

The Influence of Political Program Promotion and Social Media on the Decision to Elect DPRD Members



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ABSTRACT: The DPRD General Election (PEMILU) is an event for electing people's representatives at the regional level who are expected to represent the aspirations of the people who elect them. The people's hopes are very high for his deputy who will sit on the honorable council of people's representatives. This research aims to determine and analyze the impact of political program promotions and social media on the decision to elect members of the Jember Regency DPRD in the 2024 Election. The population in this research is the entire Permanent Voter List (DPT) in Jember Regency which is classified as a millennial generation of 662,664 people (33.6%) of the total DPT in Jember Regency of 1,972,216 people. By using the Slovin Formula, a sample size of 100 respondents was obtained. This research consists of 2 types of variables, namely independent variables (political programs and social media) and dependent variables (decisions to elect DPRD members). Descriptive analysis was carried out to determine the descriptive nature of respondents. Analysis of validity tests and reliability tests to test research questionnaires. Test the hypothesis to determine the impact of the independent variable on the dependent variable in this research. After the analysis was carried out, the result was that the promotion of political programs had an impact on the decision to elect DPRD members. Social media has an impact on the decision to elect DPRD members.

KEYWORDS: promotion of political programs; social media; decision to elect members of the DPRD; Election.

INTRODUCTION

Political marketing has moved forward to touch areas that were not initially considered marketing. There are many political parties, including presidential candidates and legislative candidates in Indonesia, who use political marketing to gain a competitive advantage (win the contest). They use consultants to conduct polls to read voter preferences, the results of which can be used to design winning strategies. In the process of selecting legislative candidates, in an effort to gain the majority of people's votes, a candidate pair or a candidate must make various approaches to the voting public. The community as voters will determine which legislative members are worthy of being elected by the community. The public's decision to choose legislative candidates will determine who will become their representatives in the DPRD. Thus, the role of community decisions is very important in determining which legislative members are worthy of being elected. The decision to choose is the right of the public or consumers to determine which products can meet people's living needs.

Before making a purchase, buyers will usually consider several things which will have an impact on the purchasing decision they will make. The first stage is usually to get to know the needs first, after getting to know the needs the next step is to look for information, then come up with alternative product options for what to choose. This also applies to the election of legislative candidates, starting from the Kindergarten DPRD, II, DPRD Tk. I and Central DPR. This purchasing decision applies to products and services that will be the choice of the public and consumers. Purchasing decisions can be interpreted as a consumer's efforts to decide what product or service can meet current needs which can depend on intentions and the situation that occurs (Kotler & Armstrong, 2020). In determining this purchasing decision, there are several factors that can make a consumer determine the decision to purchase a product or service. Several factors are thought to influence purchasing decisions by consumers and the public, including: promotions carried out and social media used.

Promotion is part of the marketing mix which functions to introduce products or services to the general public so that the company's products and services can be known (Qomariah, 2016). The hope of this promotion is that people will get to know the company's products and services so that they will make purchases of the products or services that have been introduced. In the case of promotions linked to the ELECTION, the promotion in this case can be in the form of political programs that will be

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conveyed to the public so that the Legislative Candidate can win the contestation in society. A political program is a written formulation prepared by prospective legislative members based on fundamental issues according to community needs. A legislative candidate in this case knows the needs of the community, both in terms of services and the need for public facilities and infrastructure. What the community needs is then made into a work program which is then raised as a campaign issue. If a legislative candidate provides a program that can provide benefits to the community, the community will choose that legislative candidate. Thus, there is a close relationship between political programs and people's decisions in choosing legislative candidates. Much research has been conducted on the relationship between promotions and purchasing decisions. Research conducted by (Silaban et al., 2019), (Regina et al., 2021), (Nisak & Astutiningsih, 2021), (Nasution et al., 2019), (Susilo et al., 2018), (Mardiyani & Murwatiningsih, 2015), (Apriliansa & Sumowo, 2015), (Hermawan, 2015), (Qomariah et al., 2021), (Purnamasari & Budiarmo, 2019), (Jamaludin, 2015), (Prasetyo et al., 2016), (Istanti, 2017), (Nurgayatri, 2016), (Qomariah et al., 2021), (Febrianti et al., 2024), (Qomariah, 2011) The result is that by promoting to the public, purchasing decisions from the public will increase.

With technological developments, many companies are using this media to introduce products or services to the public via social media. Social media is one of the uses of the internet network that is most widely used by society today, especially the millennial generation group. This fact was also conveyed in a report from marketing agency We Are Social and social media management platform Hootsuite, where the millennial generation dominates the use of social media in Indonesia. Where most of them come from young people with an age range of 25-34 years. The relationship between social media is very close when it is related to purchasing decisions by consumers or the public. People are now accustomed to existing social media such as WhatsApp, Instagram, Facebook, Tiktok, Telegram, Twitter, Facebook Messenger, where all of these platforms have become an integral part of people's daily lives. Many people who do business also take advantage of existing social media and it has been proven that their sales turnover has increased quite significantly. Many have conducted research on the relationship between social media and purchasing decisions, including: (Harto et al., 2021), (Pingki & Ekasasi, 2023), (Dini & Abdurrahman, 2019), (Styawati & Roni, 2023), (Lova & Rahardjo, 2023), (Mulyansyah & Sulistyowati, 2020), (Aguspriyani et al., 2023), (Nurhaliza et al., 2023), (Faradis et al., 2024), (Qomariah & Zaman, 2020), (Laluyan et al., 2019), (Anwar & Aprillia, 2018), (Wiridjati & Roesman, 2018), (Hamdani & Mawardi, 2018), (Khoernikmah & Widarko, 2018), (Qomariah & Zaman, 2020), (Dewi, 2018), (Hening Ary Putra, 2014), (Putri, 2016), (Rahmi & Yogya, 2015), (Afandi et al., 2021), (Mileva & DH, 2018), (Handayani & Hidayat, 2021), (Luthfiyatillah et al., 2020) which states that utilizing social media can increase sales, which indicates that purchasing decisions by the public have also increased.

Jember Regency is the area with the third largest population in East Java Province, namely 2,584,771 people after Surabaya City with 2,893,698 people and Malang Regency/City with 2,703,175 people (BPS East Java Province, 2024). This makes Jember Regency a source of votes for the 2024 Election in East Java Province. In an effort to attract people's votes, legislative candidates make various efforts to get the public interested in voting for the legislative candidate. Based on theory and previous research, the aim of this research is to find out the impact of political programs and social media on the decision to elect members of the Jember Regency DPRD in the 2024 elections.

LITERATURE REVIEW

Consumer behavior

According to (Swastha, 2016), the definition of consumer behavior is the activities carried out by an individual to fulfill needs for a product or service and is related to decision making whether or not to purchase the product or service.

Buying decision

Purchasing decisions can be interpreted as a process of purchasing products or services to meet life needs which must go through certain stages (Stanton, 2011). Usually before making a decision there will be an evaluation of a number of alternatives that are a person's choice and then a decision will be made whether to buy the product or service.

Promotion of Political Programs

According to (Utama et al., 2019), political programs in this case are defined as all programs related to all party work agendas, related to national and local issues and related either directly or indirectly to the constellation of competition in promoting influence and attention. public. Political programs are not only produced and communicated before elections. If political programs are linked to political marketing, they are included in the marketing mix in efforts to promote a product or service. Political programs are efforts made by legislative candidates to make their programs known to the public so that they need to promote the programs that will be implemented if elected as legislative candidates.

Social media

Social media is a form of media that contains online resources that are generated, explored, utilized and distributed with the

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intention of educating other people about products, services, brands, topics and other interesting events (Nabila et al, 2020). Social media is a group of internet-based applications built on the ideology and technological foundations of web 2.0 that enable the creation and exchange of user-generated content.

CONCEPTUAL FRAMEWORK

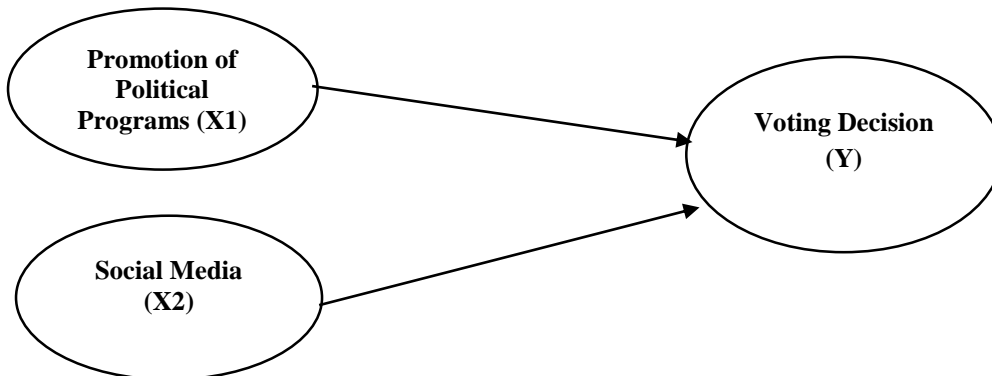


Figure 1: Conceptual Framework

RESEARCH HYPOTHESIS

1. Promotion of political programs has an impact on the decision to elect DPRD legislative candidates.
2. Social media has an impact on the decision to choose DPRD candidates.

RESEARCH METHODS

This research uses a quantitative research design. Quantitative research is research carried out by collecting structured data through measurement instruments such as questionnaires or systematic observations (Sekaran, 2016). The population in this study is the entire Permanent Voter List (DPT) in Jember Regency which is classified as a millennial generation of 662,664 people (33.6%) of the total DPT in Jember Regency of 1,972,216 people. By using the Slovin Formula, a sample size of 100 respondents was obtained. This research consists of 2 types of variables, namely independent variables (political programs and social media) and dependent variables (decisions to elect DPRD members). Descriptive analysis was carried out to determine the descriptive nature of respondents. Analysis of validity tests and reliability tests to test research questionnaires. Test the hypothesis to determine the impact of the independent variable on the dependent variable in this research.

RESULTS

Descriptive Analysis Results

Based on the respondents' age criteria, the results of the analysis show that the number of respondents aged 21 - 30 years is 38 people (38%), the number of respondents aged 31 - 40 years is 29 people (29%), the number of respondents aged 41 - 50 years old, namely 19 people (19%), and the number of respondents aged 51 - 60 years was 11 people (11%).

Based on the gender of the respondents in this study, the results of the analysis show that the number of female respondents was 52 people (52%) and male respondents were 48 people (48%), which means that the number of male respondents was greater than female respondents.

Measuring Instrument Validity Test Results

Each instrument should be checked to ensure accurate and consistent measurement of the construct of interest. The validity of an instrument must be checked to ensure accurate and consistent measurement of the construct being assessed (Ghozali & Latan, 2015). The validity of this factor is measured by correlating the factor score (the sum of the items in one factor) with the total factor score (the total of all factors) with a significance level of 0.005 and a value above 0.70. The results of the validity test are presented in Table 1.

Table 1. Construct Validity Test Results

Variable	Indicator	Results
Promotion of Political Programs (X ₁)	X1.1	0.791
	X1.2	0.728

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Variable	Indicator	Results
	X1.3	0.786
Social Media (X ₂)	X2.1	0.740
	X2.2	0.741
	X2.3	0.711
	X2.4	0.703
	X2.5	0.770
	X2.6	0.776
Voting Decision (Y)	Y.1	0.851
	Y.2	0.732
	Y.3	0.731
	Y.4	0.846

Based on the construct validity test analysis presented in Table 1, it can be seen that the outer loading value shows that all indicators have a value above 0.70, thus it can be concluded that all dimensions and indicators used in this research are declared valid.

Reliability Test

According to (Ghozali & Latan, 2015), reliability testing can be interpreted as a testing tool to measure the consistency of questionnaires which are indicators of variables or constructs. The indicator that a questionnaire is said to be reliable is if a person's answers to questions are consistent or stable over time. The indicator for assessing test reliability is if the Cronbach's alpha α value > 0.60 then the instrument has good reliability. The results of the reliability test are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Results
Promotion of Political Programs (X ₁)	0.753	Reliabel
Social Media (X ₂)	0.735	Reliabel
Voting Decision ih (Y)	0.761	Reliabel

If you look at the data presented in Table 2, it can be concluded that the value of Cronbach's alpha for all constructs has a value of more than 0.7, so that in this research model each research construct has reliable criteria.

Hypothesis testing

Hypothesis testing is aimed at determining the influence of the independent variable (political program promotion and social media) on the dependent variable (decision to elect DPRD legislative candidates). The results of this research hypothesis testing are presented in Table 3.

Table 3. Direct Effect Test Results

Variable	Variable Coefficient	P-Values	Results
X ₁ -> Y	0.528	0.001	Accepted
X ₂ -> Y	0.590	0.001	Accepted

DISCUSSION

The Influence of Political Programs on Voting Decisions

The results of path analysis in the t test on the first hypothesis (H₁) show that the promotion of political programs (X₁) influences the decision to vote (Y) by looking at the significance level, which is 0.001. The relationship shown by the regression coefficient is positive, meaning that the better the promotion of political programs, the more voting decisions will increase (H₁ is accepted). This political program needs to be communicated to the public, what differentiates one party from another party is the ideology used to analyze and formulate political programs. Each political party has a political system that is different from one another. The results of this research are in line with previous research conducted by research (Qomariah et al., 2021), (Purnamasari & Budiatmo, 2019), (Jamaludin, 2015), (Prasetyo et al., 2016), (Istanti, 2017), mentioned that promotions have a significant influence on purchasing/choosing decisions.

The Influence of Social Media on Voting Decisions

The results of path analysis in the t test on the second hypothesis (H₂) show that social media (X₂) influences the decision to choose (Y) by looking at the significance level, which is 0.001. The relationship shown by the regression coefficient is positive,

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meaning that the higher the level of social media, the more likely the decision to choose will increase (H2 is accepted). Social media is a form of media that contains online resources that are generated, explored, utilized and distributed with the intention of educating other people about products, services, brands, topics and other interesting events. Social media is a group of internet-based applications built on the ideology and technological foundations of web 2.0 that enable the creation and exchange of user-generated content. The results of this research are in line with previous research conducted by (Khoernikmah & Widarko, 2018), (Qomariah & Zaman, 2020), (Dewi, 2018), (Hening Ary Putra, 2014), (Putri, 2016), (Rahmi & Yogya, 2015), (Afandi et al., 2021), (Mileva & DH, 2018), (Handayani & Hidayat, 2021), (Luthfiyatillah et al., 2020) state that social media has a significant influence on purchasing decisions.

CONCLUSION

1. Promotion of political programs carried out by DPRD legislative candidates can have a positive influence on people's voting decisions.
2. Social media used by legislative candidates in conducting political campaigns can have a positive influence on the decision to elect DPRD legislative candidates.

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