, mission, ideology, and etc) to publics. Political marketing's promotion can be conducted in several ways, such as advertising, sales promotion, and so on. Advertising is every single promotion of a candidate through a media to the public, whether presented as an individual or as a political party as a whole. The purpose is to provide information to the people about the candidate's qualification, experience, track record, background, personality, and so on. In this case, media plays a very important role in influencing the public opinion toward the candidates (Firmanzah, 2012: 203-205).

2. Election

Election is a process in which the people vote candidates to sit in political positions. There are several definitions on election from political experts. Elections are the occasions when the citizens choose their officials and decide what they want the government to do, and these decisions determine what rights they want to have and keep. In a democratic state, election is one of the main pillars of the people's will accumulation. It is believed that election is the safest leadership succession method if compared to the other ways. Today, democracy through election has become a tradition for most governance in the world. Election is a must for any country that declares itself as a democratic country, because democracy needs to involve people, and election does. Through an election, people will also be able to express what they want for the country (Labolo & Ilham, 2015: 55).

F. CONCEPTUAL DEFINITION

Conceptual definition is a certain thought that tries to explain about the limitation of one concept with another concept. Conceptual definition also is a description of particular concepts relationship which determines the interdependent variables. The conceptual definitions of the research are:

1. Political Marketing

Political Marketing is a set of marketing strategy and action that is conducted by political actors to influence people to vote for them in the election.

2. Election

Election is a process in which the people vote for the future governments that they desire through a democratically organized process.

G. OPERATIONAL DEFINITION

Operational definition is an important part of a research. Operational definition will provide hints in measuring a certain variable in the research activity. With the definition, what the variable indicators are and how to measure the indicators will be determined. The operational definitions of this research are the variables from 4P theory, they are:

1. Product

- a. Party Platform. It includes vision, mission, as well as the programs of the party or candidate in its involvement with the development process.
- b. Track Record. It is related with the candidate's achievement and track record in the past.
- c. Personal Characteristic. This is the characteristic of the candidate. These three categories become the main consideration of the people to choose its candidate.

2. Promotion

- a. Advertising. All forms of communication of a candidate to the people through media, whether as an individual, party, or community that is the candidate's identification within the society.
- b. Publication. It is the image creation of the candidate toward the public opinion through information, persuasion, and adjustment to obtain the public support toward the candidates.

3. Price

- a. Economic Price. It includes all cost that is expensed during the campaign period, such as advertising cost, publication cost, campaign team administration, and so on.

- b. Psychological Price. This refers to the perception of psychological price. For example is whether the voters are comfortable with the ethnicity, religion, and education background of the candidates.
 - c. National Image Price. This refers to whether the voters believe that the candidate will become a positive national figure for the people, both domestic and international.
4. Place
- a. Personal Marketing Program. This is strongly related to how the candidate or the political party communicates with the people or the voters and presents its capability.
 - b. Volunteer Program. Network that consist of people in several levels, starting from the headquarter in national level until offices in local level, to distribute the political product to the people.

RESEARCH METHOD

The type of research used in this study is qualitative descriptive, where the author tries to explain the campaign strategy of PKB in Indonesian General Election 2014. In using the methods, the author uses secondary data. The secondary data is collected through information derived from the PKB official website and several relevant published materials.

DISCUSSION

In this context, the author will discuss about political marketing and will explain how the political marketing strategy of PKB in the 2014 Election to win the legislative election. The four points of the marketing mix will be broken down into several specific variables. The variables will show how the implementation of PKB political marketing strategy was.

A. The Political Marketing Strategy of PKB

Political marketing is a series of planned, strategic and tactical activities, long-term and short-term dimensions, to spread political meaning to voters. Political marketing is very important, because now political parties in any country have made political marketing a necessity in its campaign process. Political choices do not come naturally, it is necessary to attempt how a political party can attract its electorate. Making political parties can then be sold into an attractive product, so the technique of peddling political parties becomes an integral part of a political marketing.

1. Product

Product in political marketing context can be seen through several variables, such as party platform, track record, and personal characteristics. Below are the implementation of PKB toward the three variables:

a. Party Platform

Party Platform is the main product of a political institution which consists of the concepts, ideology, identity, and the program that is offered by the political party to the people.

In 2014, the number of the people of Indonesia was 255.1 million people. The number of the people based on religion was 87,18% Islam, 6,96% Christianity, 2,91% Catholic, 1,69% Hindu, 0,72 Buddha, 0,05% Konghucu, and so on. It shows that the biggest population of Indonesia based on the religion is dominated by Moslem, with more than 207 million people (bps.go.id, 2014).

Nahdlatul Ulama or NU is the largest Islamic organizations in Indonesia, followed by Muhammadiyah at the second place. The number of NU society in Indonesia is approximately 33% out of the total number of the people of Indonesia. The number shows so many voter candidates “market” for those that declare its stance to represent the NU society. PKB proudly declares its stance as the political party for the NU society. The founding fathers of PKB and the political leaders from PKB were mostly the people of NU, showing that the party has very deep historical relations with NU (Nu.or.id, 2003)

Therefore, the party platform type can be seen through PKB's stance as an Islamic political party as well as the political party for the people of NU. PKB's stance is generally an Islamic party which upholds the ideology of nationalism.

b. Track Record

Track Record in this regard relates to the achievements accomplished in the candidate achievements as well as the party in the past. Where, with a flood of information received consumers of politics, each political party needs to think about strategies that can determine the victories. What do political parties have in the past contributed to the establishment of a political product. With the accomplishments achieved the candidate or party is very important to improve the image of the party.

This 2014 elections, PKB has been recruiting parliamentary candidates from various backgrounds such as artists, activists, entrepreneurs or advocates. Some parliamentary candidates PKB received great support from the cleric, kyai NU. One example happened in East Java. At the time of the national campaigns in the PKB *Pesantren* Lirboyo attended directly by KH Abdullah, Chairman of the Advisory Board of the DPP PKB Azis Masnyur, Chairman of the East Java PKB DPW Iskandar Halim as well as the Representatives of parliamentary candidates PKB Dapil VI East Java like Zainul Munasichin, Chusainuddin, Ermarini, Anggia and KH Mahrus An'im Falahuddin. The proximity of the PKB with all elements of society seen from the big family "participation become parliamentary candidates in the year 2014. From Lirboyo itself, there are Gus An'im forward seized the seat of Parliament. While in the DPRD Kediri there Abdul Muid Chum (www.republika.co.id, 2014).

c. Personal Characteristics

The most important resource in an organization is the human resources, the people who provide the energy, the talent, creativity and their efforts to the Organization so that an organization can keep its existence.

For parliamentary candidates of PKB which made it into Senayan , there are 47 parliamentary candidates from 77 electoral region of the election 2014. PKB carrying 9 artist , but the only one artist who successfully entered to senayan is only Krisna Mukti. Krisna Mukti is a presenter and advertising. Krisna Mukti graduated as Bachelor of Literature from University of Indonesia. Krisna mukti won a seat in the legislative of election region Jabar VII. And now his entered to the commission X that organized the education, culture, tourism, creative economics, youth, sports and library (wikidpr.org, 2014)

Beside presenting the public figures, PKB is also carrying peoples from NU as it happened in Magelang. To increase significantly vote of PKB in election 2014 Magelang district is dominated by citizens of NU. Earlier, in 2009 most of NU citizens switch into another party. And it proved, there is increased of vote from PKB into 2009 and 2014. In 2009 Magelang district of PKB achieved 80.005 votes and got 6 seats. While, in election 2014, PKB achieved 140.000 votes and got 9 seats in House of Representative Magelang district. This happened because the return of citizens to PKB and also a blessing from the leader of NU (www.republika.co.id, 2014)

2. Promotion

Promotion includes every single activity that the political party had conducted in order to communicate its products (vision, mission, ideology, and etc) to publics (Firmanzah, 2012: 203-205).

a. Advertising

Advertising is the medium used in promoting his political party. The media can either be printed Media such as advertisements, brochures, posters, calendars, Banners, and newspapers. Electronic media could be advertising on television, and also Radio. Furthermore, social networking Media by leveraging social networking such as Facebook, Twitter, Instagram, and others. The last through the Organization of the event on the implementation of the campaign by inviting the artists to participate in the event are made. The National Awakening Party (PKB) in conducting a campaign on the elections of 2014

and 2014 presidential election, uses some of the media as a tool to promote and introduce to the public a lot. Availability of print media, electronic media and also use the sympathy the artists utilized PKB Party to promote the party as well as the licensed party in a developed democracy in the year 2014. According to Hasanudin explains that in the implementation of the promotion party conducted PKB, PKB joined in the red and white as the party coalition that supported the candidature of Mr. Jokowi-Jusuf Kalla as a presidential candidate and as Vice President at 2014 presidential election. The Coalition consists of a red and white consists of PDIP, Nasdem, Hanura, PKP Indonesia and United Development Party (www.kompas.com, 2014).

b. Publication

Publication is an activity building or stir up positive image in the eyes of society against the perception that the party who later owned the implementation done by constructing an imaging in order to attract the attention of the public. In the do the cadres work in order to build a good image on the National Awakening Party (PKB) on the community. This activity be conducted by Muhaimin Iskandar as the Chairman of PKB in the year 2014. The role is very important where Muhaimin Iskandar Muhaimin ought to be given an honorary title as the best player 2014 because his success ushers in PKB acquire community support as much as 9.04% according to the KPU in the year 2014 (KPU, 2004).

Kompas.com explains that in the national program gains votes obtained, members and also successful team of PKB do persuasive approach to the community. Implementation of persuasive approach done by referring party officials and cadres to communicate directly with the public. This approach aims to influence the beliefs and expectations of the prospective supporters who were present when the campaign implemented.

From the explanation above can deduce through theory Firmanzah (2012) about a promotion in terms of publishing. This theory explains that the nature of the publication not only provide information about to join an accompaniment of political

parties in elections and the presidential elections which took place in the year 2014.

3. Price

Price in political marketing includes three aspects, such as economic, psychology, as well as national image.

a. Economic Price

Economic costs of funding activities was issued to suit every political party needs campaigned during the election. The National Awakening Party (PKB) in to join the companion on the elections that took place in the year 2014 issued funds amounting to Rp 204 billion. Based on the financial statements provided by the KPU in the 2014 National Awakening Party (PKB) issued a Fund of Rp. 204 Billion to the cost of the campaign, the party cadres who fought legislative seats contested in the Centre, as well as costs the campaign to succeed the victory Jokowi-partner Jusuf Kalla in the 2014 presidential election (www.republika.com, 2014).

The Chairman of the Institution of the winner of the election (LPP) PKB Mr. Saifullah Mashun on Republika.Com explained that the Fund amounted to Rp 204 Billion is the accumulative figures from the first and second reports. On the implementation of the campaign carried out by any political party, political parties need funds as a means to satisfy every requirement needed for campaigning. Furthermore, the KPU explained that elections in 2014 and 2014 Elections has the right to give donations to the party overshadowing the cadres are there for the sake of the national program to grab the most votes. Source of funds amounting to Rp 66 Billion came from donations to the party, while the rest comes from donations or acceptance of the members of the legislature from PKB with a total of 556 members. In campaigning on Election 2014 PKB do restrictions against campaign finance issued. This is done to efficient existing funds to better allocated to other activities.

b. Psychological Price

Psychological price is a political party in creating good perception on prospective supporters.

From the explanation above can be inferred through theory Firmanzah (2012) about Price explains that the psychological costs is a strategy used a political party in creating the perception of a good society and a sense of optimism in the supporting participate companion in celebration of democracy that is taking place. To increase the confidence and optimism of the supporters of the National Awakening Party (PKB) brings the 2 names community leaders that enough is known to have integrity as well as the authority of the good in the eyes of the community. 2 the name of the character is Rhoma Irama and Mahfud MD. both figures it has a different background, however the presence of both the name of the character thus enhancing a sense of public confidence towards the PKB. Furthermore, in addition to carrying the 2 names the socialite PKB also approach to the study group, enter boarding school, and participated directly in the activities organized by the entire wing organization element and the length of the PKB. This is done in addition to increasing the confidence and optimism of the supporters is also done to draw attention to another party to include together make the 2014 Elections in favor of PKB.

c. National Image Price

National Image effects is a benchmark view of society towards a potential leader. The thing with regards to whether potential voters (people) feel that candidates be leaders could give a positive image and national pride can be a State in the eyes of the world.

PKB which released the characters in 2014 elections such as Rhoma Irama, Mahfud MD and also Jusuf Kalla who already known by peoples of national or even international. As long as Rhoma Irama in industrial music, and his career as King of *Dangdut* which has known by many people. Rhoma Irama is have a popularity. Recognized by Din Syamsudin as Chairman of PP Muhammadiyah at the time he said:

“The right of citizens to choose and also to vote, I think the popularity of Rhoma irama is so widely” (www.detik.com, 2012)

Rhoma admitted the fairly high level of electability. As we can see from the concert that organized by Rhoma and Sonetta, which is always get attention from the citizens. This is the reason for Rhoma to participate elections 2014. It also because of advices from Ulama and Habib. Beside of that, Rhoma held an experience he visited all the cities of Indonesia for many times, and this will be the reason for Rhoma to participate elections (www.detik.com, 2012)

4. Place

Place refers to the method used by the party to promote the candidates through the values and the personal characteristics. Place is deeply related with how a party communicates its ideas and messages to the people.

a. Personal Marketing Progam

To build strong support against the community Indonesia evenly, PKB need to do marketing personal against candidates who would be

Board of the Centre of PKB (DPP PKB) associated with the 2014 Elections, namely by way of forming the LPP which prepares all the breakthroughs and strategies for 2014 general election. One of them starts from the recruitment process of parliamentary candidates. In the recruitment of parliamentary candidates PKB do three phases mechanism. As for the steps through the eligibility and compliance test, test and test performance electability. In addition in the case of PKB, LPP also prepared through the program working as it establishment performance, scalable programs, strengthening the party's database and measure electability legislative Candidates (dpp.pkb.or.id, 2014)

Of the PKB efforts made in election 2014, there are starting from the fundamental process is the recruitment against the candidate. By the way pay attention to recruitment, is certainly capable of producing qualified candidates and has the vision and mission that fit

the needs of the community. The program offered by the PKB not only for the Betterment of his political party, but also how can make PKB also capable of furthering the life of society.

b. Volunteer Program

To make the political distribution products owned by a political party in their implementation requires the Volunteer roles is a network which contains by members of political parties who were in the area of Stewardship Branch. In distributing the products of his political Party, PKB build communication with the competent cadres in the area. Both the cadres who currently occupy the seat of the regional House of representatives (DPRD), as head of the region, nor the cadre activ in maintaining branches in the area

PKB is not only doing political communication with the public, but they also doing for internal, communication between the Center of PKB with Branch of PKB needs to be made, of course the goal is to distribute political product of the PKB. There is a mutual agreement between administrators PKB at with in the area. Agreement in the form of strategies in winning Legislative Candidates or Presidential Candidates at level National or Regional..

PKB Central Board of any consolidated internally with the entire Executive Board branch to ensure victory in the legislative elections to 2014. Consolidation which aims to explore the potential and the weak point in each region, as well as evaluating the political performance of each Executive Board area (dpp.pkb.or.id, 2013)

CONCLUSION

A. Summary

According to the theory of Firmanzah, we can see the 4 variables of political marketing strategy and the 4 variables, they are : Product, Promotion, Price and Place. PKB made the 4 variables to success the legislative election on 2014. And the variable are:

- 1) On the variable of product it have a party platform indicator, track record, and personal characteristics. From the third indicator of this, PKB have a stronger indicator which in indicator personal characteristic. The reason is because PKB released figures and the artist, Mahfud MD, Rhoma Irama, JK who already know by Public. Beside of that, PKB is also released Krisna Mukti for the parliamentary candidates and as we know Krisna Mukti is a artist and also presenter. PKB is also presenting citizens of NU for the Regonal level.
- 2) The second variable is Promotion. Promotion variable consists of indicators which is advertising and publication. From this indicator PKB helpfully by advertising and publication. For advertising PKB make a concept that invited Famous singers one of them is Al Ghazali. Al Ghazali is a son of a legendary artist Ahmad Dhani. Rhoma and sonnet Champaign for 21 days in every region. PKB did another promotion in Facebook, Instagram, etc. for the publication PKB has prepared Muhaimin Iskandar to do the communication with the other parties.
- 3) The third variable is price, which is have the indicator there are economic price, psychological price, national image price. Especially from the figures who released by PKB as the candidates of election 2014 and almost of the candidates already known by public, such a legislative Candidate from among artists namely Krisna Mukti whereas parliamentary candidates from among the activists who is widely known by the public, namely Dr Zainal Arifin Noor.
- 4) Last is place, as we can see from the personal marketing program and volunteer program both of this indicator are still weak. This happened because PKB is more focusing to create the image for every Presidential Candidates and Legislative Candidates, than create a great program to make PKB

intensive to public. The most activities carried by another political parties which also carried out by PKB. Such as attending studies and improvements in recruitment mechanism of candidates.

From Fourth strategy of the theory of marketing mix (4P), third of the variables that determine the stronger and the high voted PKB in the elections of 2014 in Indonesia such as product, price and promotion.

While the place can be seen from the personal marketing program and volunteer program both of this indicator are still weak. This happened because PKB is more focusing to create the image for every Legislative Candidates, than create a great program to make PKB intensive to public

B. Recommendation

Based on the results of this study, we can take recommendation there are in the political marketing would be better if it always doing the programs to make it more intensive to the public and also according to the right procedures. PKB is also need to build a good communication with the public such as they should find and make creative programs and if it works they will get a good communication and automatically get more intensive with public.