

Integrated Marketing Communication on Voter Behavior in Political Campaign: A Study of Regional Head Election in Indonesia

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Abstract—The political changes in Indonesia that the community has many options and can provide voice or their right to vote in a political party or candidate, so that the voters have high bargaining power in the Regional Head Election. In an attempt to win the election takes no small cost, although the cost to the campaign cannot guarantee the election of a candidate. This study aimed to analyze the effect of integrated marketing communications (IMC) on the behavior and decisions of voters vote for candidates in political campaigns in the local elections in Indonesia. The results showed that the IMC factors can influence positively and could also negatively affect voter behavior and decision-elect. For that candidate or political party should be able to understand the segments of voters to be able to use the factors IMC effectively and efficiently, so as not to negatively affect the candidate.

Keywords—*decision to choose: integrated marketing communications; political marketing, voter behavior.*

I. INTRODUCTION

The structure of political parties and general elections in Indonesia had changed since 1998 after the collapse of the New Order regime. The changes are marked by the emergence of new political parties. It can be observed with an increase in the number of parties registered in the election. In 1999, there were 48 parties, then increased to 128 political parties in 2004. However, with the threshold limit set by the government, it was resulting in 24 parties in 2009. In the 2014 General Election, the party who qualified amounted to 12 parties. On December 9th in 2015, Indonesia will conduct simultaneous local elections for the first period. The aims of this simultaneous local elections are to elect 269 Regional Head and Vice Regional Head which covering 9 elections of Governors and Vice Governors, 224 elections of Regent and Vice Regent, and 36 elections of Mayor and Vice Mayor. If the option limited to the implementation of the Local Elections, then it is only a small part answering the implementation problems, especially from the aspect of cost-efficiency. An important objective of regional elections that the effectiveness of government will never be missed [1].

Political changes in the post-new order also caused people to have a lot of choices and can give their voting rights

to other parties in accordance with the wishes of the voters. Reform in Indonesia is also changing market structures of political parties that initially tended to oligopoly, into structures that are more likely to be of perfect competition [2], in a vortex of power and political competition [3]. Therefore, voter participation in providing the right to vote is very important and voters have a strong bargaining power of the parties or candidates. Thus, the level of competition in getting the voices of the candidates to be high.

In business, the product is everything that can be offered to the market in order to meet the needs and desires of consumers, including physical products, services, experiences, events, people, places, properties, organization, information and ideas [4]. Products which are offered on political marketing has a difference between the products offered on the marketing of commercial goods. Voter decision conducted by consumers and constituents in the political world is not much different. This difference is only in the dominant factor of the candidate [5]. The political product is more complex because voters would enjoy after a party or a candidate elected. Politics products can also differ based on national territory or regional coverage [6]. Obama campaigned with the product "change" which successfully created and implemented properly, as a result, he got support from the lower strata of society. Obama also successfully utilized the internet and social networking sites such as Facebook and Youtube, so that he got great support, especially from young people [7]–[9].

The same thing happened in Indonesia, for winning the local elections required a high cost, although the cost of the campaign cannot guarantee the candidate can be elected. Although many parties, both individuals and legal entities, who are willing to donate campaign funds to political parties and candidates. The amount of donations adversely affects the policy and decision-making after the elections, because "there is no free lunch" with a campaign that has received funding of political parties and candidates [1], [10]. The campaign has a very important effect in the general election [11], The influence of campaign events on vote choice is conditional on previous preferences, partisan dispositions, and political context [12]. The level of participation in the local elections

campaign is greater than at the central [13]. Political marketing factor for candidates, such as communication style, mindset when they deliver campaigns, integrity and performance of the candidates will affect voters [14], candidate's brand image [15], but now considerations for choosing a presidential candidate can be quickly obtained through the performance of political marketing and various outcomes survey [16].

In political science, it is known by the presence of two major approaches to explain political behavior at the time of the elections, the approaches are schools of Columbia School Sociological and Psychological School or a school of Michigan [17]. Other researchers mention there are three theoretical approaches are often used to understand the behavior of voters, sociological theory models, models of psychological theories and models of economic theory (rational choice theory) [18]. In addition, there are four approaches to analyze the behavior of voters, namely: (1) the sociological approach; (2) the psychological approach; (3) a rational approach; and (4) the cognitive domain [19].

The campaign is a period right before citizens make a real political choice [20]. A political campaign is the creation, re-creation, and transfer of the significant continuous emblem through communication [21]. The campaign in the Regional Head Election is the candidate activity in offering a vision, mission, and program or other information, which aims to introduce or to convince voters. Political marketing campaigns often use negative campaign approach to address issues in the political debate, so in practice, this condition would be a rational choice for political opponents [12]. Candidates or political parties need to continue to campaign because of the swinging voters than loyal voters and media power that can direct voters to specific candidates [22]. The high swing of voters makes the space between party and society even more distant [3]. Political communication campaign involves the usage of various forms of communication tools [23].

Changes in legislation and regulation system of election of the president and regional head also further encourage the political parties in Indonesia to make changes (repositioning), not only on a political product that is offered also in political campaigns (party campaign) or the delivery of communication messages that using integrated marketing communication (IMC). In 1989, the American Association of Advertising Agencies (known as the Four A's) formed a task force to define IMC integration from the perspective of the Four A's. IMC is defined as a planning concept of marketing communication that recognizes the added value that comprehensively evaluates the strategic role of the various communication disciplines (e.g. general advertising, direct response, sales promotion, and public relations) and combines these disciplines to provide clarity, consistency, and impact maximum communication [24].

IMC in political campaigns and elections are integrating various channels of communication to coordinate the regional head candidate to deliver a clear, consistent, and exciting about the organization and its products [25], to influence consumer behavior implicitly on perceptions,

attitudes, information, motivation and actual behavior ranging from the hierarchy of the whole concept, not just a result of advertising [26]. IMC can be applied in the political domain, but the implementation of integrated communication can be contradictory [27], IMC can also be applied in all organizations including culture [28].

In line with the development of society, the development of political marketing must also evolve, IMC is a technique that is practical, logical, inevitable and natural for political marketing. Political organizations need to build a relationship with them and with their constituents and to pay the involvement and commitment given wholeheartedly by volunteers because they are the backbone and heart of every political organization [29]. As in the world of marketing, is now greater awareness to understand the character and behavior of voters before the political actors to the political market products constituent [6]. A political campaign is a form of marketing warfare bloody but seriously, and various local and presidential elections offer a unique opportunity to study the effectiveness of the winning tactics and marketing strategies candidate [30], [31].

The authors are interested in examining the role of marketing communications, especially in the political campaign against voter behavior. Then, the approach of this research is on political marketing strategy especially integrated marketing communications in influencing voter behavior and decision-elect at the time of elections.

II. LITERATURE REVIEW

A. *Research Hypothesis*

This research presented the influence of IMC's factors to the voter behavior and the decision to choose, and the influence of the voter behavior to the decision to choose. The IMC's factors were advertising, sales promotion, events and experiences, public relations, direct marketing and interactive, word-of-mouth marketing, and personal selling.

B. *Integrated Marketing Communication*

The American Marketing Association defines Integrated Marketing Communication (IMC) as a planning process designed to ensure that all brand contacts received by a customer or prospective customer for the products, services, or organizations that are relevant to that person and consistent over time. The planning process is to evaluate the strategic role of the various communication disciplines and combine these disciplines to provide clarity, consistency, and maximum impact through an integrated message [25].

In the development of the promotion is not only carried out partially but used techniques promotion mix consisting of 8 main models of communication, that 1) advertising, 2) sales promotion, 3) Events and experiences, 4) Public Relations and Publicity, 5) Direct Marketing, 6) Interactive Marketing, 7) Word-of-mouth marketing and 8) Personal Selling. Marketing communications is an attempt by the company to inform, persuade and remind consumers either directly or indirectly, on the products and brands they sell [25].

IMC is to integrate and coordinate the various channels of communication companies to deliver a clear, consistent and interesting about the organization and its products [4]. IMC is not only communication with current customers and prospects, but also with employees, vendors, related industries and the external environment either directly or indirectly involved. In marketing, effective communication is absolutely necessary, so that without integrated marketing communications, promotion of a brand or a product or business generally may not be sold in a competitive global market [32]. The purpose of political marketing IMC is to establish a good relationship with the constituent, creates political loyalty constituents of the institution, officials, and political candidates, as well as to strengthen the political values agencies, officials, and political candidates in the middle of the constituents [6]. This study used the dimensions of forming the promotional mix, that 1) Advertising, 2) Sales promotion, 3) Events and experiences, 4) Public relations and publicity, 5) Direct Marketing and Interactive Marketing, 6) Word-of-mouth marketing, and 7) Personal selling [25].

C. Voter Behavior

Studies on the behavior of voters in Indonesia begun to bloom after the fall of the New Order. The 1999 election was the first election after the 1955 elections which were conducted democratically. Voters have the autonomy to determine what the parties are supported. Studies on the behavior of voters in the 1999 elections as the object of widespread research conducted by the researchers. The study of the behavior of voters in Indonesia is still relatively new. Therefore, the theory used, yet study measurement concept as well as in America. One study often used different concepts and measurements. In fact, some studies often contradict each other with the results and the conclusions [33]. In the elections of presidential, legislative and head of the region, political party or candidate will face four types of voters, there are rational voters, critical voters, traditional voters, and skeptical voters [21]. In understanding the behavior of voters, the researchers used several approaches. Some researchers said that there are three approaches to measure the behavior of voters, namely, sociological approaches, psychological approaches, and economic approaches (rational). This study uses a rational approach in the selection of research subjects.

For urban areas, the candidate and the party can use the approach of rational voters, but to the area of non-urban (can add another variable non-Java, a level of education medium or even low and others for example), they can use the approach of traditional or even emotional. For example, a voter will choose a candidate because they live close to the voters, or voters choose a candidate because it has religious beliefs with him, or one sex (especially for candidates for regional head of women), or a voter-driven because they live in the same region as the candidate and various other variants, which they could not consider the programs offered by the candidate [16].

The beginner voters are included in the category of floating voters and the number is large enough [34]. The beginner voters, generally do not yet have broad political

scope to determine which candidate to vote for. In this situation, the voters always are shot and objectives of each candidate to gain support [17]. Various studies on voter behavior in politics, especially in Indonesia has been done, but some of the existing research produced conclusions that differ from one another. It becomes attracted the attention of researchers to conduct research in the relationship between voter behavior and marketing factors. The level of consumer involvement (community) in a purchase (selecting candidates for regional heads) is influenced by personal interests posed by various stimuli [21].

Voters in determining the choice are not much different from the consumer's decision to buy a product. Consumers in determining the choice of a product are based on rational factors and irrational or emotional. Consumers who choose a product based on rational considerations are consumers who consciously understand why the products to be bought. They buy the products on the basis of need. In contrast, the consumers who buy the products on the basis of irrational or emotional, they buy a product because it is influenced by psychological factors. So is the owner of the right to vote in choosing a political party or candidate for head of the region, they choose based on rational or irrational considerations. That is, rational voters have a good understanding of the products offered by political parties and candidates, while the non-rational voters make their choice based on psychological considerations, such as the figure of a person, ethnicity, religion, and other factors.

D. The Decision to Choose

The first study of voting behavior was conducted by researchers from Columbia University, then known as the school of Columbia or Columbia School. The Columbia models, better known as the sociological approach. The development of the theory of voter behavior then conducted by researchers from the University of Michigan, which is known as a psycho-social approach. The Psycho-social approach emphasizes the individual itself, which explains that there are three factors that influence the behavior of individuals in choosing [35].

There are three factors that influence the decision to vote on the election or elections, among others; The first is the identification of the party. This approach explains that voter behavior is determined not merely what is selected party but also the level of identification of individuals against the party for example, weak to be strong. The second is the orientation issue or theme. That is, the voter's behavior is determined by the theme or any issue raised by the parties or the third candidate is a candidate orientation. That is, the voter's behavior is influenced by who represent the political parties. In other words, according to the psycho-social approach, the three factors that will determine voting behavior. Despite the fact that voters cannot make decisions that truly rational, as assumed by the economic approach, in the midst of the limitations of each individual is still able to make good decisions. This is possible because the individual develops some cognitive mechanisms to overcome its limitations.

Decision-making is an activity of voters voting by individuals closely associated with the decision to vote or not to vote in a general election or election of regional heads. In principle, the purchase decision or an election by consumers and voters in the political world is not much different. Differences that appeared prominently in the candidate dominant factor, hence the statement of Bergman and Wickert (1999), "The man is the message" or "the leading candidate is the platform." It is further mentioned that the voters will make the decision to exercise their voting rights because of some particular factors [19].

III. METHOD

This study is exploratory with a quantitative descriptive approach. This study is conducted to examine the relationship of integrated marketing communications on voting behavior and its impact on the decision to vote. The location study performed in the city of Bandung, West Java, Indonesia from October to November 2015. The respondents in this study are students as rational voter representation in local elections. A total sample of 200 respondents is taken by accidental sampling technique from ten universities in Bandung. Determination of the number of samples is conducted by quota sampling, ie by determining 20 respondents to each university selected at random. The data analysis techniques with structural equation modeling (SEM). The use of SEM allows researchers to test the validity and reliability of research instrument, confirm the accuracy of the model as well as test the effect of a variable against another [36]. Data processing techniques performed with the program package lisrel 8.70 for Windows.

IV. RESULTS AND DISCUSSION

Characteristics of respondents in this study seen by the category of Age, Gender, and Religion frequency election participation.

TABLE 1. CHARACTERISTICS OF RESPONDENTS

No	Variables	Category	Freq.	(%)
1	Age	17-20 years	147	73.5
		21-25 years	50	25.0
		More than 25 years	3	1.5
2	Gander	Male	91	45.5
		Female	109	54.5
3	Religion	Moslem	191	95.5
		Christian	7	3.5
		Catholic	2	1.0
4	Attended the election	has never been	17	8.5
		first time	82	41.0
		more than one	101	50.5

Table 1 shows that the lowest age of respondents is 18 years and the highest is 29 years. Whereas between 19 to 20 years is respectively 35%. The gender of respondents is generally female (54.5%), while male only 45.5%. Most respondents (50.5%) had never attended the election / more than one time, there are 41% of the new one and there are 8.5% have not completed the election. Most respondents are

Moslem (95.5%), 3.5% Christian, and 1% Catholic. The 200 respondents are none of the members or political party officials. This condition illustrates that most respondents are novice voters, that novice voters tend to use sociological and rational approaches [37].

After Confirmatory Factor Analysis (CFA) for each variable and obtained a valid and reliable indicator, then performed a full analysis of the structural model. The parameter estimation results in the formation of the structural model shown in Figure 1.

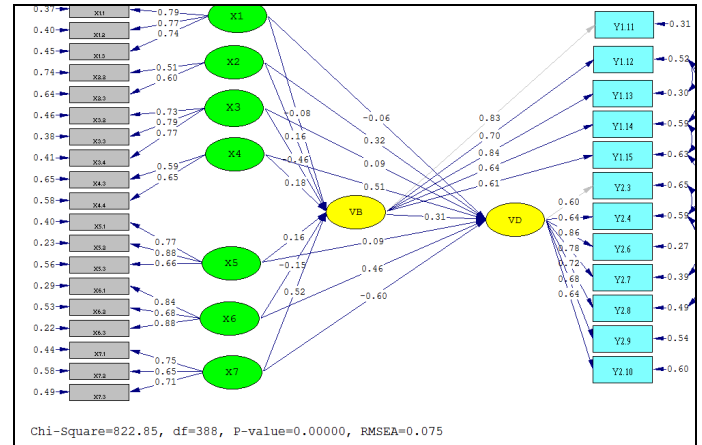


Fig .1. Results estimation full structural model

The values of the loading factor on each of the indicators forming the latent variables are valid as greater than 0.5. The values of the parameters shown that the relationships between exogenous with endogenous variables are negative, even some of them are positive (Figure 1). The picture also shows the influence of factors of Integrated Marketing Communications on voting behavior and decision-elect.

Value Goodness of Fit (GOF) that form the structural model factors of Integrated Marketing Communications on voting behavior and decision-elect are summarized in Table 2.

TABLE 2. VALUE GOF ON FULL STRUCTURAL MODEL.

No	Criteria	Cut Off	Result	Conclusion
1	Significance probability X ² chi square	≥ 0,05	0,00	Not Fit
2	RMSEA	≤ 0,08	0,07	Fit
3	GFI	≥ 0,90	0,97	Fit
4	AGFI	≥ 0,90	0,93	Fit
5	CFI	≥ 0,90	0,95	Fit
6	NNFI/TLI	≥ 0,90	0,94	Fit
7	NFI	≥ 0,90	0,92	Fit
8	RMR	≤ 0,05	0,05	Fit

Table 2 indicates that the model is formed, has a goodness of fit because it has values, RMSEA, GFI, AGFI, CFI, TLI, and NFI that meet the good fit criteria, so that the model that is obtained has a goodness of fit. Although the chi-square value is not met, however the value RMSEA meets the criteria then it could be called as a fit, because the value of RMSEA is an index that can be used to compensate for the chi-square values in huge samples [36].

The results of testing parameters and testing hypotheses are shown in Figure 2.

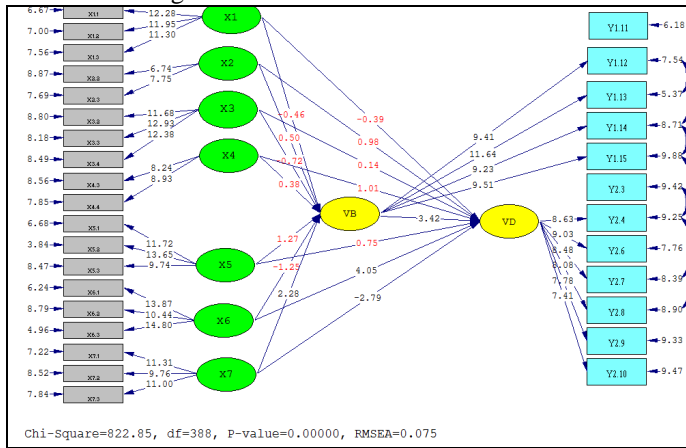


Fig. 2. Structural model testing results

Figure 2 shows that all the indicators forming the latent variables has statistically significant (t value greater than 1.96), but the test results for the relationship between latent variables both significant and insignificant. The test results of each parameter to see the structural relationships between latent variables shown in Table 3.

TABLE 3. RESULTS OF TESTING INTERPERSONAL LATENT VARIABLES.

Endogenous Variable		Exogenous Variable	Estimate	S.E.	t-Value	Note
Voter Behavior (VB)	<---	Advertising(X1)	-0,08	0,18	-0,46	No Significant
Voter Behavior (VB)	<---	Sales promotion (X2)	0,16	0,32	0,50	No Significant
Voter Behavior (VB)	<---	Events and experiences (X3)	-0,46	0,64	-0,72	No Significant
Voter Behavior (VB)	<---	Public relations and publicity (X4)	0,18	0,47	0,38	No Significant
Voter Behavior (VB)	<---	Direct Marketing and Interactive Marketing (X5)	0,16	0,13	1,27	No Significant
Voter Behavior (VB)	<---	Word-of-mouth marketing (X6)	-0,15	0,12	-1,25	No Significant
Voter Behavior (VB)	<---	Personal selling (X7)	0,52	0,23	2,28	Significant
Decision to Choose (VD)	<---	Advertising(X1)	-0,06	0,16	-0,39	No Significant
Decision to Choose (VD)	<---	Sales promotion(X2)	0,32	0,33	0,98	No Significant
Decision to Choose (VD)	<---	Events and experiences(X3)	0,09	0,68	0,14	No Significant
Decision to Choose (VD)	<---	Public relations and publicity(X4)	0,51	0,50	1,01	No Significant
Decision to Choose (VD)	<---	Direct Marketing and Interactive	0,09	0,12	0,75	No Significant

Endogenous Variable		Exogenous Variable	Estimate	S.E.	t-Value	Note
		Marketing(X5)				
Decision to Choose (VD)	<---	Word-of-mouth marketing(X6)	0,46	0,11	4,05	Significant
Decision to Choose (VD)	<---	Personal selling(X7)	-0,60	0,21	-2,79	Significant
Decision to Choose (VD)	<---	Voter Behavior (VB)	0,31	0,09	3,42	Significant

Table 3 shows that the factors of integrated marketing communications in the election campaign can be negative or positive effect on voter behavior (VB) and against the decision to choose (VD). Integrated marketing communications factors that negatively affect voter behavior are advertising; events and experiences; and word of mouth marketing, but, these factors do not influence statistically significant. Integrated marketing communications factors that positively influence the behavior of voters in the elections are a sales promotion; public relations and publicity; direct and interactive marketing; and personal selling, but only one of the factors that significantly influence voter behavior, that is personal sales.

Integrated marketing communications factors that negatively affect the decision to choose are advertising, and personal selling, but only personal factors that influence sales significantly. Factors that have positive affect the decision to vote in the election are show and experience; sales promotion; public relations and publicity; direct and interactive marketing, and word of mouth marketing, but there is only one significant factor, it is sales factor word of mouth. The magnitude of the direct effect of integrated marketing communication factors on the behavior and decisions of voters chose to look like in Table 4.

TABLE 4. AMOUNT OF DIRECT IMPACT LATENT VARIABLES

Variable	(X1)	(X2)	(X3)	(X4)	(X5)	(X6)	(X7)	(VB)
Voter Behavior (VB)	-0,08	0,16	-0,46	0,18	0,16	-0,15	0,52	
Decision to Choose (VD)	-0,06	0,32	0,09	0,51	0,09	0,46	-0,60	0,31

Table 4 shows that the factors of integrated marketing communications directly influence Voter's behavior and decision to choose either positively or negatively. Personal selling factor is a factor that positively affects the most dominant (0.52) on voter behavior. While the factors that influence the dominant-negative (-0.46) is the event and experience, but these factors are not statistically significant effect on voter behavior. Integrated marketing communication factors that positively influence which is most dominant, is public relations and publicity (0.51), but these factors are not statistically significant. Factors that influence positively and significantly is word of mouth marketing (0.46) and voter behavior (0.31).

The magnitude of the indirect effect of integrated marketing communication factors to the decision to choose shown in Table 5.

TABLE 5. THE AMOUNT OF LATENT VARIABLES INDIRECT INFLUENCE

Variable	X1)	(X2)	(X3)	(X4)	X5)	X6)	X7)
Decision to Choose (VD)	-0,03	0,05	-0,14	0,05	0,05	-0,05	0,16

Table 5 shows that each of the integrated marketing communications factors influence indirectly and relatively small against the decision to choose. It means that the variable voting behavior is not an intervening variable and it is good for integrated marketing communications.

The total amount of influence factors of integrated marketing communications to variable voting behavior and decision selecting shown in Table 6.

TABLE 6. TOTAL AMOUNT EFFECT

Variabel	(X1)	(X2)	(X3)	(X4)	(X5)	(X6)	(X7)	(Vb)
Voter Behavior (Vb)	-0.08	0,16	-0,46	0,18	0,16	-0,15	0,52	
Decision To Choose (Vd)	-0,09	0,37	-0,05	0,56	0,14	0,42	-0,44	0,31

Table 6 shows that the most dominant factor in the decision to choose a variable factor is public relations and publicity, but they are not statistically significant. While the integrated marketing communications factors that significantly influence the decision to choose are the word of mouth marketing and personal selling. Electoral behavior in elections is unique, and WOM communications are still a major part of political marketing both directly and online, especially in the online community environment [38]. Integrated marketing communication factor that has dominant influence and significant impact on voter behavior is personal selling. Political marketing is actually selling ideas or people who are believed to be eligible to be chosen, so personal relationships become very important. Personal sales are best used to turn preferences and beliefs into behaviors [39]. This is in line with the finding that donating behavior is investigated, identity fit has the strongest effect, followed by egocentric expectations, and competence [40]. Word of mouth marketing and personal selling is an effective political marketing strategy for influencing authors either directly or through social media.

Integrated marketing communications (IMC), which is implemented in political campaigns, lead to the conclusion that all provide different perceptions of voters. Candidates who do face to face and dialogue with constituents or voters are most interested in campaign activities. While the less desirable activities are by handing out business cards, calendars, stickers, and other contact media for dissemination in the election campaign. Campaigns are the moments in

political life when representatives and the represented interact most energetically. It would thus disappoint if voters largely tuned out and voted only in rote and ritualistic partisan ways.

Voter behavior in this study is a rational voters. The voter rationality is based on the ability of voters to weigh, assess and decide based on the logic of rational who deserves and should be selected. They disagree with the party or candidate that is oriented to personal interest, only the sale of promise, which does not have the vision to build the country into the future, let alone that captivated the people with money and sell more charm than personal ability. Voters in making the decision to choose the candidate are not because of the proximity brothers or live in the same region, but rather on the program and the candidate's commitment to bringing change for the better.

V CONCLUSION

The campaigns conducted in the election can alter the strategic considerations of voter behavior. This campaign gives voters an opportunity to update their expectations, so integrated marketing communications are essential to building position perception.

IMC factor in political campaigns can be negative or positive effect on voter behavior as well as to the decision to vote. Factors advertising; events and experiences; and word of mouth marketing negatively affect voter behavior. IMC factors that positively affect the behavior of voters in the elections are sales promotion; public relations and publicity; direct and interactive marketing; and personal selling, but only one factor that significantly influences voter behavior is the personal selling factor.

IMC factors that negatively affect the decision to choose are advertising, and personal selling, but only personal factors that influence sales significantly. Factors that positively affect the decision to vote in the election are show and experience; sales promotion; public relations and publicity; direct and interactive marketing, and word of mouth marketing, but there is only one significant factor in the decision to choose, it is a factor word-of-mouth marketing.

To be able to implement IMC effectively, political marketing should constituents need to understand the characteristics of the electorate as a whole through direct dialogue or plunge directly in the field. Candidates or political parties should use effective communication such as theme, appearance and also place of ads that can bring positive impact. By the time the campaign, candidates or political parties should not campaigning in negative issues to attack political opponents, because it will change the voting behavior of the opposing candidate. Advertising and personal selling should be packaged as natural as possible to be perceived positively by the community or constituents.

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