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Digital Media Technology as an Instrument for Promotion and Political Marketing in the Era of Industrial Revolution 4.0

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ABSTRACT

The development of digital media technology is a historical necessity. All dimensions of human life require digital technology intervention. Economic, educational, cultural, social, and political dimensions. Especially in the political aspect, the election of Regional Heads such as governors, regents, and mayors also requires a touch of digital technology. Candidates for the Regional Head promote and market themselves also through digital media, especially social media. The focus of this study is to elaborate on the use of advances in social media technology in the selection of regional head elections in East Java Province, Indonesia. This research employed a qualitative approach with case study research method. Informants of the research were from the core executive board of the PDI-Perjuangan from the national level (Central Board) going down to branch levels (Branch Board) as well as mayor candidates having been nominated by the PDI-Perjuangan. The findings of this study are that the use of social media to promote and market regional head candidates is essential. Social media platforms are used, such as whatsapp, facebook, instagram, line, and website. But in practice, they also still use collaboration with face-to-face media.

CCS Concepts

• Information systems → Information system applications → Mobile information processing systems

Keywords

Information technology; Digital media; Social media platform; Promotion; E-marketing

1. INTRODUCTION

The purpose of the research was to see how social media-based information technology is used in promoting and marketing regional head candidates in local head elections. In particular cases that occur within the Indonesian Democratic Party of Struggle. The decision making within the political party was at least accommodated on the three levels of executive boards of the party.

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i.e., DPC (Dewan Pimpinan Cabang; Branch Executive Board), DPD (Dewan Pimpinan Daerah; Regional Executive Board), and DPP (Dewan Pimpinan Pusat; Central Executive Board).

The pattern of communication in decision-making was of interest to study on account of various considerations that must be negotiated and coordinated prior to the political party's issuance of support to the pair of candidates who would run in the election of regional head.

In the case of the election of Mayor of Kediri, the PDI-Perjuangan nominated the pair of Ashar Jusaidi, to run for mayor and deputy mayor. Samud Ashar used to be a former Mayor of Kediri in the period of 2009-2014. However, in the election of 2014, Samud Ashar was defeated by Abu Bakar, a former deputy who also run for the mayor. In the elections of 2019 Regional/Provincial Head in East Java, the PDI-Perjuangan supported Saifulah Yusuf Gus Ipu) as a candidate for governor and Puti Gutur Soekomo as a candidate for deputy governor.

The issuance of these names for candidacy was worth of interest on account of various alternatives and considerations circulating within the internal political party.

2. LITERATURE REVIEW

2.1 Social media

Social media according to Shirky (2008) is social software to increase the ability of users to share (to share), to cooperate between users and to take collective action which is all outside the institutional and organizational framework [1,2]. According to Micke and Young (2012) interpret the word social media as a convergence between personal communication in the sense of sharing one-to-one and public media to share with anyone without any individual specificity [3,4].

Not much different from the two meanings above, according to Kaplan and Haenlein (2010, in Utomo, 2013) states that social media is "A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow for creation and exchange of User Generated Content [5]."

Furthermore, Kaplan and Haenlein also provide social media typologies that they share in six types, namely (1) Collaborative Projects such as Wikipedia, (2) Blogs, (3) Content Communities such as YouTube, (4) Social Networking Sites such as Facebook and Twitter, (5) Virtual Social Worlds like Second Life, and (6) Virtual Game Worlds like Warcraft. Limitation and typology are undoubtedly useful to distinguish them from the common understanding of social media, which is characterized by interpersonal communication and physical contact between people.