

Analysis of PSI and PDIP Political Marketing Strategies in the 2024 Election

Muhammad Ardi Firdiansyah^{1*}, Muhammad Firdaus², Abd. Fatah Alaudin Benihingan³

^{*1,3}Department of Political Science, Faculty of Social and Political Sciences, Airlangga University, Surabaya City, Indonesia

²Department of Sociology, Faculty of Agriculture, Brawijaya University, Malang city, Indonesia

*Corresponding author: ardifirdiansyah67@gmail.com

Article Info

Article History

Accepted: 10-23-2024

Approved: 11-08-2024

Published: 11-10-2024

Keywords:

Political Marketing
Youth Voter Segmentation
Party Differentiation
Market Positioning
2024 Indonesian General
Election

Abstract

Abstract: This study aims to analyze the political marketing strategies of the Indonesian Solidarity Party (PSI) and the Indonesian Democratic Party of Struggle (PDIP) in the 2024 Election. A qualitative approach is used with a literature study method, collecting data from journals, news, and relevant literature. This study explores the positioning and differentiation of the two parties based on political marketing theory. PSI, as a new party, tries to highlight its branding as a youth party through a campaign based on progressive and innovative ideology, while PDIP maintains its position as a dominant party that carries the spirit of the struggle of the common people with a more mature approach. The results of the study show that PSI focuses on a young voter segmentation strategy, while PDIP takes advantage of its long period to continue to dominate the national political stage. This study contributes to understanding the dynamics of political marketing strategies in Indonesia, especially in the 2024 Election.

Abstrak: This study aims to analyze the political marketing strategies of the Indonesian Solidarity Party (PSI) and the Indonesian Democratic Party of Struggle (PDIP) in the 2024 Election. A qualitative approach is used with a literature study method, collecting data from journals, news, and relevant literature. This study explores the positioning and differentiation of the two parties based on political marketing theory. PSI, as a new party, tries to highlight its branding as a youth party through a campaign based on progressive and innovative ideology, while PDIP maintains its position as a dominant party that carries the spirit of the struggle of the common people with a more mature approaches. The results of the study show that PSI focuses on a young voter segmentation strategy, while PDIP takes advantage of its long period to continue to dominate the national political stage. This study contributes to understanding the dynamics of political marketing strategies in Indonesia, especially in the 2024 Election.

Introduction

Since the collapse of the New Order regime, Indonesia has experienced a very rapid democratic transition. The General Election (Pemilu) is one of the indicators of a good democratic transition, in 2024 there were 18 Political Parties (Parpol) participating in the election. Among them are the National Awakening Party (PKB), the Great Indonesia Movement Party (Gerindra), the Indonesian Democratic Party of Struggle (PDIP), the Golkar Party (Golkar), the Nasdem Party, the Labor Party, the Indonesian People's Wave Party (Gelora), the Prosperous Justice Party (PKS), the Nusantara Awakening Party (PKN), the People's Conscience Party (Hanura), the Indonesian Republic Guard Party (Garuda), the National Mandate Party (PAN), the Bintsng Moon Party (PBB), the Democratic Party, the Indonesian Solidarity Party (PSI), the Perindo Party, the United Development Party (PPP) and the Ummat Party.

Of the 18 political parties participating in the election, only 8 political parties managed to meet the 4% threshold nationally. This is in accordance with Law No. 7 of 2017 concerning "General Elections" article 414 paragraph 1, which explains that political parties participating in the election must meet the threshold of obtaining at least 4% of the total valid votes nationally to be included in determining the acquisition of DPR member seats. The parties that managed to meet the threshold were PDI-P, Golkar, Gerindra, PKB, Nasdem, PKS, Demokrat, and PAN ([Kompas.com](https://www.kompas.com), 2024).

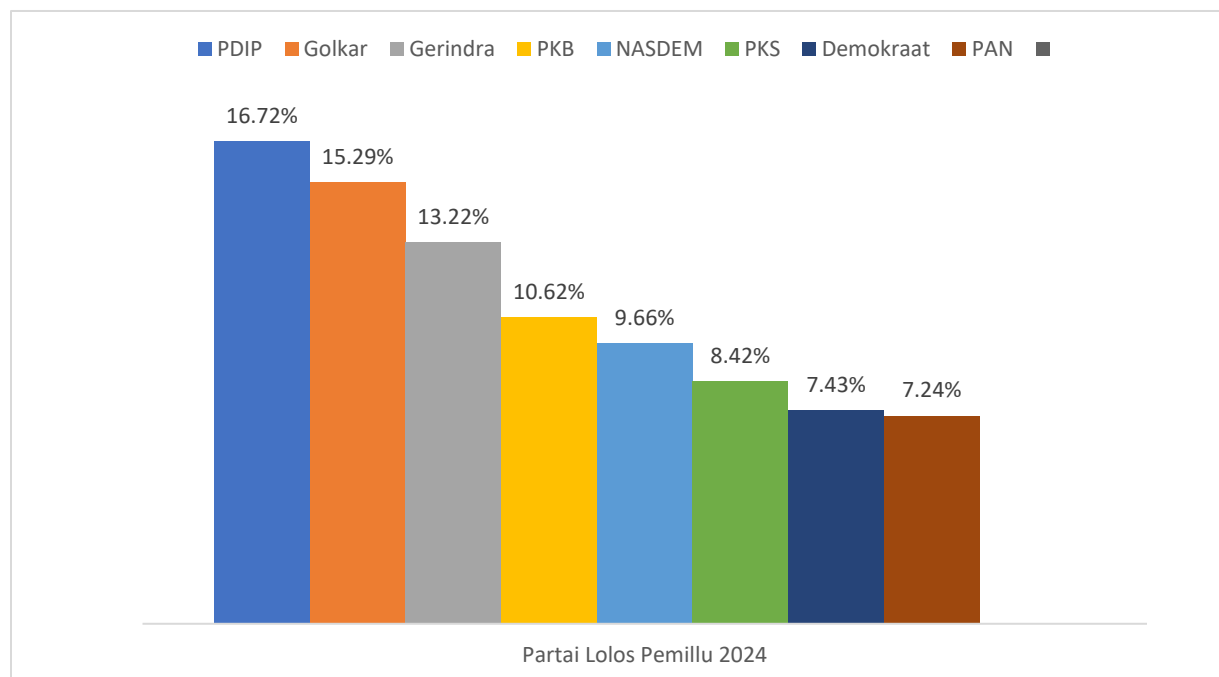


Chart 1. Percentage of Votes Obtained by Political Parties Passing the 2024 Election in Indonesia (*Indonesian General Election Commission 2024*)

The results above show that new political parties participating in the election were unable to meet the threshold set by the law. The presence of the law requires new political parties to set a strategy to meet the parliamentary threshold. Each political party certainly has a *positioning* and *differentiation* of the products to be offered. In general, *positioning* can

be interpreted as a brand that is different from the products owned by its competitors, as well as in *political positioning* that in political products is thought of by voters. Arthur D Little maps six positions in competing companies.

The first is *dominant* in this case the Company's position is very dominant and has control over its competitors, in this case the Company has the freedom to set strategies in competition. The second is *strong* where a Company is unable to control the behavior of competitors, but still has the independence to compete and what its competitors do does not have a significant influence on the position it has. The third is *Favourable*, the Company's position still has the opportunity to improve its position and still has the opportunity to make adjustments. The fourth is *Tenable (Average)* in this aspect the Company still has a decent performance, but the Company can be threatened by Companies that are dominant and strong. The fifth is *Weak* the Company's performance is still disappointing but still has the opportunity to improve. The fifth is *Nonviable (non-survivable)* this places the Company in the worst position, in this aspect the Company has no hope of improving its position in competition.

While Philip Kotler divides the category of Company positions into four, including; first *Market Leaders*, a company has a dominant position and controls the market. Second *Market Challengers*, the position of a company that is large enough to challenge large companies. Third *Market Followers*, a company only follows the market situation. Fourth *Market Nichers*, a company takes something special in order to survive and continue to grow. *Positioning and differentiation* in political marketing in a democratic country have similarities in business marketing.

In determining *the positioning and differentiation* of political parties as election participants must be able to map out in advance the targets of each political party that will compete in the political arena, *positioning and differentiation* can be used in conducting political marketing. In this case, competitors must be able to map out variables that can later be controlled by the company or political party itself. According to Phillipe Niffenegger, the process in political marketing is divided into four parts, namely, *Product, promotion, price, and place* or what we know as the 4P theory.

Of the 18 political parties participating in the election, of course each has its own segmentation and *positioning*. There are at least two major ideologies or characteristics that we can map among the political parties participating in the election, namely parties that have a religious character or ideology and parties with a national ideology, the following is a mapping of parties with religious and nationalist ideologies.

Table 1. Political parties in Indonesia

Political Parties Participating in the 2024 Election	Ideology of Political Parties Participating in the Election
National Awakening Party	Religious Nationalist
Great Indonesia Movement Party	Nationalist
Indonesian Democratic Party of Struggle	Secular Nationalist
Functional Group Party	Nationalist
Nasdem Party	Secular Nationalist
Labor Party	Nationalist
Indonesian People's Wave Party	Religious Nationalist
Prosperous Justice Party	Islam
Nusantara Awakening Party	Nationalist
People's Conscience Party	Nationalist
Indonesian Republican Guard Party	Nationalist
National Mandate Party	Religious Nationalist
Crescent Star Party	Islam
Democratic Party	Nationalist
Indonesian Solidarity Party	National
Perindo Party	Nationalist
United Development Party	Islam
Ummat Party	Islam

Source: Data processed from Garaldy, 2019

The table above shows us that political parties should fight based on their respective ideologies. However, in this aspect, many political parties do not clearly segment based on the products they have. We can see this from several products or segmentations issued by each political party (Gerald, 2019).

Several previous studies are references as a form of novelty in this study. Among them is a study conducted by Andi Rohani Amalia Imam Natsir and Yusa Djuyandi (2023) entitled "Political Marketing Strategy of the Indonesian Solidarity Party of South Tangerang in the 2019 General Election". In this study, it was found that the political marketing carried out by PSI South Tangerang focused heavily on residents of housing complexes, especially *swing voters* and white groups. In addition to going directly to the community, PSI South Tangerang is active in publishing releases in local news media to discuss or examine problems that are currently occurring in South Tangerang. PSI also uses Grace Natalie as a passive figure to make it easier to enter the community (Natsir & Djuyandi 2023).

Next is a study conducted by Iswahyu Pranawukif, Alfian Bachtiar, Agus Hitopa Sukma, Alamsyah, and Misnan entitled "Positioning Airlangga Hartato in the *Silent Authority Political Communication Style*". The study found that Airlangga Hartato's *Silent Authority political communication style* has several characteristics, including; a) avoiding conflict and political polarization; b) building open and equal communication across parties and community groups; c) displaying performance and achievements as a form of responsibility and commitment; d) offering concrete and realistic solutions to overcome national problems; e) prioritizing national interests above party or personal interests. The *Silent Authority political communication style* has impacts, including; a) increasing positive image and public trust; b)

expanding networks and political support bases; 3) strengthening bargaining position and credibility as a party leader; 4) demonstrating capability and readiness as a future leader (Pranawukir et al. 2023).

The third study was conducted by Asep Ferry Bastian with the title " *Political Marketing Mix and Decision to Choose Regional Head Through Perception of Value and Positioning as Intervening Variables (Study on the Election of Governor and Deputy Governor of Banten 2017)*. The study found that the concept of political marketing mix theory functions as a tool in the strategy to win political competition. The concept of political marketing mix theory can be a more rational reference/consideration for constituents (voters) in determining their voting decisions. Voters will form a positive perception of political candidates because the political marketing mix variable factors offered by political candidates are able to meet the expectations of prospective voters, the theory in business marketing and then applied to political marketing can be proven that the perception of value: competitive advantage; political attributes; figure quality; brand name, has a significant influence on voting decisions, positioning: uniqueness; characteristics; differences; novelty/innovation; dynamic has a significant influence of 258 on voting decisions. Positioning acts as an intervening variable of political marketing mix on voting decisions, the concept of voting decisions in business marketing (consumer behavior) can be used as a theoretical concept of political marketing. The psychological pattern of decision making 259 purchases in business and election decisions in politics are relatively the same. The difference is that decisions in business are deciding to buy goods or services while decisions in politics are decisions to choose political candidate figures or political parties.

Next is a study conducted by Tesa Korompis, Jamin Potabuga, Wiesje F. Wilar entitled "Political Marketing of the Indonesian Democratic Party of Struggle in Winning the Most Seats in the 2019 Legislative Election in Kota Mobagu City". Found that PDI-P has carried out *Political Marketing* well as seen from the 4Ps (*product, promotion, price, place*). This can be seen from the party's achievements in the 2019 legislative elections, in recruiting cadres/candidates for the Kotamobagu legislative candidate in 2019, PDI-P conducted a survey first to the community so that the candidates put forward were truly in accordance with the wishes of the community and were able to carry aspirations (Korompis, P., & Wilar, 2020).

The fifth study conducted by Ida Bagus Putu Mahendra, Muhammad Ali Azhar, and Kadek Dwita Apriani entitled " *Newcomer Political Strategy* in Political Contestation (Case Study: The Elected Members of the Denpasar City DPRD from the PSI Party in the 2019 Election) found that parties have a large contribution in helping to win candidates, candidates rely on door to door as a marketing approach, there is a tendency to rely on ethnicity, religion, race and groups (Mahendra, Azhar, & Apriani, 2019).

Further research conducted by Moch. Nurcholis Majid and Evy Dwi Andrian (2023) entitled "Political Communication Strategy in General Elections in the Digital Era" found that political communication strategies in the digital era are carried out with two aspects, namely digital communication strategies through artist cadreship, in the 2024 Election there are 76 legislative candidates from among artists who are members of various political parties. There are 11 political parties that utilize artist cadreship as one aspect to increase party

electability through the digital world. Among them are the National Mandate Party (PAN), the Indonesian Democratic Party of Struggle (PDIP), the United Indonesia Party (Perindo), the Great Indonesia Movement Party (Gerindra), the Nadem Party, the National Awakening Party (PKB), the Democratic Party, the Golkar Party, the Indonesian Solidarity Party (PSI), the Prosperous Justice Party (PKS) and the United Development Party (PPP). Political parties utilize the popularity of artists to increase the popularity of political parties, candidates from among artists are considered quite helpful in the political party campaign process. second is the digital communication strategy through content, in this journal we look at the form of content campaign carried out by PSI. PSI places a lot of ideology as content and the digital media used are Youtube, Instagram, Facebook, Twitter and Party Pages. While PAN succeeded in creating a viral song and was assisted by cadres from among artists. Digital communication strategy must prioritize creativity, the presence of cadres from among artists also does not have a significant effect on increasing the party's electability level. So digital communication also requires creativity.

The seventh research is, "Political Marketing Orientation Model as a Communication Strategy for Winning Legislative Elections" written by Yuyun Zunaria and Poppy Ruliana (2022), which found that *political marketing* methods carried out by political parties or candidates in gaining public support. The various studies above show different results in *political marketing* carried out by candidates and parties, political marketing is carried out according to conditions and circumstances in the field.

The novelty in this study is that the author wants to know how *the positioning* and *differentiation* of the Indonesian Solidarity Party (PSI) and the Indonesian Democratic Party of Struggle (PDIP) are, how the use of political marketing is used by the two parties in determining *positioning* in the 2024 Election.

Method

This study aims to describe in depth the problem or phenomenon being discussed. To achieve this goal, this study uses a qualitative approach that focuses on comprehensive exploration of phenomena. Data collection techniques are carried out through literature studies by reviewing various sources that are considered relevant, including scientific journals, news, and related literature that supports the analysis.

The data obtained from various sources were then analyzed critically to gain a broad understanding of the positioning and differentiation between the Indonesian Solidarity Party (PSI) and the Indonesian Democratic Party of Struggle (PDIP). This method was chosen so that researchers are able to examine this phenomenon from various perspectives, both from scientific studies and the media, so that they can provide an in-depth analysis of the political strategies used by both parties in the context of national politics.

Results and Discussion

The Indonesian Solidarity Party (PSI) and the Indonesian Democratic Party of Struggle (PDIP) have different histories in Indonesian politics. PSI is a new party founded by a group of young people. The party, which was founded on November 16, 2014, was motivated by the problem of the lack of youth involvement in political parties. According to PSI campaign leader Andy Budiman, the low involvement of young people in political parties is caused by parties in Indonesia never offering fresh ideas that are in accordance with the thoughts of

young people, and the large number of corruptors who come from political party cadres encourages young people to be increasingly apathetic towards politics (Natsir & Djuyandi 2023). In the 2019 election, PSI only won 2,650,361 (1.85%) votes and in the 2024 election it won 4,260,169 (2.81%) votes (Kompas.com, 2024). Despite experiencing an increase in votes, PSI was unable to pass into parliament in accord

ance with Law no. 7 of 2017 article 414 paragraph 1 concerning the threshold for national vote acquisition for political parties participating in the election.

Meanwhile, the Indonesian Democratic Party of Struggle (PDIP) is a party that has been established since 1973. PDIP is a splinter from the Indonesian Party of Struggle (PDI) which consisted of various previous parties, among the parties that were members of PDI at that time were the Indonesian Nationalist Party (PNI), the People's Consultative Party (Murba Party), the Association of Supporters of Indonesian Independence (IPKI), the Indonesian Christian Party (Parkindo) and the Catholic Party. PDIP under the leadership of Megawati Soekarno Putri has the slogan *wong cilik* party (little people), this slogan indicates that PDIP is a party that is pro-little people. This is in line with Soekarno's teachings which sided with the common people or the Marhaenism Ideology, after the collapse of the New Order (Orba) regime, PDIP became the winning party in the 1999 election with 35,689,073 votes (33.73%) with 135 seats, in the 2004 Election PDIP was in second place with 21,026,629 votes (18.53%) with 109 seats, in the 2009 Election PDIP was in third place with 14,600,091 (14.03%) votes with 95 seats, while in the 2014 Election to the 2024 Election PDIP managed to win the Election for three consecutive times. In the 2014 election, PDIP received 23,681,471 (18.95%) votes by winning 109 seats (Gerald, 2019). In the 2009 election, PDIP received 27,503,961 (19.33%) votes by winning 128 seats and in the 2024 election, PDIP received 25,387,279 (16.72%) votes (Kompas.com, 2024).

Looking at the data above shows that in every election, PSI and PDIP have their own history in their journey. PSI, led by Kaesang who has a family relationship with President Jokowi, was unable to bring his party to parliament, but compared to the 2019 election, PSI was able to boost its votes. Meanwhile, PDIP experienced a decrease in votes compared to the 2019 election, therefore we need to see how *the positioning and differentiation* and political marketing carried out by PSI and PDIP.

Positioning and differentiation of PSI and PDIP

Positioning is a brand of a product owned by a competitor, the brand has differences between one and another. Philip Kotler divides the Company's position into four categories, the first is *Market Leaders*, in this case a company or political party has a dominant position and controls the market. Second, is *Market Challengers* is the position of the Company or Political Party to oppose other large companies. Third, is *Market Followers* where the Company or Political Party only follows the flow or development of the market or voters. Fourth, is *Market Nichers* is the position of the Company or Political Party taking something more specific in order to maintain and continue to develop the company or Political Party.

Likewise with PSI and PDIP, of course they have their own *Positioning*. *PSI as a party that just participated in the 2019 Election is a new participant or Company that must carry out many strategies in order to gain votes and be able to pass the parliamentary threshold.*

Referring to Philip Kotler's four Positioning categories, PSI is in the fourth category, namely *Market Nichers*. This position can be seen from *the branding* that is always built by PSI, that PSI is a youth party. *The branding* built by PSI is stated in its official account, that PSI wants to present a new political style, new ideas and new ways in politics, to achieve this PSI collaborates with young people and women who are considered far from practical politics (Psi, n.d.) .

The branding built by PSI as an effort to gain votes from young voters who have a high number of old voters in 2019 and 2024, in 2019 the number of young voters aged 20-30 years reached 60,345,007 people with details of voters aged 20 years totaling 17,501,278 people and voters aged 21-30 years totaling 42,843,729 people, while the number of young voters in 2024 is 56.45% with a figure of 113,622,550, with details of voters from the millennial generation totaling 66,822,389 people and generation Z totaling 46,800,161 people (Katadata, n.d.).

Thanks to *branding*, PSI has become a party that has an identity as a youth party. This is proven by several survey institutions stating that PSI is a party that represents young people, based on research on young people's perceptions of the 2024 election conducted by *The Indonesian Institute* (TII) which revealed that PSI was ranked second chosen by respondents in the 2019 election, namely 14.52% in the Indonesian House of Representatives Election (Katadata, n.d.) .

Katadata *Insight Center* (KIC) results show that PSI is the party that best represents young people with 37.2% of respondents (Katadata, n.d.) . Meanwhile, the exit poll results conducted on February 14, 2024 showed that PSI was ranked ninth as the party of choice for young people with 2.8% of respondents from Gen Z voters and 3.5% of respondents from millennial voters from 7,863 respondents who were interviewed randomly, in first place was the Gerindra Party with 21.4% of respondents from Gen Z voters and 19.9% of respondents from millennial voters (Katadata, n.d.).

The data shows that PSI remains in the top 10 parties chosen by young people, this shows that PSI can determine its *positioning* correctly. while PDIP is in the *Market Leaders category*, this category occupies the first position, namely the Company or Political Party has a dominant position and controls the market.

This position can be seen from the journey of PDIP during the Election, all Voter segments are controlled by PDIP. PDIP can even dominate the course of government in Indonesia, in 2014-2024 PDIP was able to win the Legislative Election (Pileg) and Presidential Election (Pilpres) simultaneously. In the 2014 Pileg, PDIP together with other supporting parties succeeded in delivering its cadre Jokowi who was paired with Jusuf Kalla as President and Vice President, PDIP won 23,681,471 (18.95%) votes in the Pileg and the Jokowi-JK pair won 70,997.85 (53.15%) votes and succeeded in defeating the Prabowo-Hatta pair with a vote acquisition of 62,576,444 (46.85%) (Kompas.com, 2014).

The 2019 election made PDIP the party that truly dominated the government, PDIP succeeded in winning the legislative and presidential elections, thus leading PDIP to control the government, in the executive realm PDIP succeeded in leading its cadre Jokowi to become

President for a second term, while in the legislative realm PDIP succeeded in occupying the position of chairman of the DPR which was previously occupied by the Golkar party.

The dominance of power has succeeded in making the Indonesian government run stably, PDIP is able to regulate the rhythm of the running of the wheels of government. Almost all policies issued by the Jokowi-Amin government do not have such major obstacles, as well as the drafting of laws that run smoothly. This is also supported by the many political parties that have joined the Jokowi-Amin government, PDIP can regulate the rhythm of politics in subsequent elections.

This is proven by the nomination of Ganjar Pranowo as a presidential candidate in the 2024 Election, even the Ganjar-Mahfud coalition parties failed to influence PDIP to nominate their cadres as Ganjar's deputy, there were several names entered the exchange as vice presidential candidates from coalition parties before Mahfud MD was elected. There is Sandiaga Salahuddin Uno, a PPP cadre, Zainul Madji, a Perindo cadre, PDIP's dominance was strengthened by the announcement of Mahfud MD by Mega Wati Soekarno Putri as a vice presidential candidate.

There are several aspects of differences that we can see in PSI and PDIP, including; PSI is a party that has a party *branding for young people*, *PDIP has a party branding for the little people*. Another difference is that PSI is a new party that must continue to do *branding* in order to gain large electoral support from voters, while PDIP is a party that has maturity and long experience in Indonesian politics, this makes PDIP not do too much *branding*. PDIP only tries to carry out strategies to maintain the power they already have.

Another difference is in the management of the two parties, PSI is filled with young people and women while PDIP is still filled with old political elites, almost all PSI management is under 50 years old, and female representation in PSI management reaches 39.13% or 18 people out of 46 administrators, for PDIP management the average age is 40 years and above, female representation in PDIP management reaches 40.63% or 13 people out of 32 administrators ([Kpu Ri, n.d.](#)).

The differences above will determine how PSI and PDIP carry out marketing strategies according to their respective advantages in the 2024 Election, therefore the author will discuss in more depth the marketing strategies of PSI and PDIP in the following discussion.

PSI and PDIP political marketing

In this case, Niffenegger maps out three product aspects that must be present in a party or candidate who will compete in politics, including; *party platform*, *past record*, *personal characteristics*, we will see these three aspects in PSI and PDIP below.

The PSI platform in this case consists of several aspects, including the party's vision and the programs offered by the party. The PSI vision is "Indonesia with a people's character, humanity, diversity, justice, progress and dignity". While the PSI mission is "1) Gathering national strength through an ideological, organized and structured political leadership, 2) Gathering political struggle with the value of national solidarity continuing the agenda of reform and democracy, 3) Rebuilding the spirit of republicanism, re-knitting the scattered sense of nationalism, replanting the seeds of idealism, re-establishing the fortresses of diversity and rebuilding the foundation of mutual cooperation, 4) Encouraging Indonesia's

dignity in international relations, in accordance with the principle of free and active politics by involving the developing international geopolitical conditions" (Psi, n.d.) .

In the 2024 election, there are 9 programs promised if PSI wins, including; 1) Encourage the ratification of asset confiscation, 2) Ensure that every citizen worships according to their respective beliefs with a sense of comfort without discrimination, 3) Fight for the younger generation to receive equal and quality education wherever they are. Schools, Islamic boarding schools, seminars, universities must have the same quality, educate the nation, eradicate unemployment. And improve the welfare of all teachers in Indonesia, 4) Fight for free BPJS for all levels of society, 5) Protect the environment, care about climate change issues. PSI will accelerate the renewable energy transition policy, 6) PSI will fight for the right to access the internet from all countries from Aceh to Papua, everyone has the right to provide access to information to learn, work and develop wherever they live, 7) PSI will focus on developing three things, namely sports, music, films, 8) PSI will encourage food security, fertilizer management and post-harvest policies need to be made profitable for farmers and the Indonesian people in general, 9) Committed to being fair and continuing, perfecting President Joko Widodo's policy program to build Indonesia Emas in 2045, including continuing the development of the IKN, road infrastructure in the village (Detikcom, 2024).

Of the nine programs, the most frequently installed on PSI billboards is about free BPJS. This makes it easier for the public to remember the programs fought for by PSI, PSI's position as a youth party is very difficult to find in some PSI advertisements. PSI's slogan as a youth party was even replaced with the slogan PSI Jokowi's party.



Figure 1. PSI campaign tools, regarding free BPJS and Jokowi party PSI

The image above shows that the PSI's flagship program is free BPJS and PSI's *branding* as a youth party has been replaced by *the branding of* PSI as Jokowi's party. Referring to PSI's website, free BPJS was formed based on the spirit of social justice which refers to Law No. 40 of 2004 concerning the National Social Security System as the implementation of the 1945 Constitution, Article 28H paragraph 3 and Article 34 paragraph 2. The existence of free BPJS allows people to access health services for free without being constrained by complicated administrative problems (Psi, n.d.).

While PSI's *past record* or achievements in the world of politics are still quite minimal, this is proven by PSI's experience of only participating in two elections, namely in 2019 and 2024. This experience was not able to get PSI through to the Indonesian House of Representatives, but in the Provincial DPRD and Regency/City DPRD PSI was able to get seats.

In terms of *personal characteristics*, PSI has its own *branding* among voters. This *branding* is PSI's personal characteristic, the characteristics possessed by PSI are a youth party, a party that supports women's rights and a party that supports religious tolerance. This character distinguishes PSI from other parties including PDIP. PDIP has several different platforms with PSI, this can be seen in the vision, mission and programs offered by PDIP (PDI Perjuangan, n.d.). The vision and mission of PDIP are as follows;

Table 2. Profile Partai Solidaritas Indonesia (PSI)

Vision	Mission
▪ A tool of struggle to form and build national character based on Pancasila June 1, 1945 ▪ A tool of struggle to give birth to a nation and state life that is God-fearing, has a spirit of socio-nationalism, and socio-democracy (Trisila) ▪ A tool of struggle to oppose all forms of individualism and to revive the spirit and soul of mutual cooperation in social, national and state life (Ekasila) ▪ Communication forum, developing and strengthening citizen political participation ▪ A forum for forming national cadres who have a pioneering spirit, and have the understanding, ability to explain and implement Bung Karno's teachings in social, national and state life.	PDIP's mission is stated in 4 articles. -Article 7 has general objectives: ▪ Realizing the ideals of the proclamation of independence on August 17, 1945, as stated in the Preamble to the 1945 Constitution, in the form of realizing a just and prosperous society within the framework of the Republic of Indonesia with the motto Bhineka Tunggal Ika ▪ Striving to realize a prosperous Indonesia with social justice that is sovereign in the political field, standing on its own two feet in the economic field, and an Indonesia with personality in culture. -Article 8 has a special purpose ▪ Building a political movement based on the power of the people to realize social justice and prosperity ▪ Building enthusiasm, consolidating will, organizing people's actions and strength, educating and guiding the people to build political awareness and cultivating all the people's energy in one political movement to achieve political and economic independence. ▪ Fighting for the people's political, economic, social and cultural rights, especially for the fulfillment of the people's absolute needs, namely material needs in the form of clothing, food, shelter and spiritual needs in the form of culture, education and health. ▪ Striving to gain political power constitutionally as a tool to realize the mandate of the 1945 Constitution of the Republic of Indonesia, namely to create a government that protects all Indonesian people and all Indonesian territory, advances general welfare, educates the nation's life, and participates in implementing world order based on independence, eternal peace and social justice.

- Building solidarity and building international cooperation based on the spirit of the Bandung Ten Principles in an effort to realize the ideals of the Opening of the 1945 Constitution of the Republic of Indonesia

-Article 9 Parties have functions

- Educate and educate the people to be responsible in using their rights and obligations as citizens.
- Conducting recruitment of Party members and cadres to be assigned to Party structures, Political Institutions and Public Institutions
- To form Party cadres who have a pioneering spirit, and have the understanding, ability to explain and implement Bung Karno's teachings in social, national and state life.
- Collecting, formulating and fighting for the aspirations of the people to become state government policies.
- Gathering, building and mobilizing the people's strength to build and achieve the ideals of a Pancasila society.
- Building political communication based on the basic nature of political life, as well as building political participation of citizens.

-Article 10 Parties have duties

- Maintaining and realizing the ideals of the state of the Proclamation of August 17, 1945 within the Unitary State of the Republic of Indonesia
- Maintaining, disseminating and implementing Pancasila as the basis, outlook on life, and goals of the nation and state.
- Explaining, disseminating and grounding Bung Karno's teachings in social, national and state life.
- Collecting and fighting for the aspirations of the people based on the Pancasila ideology of June 1, 1945 and the 1945 Constitution of the Republic of Indonesia, as well as the TRISAKTI path as a guideline for the strategy and objectives of the Party's political policies.
- Fighting for the Party's political policies to become the political policies of the State administration.
- Preparing Party cadres as Party officials in political and public positions.
- Influencing and supervising the implementation of state administration so that it is always based on the Pancasila ideology of June 1, 1945 and the 1945 Constitution of the Republic of Indonesia, as well as the TRISAKTI path as a guideline for the Party's political policy strategy and objectives in order to realize a strong, effective, clean and authoritative government.
- As the axis of national political power, it is mandatory to play an active role in reviving the

spirit of the Ten Principles of Bandung to build consolidation and solidarity between nations as a form of resistance against liberalism and individualism.

The program offered by PDIP in the 2024 Election is to continue the social assistance program, this is done to help the little people in accordance with PDIP's bias. In addition to the social assistance program, PDIP also offers the KTP Sakti program, KTP Sakti or the Integrated Indonesian Card as an identification card that combines the Healthy Indonesia Card (KIS), Smart Indonesia Card (KIS), and Prosperous Family Card (KKS). In addition, the program that will be fought for by PDIP is focused on the basic needs of farmers, fishermen, laborers, youth, students, women to millennials and young voters (CNN Indonesia, 2022).

Past record or past achievements of PDIP are quite strong, this can be seen from PDIP's achievements in several elections. Even PDIP's achievements in previous elections were able to attract PDIP to become the Ruling Party.



Figure 2. PDIP vote acquisition 1999-2019 (CCN Indonesia)

The image above shows that PDIP's past achievements have fluctuated. However, the 2014-2019 Election was an important history for PDIP, this was because PDIP was able to lead the party and its cadres to victory in the Legislative and Presidential Elections. In terms of *personal characteristics*, PDIP has its own characteristics among Indonesian society. PDIP

is known as a party that has branding as a party of *the little people* , a party that always defends the rights of the little people such as fishermen, laborers and farmers.



Figure 3. Group photo of PDIP cadres with the slogan "winning with the people (CCN Indonesia)

The image above shows us that every journey of PDIP always includes the name of the people as a symbol of their struggle. This shows the consistency of PDIP as a party that adheres to the ideology of Marhainism, that the party's struggle is solely for the interests of the people. This consistency is a special character possessed by PDIP, this slogan is also able to maintain PDIP's position as the winning party in the 2024 Election.

Promotion

Niffenegger divides two aspects in promotion, including *paid adds* (paid ads) and *publicity form staged events, debates* (publication through stages and debate rooms). Both aspects are tools or media to promote products that have been owned by political parties, in this case the products that have been owned by PSI and PDIP must be promoted properly.

The promotion carried out by PSI is used through several media, both mass media and through face-to-face activities that are often carried out by PSI. In terms of promotion through paid media, PSI conducts campaigns in mass media such as newspapers and television.



Figure 4. PSI clan in various media, featuring programs and Jokowi (from various mass media)

The image above shows an advertisement carried out by PSI in accordance with the product that has been prepared internally by the party. PSI also includes Jokowi's big name in the media it promotes. This is done in order to increase the electability of the party with the rose symbol, PSI is able to utilize paid mass media to increase its electability. In addition, PSI also often promotes its party through various activities, such as holding lombo and direct

meetings with the community. Like PSI, PDIP also utilizes paid media and activities such as direct meetings to promote its party. This is done to introduce voters to the vision, mission and programs that have been designed internally by the party.



Figure 5. PDIP advertisement on television media; source: tvone youtube account

The image above shows us that farmers and fishermen are the main elements fought for by PDIP, in addition, the last session of PDIP showed a photo with the general chair Megawati Soekarno Putri and PDIP party cadres showing that they are solid internally. The advertisement shows that PDIP has utilized mass media as a means to promote, in addition to mass media PDIP also carries out other activities in order to continue promoting to win the hearts of voters.

In political marketing there are three aspects of price that must be paid by political parties, according to Niffenegger the price includes economic costs, psychology and the impact of national image. The economic costs incurred by PSI in the 2024 Election amounted to 24.13 billion. The expenditure is a campaign fund that is officially reported to the General Election Commission (KPU), the funds are used in campaigns such as advertising in the mass media, face-to-face campaigns, purchasing Campaign Equipment (APK) (detikcom, 2024) . In terms of psychological price, PSI has not been able to convince the Indonesian people properly with the programs offered, therefore PSI has not been able to pass the parliamentary threshold. This also has a negative impact on national image, that the image of the youth party that was previously built is damaged by the new image that was built, namely PSI, Jokowi's party.

While the economic costs incurred by PDIP are greater than PSI, if PSI is in second place in the use of PDIP campaign funds, it is ranked first as the political party with the largest expenditure. PDIP's campaign fund expenditure is 183 billion ([Detikcom, 2024](#)). For the psychological price that must be obtained by PDIP, namely the concern and comfort of voters towards PDIP, this is due to the impact of Jokowi's son advancing as a vice presidential candidate, this has an impact on the public's empathy towards PDIP which is considered to have raised Jokowi. The price obtained from the national image is that PDIP is able to convince most of its voters to continue to choose PDIP in the 2024 election, this is proven by PDIP's vote acquisition of 16.72%.

There are two ways to place political products that have been determined by the party. The first is to place their own cadres in each region to promote the products that have been designed or form volunteers to socialize the programs that have been prepared. PSI through its general chairman Kaesang Pangerap communicated with Jokowi volunteers to help promote his party. This was done so that the products or programs that had been prepared by PSI could be conveyed to the community ([ANTARA News, 2023](#)).

Meanwhile, PDIP is strengthening its internal cadres and sympathizers to continue to socialize to the community. The system used is the command system, namely using a mutual cooperation system and continuing to go down to the bottom by helping the people. This method is considered effective in gaining sympathy from the community ([CNN Indonesia, 2022](#)).

This article provides a deep understanding of the political and marketing strategies of the two major parties in Indonesia, namely the Indonesian Solidarity Party (PSI) and the Indonesian Democratic Party of Struggle (PDIP). Although both are fighting in the Indonesian political arena, differences in history, positioning, differentiation, and political marketing strategies make PSI and PDIP have very different characters. PSI as a new party founded in 2014 tries to fill the void of youth involvement in politics. In contrast, PDIP which has been established since 1973 represents a traditional party that is dominant and has a broad mass base, especially from the common people or "wong cilik". PSI carries the slogan as a youth party, with the aim of presenting new ideas in the world of Indonesian politics. Meanwhile, PDIP emphasizes its position as a pro-common people party with consistency towards Soekarno's Marhaenism ideology.

The positioning strategies of both are also different; PSI is in the Market Nichers category according to Philip Kotler's theory, where PSI tries to target the young voter segment that has not been reached by other major parties. By branding as a modern party and supporting the involvement of young people and women, PSI is trying to build a unique position as a youth party, although in the 2024 Election they added the branding "Jokowi Party" to attract public sympathy. Meanwhile, PDIP is in the Market Leaders category which has dominant control in national politics, as seen from its dominance in elections since 2014, which is strengthened by the support of their cadre, President Jokowi, for two consecutive terms. In terms of differentiation, PSI focuses on its identity as a youth party with high representation of women. On the other hand, PDIP strengthens its image as a party of the little people with experienced cadres who are loyal to Soekarno's ideology and teachings.

Their political marketing strategies in terms of promotion also look contrasting. PSI uses advertisements in mass media and face-to-face activities involving volunteers to strengthen its image as a youth party. Meanwhile, PDIP utilizes paid media and promotions among the community, such as direct meetings with farmers and fishermen who are part of its support base. In terms of price, PSI and PDIP also show differences in campaign fund expenditures. PSI is in second place in campaign fund expenditures with around 24.13 billion, while PDIP spends a larger budget of up to 183 billion, confirming PDIP's seriousness in maintaining its dominance. In terms of placement or *Place*, PSI relies on volunteers and sympathizers, while PDIP relies on solid and organized cadres with a mutual cooperation system to strengthen their base at the grassroots.

From the perspective of *positioning, differentiation*, and promotional strategy, PDIP shows strength as a mature party with a traditional approach and strong political roots among the lower class. PDIP's political marketing strategy has proven to be more effective in attracting and maintaining a voter base, as seen from its consistent victories in the election. On the other hand, PSI as a young party still faces challenges in finding a solid market niche, where they can stand out without losing their branding focus. PSI's efforts in associating themselves with Jokowi show flexibility, but also vulnerability to image changes that could be detrimental in the future.

Conclusion

This study found that the Indonesian Solidarity Party (PSI) and the Indonesian Democratic Party of Struggle (PDIP) have significantly different political marketing strategies. PSI focuses on positioning itself as a youth party with differentiation in innovation and new politics, although it has not yet succeeded in reaching the parliamentary threshold. Meanwhile, PDIP, as an established party, uses a traditional approach with strong branding as a "party of the little people", relying on its long experience and history in Indonesian politics to maintain its dominance in parliament. Scientifically, this study contributes to the literature on political marketing, especially in terms of positioning and differentiation between new and established parties. This study shows how the political marketing strategies of new parties such as PSI face challenges in building political identity amidst competition with large parties. Practically, the results of this study provide insight for political parties, especially new parties, about the importance of consistent and relevant branding to the voter segments they want to reach.

Based on the research results, it is recommended that new political parties, such as PSI, focus more on consistent branding strategies and more concrete programs to address the needs of young voters who are their main target. Meanwhile, PDIP needs to consider strategies to maintain its loyal support base, while opening up greater space for political innovation that is relevant to the new generation. This research is important in a broader context, because it provides guidance for political parties in managing positioning and differentiation in competitive elections. This research also opens up opportunities for further study on the impact of political marketing strategies on the dynamics of election parties in the future, as well as their implications for public policy in Indonesia.

References

- CNN Indonesia. (2022, Juni 23). Megawati bocorkan strategi PDIP untuk menang Pemilu 2024 [Megawati reveals PDIP's strategy to win the 2024 election]. CNN Indonesia. <https://www.cnnindonesia.com/nasional/20220623171133-617-812766/megawati-bocorkan-strategi-pdip-untuk-menang-pemilu-2024>
- detikcom. (2024, Oktober 11). Ini 9 program PSI yang dibebankan Kaesang [These are the 9 PSI programs presented by Kaesang]. Detik. <https://www.detik.com/jateng/berita/d-7081077/ini-9-program-psi-yang-dibebankan-kaesang>
- detikcom. (2024, November 7). PDIP punya penerimaan dana kampanye terbesar, disusul PSI dan PAN [PDIP has the largest campaign funds, followed by PSI and PAN]. Detik. <https://news.detik.com/pemilu/d-7141054/pdip-punya-penerimaan-dana-kampanye-terbesar-disusul-psi-dan-pan>
- Gerald, G., & Galang, G. (2019). Ideology and political parties: Measuring the political ideology of Marhaenism in PDIP, democratic socialism in PSI, and Islamic fundamentalism in PKS. *Politicon: Journal of Political Science*, 1(2), 134–157. <https://doi.org/10.15575/politicon.v1i2.6268>
- Katadata1. (n.d.). Ini partai politik pilihan anak muda di Pemilu 2024 menurut Litbang Kompas [This is the political party chosen by young people in the 2024 Election according to Litbang Kompas]. Databoks. <https://databoks.katadata.co.id/politik/statistik/d61735738a90a91/ini-partai-politik-pilihan-anak-muda-di-pemilu-2024-menurut-litbang-kompas>
- Katadata2. (n.d.). Ini partai politik yang mewakili anak muda menurut survei KIC [This is the political party representing young people according to the KIC survey]. Databoks. <https://databoks.katadata.co.id/politik/statistik/bfba81923ec1ae5/ini-partai-politik-yang-mewakili-anak-muda-menurut-survei-kic>
- Katadata3. (n.d.). KPU: Pemilih Pemilu 2024 didominasi oleh kelompok Gen Z dan milenial [KPU: 2024 election voters dominated by Gen Z and millennials]. Databoks. <https://databoks.katadata.co.id/politik/statistik/faf64350269d0c8/kpu-pemilih-pemilu-2024-didominasi-oleh-kelompok-gen-z-dan-milenial>
- Komisi Pemilihan Umum Republik Indonesia. (n.d.). Detail partai politik peserta Pemilu 2024: Partai Solidaritas Indonesia [Details of political parties in the 2024 Election: Indonesian Solidarity Party]. https://infopemilu.kpu.go.id/Pemilu/Detail_parpol/detail_parpol/76
- Kompas.com. (2014, Juli 22). Ini hasil resmi rekapitulasi suara Pilpres 2014 [Official results of the 2014 presidential election vote recap]. Kompas. <https://nasional.kompas.com/read/2014/07/22/20574751/Ini.Hasil.Resmi.Rekapitulasi.Suara.Pilpres.2014?page=all>
- Kompas.com. (2024, Maret 22). Perbandingan suara partai pada Pemilu 2024 dan 2019: PDI-P melorot, Golkar naik. Kompas. <https://nasional.kompas.com/read/2024/03/22/12094371/perbandingan-suara-partai-pada-pemilu-2024-dan-2019-pdi-p-melorot-golkar?page=all>

- Korompis, T., Potabuga, J., & Wilar, W. F. (2020). Political marketing of the Indonesian Democratic Party of Struggle in winning the most seats in the 2019 legislative elections in Kotamobagu City. *Politicon: Journal of Political Science*, 2(2).
- PDI Perjuangan. (n.d.). Visi dan misi. PDI Perjuangan. <https://www.pdiperjuangan.id/detail-article/107/visi-dan-misi>
- Mahendra, I. B. P., Azhar, M. A., & Apriani, K. D. (2019). Strategi newcomer dalam kontestasi politik studi kasus: Keterpilihan anggota DPRD Kota Denpasar dari Partai PSI pada Pemilu 2019 [Newcomer strategy in political contest: Case study of PSI DPRD members' election in Denpasar City in the 2019 election]. *OJS Universitas Udayana*, 13. <https://ojs.unud.ac.id>
- Majid, N. (2023). Political communication strategy in general elections in the digital era. *PERSEPTIF: Journal of Social Sciences and Humanities*, 1(2), 53–61. <https://doi.org/10.62238/perseptifjurnalilmusosialdanhumaniora.v1i2.34>
- Natsir, A. R. A. I., & Djuyandi, Y. (2023). Strategi pemasaran politik Partai Solidaritas Indonesia Tangerang Selatan dalam pemilihan umum 2019 [Political marketing strategy of the Indonesian Solidarity Party in South Tangerang in the 2019 election]. *Aliansi: Jurnal Politik, Keamanan dan Hubungan Internasional*, 2(2), 94. <https://doi.org/10.24198/aliansi.v2i2.49748>
- Partai Solidaritas Indonesia. (n.d.). Tentang PSI [About PSI]. <https://psi.id/tentang-psi/>
- Pranawukir, I., Bachtiar, A., Sukma, A. H., Alamsyah, A., & Misnan, M. (2023). Positioning Airlangga Hartarto in the silent authority political communication style. *WACANA: Scientific Journal of Communication Science*, 22(2), 357–368. <https://doi.org/10.32509/wacana.v22i2.3390>
- Zunaria, Y., & Ruliana, P. (2022). Political marketing orientation model as a communication strategy for winning legislative elections. *ISKI News*, 5(1), 81–91. <https://doi.org/10.25008/wartaiski.v5i1.155>