

## POLITICAL CAMPAIGN STRATEGY OF PDIP IN SURABAYA ON INSTAGRAM AND FACEBOOK MEDIA

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**ABSTRACT.** This study describes the important role of social media in politics in interacting with digital networks. Eri – Armudji further highlight the advantages of PDIP in order to gain promotional votes on Instagram and Facebook media with embedded text in various forms of campaign content to field implementation. PDIP brings Eri – Armudji as a leader in the City of Surabaya 2020-2024. This study uses descriptive qualitative, data collection through interviews, documentation, and observation. The theoretical approach uses Niffenegger’s political strategy of 4P (Product, Promotion, Prince, Place). Research results, First; shows that the success of PDIP Surabaya as a political party has a high correlation with figures, community members in increasing their popularity and electability through coalitions of parliamentary and non-parliamentary parties to the use of social media. One of them continues to introduce Eri – Armudji by carrying out campaign movements through the 4P strategy that has been proven to win the superior vote of 597,540 voters or 56.94% of political opponents. Second; Eri – Armudji’s political campaign during the pandemic used a candidate platform approach, humanist-religious, economic value, mass communication skills both in the field and in social media as a means of winning political campaigns online with of followers of Eri Cahyadi on Instagram 26,000 – Facebook 6,695, while followers Armudji on Instagram 19,700 – Facebook 1,205. So that social media has an effect on increasing victories of Eri Cahyadi and Armudji with a cross-party coalition strategy approach and strengthening the acquisition of parliamentary seats in the DPRD in the city of Surabaya.

**Keywords:** Political Strategy of 4P; Election of Regional Head of Eri Cahyadi and Armudji; Social Media.

## STRATEGI KAMPANYE POLITIK PDIP SURABAYA DI MEDIA INSTAGRAM DAN FACEBOOK

**ABSTRAK.** Penelitian ini mendeskripsikan peran penting media sosial di dunia politik dalam berinteraksi jejaring digital. Eri – Armudji lebih menonjolkan keunggulan PDIP guna memperoleh suara promosinya di media Instagram dan Facebook dengan teks yang disematkan dalam beragam bentuk konten kampanye hingga implementasi turun lapangan. PDIP mengusung Eri – Armudji sebagai pemimpin di Kota Surabaya 2020-2024. Penelitian ini menggunakan deskriptif kualitatif, pengumpulan data melalui wawancara, dokumentasi, dan observasi. Pendekatan teori menggunakan strategi politik 4P (*Product, Promotion, Prince, Place*) Niffenegger. Hasil penelitian Pertama; menunjukkan keberhasilan PDIP Surabaya sebagai partai politik memiliki korelasi yang tinggi dengan tokoh, warga masyarakat dalam meningkatkan popularitas dan elektabilitasnya melalui koalisi partai parlemen dan non-parlemen hingga pemanfaatan media sosial. Salah satunya terus memperkenalkan Eri – Armudji dengan melakukan gerakan kampanye melalui strategi 4P teruji meraih suara unggul 597,540 pemilih atau 56.94% dari lawan politik. Kedua; kampanye politik Eri – Armudji selama pandemi menggunakan pendekatan platform kandidat, humanis-religius, nilai ekonomis, kemampuan komunikasi massa baik di lapangan maupun di Medsos sebagai alat pemenangan kampanye politik secara Online dengan followers Eri Cahyadi di Instagram 26,000 – Facebook 6,695, sedangkan followers Armudji di Instagram 19,700 – Facebook 1,205. Sehingga Medsos berpengaruh pada meningkatnya ranting kemenangan Eri Cahyadi dan Armudji dengan pendekatan strategi koalisi lintas partai dan memperkuat perolehan kursi parlemen di DPRD Kota Surabaya.

**Kata Kunci:** Strategi Politik 4P; Pilkada, Eri Cahyadi and Armudji; Media Sosial.

### INTRODUCTION

Mayor is the leader of the regional head. As a regional head who has the task and authority to implement policies set by the Provincial Legislative Council or known as DPRD, choosing a mayor is the right of every citizen of Indonesia. The process of democratizing the Regional Head Elections in the city of Surabaya is dominated by political mass constituent groups supporting Eri Cahyadi and Armudji who are brought from two-party affiliations (PDIP with PSI coalition) by using various attributes,

posters, to campaign billboards with political messages or slogans as a strategy to win the election campaign in the city of Surabaya including the use of Medsos (Social Media). Not apart from campaigning on social media as a way of self-image of the Party to increase electability; from mobility to building networks, Party social relations in strengthening the PDIP base. The PDIP’s victory in the city of Surabaya brought the candidate pair Eri – Armudji with 597,540 votes or 56.94% ahead of their partner Mahcfud – Mujiaman. PDIP’s victory with the previous figure, Risma, has a big and important

influence on the voting community. When voting for the Regional Head Election, the candidate pair is known as “Cak Kota” who has experienced skills in managing city planning.

This paper aims to comprehensively describe the advantages of PDIP in Surabaya in getting its promotional votes on Instagram and Facebook social media that brought Eri Cahyadi and Armudji to the attention of prospective voters in the city of Surabaya. In this study, there are some interesting and important data to study, how Eri – Armudji’s strategy in winning the campaign to introduce himself to the community includes starting from building relationships, digital networks, to instilling voter trust, either in the form of field trips or campaigns. get off social media by going through campaigns and self-image of the Party using various 4P strategies (Product, Promotion, Prince, Place).

Once targeting is complete, theoretically the next step is positioning in each market segment. This positioning is very necessary so as not to be exposed by competitors who do the same thing. To assist voters in differentiating a contestant from his competitors, it is important to do so. Positioning decisions in this case are in the form of political images, political products, political messages, and agendas that will help create a political identity. The positive and negative impressions of the public depend on the quality of the positioning process. Then the next step is to develop a marketing mix that must adjust product, price, and distribution strategies to build political identity (Firmanzah, 2018).

Political marketplace is a political arena of groups with diverse interests, hobbies, interests, and lifestyles. An effective and successful political campaign must consider a segmented market strategy. There are issue-oriented voters, but there are also voters who are influenced by the candidate’s personality. Politicians often face a difficult task and then they must build voting coalitions in a way that reflects compromises across various social groups. This requires a great deal of skill from the candidate in creating a cognitive map of various opinions, emotions or interests. Then the candidate must assign them to certain groups while compiling information messages in sequence to establish the basis of agreement between voters and candidates (Cwalina, Falkowski, & Newman, 2011).

Defines political marketing as a process where candidates communicate ideas to voters to meet their needs, and can get their support from candidates with relevant ideas (Dennis W. Johnson, 2008). Political marketing is also the dissemination of public information, publicity, political education, political awareness, and political participation that have a role and function (Firmanzah, 2012). Marketing methods

are also used by political parties or candidates to sell political products. Success depends on the political party or candidate itself. If a political party is successful, then the political party is entitled to voter votes in political competition, as well as to encourage parties to promote their political products properly (Levinson, 1984).

In the era of digitalization, political communication plays an important role in general elections. Recent research is currently showing that social media plays an important role in national elections driving voter preferences (Vladislav & Nai, 2022). Media is not only a form of transmitting information, but also as a party machine to facilitate building digital networks in the interaction of political communication between parties and their constituents. The relevance of mass facilities in providing space for campaigns is covered in Law No. 10 of 2008 concerning the general election of the DPR, DPD, and DPRD. This is a Law relating to information, broadcasting and advertising campaigns. The role of the media makes the national level bold further by demonstrating its contribution to the election. Among them are the mass media stations MetroTV and TV One, both of which are known to be the most involved in providing space around election dynamics to be conveyed to the public (Putra, 2019). Digital platforms are also chosen as campaign media because they are cheap and effective (Basavaraj, 2022). The use of social media is not only popular at the national level but also at the regional level (Iglesias & Alonso, 2021). However, the public has all the rights to decide which names to choose, the media is just a messenger of political marketing and affordability creates public opinion like what Eri Cahyadi and Armudji did as a candidate for Mayor of Surabaya in winning the Regional Head Election in Surabaya City through social media imaging.

According to (Firmanzah, 2012) in political marketing we use the application of the marketing mix of 4P Niffenegger, namely:

- Products discuss parties, candidates and party ideas proposed by voters. The product contains concepts, identities, and ideologies that contribute to the formation of a political product.
- Promotion is an advertising, public relations and promotion business. In this case, the choice of means must be taken into account.
- Price is the value, price, economic, psychological, to the national image. The economic price includes the costs incurred during the campaign. Psychological value refers to the perception of people who feel comfortable with their ethnic, religious, and educational background. The national image award is associated with building a positive image and becoming the pride of the nation.

- Place refers to how a party is present or distributed and its ability to communicate with voters.

Various relevant previous studies have been carried out previously. First, research on Santiago Abascal in Spain is a politician from the Vox party, who uses social media with the highest number of popularity on Instagram. In his analysis, Abascal's political marketing promotion strategy posts individual data, agendas, and direct engagement with his followers such as content that takes the time to exercise with his followers into a campaign strategy, highlighting certain features, personality and ideology (Sampietro & Sánchez-Castillo, 2020). Second, research on the initial steps of the failure of the Singapore People's Action Party (PAP) learned much from its early mistakes in using social media as a competitive strategy and expanding its digital influence carried out by the Department of Political Science, Mc Master University, Hamilton, Canada. The results show that Singapore's old government has expanded existing laws, and co-opted social media as an information tool to shape public opinion and suppress dissent. Its digital innovations developed by Singapore's People's Action Party (PAP) include hiring social media consultants, "Internet Brigades" and "Influencers" to sell public policy and counter anti-establishment online commentary. Based on a comparative analysis of the four Facebook activities of the four major political parties over the past decade, this study finds the use of Facebook has increased electoral competitiveness, albeit temporarily. Singapore's evolving legal framework, coordinated media strategy and lack of transparency governing digital campaign tools allow the PAP to compete with opposition parties in expanding social networks. Singapore shows how digital authoritarianism can be developed in subtle and subtle ways (Tan, 2020). Third, research on political strategy in the 2016 US election, this research offers an understanding of how the communication strategies of presidential candidates from the Democratic Party (Hillary Clinton) and the Republican Party (Donald Trump) in marketing political campaigns through social media, namely Facebook, Twitter and Instagram. A Pew Research Center survey (July 18, 2016) found that 40% of US adults received information about the 2016 presidential election from social media. More than that percentage is quoted for local or national print newspapers or for combined email candidate websites. 24% gain gets news and information from social media posts belonging to Donald Trump and Hillary Clinton. Trump has nearly 10 million Twitter followers and for Clinton seven million, while his 9 million Facebook followers are about double

this number. In May 2016, a Pew study found that candidates averaged five to seven posts per day on Facebook, even more than 11 to 12 per day on their Twitter account. Social media is very suitable for measuring audience response to candidate messages in the effectiveness of political campaign marketing (Williams, 2017). Fourth, research on political marketing on social media in the 2020 Serdang Bedagai Regional Head Election through Facebook which is increasingly advanced and quite efficient. Digital democracy in the political realm has become an internet medium for political actors related to political campaigns. This matter was achieved because of the expertise in political marketing activities carried out by utilizing social media after a visit (Munthe, Lubis, & Marzuki, 2022). Fifth, research on candidate companions utilizes social media platforms in carrying out campaign advertisements, namely, Facebook, Youtube and Twitter channels. Meanwhile, Instagram is a platform that is often used by the two candidate companions by uploading images, videos, using captions, hashtags, comment fields and Direct Message (DM) facilities to communicate with followers using the Explorer feature for their own campaigns or from other candidates and using Instagram stories and IGTV (Vikalista & Atika, 2022).

Sixth, the results of this study try to explain the political strategy, asset management that describes how the activities of winning the PDIP in Surabaya on social media. In this case, the formation of party and campaign personnel: includes determining the 4P (Product, Promotion, Prince, Place). Thus, the role of political marketing in asset management can help win the pair of Eri – Armudji who is supported by the PDIP party. Parties can control the changes that are taking place, how to challenge, and respond to elections as a process of building democracy and how big the candidate for leaders is to win the sympathy of the people (voters). The pair Eri Cahyadi and Armudji are from the PDIP – PSI coalition and are supported by non-parliamentary parties. In addition, PDIP – PSI also rivaled political power from 8 parties such as PKB, Gerindra, Golkar, PKS, Demokrat, NasDem, PAN and PPP. The advantages of PDIP – PSI using an asset management strategy are aimed at winning in forming the common strength of non-parliamentary parties starting from a statistical orientation, then developing into dynamic, initiative and strategic (Britton, 1989).

In the PDIP in Surabaya campaign strategy on social media, there are two sides to the novelty of the findings of this research, including: First, party resource management means that the arrangement of existing resources within the party can be used as effectively as possible to achieve certain goals as

stated by Max Weber on bureaucracy in organizations. According to Max Weber, organizations must be managed rationally, impersonally and free from prejudice (Weber, 2013). That is, theoretically, the findings are that the party's winning strategy in carrying out Eri Cahyadi and Armudji with such a bureaucratic arrangement is that the party machine is expected to be able to utilize party resources to achieve party goals. As Weber said, assuming that the process of rationalization takes many forms (Max Weber & Gerth, 1958). Second, the party's human resources as an important asset that synergizes with the party sooner or later are influenced by the party's own resources. Resources in the party become reliable as (expert and skilled workers), not being exclusive, so as not to be confined to their field of specialization and want to know the relationship of other parts of the party organization including planning for winning, organizing the party, directing the 4P strategy, coordinating the Eri – Armudji constituency base and supervision in the area of Electoral District V in Nine Districts of the City of Surabaya. In line with (Weber, 2013) the legality of the ratio becomes an arena of power that can take various structural forms of bureaucratic power, this is considered the purest basic legal authority. Awareness of this ratio is the center of attention in Weber's thinking. As Kalberg said, it is that discussion of Weber's interest in the West becomes a specific, broad and comprehensive study of the theme. The origin of its development to be unique stands on the backs of its thinking (Kalberg, 1994). Rationality is embodied in the social structure and confronts the individual as something external (Brubaker, 1984). This means that the PDIP victory cannot be separated from the implementation of the 4P strategy and the use of legality ratios to become an arena of power in influencing the work of the party machine to influence the audience of the voting public on Social Media.

## METHOD

This research design uses a descriptive qualitative approach with this type of qualitative method integrating social media-based, which includes the production of meaning, in daily activities and examined by researchers as interpretive subjects. Researchers also conduct interviews, observations and other empirical approaches and for deepening the study of media communication using framing representations of phenomena. *Framing* is an approach to see how reality is shaped and constructed by the media, analysis is needed by looking at individuals or the media to organize their experiences, so that the media can understand events that occur in life (Aminah & Roikan, 2019).

Based on the above method, the researcher carried out several stages, namely: a) Developing a research design starting from problem formulation to observable issues, b) Selecting informants by snowball sampling, c) Determining the location and time of research, d) Building theory by strengthening researcher's explanation, e) Data collection techniques by observation, interviews and documentation, f) Triangulation of data by comparing different views, g) Verifying by drawing conclusions.

The author has carried out the stages above, starting from exploring the field to the results of research related to the selected case studies as a research method to see whether the diversity or uniqueness of the findings can describe in detail the PDIP in Surabaya political campaign strategy on Instagram and Facebook media. The location of this research is in the *DPC PDI Perjuangan* Surabaya.

## RESULTS AND DISCUSSION

The results show that social media is an important strategy in changing political communication, including being a big role that can help between political actors and their constituents of the voting community in Surabaya. In the 2020 Regional Head Election in Surabaya, PDIP continues to make moves to strengthen support on social media as an effort to win constituent votes. Meanwhile, Risma is an endorser who has a strong and big influence on Eri Cahyadi, so that the level of community satisfaction is increasing, especially millennials. The success team has become more effective, militant, so that it is able to mobilize the constituent society leaner. Eri – Armudji is led by PDIP and PSI and is supported by other non-parliamentary parties such as *Partai Bulan Bintang (PBB)*, *Partai Hanura*, *Partai Berkarya*, *Partai Perindo*, *Partai Keadilan, Persatuan Indonesia (PKPI)*, and *Partai Garuda*; The various stages of PDIP's strategic development on campaign victories can be described further in the following discussion. That the PDIP in the city of Surabaya has carried out an organized effort and sought Eri – Armudji as a candidate for mayor to be elected in one term, which is a gradual campaign process to influence the constituents of the voting community, including the functioning of political marketing on social media. The following is the political campaign marketing strategy carried out:

### 1. Product Marketing Politics

Remote communication that can be reached quickly and efficiently is one of the reasons for social media as a campaign tool during the Covid-19 pandemic. The two pairs of Eri – Armudji built political marketing products by bringing a good candidate platform. The jargon that is relied on is



“Continuing Goodness”, This means that there is an encouragement from the community to want a sustainable city development program led by Risma. Political communication was built with the voters’ constituency gaining trust and influencing the majority of votes in Surabaya, this shows that the formation of the image or image of Eri – Armudji was accepted by the people of Surabaya so that they obtained a superior and quite significant vote of 597,540 votes (KPU & Surabaya, 2020).

Eri Cahyadi and Armudji is a simple person, honest, cares about the environment. With the simple style of clothing that Eri wears in white, has a sacred meaning in carrying out the people’s mandate to be more sincere with folded long sleeves to attract the sympathy of millennials, this means a political safari that is ready to work to lead the future of Surabaya. It is like a brand or reputation, both the symbol and the name used is the identity of a candidate to attract a lot of attention from the constituents of the voting community.



(Source: Researcher’s Observation, 2020).

**Figure 1. Eri Cahyadi’s post on Instagram**

It also has its own meaning in Pancasila, namely “Belief in the One and Only God”, meaning that everything that is lived comes from Allah SWT. The matter is in line with the good intentions of the two couples who from the beginning Eri nominated Cawali Surabaya and was accompanied by Candidate Mayor Armudji. So everything was done with Lillahi Ta “Ala because God is not only for victory but also for the struggle for the benefit of the people and the welfare of the people of Surabaya. While the meaning of the red shirt, which means officially becoming a member of the party management with the symbol of a bull, is a form of courage and confidence that the PDIP in Surabaya will continue to maintain solidity in winning the campaign.” Regional Head Election of Surabaya 2020.

## 2. Political Marketing Promotion

The approach to leadership style is different, Eri is humanist-religious, while Armudji is Suroboyoan, who is straightforward. In the campaign content highlighting Risma’s performance of “continuing goodness” this is a unique positioning and attracts the mindset of voters in the city of Surabaya. This variety of marketing promotions is useful as a means of exchanging information between party institutions and volunteers carried out by the pair of Eri – Armudji. Building political values in the midst of urban society must continue to carry out political communication, not only campaigns but also news or publications of what candidates do through parties. One of them involves mass media on social media such as TV, radio, newspaper print media, especially Facebook and Instagram. This method is believed to be the most effective way to attract sympathizers from all levels of Surabaya society, which was carried out by the successful team with the right target. Meanwhile, the official social media accounts used for the campaign of the success team of Eri Cahyadi and Armudji :

| Official Social Media Accounts |                     |                            |                                     |
|--------------------------------|---------------------|----------------------------|-------------------------------------|
| Account                        | Candidate for Mayor | Candidate for Deputy Mayor | PDIP in Surabaya                    |
| Instagram                      | @ericahyadi         | @cakji                     | @pdiperjuangan.surabaya             |
| Facebook                       | Eri Cahyadi         | Cak Armudji                | PDIP Perjuangan in city of Surabaya |

(Source: Researcher’s Observation, 2021a).

**Figure 2. Official Social Media Accounts**

## 3. Prince Marketing Politics

In the implementation of political marketing, serial number 01 Eri Cahyadi and Armudji explained. First, that the economic value of winning the campaign was quite large. On the other hand, if the campaign is virtual, it can reduce the economic costs of the campaign. Second, psychological values form an image of concern for Eri Cahyadi and Armudji on Social Media that is easily accepted by all people in Surabaya, from the low class to the upper class with various ethnicities. That is, between Offline and Online campaigns are certainly different. During the pandemic during the campaign, of course, there is a strong emotional influence when using the media. On the other hand, if it is offline, the effect is closer and more comfortable with the community during a pandemic. Third, the national image prince has given a strong positive image so that it becomes the pride of the constituents of the voting community in the city of Surabaya. Not only increasing popularity on social media, but also implementing the program, it is actually carried out in accordance with the existing reality. Like the PDIP of the City of Surabaya providing assistance to residents affected by Covid-19.



(Source: Researcher Observation, 2020).

**Figure 3. Armudji's post on Facebook**

The style of campaign communication on Facebook is in the form of a video which implies that if the Eri – Armudji pair becomes the elected Mayor and Deputy Mayor. So, both will try to take advantage of social media by maximizing its utilization and accommodating all the aspirations of the people, namely by inviting Surabaya residents to increase their enthusiasm for work and maintaining environmental health. To make the above content interesting, the hashtag symbol (#) is inserted, which is a feature on Facebook to make it easier for users to find a particular topic. For example, in the context of using social media as a campaign tool by using the candidate's tagline which is raised as a topic in the hashtag to expand the reach of the Facebook account.

#### 4. Place Marketing Politics

Place relates to how PDIP is present in their ability to communicate with the voting public. The pair of 01 Eri Cahyadi and Armudji is dominant in all demographic segments as a whole. Successfully invited millennials and Surabaya start-ups to develop social innovations based on appropriate technology to help Surabaya residents from health, education to waste management. This political marketing segmentation begins with social activities to strategic locations, by means of door to door campaigns. The political marketing used looks comprehensive when formulating political communication with its political products. Then arrange a campaign publication program to the distribution process to segment destinations to meet the needs of the people of the city of Surabaya.

The following is a portrait of billboards contained in the slogan plastered on the roadside, in theory known as "Products", the implications of this winning program are to continue the political agenda through Risma with the *Partai Demokrasi Indonesia Perjuangan*:

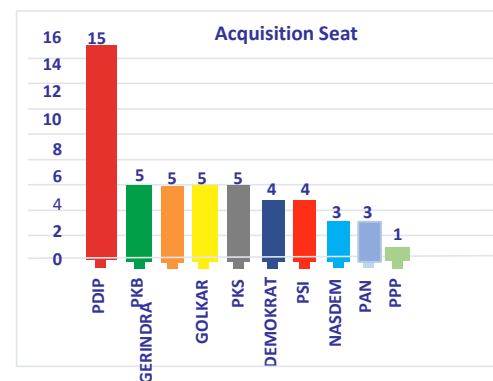
- a. Like the slogan "With Risma's blessing, the village supports Eri Cahyadi to become the Mayor of Surabaya", that the residents of the village are enthusiastic, sympathetic and even empathetic to lead the city of Surabaya with various experiences that have been carried out for the community so that it creates a trust.
- b. In the picture billboard with the picture "Eri Cahyadi Experienced Bureaucrat" a marketing strategy carried out to introduce oneself to the community by instilling a sense of trust through experience of work performance in institutions or organizations, so that the product is proven to be an achievement in the form of winning the regional head election in Surabaya.
- c. On the billboard with the picture and the words "Kampung Berdaya, Warga Berjaya", this shows the attitude of the people's choice to promote prospective leaders, theoretically known as promotion, that political attitude will become a political choice when the product has been tested with political campaign products as a media approach to uniting the voices or aspirations of the community with development programs in the community such as the work program of the Eri – Armudji campaign on the vision and mission of which includes Surabaya as a job opportunity for the people, a Clean City, Serving, Caring and Harmonious.
- d. In the billboard above with slogans on social media, trying to brand political messages, trying to greet his constituents in cyberspace that the readiness of his leadership to carry out will make his mass base for information and technology literacy, including containing the theoretical value of prince, the sentence "New Entry Voters Mas Eri" is a strategy for winning campaigns that are more economical in using social media, even though the domino effect of political psychology as a form of stimulus for social interaction responses is becoming more limited with the Elected Candidates, when compared to face-to-face campaigns, so social media This is a strategic choice to carry out Eri Cahyadi's winning campaign which is considered economical in campaign financing.
- e. In the slogans of the phrase "Risma's successor for Surabaya" ("Penerus Risma untuk Surabaya"), this shows the attitude of the political choice of the citizens of Surabaya City which is packaged in political products, that Eri Cahyadi is a generation of youth who will continue the development of the City of Surabaya. Similar to the other posters, a symbolic comparison emphasizes the matrilineal figures of Megawati and Risma.
- f. Meanwhile, in the message below "Domination of the Workforce", prioritizing products to promotion

with achievements in the younger generation in the city of Surabaya, driven by the productive age generation, as in the work program of Eri Cahyadi prioritizing the awakening of a smart generation and a culture of character.

- g. In the message on social media under “The Condition Is A Blessing But It Can Also Be Masalahah” below, the message for this political product contains a high prince, tries to use normative message slogans, geographically, even though the people of Surabaya turn red, the vote wins. People’s politics belongs to the PDIP, but we see that the citizens of Surabaya are mostly NU’s Green (Nahdliyin) dominant religious organizations, so that these normative approaches can become the prince of tactical strategies that are not owned by their political opponents, to attract audiences when with an ideological or political background. different dogmatists. The correlation with other online posters can be compared, there is a modified normative-based political advertising message to link the masses with religious values in religious community groups.
- h. Similar to the message of political products with the political value of “Eri Cahyadi and Armudji Continue the Good”, there is a place as a way of determining segmentation which is carried out thoroughly in Surabaya, both in the western part of Asemrowo, Benowo, Hamlet Pakis, Karang Pilang, Lakarsantri, Pakal, Sambikerep sub-districts. Tandes and Wiyung. It is the same with the political campaign message that reads “Support Investment for Millennials”, on the theoretical implications from product to promotion and to prince, the target market share for winning in this campaign is the millennial generation. Eri Cahyadi tries to raise the spirit or spirit of the younger generation to love the world of entrepreneurship or entrepreneurship politics because the city of Surabaya is an economic city and a business center for both micro and macro economics.

In positioning Eri – Armudji succeeded in placing the product in the minds of the constituents of the voting community. Public perception of candidate pair number 01 is able to act politically in overcoming existing problems. This pair of candidates actively took to the field to review problems, as well as instill political actions or attitudes and build an image in the minds of the people. What mass media coverage has done by Eri – Armudji can build a positive image of PDIP that Eri will become a caring, responsive and progressive Mayor. As Mayor, he continues to concentrate on his policies in order to shape public opinion, influence attitudes and behavior of Surabaya

residents’ political choices. The following is data on the acquisition of seats for political parties in the city of Surabaya based on data from the General Elections Commission in the city of Surabaya, PDIP became superior and won:

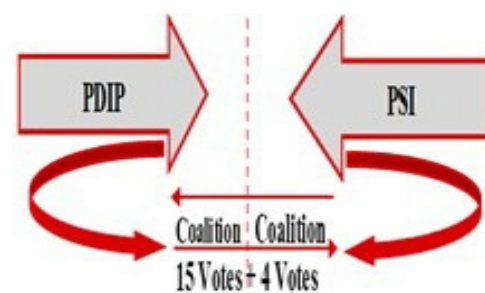


(Source: Data Researcher Observations at the General Election Commission, n.d.).

**Figure 4. Acquisition of Political Party Seats**

Based on the diagram in Figure 4. above, the number of votes in occupying the seat of the highest position in the council is dominated by the Partai Demokrasi Perjuangan Indonesia (PDIP), the next second rank is balanced between the Partai Partai Kebangkitan Bangsa (PKB), GERINDRA, GOLKAR and the Partai Keadilan Sejahtera (PKS). then occupied by democrats, PSI to the smallest after NASDEM, PAN and PPP. This means that the PDIP has succeeded in getting the highest votes and has maintained relations with non-parliamentary parties.

The success of Eri – Armudji in building the city of Surabaya cannot be separated from the coalition party, to read the number of coalition forces in the party as shown in Figure 5. :



(Source: Researcher’s Observation, n.d.-a).

**Figure 5. Map of the Strength of Eri Cahyadi and Armudji**

Eri Cahyadi and Armudji are supported by two parties, namely PDIP and PSI. Judging from the form of closeness, the bond between the two parties remains solid. PDIP’s assumption is that Eri – Armudji: First, Eri Cahyadi is an official (PNS) growing up in the Nahdliyin environment. Second, Eri also underwent a good leadership regeneration process from Mayor Tri Rismaharini. In addition, he serves as the Head of the City Development Planning Agency (Bappeko) of the Surabaya City Government. Third, militant



party cadres. He became a party cadre starting from the Sub-Branch Leadership (PAC), the Branch Leadership Council (DPC), to the chairman of the Surabaya City Regional House of Representatives (DPRD).

The portrait of Armudji's candidacy began with his resignation from the position of the Provincial DPRD after receiving a letter of recommendation from the DPP – PDIP to accompany Eri Cahyadi in the 2020 Surabaya Regional Head election. Thus, solidarity and consistency of shared political attitudes refers to the relationship between party and candidate voter royalties (public relations) related to implementation of marketing and political branding in the face of the Regional Head Election contestation in the City of Surabaya 2020. The concept of party and candidate voters is part of a public relations campaign to establish communication with internal and external audiences in a political context. These activities are carried out systematically, according to plans and instructions. The goal is for mutual understanding with all parties in achieving the goals of political organizations. (Heryanto & Zarkasy, 2012).

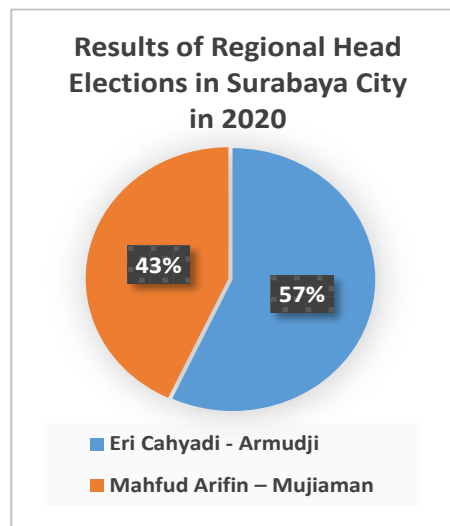
The existence of public relations as a political attitude will provide a strategic step in the election in the Regional Head Election including building a political image. The activities carried out by the candidate candidates along with the PDIP volunteer team went directly to the community, meaning that this socialization builds relationships with their constituents related to how to get to know the PDIP Legislative candidates personally, what policies are offered. Then in his political branding activities, Eri – Armudji designs positioning in front of the public to maximize social media as a space for campaigning and implementing political marketing.

Based on data from the General Election Commission in the City of Surabaya in the 2020 Regional Head Election, Surabaya residents who use their right to vote amounted to 1,098,469 votes with a total breakdown of 1,049,334 valid voters and 49,135 invalid votes cast at 5,184 polling stations (KPU & Surabaya, 2020).

The following percentage of voting rights based on the competitive vote of voters from Candidate Pairs 01 and 02 can be seen in Figure 6. below:

The voting rights of the citizens of Surabaya City based on competitive votes according to the results of the General Election Commission of the City of Surabaya 2020 show that the winner of the Regional Head Election is more dominated by the votes of Eri Cahyadi – Armudji with the votes (57%) and the losing voters, Mahfud Arifin – Mujiawan, vote (43%). The total breakdown of the results in numerical form by Eri – Armudji amounted to 597,540 votes; while

Mahfud Arifin – Mujiawan 451,794 votes (KPU & Surabaya, 2020).

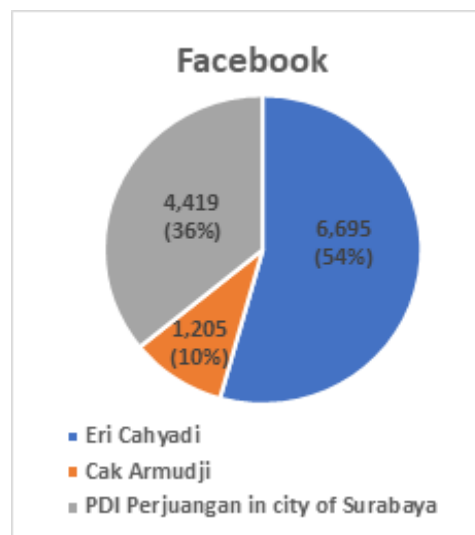


(Source: Researcher's Observation, n.d.-b).

Figure 6. Voting Rights Based on Vote Wins

This means that the election victory in Surabaya was dominated by voters from the PDIP red group with a variety of voting behavior that was multicultural, nationalist and religious. One of the trends in the development of information technology used by PDIP is the use of "social media" as a marketing promotion strategy tool to bring the constituents of voters closer to their leaders.

The following is the interaction of members of followers' sympathizers on every Facebook social media in the city of Surabaya:



(Source: Researcher's Observation, 2021b).

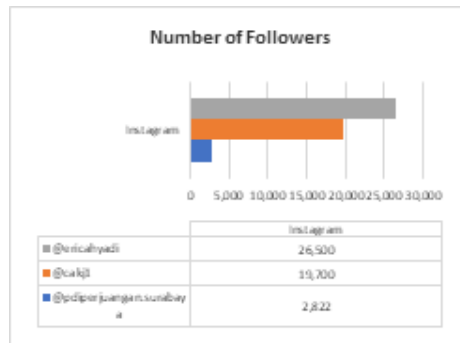
Figure 7. Facebook followers in the city of Surabaya

Sympathizers of followers on every Facebook social media account on the browser show that the highest number is Eri Cahyadi, 6,695 winning first place, second PDI Perjuangan Surabaya City is 4,419, and third is Armudji 1,205 as followers. Based on the results of the acquisition survey, that the strategy for winning the Regional Head Election in the City



of Surabaya became effective so that political place marketing was tested, even the strategic approach to winning the Regional Head Election in the City of Surabaya, the PDI Perjuangan was right on target in obtaining votes by the red group.

The following is the interaction of Instagram user followers in the city of Surabaya:



(Source: Researcher's Observation, 2021c).

**Figure 8. Instagram followers in the city of Surabaya**

Based on the results of the data above, the most followers on social media are Instagram media users. Almost competitively compared between Instagram followers. Political power possessed by Candidate Pair No. 01 Eri Cahyadi and Armudji use a strategic approach to delivering political messages in the form of a tagline of good values. Thus the value of the political message issued by Candidates and deputy Eri – Armudji by praising Risma's good performance and achievements as a political campaign branding strategy through a few words in advertisements, logos, posters both visually and audio-visually. So that the value of goodness will be more easily understood and accepted by the citizens of the city of Surabaya. While offline or face-to-face campaigns are still carried out by complying with health protocols according to the instructions of the Regulation of General Elections Commission No. 10 of 2020 during the election of Mayor and Deputy, has the aim that Surabaya residents get to know more about the personal figure of the leader and socialize work programs, political visions and missions for the progress of Surabaya city development.

## CONCLUSION

The discussion above has two conclusions about the political strategy of PDIP in Surabaya on Instagram and Facebook; First; shows the success of PDIP in Surabaya as a political party has a high correlation with leaders, community members in increasing their popularity and electability through coalitions of parliamentary and non-parliamentary parties to the use of social media. One of them continues to introduce Eri – Armudji by carrying out campaign movements through the 4P strategy that has been proven to win the superior vote of 597,540 voters

or 56.94% of political opponents. Second; Eri – Armudji's political campaign during the pandemic used a candidate platform approach, humanist-religious, economic value, mass communication skills both in the field and in social media as a means of winning political campaigns online with the number of followers of Eri Cahyadi on Instagram 26,000 – Facebook 6,695, while Armudji's followers on Instagram 19,700 – Facebook 1,205. So that social media has an effect on increasing the victories of Eri Cahyadi and Armudji with a cross-party coalition strategy approach and strengthening the acquisition of parliamentary seats (15 and 4 seats) by PDIP – PSI in DPRD in Surabaya City.

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