Comparative Model of Political Marketing of the Winning Team of Ganjar Pranowo- Taj Yasin with Sudirman Said-Ida Fauziah in the 2018 Central Java Election in Pati Regency

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ABSRACT: This study is a comparative study of the political marketing model that occurred in the 2018 Central Java regional election competition in Pati Regency. The focus is on how the political marketing models run by candidates and winning teams in winning the competition, then what causes the strong competition in the election in Pati Regency. The findings of this study include four important things that are the main causes of the strong competition in running political marketing between the winning teams of candidates in Pati Regency, causing different political marketing models to be run to gain support from voters. First, the Work Program offered; Second, Campaign Presentation; Third, Political Marketing Media Channels; Fourth, Personal Branding of Candidate Leadership. The method used is a qualitative method.

KEYWORDS: Local elections, Political Marketing, Comparative Politics.

INTRODUCTION

The 2018 simultaneous regional election competition has just finished, the winners have been determined by the KPU constitutionally. Some incumbents who fought in the regional elections returned to lead again, while others had to be eliminated. This is certainly a common thing in democracy, the people are sovereign, and the people are the deciders. Central Java Province, especially Pati Regency in the democratic party of the last Governor and Deputy Governor elections surprised many parties. The final results of the vote count made it clear that the competition for the election of the Governor and Deputy Governor of Central Java was very competitive. For example, Charta Politika released survey results before the determination of Central Java Governor Candidates by the KPU in mid-May 2017, showing that Ganjar Pranowo's electability and acceptability were still the strongest compared to other names. Ganjar's electability was at 51.6 percent, followed by former Batang Regent Yoyok Riko Sudibyo at 4.1 percent, and then Sudirman Said at 0.5 percent. This survey was conducted proportionally with a margin of error of 3.39 percent using 800 random respondents in 35 districts/cities who have the right to vote (Kompas, June 15, 2017).

The findings of this survey show that Ganjar Pranowo's electability is the highest compared to other figures. People choose Ganjar Pranowo because of his popularity, Ganjar is known because he has been the governor for 4.5 years. Electability is defined as a measure of the level of electability of regional head candidates. (Cangara, 2009: 147). Furthermore, several survey institutions revised their findings after the determination of the candidates for Governor and Deputy Governor of Central Java. Charta Politika and Litbang Kompas again put Ganjar- Yasin firmly at more than 70 percent, while Sudirman-Ida is below 20 percent. According to Diponegoro University political observer Teguh Yuwono, the high electability and popularity of Ganjar Pranowo-Taj Yasin is inseparable from his position as incumbent and the split of the Nahdiyin family vote in each candidate pair. (Suara Merdeka Daily, May 7, 2018).

 The high electability that a candidate has at the beginning, does not necessarily mean that it will remain high at the time of voting. Because many factors can make electability decrease or increase. For this reason, the gubernatorial candidate and the winning team must pay attention to electability as an important thing to be boosted, maintained and safeguarded. For example, when Ganjar was allegedly involved in the E-KTP corruption case, failed to realize promises in the previous period and the pros and cons related to the cement factory permit, it was politically very detrimental and reduced electability. Meanwhile, Sudirman Said is often rumored to be an elitist figure who is distant from the community. Specifically in Pati Regency, local issues such as the Indonesian cement factory permit policy, corruption and the farmer card policy have become very sensitive local issues associated with the incumbent. Of course, in politics all these conditions can be a weakness and an advantage depending on how the winning team frames the governor candidate. Like the incumbent, Ganjar Pranowo has created personal branding as "Millinneals Governor" and the tagline "Tetep! Mboten Korupsi, Mboten Ngapusi". He always updates all his activities that can be seen by all people through social media

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Facebook and Instagram. Ganjar Pranowo went directly to the villages to get acquainted, chat, and listen to all the complaints of the people in Pati Regency and assured that the local issues in Pati Regency were negative campaigns. Meanwhile, Sudirman Said made personal branding as "Renewals Governor" and a corruption-free leader who sided with the interests of the people. He actively goes down to the community through volunteer forums, academics and strengthening the winning team. So far, Ganjar Pranowo's leadership in Central Java has not been able to release the community from various problems that were previously promised to the community in 2013. For example, poverty and unemployment were targeted at 6 percent and in fact were only able to be achieved by 2.21 percent (Suara Merdeka, April 20, 2018). Poverty as of March 2017 shows the Central Java figure at 13.01 percent or 4.45 million people. Furthermore, the Central Java Open Unemployment Rate (TPT) with a vulnerable age of 16-30 years reached 4.63 percent or around 2.8 million people. Meanwhile, Pati Regency, where most of the people live as farmers and farm laborers, has a poverty rate of 11.38 percent or 141,730 people, and an open unemployment rate of 6.37 percent or 23,000 people (BPS, Dalam Angka 2017).

 The political configuration of the Central Java election in Pati Regency is based on the parliamentary seats of the parties supporting Ganjar-Yasin, namely PDIP (8 seats), Democrat (6 seats), PPP (3 seats), Nasdem (4 seats). Meanwhile, Sudirman-Ida Gerindra (8 seats), PKB (6 seats), PKS (5 seats), PAN (0). With a ratio of 21 seats for Ganjar-Yasin and 19 seats for Sudirman-Ida. Thus, the Ganjar-Yasin team targeted Pati Regency as a vote bank with a target of 75 percent. The effects of the political culture embedded in the structural society of Pati Regency can be seen in the various political marketing models run by the gubernatorial candidates and the winning team. Previously, Gaffar revealed that there were two models of approach in explaining the ethnography of community political culture. These are the Sociological Approach and the Psychological Approach (Gaffar, 1988: 7). So that the typical culture of the Pati Regency community in determining their choices in the Central Java Regional Election when viewed from a sociological approach will make their choices based on social class, religion, and issues in the region. Furthermore, the psychological approach where the community will feel actively involved will automatically feel ownership with full responsibility. The Political Marketing model run in Pati Regency cannot be separated from the candidate's personality and the campaign of communication itself in understanding the needs and ethnographic characteristics of the political culture of the people of Pati Regency, because the leader is an important figure in moving an organization, in this case, subordinates and components in the winning team organization to achieve the previously formulated organizational goals. Ganjar Pranowo and Sudirman Said are two leaders who have different leadership characteristics, both have their own backgrounds and types. Loud, relaxed, angry, rhetorical styles became their specialty in the 2018 Central Java election competition. Although there are actually many regional heads in Indonesia who have this leadership style, Ganjar Pranowo and Sudirman Said are unique in addition to having different experiences, both are also always covered by the media as politicians / figures who are a lighthouse for other regions in Indonesia.

The choice of Ganjar Pranowo or Sudirman Said is due to the comparison process by voters. First, the failure of the incumbent and the supporting parties in the past who were relatively unable to realize their promises, as well as public disappointment with the incumbent who was rumored to have participated in the E-KTP corruption scandal. Secondly, on the other hand, the challenger Sudirman Said, who has never led a political position, and looks very elitist, stigmatizes officials who are distant from the people. The logic of comparison that develops in the community is what causes the Central Java Governor Candidate and the winning team to get a concoction of political marketing models so as to get sympathy, support and positive externalities from the community. As a challenger, Sudirman Said wants to convey a message to the public that Central Java needs renewed leadership to accelerate the course of development and people's welfare.

As Samuel L. Poplkin (2004: 91) said that voters are not consumers, but voters are investors. Therefore, the political choices of voters in terms of the Central Java Election are divided into 2 choices, namely: First, the choice to continue, or Second, the choice for renewal.

LITERATURE REVIEW

Research on political marketing models in Britain, Germany and USA has been conducted by Margaret Scammell (1999) entitled Political Marketing: Lesson for Political Science is an interesting paper to be used as a reference in this research. Then Paul R. Baines, Phill Harris and Barbara R. Lewis' research (2002) entitled The Political Marketing Planning Process: Improving image and message in strategic target areas in London. This research has quite a bit in common with the research that the author conducted, especially in comparing political marketing models using indicators related to social society. Both studies explain the concept and marketing of political parties to be able to focus on their targets, especially this is done in developed countries in winning competitions in a democratic system.

Margaret Scammell's research shows and facilitates direct communication with voters, reducing political costs. Determining the political marketing model is part of a modern campaign that will be used in every country. According to Margaret, there are three steps for a competition in a democracy using political marketing. First, build communication partnerships with communities and volunteers. Second, measure the team's performance targets. Third, prioritizing needs related to the community and framing them in the frame of political marketing.

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Then the research conducted by Paul R. Baines, Phill Harris and Barbara R. Lewis in London focused on the communication process between voters and political parties and candidates must consider the components of the cultural structure of a heterogeneous society. Candidates must be able to strengthen their ability to social diversity, determine the political marketing model and run it. The marketing plan function should consider five important indicators, namely: Market position, objective rules, evaluation of alternative strategies, strategy implementation, and monitoring the marketing model used (Paul R. Baines: 2002).

METHODS

This research uses qualitative methods. Where researchers try with qualitative methods, researchers collect data by means of deep interviews. Then, through a sequential exploratory strategy according to Creswll (2010: 22-23), researchers collect and analyze qualitative data and further collect and analyze data. This research also uses the Comparative Critical Paradigm to design a political marketing model for competition in a democratic system.

DISCUSSION

Political Segmentation in Pati District

The political segmentation referred to here is the political market segment. Political market segmentation is the mapping or identification of groups of people as voters to be won. Instinctively, a politician or obviously a gubernatorial candidate wants to get the most votes possible just like a marketer gets as many customers as possible. This is clearly not possible, in a competitive climate, a party, a winning team, or a candidate for governor cannot win all the votes of voters, because the character of voters is very diverse. Differences in character cause the winning team and gubernatorial candidates to respond differently to communication approaches. The basic characteristics of the people in electoral districts I, IV and V of Pati Regency are urban communities, who live in mainland areas with objective behavior and in general they earn a living as employees, traders, entrepreneurs, and laborers. Whereas electoral districts IV and V are communities that live on the edge of the mountains and coastline with consumptive behavior whose people are farmers, farm laborers, fishermen and traders. In addition, electoral district I is the center of government and education because it is located in the capital of Pati Regency. Some of its areas are office areas that are inhabited by many civil servants, urban village communities, service areas and one of the trading centers in Pati Regency. Meanwhile, electoral districts IV and V are multi-ethnic, religious, and social communities and have the largest population in Kabupaten Pati, located in Kecamatan Sukolilo. Based on the structural conditions of the community (demography and geography), the voter segmentation method used by the Sudirman-Ida winning team is the socio-cultural segmentation method or cultural approach to voters in the peripheral constituencies, while the voter segmentation method used by the Ganjar-Yasin team is more of a psychological approach because it is located in urban areas.

The indicators used by candidates to profile voters are based on the results of political segmentation which includes three (3) indicators, namely: profiles of voters supporting political parties; profiles of floating masses and profiles of voters supporting other parties. Profiles of voters supporting political parties or candidates from the results of segmentation are made with the intention that candidates and the winning team understand why voters in certain areas support them and why voters in other areas are less supportive. to achieve success in gaining certain votes, the winning team and candidates focus more on compiling detailed profiles of the voter segments supporting candidates. The segment of supporters of marketed contestants is divided into two parts: core supporters, commonly referred to as the mass base (base participants) are fanatical supporters who are very difficult to change their choices; and second layer supporters, commonly referred to as solf-partisans, are mass supporters who can still change their choices by certain factors or offers (Nursal, 2004: 102).

The voter profile from the results of voter segmentation, it is also known that the hard resistance of Sudirman- Ida in Pati Regency is a community located in agricultural, rural and border areas, the majority of which are strong communities with social culture between communities. In the following, the researcher presents a table of basic identification of voter segmentation from the results of voter profiles in the 2018 Central Java election in Pati Regency from two (2) winning team informants, as follows:

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Table 1: Basic Identification of Voter Segmentation and Voter Profile in the 2018 Central Java Election in Pati Regency

No.	Candidate Name	Electoral District	Political Segmentation Results	
			Basic Voter Identification	Support Voter Profile
1.	**Ganjar Pranowo**	Dapil I (Pati, Gembong, Tlogowungu, Margorejo). Dapil IV (Kec. Jaken, Jakenan, Winong, Pucakwangi). Dapil V (Kec. Gabus, Sukolilo, Kayen, Tambakromo).	- Dapil I, IV and V are the constituencies with the most voters. - In general, people in this electoral district are educated people who have the highest level of formal education. - The community, especially in Dapil I, has a more massive sensitivity to information media. - People who are already dominant have regular jobs. - Elections in Dapil IV and V are cultural communities. - Third, Dapil is a multidimensional society, such as: occupation, religion, ethnicity.	• Voters who support Ganjar Pranowo's victory are in Dapil I (Pati, Tlogowungu, Gembong, Margorejo sub-districts). • Supported by civil servants, Honorary employees, Early Voters, Employee, Merchant.
2.	**Sudirman Said**	Dapil I (Keec. Pati, Tlogowungu, Margorejo). Dapil II (Tayu, Dukuhseti, Gunungwungkal, Cluwak). Dapil V (Kec. Gabus, Sukolilo, Kayen, Tambakromo).	- Dapil I is the constituency with the most voters. - Religious, traditional leaders. - Supported by the Samin community. - A small portion of the community earns a living as civil servants.	• Voters in Sukolilo and Tambakromo sub-districts. • Samin indigenous people voters. • Supported by Farmers, Laborers, Village Council, Farm Laborers, and motorcycle taxi drivers Base.

Source: Processed Primary and Secondary Data from Field Research Results.

Comparative Marketing Candidate Work Program

The 2018 Central Java Governor election was followed by two (2) pairs of candidates who fought for the most votes. Pati Regency on June 27, 2018 has a total number of permanent voters (DPT) of 1,012,566 voters. The following data table presents the differences in work programs between candidates, namely Ganjar-Yasin and Sudirman- Ida, as follows:

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Table 2: Number of Candidates for Governor and Deputy Governor of Java in 2018 and Work Program

Candidate Name	Work Program	Total Voters
Ganjar-Yasin	1. Education politics and community empowerment. 2. Bureaucratic reform. 3. Improved community welfare. 4. Increased infrastructure development. 5. Improved quality of life and energy. 6. Cultural development.	
Sudirman-Ida	1. Build government credibility. 2. Encouraging and facilitate the growth of cadres of leaders. 3. Building character-based education. 4. Encourage community-based development. 5. Catching up with human resources. 6. Improving family resilience. 7. Accelerate economic growth. 8. Accelerate connectivity between regions. 9. Advancing the lives of farmers, fishermen and MSMEs.	**1,012,566 voters**

Source: Processed data from KPUD Central Java, 2018.

The priority work programs offered by Ganjar Pranowo and Sudirman Said in the 2018 Central Java election are as follows:

Table 3: Comparison of Priority Work Programs of Central Java Governor Candidates Year 2018

Candidate	Problem Focus	Priority Work Program
Ganjar Pranowo		1. Poverty Task Force, Village Aid, Houses livable. 2. Regional bonds, MSME loans as much ask 1,2 T. 3. Farmer Card
	1.Poverty. 2.Improvement Economic Prosperity. 3.Health. 4.Education. 5.Infrastructure.	
Sudirman Said		1. Establish 100 new entrepreneurs in each sub-district. 2. Come on Obah, mentoring, capitalization, and MSME marketing. 3. Kartu Tani Mandiri.

Source: data processed from field research results.

From this explanation, the model of marketing Ganjar Pranowo's work program to the public is by directly visiting and socializing himself, then having a dialogue with constituents what their problems are to be solved together. If the problem requires government policy, it will be fought for when the socialized candidate wins the election competition. While in the challenger camp, the winning team of Sudirman Said gave an explanation based on the table above, that the priority work program offered by Sudirman-Ida is a form of criticism of the failure of the Ganjar Pranowo government in implementing priority problems faced by the community. A concrete example is the "Kartu Tani Mandiri" program. The program has become a priority program for Sudirman-Ida because it

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considers Ganjar Pranowo to have failed in taking care of the farming community. The real condition of the Pati Regency community that Sudirman Said raised as his "merchandise" stems from the incumbent's failure to realize community welfare. Starting from the five (5) priority needs of the community above, the winning team attracts voters' sympathy by marketing work programs that are realistic to run, such as the flagship MSME program "Ayo Obah".

Comparative by Campaign Presentation

In this case, the comparative campaign presentation is a political product of how the winning team conveys messages and political communication of candidates to voters either through agents (people or institutions), through events/events and objects/media. Comparative campaign models of gubernatorial candidates in Pati Regency in marketing their political products with (two) models, namely formal (direct campaign) and informal (using agents, events and objects/media) which are carried out as concrete steps in a political competition.

Figure 1 Comparative Chart of Campaign Presentation in Pati District

Source: Author's Analysis, 2018
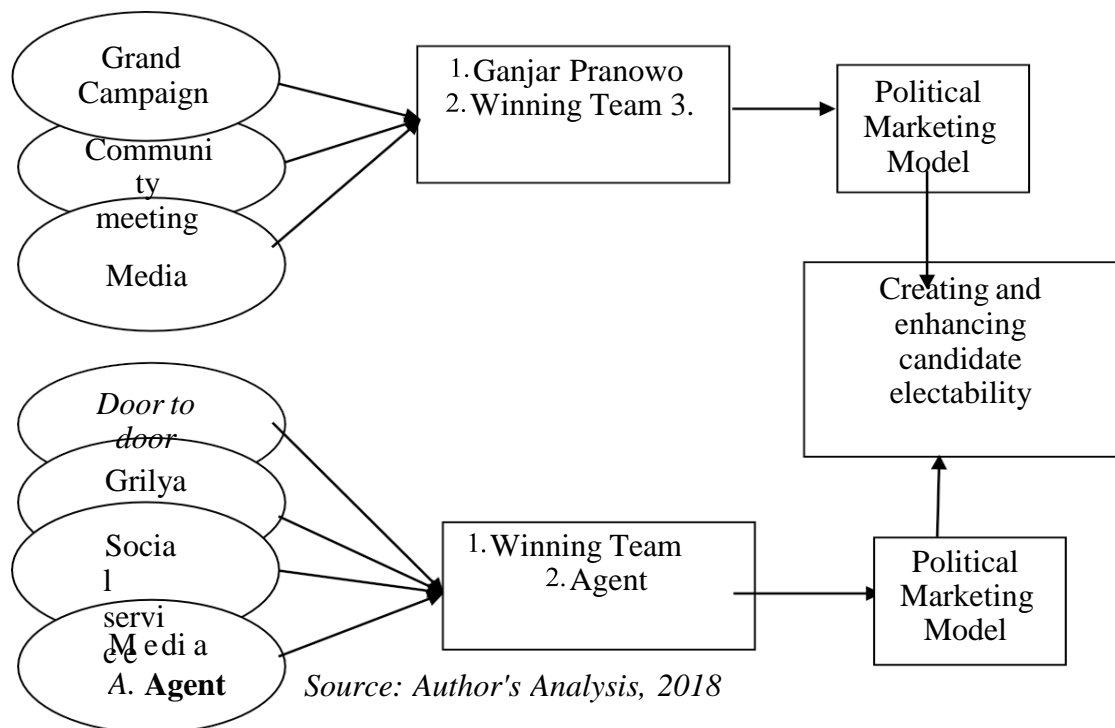
The agent referred to here is the use of people or institutions to convey political messages. The agents used by the winning teams to convey political messages so that people recognize the candidates and parties that carry them so that the candidates they market can come out as winners, namely by using people as part of the success team either through family networks, friendship networks, or institutions (political parties) as agents of message delivery. Basically, the agents used by each winning team to convey their political messages are using volunteer groups, individuals and institutions. In the sense that each winning team uses themselves as the main agents who deliver political messages directly to voters. Second, each winning team uses influential public figures in the community targeted as victory pockets in the community by Ganjar's winning team, while Sudirman Said realizes that as a challenger, he must set the best strategy to market himself and his work program to the public. Therefore, the Sudirman-Ida winning team activated the "Village Assembly" community and volunteers in almost every village in Pati Regency.

Table 4: Comparative Agent of Central Java Governor Candidate Winning Team in 2018 in Pati Regency

Winning Team	Agent	Implementation of Political Marketing
Ganjar Pranowo	1.Political Party	- Consolidate the constituency of all supporting parties. - Council to the arts groups in Pati District.
	2.Volunteer Dulure Ganjar	Branding each winning post. Organizing a lumping horse show.
	3.Pati youth Young-community.	- Futsal competition. - Organize a cultural festival. - Utilize the square for starch every district youth activities.

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Sudirman Said	1.Political Party	- Consolidation and strengthening of branches. - Utilize the council recess.
	2.Village Assembly	-　　　1 Mosque 1 creative endeavor. -　　　Healthy walk, river cleanup, musollah cleanup, village community service. -　　　Muhajalah recitation. -　　　Share packaged rice every Friday plus Sudirman-Ida t-shirts. -　　　Branding of a traveling greengrocer.
	3.Perjuangan Merah Putih (Grilya Team).	Organizing a songbird competition. Revolution to the market. Conducted gymnastics every Sunday morning. Socialization to farmer groups. Free Shave. Mineral water branding.

Source: processed from the results of research in the field.

Comparative Political Marketing by Media

Based on the results of the study, the researcher found that the Objects/Media used by the two (2) the winning team of the 2018 Central Java Governor Candidate candidates in conveying the political message of their candidates is the same if we look at the hard cover used, such as : Business Cards, Calendars, Stickers, Posters, Billboards, Print Media, Online which are used in strategic portions, namely by looking at the voter segment. However, the difference is that Ganjar Pranowo's winning team uses a strategy by presenting their candidate directly to the public so that the marketing hegemonized towards Ganjar Pranowo is a candidate for Governor of Central Java who is populist and close to the people. Sudirman Said's winning team is different because they use direct community communication as a medium or direct funnel to deliver Sudirman Said's political products (Work Program) to other voters in rural areas whose voter segments are more cultural segments. This is justified by Silih Agung Waesesa (2011:41) who said that the impact of a politician's consistency on a politician's image, especially in terms of promises, will in turn lead to positive word of mouth effects. The objects used by the two winning teams to convey their candidates' political messages are also different in terms of the number and intensity in the field. In this comparison, it is an important component that is very decisive in the framework of promoting the gubernatorial candidate, the adage says "who controls the media, he controls the world". The results of research observations in Pati Regency related to the use of both print and electronic media are only a small part done by the winning team of each candidate, the winning team presents information to the public in Pati Regency to remote areas with billboards, banners, stickers, calendars, banners or pamphlets.

The emergence of information technology such as mobile phones, wa, ig, fb, print media and so on has changed human behavior in communication. Not only because telephones and other communication tools can be used to track the whereabouts and give instructions to someone in finding an address, but also to send information more quickly and effectively in the perspective of financing and geographical conditions of an area. Furthermore, in the context of the political competition that took place in the Central Java governor election in Pati Regency, the media used in marketing the governor candidates were more dominant in the use of outdoor media and small format media, this is because the majority of voters in Pati Regency are voters who have a cultural and open society type. Meanwhile, the channels used by the winning team are dominated by the use of group communication channels, social communication channels, interpersonal channels and traditional communication channels.

A. Outdoor Media of Ganjar's Winning Team

In this marketing model, outdoor media can be associated with the aesthetic world in the form of paintings and placed in places that many people see. The reach is limited unless passersby have time to steal attention to read political messages even in passing. This marketing model is considered to have advantages

because they can be durable, and moved from one place to another. For example, banners, billboards, billboards, advertisements on public transportation, flags, umbul-umbul, and tree advertisements. In this marketing model, Ganjar Pranowo's winning team dominantly marketed their candidate in the form of banners, billboards, flags, and banners. This is confirmed by the head of the winning team, that this model of promotion is highly emphasized by the winning team, both the coalition team and supporting parties such as pdip. That, everyone who wants to register as a legislative candidate in 2019 is "obliged" to promote Ganjar Pranowo in each electoral district of each village at least 2 banners, 2 banners and 2 banners, so the data that the author obtained from the winning team regarding the number of props issued was 713 for banners,

1,319 for banners and 1,900 for banners spread across 406 villages in Pati Regency. Meanwhile, the Sudirman Said winning team was not as dominant in the outdoor media marketing model as the Ganjar Pranowo winning team. This was confirmed by the regional coordinator team of Sudirman Said that the promotion carried out was more of a psychological approach to promote his candidate.

B. Sudirman Said's Small Format Media

This marketing model usually consists of a variety of media, but it is smaller, and the focus is sometimes on a single piece of information. It is easy to carry around and easy to attract people's attention. This form of media model is printed in the form of paintings and other artifacts, for example: bullatin, leafleat, flyers, posters, calendars, stickers, pin badges, T- shirts, ties, blockcnoters, hats and so on. As the researchers have described above, the tendency of the Sudirman Said winning team to promote by taking a psychological approach to the community by providing explanations through the media they use, and the dominant media implemented by the winning team is by directly distributing leaflets "Central Java Paradox", leaflets "Mbangun Jateng, Mukti Bareng", and shirts with the tagline "Jateng Mukti Without Corruption". Then from the five (5) channel models used by the winning team in Pati Regency, the very real comparative difference is the traditional communication channel that failed to be carried out by the Ganjar Pranowo winning team while this communication channel was successfully carried out by the SudirmanSaid winning team in winning the hearts of the people in the governor election. Furthermore, the comparative channel run by each winning team is the direct touch of the governor candidate. Social communication, inter-personal communication and public communication were directly carried out by Ganjar Pranowo and his winning team in promoting his vision and mission to the public, while the three communication channels directly carried out by the incumbent were in contrast to the challenger, where Sudirman Said's winning team only carried out the communication independently without the direct presence of the candidate.

Comparative Political Marketing Based on Leadership Personal Branding

Personal branding is a process when people use themselves or their careers as brands. Because as a brand, there needs to be a strategy so that the gubernatorial candidate and the winning team gain popularity or fame according to or close to their expectations. Personal branding is the art of actively attracting and maintaining public perception. Personal branding can be built from people, norms, signs, symbols, or designs that can be used as a differentiator from competitors. The purpose of personal branding is to make the wider community more familiar with candidates, display competitive advantages compared to other candidates (comparasion), create the image that candidates want in the minds of voters, and show the consistency of candidates in one field (distinctiveness). To create personal branding, the winning team should have good intentions, perform real and useful performance, prepare marketing strategies that reflect significant advantages, target the right public, and make improvements. Thus, the personal branding that is marketed will appear in admirable proportions and will gain sympathy from the voters.

A. Ganjar Pranowo

The first step in forming personal branding is imaging through political marketing, which is how to image Ganjar as an individual politician because the candidate has democratic leadership and strong popularity among the public compared to his challengers. Although Ganjar Pranowo has a white muzzle political vehicle that is well known to the public in Pati Regency, if he relies solely on political parties, there is a considerable chance of failure. Ganjar Pranowo's leadership must be able to consolidate the winning team, because the polarization of the 2018 gubernatorial election is certainly very different from the 2013 gubernatorial election, therefore the winning team formed must be able to market Ganjar's personality and all the programs that will be presented to the public. Because, this refers to the coalition team formed by the challenger which is also very strong.

Incumbent Governor Candidate Ganjar Pranowo presents himself as a champion of the little people and a clean leader according to his party's direction of defending the little people. Political marketing strategy by blusukan or going directly to villages in Pati Regency to build a 2 (two) way relationship with constituents to be more effective and efficient. In this strategy, the winning team and candidates are carried out in a comprehensive manner. The political marketing strategy of the governor candidate cannot be separated from the 4 Ps, namely: product, promotion, price, place, and segmentation that have become a common formula in political marketing strategies.

Sudirman Said

The challenger, Sudirman Said, who was born in Brebes on April 16, 1963, is known as an idealistic intellectual. He is also known as an anti-corruption figure and had founded the Indonesian Transparency Society with several other anti-corruption figures. Unlike the challenger, in

Basically, the challenger candidate Sudirman Said is a well-known figure at the national level, but at the regional level, the challenger individual is a new figure for some people, especially in Pati Regency, this is evident from several survey institutions that place the popularity of Sudirman Said only below 0.5 percent and far different from the incumbent who reached a popularity level of 51.6 percent. Therefore, the first step to increase the electability and popularity of the winning team is to form personal branding for imaging through political marketing, namely how to image the person of Sudirman Said who was originally an individual bureaucrat into an individual politician because Sudirman Said has a relatively lower popularity among the public, especially when compared

to his competitor Ganjar Pranowo as the incumbent, especially since the candidate is also not part of the internal cadres of the political coalition.

The type of leadership in an organization is inseparable from the track record that has been forged, the leader in a competition must be able to run the organization because his role is the heart of the movement. The different leadership skills and styles between Ganjar Pranowo and Sudirman Said can be seen from the realization of the political marketing strategy model run by each winning team. The competitions in the regional elections run by the winning teams of the candidates have different types and abilities of leadership. This is explained in the following chart:

Chart 1 Comparative Personal Branding Based on Leadership Typology of
Central Java Governor Candidates in 2018
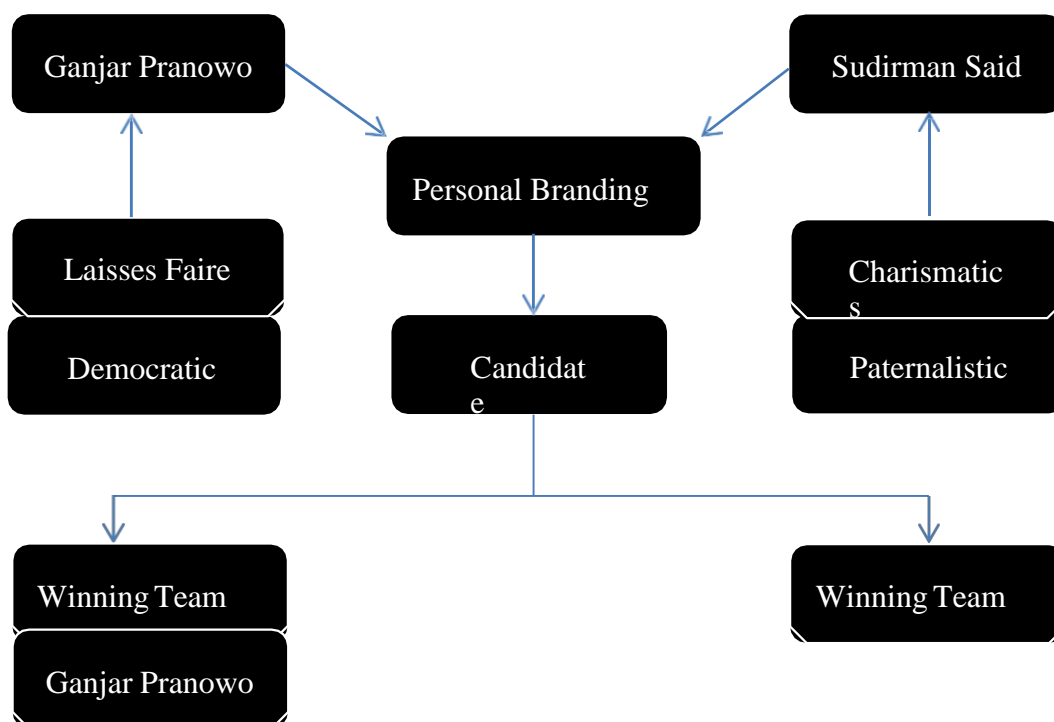
Source: Chart processed by researchers based on operational concepts.

CONCLUSION

The political marketing of the 2018 Central Java Governor's winning team in winning the election in Pati Regency is different, the differences are viewed from the first, work program, second, leadership background, and third, instruments and implementation. The differences carried out in the strategy to win candidates include three (3) stages, namely the political market segmentation stage, the political targeting stage and the candidate's political positioning stage. The three stages of political strategy are intended so that candidates can be present in the characteristics of the voting community then understand what the aspirations of the voting community are in each voter segment and realize them in the form of candidate work programs, so that even with limited resources a candidate can maximize voter turnout in his constituency. While the incorporation of political products is realized by identifying political products, namely: Product, policy, person, and presentation.

 The Central Java election competition in Pati Regency in 2018 was not solely due to marketing with candidate nuanced attributes in marketing supported candidates such as: slogans, types of photos, stickers, calendars, and print media and also not because Pati Regency was the majority of constituents of one political party, because it was proven in this study that there were candidates who were not from political party cadres and had just entered the world of practical politics able to provide strong competition in certain political party pockets. The key difference made by the winning team is due to the ability of the governor candidate figure to build close relationships with the winning team, constituents, understand and understand well the aspirations of the community, fight for the government to be realized in the form of pro-people policies. In addition, the winning team chose to maintain the mass base by visiting the base and providing political education to the community. Basically, the winning team makes the constituents their family, acting and serving with the expectations of the community. Thus, the close relationship with constituents can facilitate the course of political marketing in Kabupaten Pati.

Comparative Model of Political Marketing of the Winning Team of Ganjar Pranowo- Taj Yasin with Sudirman Said-Ida Fauziah in the 2018 Central Java Election in Pati Regency

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