Communication Strategy Of The Nasdem Party "Politics Without Dowry" (Case Study Of Political Marketing Communication Strategies In The 2014 And 2019 Elections)

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Abstract

The large number of parties in the 2014 and 2019 elections meant that political parties must compete for political power. Political marketing strategies are needed to gain the most votes and become the winner of the five-year Democratic Party. Nasdem Party became one of the parties that experienced fierce political rivalries between political parties, due to the fact that many old political parties have experienced. Nonetheless, the Nasdem Party as the new party won the most votes and won the 2014 and 2019 elections. Therefore, the purpose of this research is to understand how the political marketing communication strategy used by Nasdem's party to win the 2014 and 2019 elections. The research uses concepts of political parties, political campaigns, and political marketing communications using qualitative methods with a case study approach and in-depth interviewing techniques. As a result, the sales oriented party political marketing communications strategy used by the Nasdem Party in the 2014 and 2019 elections led to the most votes cast in various places. The strategy aims to gain a share of the votes of the electorate, and a representation of the party and the figures being 'sold' by the political party. Candidates' figures are personally more likely to have strong implications for winning the elections than political parties' ideology. The strategy aims to gain a share of the votes of the electorate, and a representation of the party and the figures being 'sold' by the political party. Candidates' figures are personally more likely to have strong implications for winning the elections than political parties' ideology. The strategy aims to gain a share of the votes of the electorate, and a representation of the party and the figures being 'sold' by the political party. Candidates' figures are personally more likely to have strong implications for winning the elections than political parties' ideology.

Keywords: Political parties, campaigns, political marketing communications.

1. Introduction

The NasDem Party as one of the political parties in Indonesia, which was founded in 2011, offered a movement for change through "Restoration of Indonesia" which became one of its main strengths as a new political party to gain public sympathy. Surya Paloh, with his distinctive orational style, full of enthusiasm, passion and ideology, on several occasions explained that the current socio-political situation and conditions in Indonesia urgently need change. Change comes from the initiative of the political elite but change must start from the people and some elements of society. Restoration of Indonesia as a strategy to realize the mission of the NasDem Party, namely the Movement for Change.(Primary, 2021).

Restoration of Indonesia is an idea of change that has been prepared in full from a philosophical-historical basis to being passed down as a strategic

and technical idea in the field in the political activities of the NasDem Party. Therefore, the Indonesian Restoration is so embedded in public perception of the NasDem Party. Restoration of Indonesia was made as a brand recognition for the NasDem Party in the eyes of the public and prospective Indonesian voters, and will continue to be used as a guideline for NasDem cadres who have integrity and have strong resilience.(Aprilia, 2014). The NasDem Party in its position as a new party has a distinct advantage because it has a zero and clean record by carrying out the idea of change which is interpreted systematically and can attract the attention of potential voters.

The strategy derived from the spirit of restoration promoted by Nasdem is through the "Politics Without Mahar" movement. In one of the interview sessions with the author, Surya Paloh explained that regarding the echo of the "Politics Without Dowry" strategy, it was based on the results of research on contemporary political conditions in Indonesia (Jakarta, March 2, 2021). The level of public trust in political parties is low based on various research results circulating in the community which are influenced by various factors, one of which is because political parties tend to only work for short-term political interests. Politics at various levels is a situation of "cow trading" and poor in values and idealism(Anggraeni, 2018). In practice, for example when the Regional Head Elections (Pemilukada) are at the governor, regent or mayor level, the burden of financing for political parties either as political machines or as completeness of administrative prerequisites is very large which is often the main cause of regional heads who are elected and then get caught up in corruption cases later. day.

This phenomenon finally made the NasDem Party, strengthen their determination to carry the jargon and policy of "Politics Without Dowry" which can be translated if someone is nominated as a regional head or nominated as a member of the legislature by NasDem then there is no need to incur any costs to the NasDem party in the nomination process, even when the candidate was successfully selected. These policies and jargon were chosen based on certain considerations, to create a political party brand that differentiates the NasDem Party from other political parties. People tend to see political parties as entities that cannot be separated from money, this can be seen from the many cadres of political parties who are involved in corruption problems(Amsari and Febrinandez, 2019). With the strategy offered by the NasDem Party to attract public attention and with this strategy it implicitly conveys the message that money is not a priority, but the competency and capacity of the candidate is more important.

NasDem is trying to differentiate itself from other political parties which are still not finished with financial problems in operational financing or campaigns in political contestation. Through a political strategy without dowry, it is hoped that it will be able to reduce political financing so as to minimize the possibility of corruption. In addition, this strategy is a separate burden for the candidates so there is no reason for the candidates if elected to seek opportunities to return capital or political financing debt.

In order to build clean politics and deepen democracy, it is necessary to carry out political communication with cadres or non-cadres who are stretched to become leaders who put the interests of the public at large first.(Fieldhouse, 2019). The communication that is carried out certainly requires a strategy to make it easier to carry out the political process. The political strategy carried out by political parties towards the community is needed in the face of a general election (election). The success of a political strategy that is planned and implemented has a role in the results of the votes acquired by political parties in elections(Lefkofridi and Nezi, 2020). Political parties participating in elections must work hard, this can be seen from the relatively low level of public trust in political parties.

Based on data from the General Elections Commission (KPU) in the 1999 election there were elections that included the White Group (Golput) reaching 7.3 percent, but in the 2004 election the figure increased to 15.9 percent, then in the 2009 election the figure also experienced an increase to 29 percent, most recently in the 2014 and 2019 elections with the total number of abstentions being around 25-30 percent. This data shows that the public is losing trust in political parties, which are participants in elections, with the increasing number of Abstentions(Hafid & Prasetyo Nugroho, 2021).

The NasDem Party seeks to revive trust in political parties by using the "Politics Without Dowry" strategy in the run up to the 2014 Election. seat in Parliament. Explicitly, the contents of the articles in Law 2/2011 place quite a heavy burden on new political parties. The most stringent requirements

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are that at least 2.5 years before the election, 75 percent district/city management from each province and 50 percent sub-district administration in each district/city.

In addition, there is also Law no. 8 of 2012 concerning the Election of the People's Representative Council, Regional Representative Council, and Regional People's Representative Council (DPR, DPD, and DPRD) which requires that political parties have a membership of 1,000 or 1/1,000 of the population in the management of political parties. These requirements are regulated by the Election Law, the NasDem Party has successfully passed these requirements and has become a new political party that has successfully passed the verification stage of the Ministry of Law and Human Rights (Kemenkumham) and the General Elections Commission (KPU). This success certainly made the competition in 2014 more lively. The NasDem Party is a new political party in Indonesia's political map that has the potential to change the existing political map. The NasDem Party participated in its first election in 2014. The NasDem Party, in its first experience, immediately got Candidacy Number 1 and became a participant in the 2014 Election, and showed good results and prouder achievements in the 2019 Election. If we look at the percentage of vote acquisition in the 2014 and 2019 Elections, the NasDem Party is the party that only participated in the election twice, namely in 2014 and 2019, experiencing a significant increase in vote acquisition. In the 2014 election, there were 10 political parties participating. NasDem succeeded in winning 6.72 percent and succeeded in winning 35 seats in the DPR, and was ahead of the PPP and Hanura parties which incidentally participated first in the 2009 elections. The following are the results of the 2014 election votes, PDI-P 18.95 percent, Golkar 14.75 percent, Gerindra 11.81 percent, Democrats 10.19 percent, PKB 9.04 percent, PAN 7.59 percent, PKS 6.79 percent, NasDem 6,

Political parties in a modern democracy are one of the core institutions of democracy by implementing a system called representation, both representation of formal state institutions such as (DPR and DPRD) as well as representation of people's aspirations in party institutions. Political parties should carry out their functions properly so that they can create a democratic country(vanHeerde-Hudson and Fisher, 2013). Political parties are not executors nor are they a

government, but their existence can influence policies and the implementation of government policies. So that this political party has an important role as a bridge between the government of a country and citizens, thus political parties are a means for citizens to participate in the process of managing the country(Gibson, 2015).

The conditions for the implementation of democracy in Indonesia are far better than many neighboring countries in ASEAN, based on the annual report of the Bertelsmann Stiftung Index (BTI), a non-profit organization that observes democratic and political developments in countries around the world. However, Indonesia is still considered not optimal, because overall for political transformation it ranks 52 out of 137 countries. Indonesia as one of the largest democratic countries in the world, must be able to improve the quality and quality of democracy for the welfare of the Indonesian people.

Indonesia needs to address the problem of a dysfunctional party and campaign funding system, which is one of the main sources of high levels of political corruption. Under the current regime, state subsidies to political parties are relatively small in comparison to needs and the lack of enforcement of regulatory oversight by Indonesian policy makers has ostensibly made political parties dependent on the oligarchy to fund their political activities.(et al., 2020; Yesicha & Riau, 2020). As a result, legislators and chief executives often prioritize the interests of their "sponsors" over the interests of the wider community. This has serious implications for policy and decision-making in important areas such as economic planning, poverty alleviation, infrastructure development, environmental protection, income redistribution, distribution of natural resources, and so on.

If the problematic situation of political party funding continues, there is little hope for effective reform initiatives or reduction of corruption. Because political parties are important pillars in strengthening the process of democratization. Therefore, Indonesia should consider introducing substantial and well-organized state subsidies to parties or candidates participating in elections to reduce predatory funding. Obviously, such a system will not completely eradicate corruption, but experience elsewhere in the world has shown that transparent public financing can reduce parties' dependence on narrow elite interests.

The current reality shows that political parties are weak in carrying out their functions and many are

committing abuses of power in financial matters that are inconsistent with the democratic political process. According to James Kerr Pollock explained that "Money and politics have a relationship and become a big problem in democratic government"(in Sahroni et al., 2019). In modern democracy, money becomes access to basic tools. Where the money is used for advertising spending, operating(Rossini et al., 2018)political parties, electing candidates, mobilizing voters and polling. This political financing will affect almost all aspects of democracy, both in developing and consolidated democracies.(Kenig & Atmor, 2021).

The cost of democracy is not only campaign financing and political parties, but in political competition many political actors and non-party individuals are involved with clear political goals. Like an agenda that sharpens public policy, influences the debate between candidates in elections and the results of the election itself. All of these activities require enormous funding. Thus it can be said that money in the life of political parties is an inseparable unit. This will lead to the occurrence of corrupt practices because political financing is still quite high(Giebler et al., 2019). Where the candidates who are cadres of political parties require large funds for campaigning. When they are elected they look for opportunities to return capital and political costs debt (Sahroni, et al., 2019). When that happens, people will lose confidence in political parties which will have an impact on reducing people's political participation in elections(Knudsen and Johannesson, 2019).

Process formation opinion public which conducted by party political could conducted through media mass, organization, association, group inhabitant, community and various means communication like Public. process election political. Besides candidate, program political which filed party can offered to candidate voter. However for reach destination the, party political must capable To do campaign political with use various strategy, including strategy marketing political. kindly general for To do campaign which effective needed strategy communication marketing political, which where strategy the is management information and communication which reach destination political organization which has set alone, good interest party political nor interest government. Group or organization other with agenda political. In framework strategy communication political, destination campaign

and party political very important, though often assumed that destination main party and campaign political is for "maximizing Support political", but according toDharma, (2022) there is three destination main party political: Party look for voice, look for position and look for political. Difference which clear from search voice is that they attempted maximizing amount voice which given During election, temporary party incumbent maximizing control, no increase voice, and party seeker policy attempted maximizing impact on policy public. Based on destination the, parties campaign could prioritized, especially in election parliament (election)(Sahroni et al., 2019). Party political considered as pillar main democracy in system political Indonesia. Amount party political Keep going increase with various strategy for show existence in world political. On Election 2019, there is 20 party political which follow election, including 4 party local (Commission Election General, 2018). Wrong one party new and participant election 2014 which succeed endure is Party National Democrats (Nasdem). Thing the is a performance, remember a number of party political no confirmed as party on election 2019. Victory Party Nasdem on election 2014 and 2019 trigger interest researcher for study strategy winning Party Nasdem Becomes party political. win party on Election 2014 and 2019. By because that, appear question study: "How strategy communication marketing political party Nasdem on Election 2014 and 2019?". Destination study this is for understand how Party Nasdem use strategy communication marketing political on Election 2014 and 2019.

2. Literature Review

A number of study has conducted about strategy communication marketing political in election parliament. Strategy endure used in campaign political Zukri as candidate from province Riau year 2014. He maintain part big performance which achieved previously, strengthen figure which attached to her, because previously he known as candidate member parliament (caleg) which want help Public (Sahroni et al., 2019). Then there is four strategy which conducted by party political for interesting member parliament to election, that is use leader party, campaign through media print and electronic, and socialization election parliament in a manner direct(Said & Kurniawati, 2019).politician build image positive so that

received by candidate voter, participate in program social which intense in Public and To do campaign political especially in media social (Pujono, 2016). , strategy communication marketing party oriented sale which applied Party Nasdem on Pilkada 2019 in Area Election I Province Nusa Southeast East, reap voice the most in area election the. Strategy this aim for obtain voice as much from candidate voter and so that party and figure "for sale" by party political which represented. Candidate personal have influence which more strong to victory in election general compared with ideology party political(Suparyanto and Rosad, 2020). Which differentiate study this with study previously is strategy communication marketing political Party Nasdem which applied on Election 2014 and 2019. Strategy winner election party need communication marketing political which could win voice in election, specifically election. On 2019, Party Nasdem must compete with parties long which already follow election since 2009.

3. Methods
In study this, researcher use approach qualitative with method studies case which refers on John W. Creswell in the book Qualitative Inquiry and Research Design: depart from Five Tradition, studies case this is inspection system which related or case/some case which in a manner regular experience collection data which complete and contain various source information which rich in context. System limited this bound by time and the place, whereas case could investigated by program, incident, activity or person and organization. With say other, studies case is studies in where researcher study phenomenon (case) certain on moment certain and with function certain (program, incident, process, institution or group social), gather information which detailed and deep. through various Method Collection Data. process in time which more long. In Thing this researcher focus on a case in strategy communication marketing political on election 2014 and 2019. More carry on John W. Creswell disclose that when our choose studies case, our could choose Among a number of program studies or one studies. program. , which use various source Among other observation, Interview, Theory audio visual, documentary and reportage. Context case could "put" case in environment, which consists from environment physique and

social, environment history or economy. Though focus case could recognized from uniqueness, however need study (studies case internal) or could also Becomes problem (problem) with use case as tool for describe problem (studies case instrumental).

As subject study in collection data, Interview deep conducted in Jakarta on month March 2022 with reporter which rated suitable and fill in information which set as source person in strategy communication marketing political Party Nasdem in study this. for give description more details about process and reality communication political in election candidate member DPR-RI or candidate head area on Pilkada 2014 and 2019. Related with subject study this, identified a number of informant as observation units. Identification informant this conducted with on purpose. First, whistleblower is actor which involved direct in activity which related with topics study this. Second, in accordance with nature study qualitative, informant which chosen only individual which represent group certain, so that factor credibility and competence informant Becomes important in election.

Informant study according to subject study Hendarso is informant which give various information which needed During process study. There is three type informant in study this, that is informant key, informant main, and informant addition. Informant which most important is they which involved direct in interaction social which researched. Informant addition is they which could give information though no involved direct in interaction social which currently studied. (Pardomuan et al., 2021).

Following is informant which interviewed in study three element this; Manager NasDem, candidate and observer which sponsored NasDem.

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Table 1 List of Research Informants

NO	ELEMENT	NAME	OFFICE
1	NasDem Party Internals	Solar Paloh	Chairman of the DPP NasDem Party
2		Willy Aditya	Chairman of Bappilu NasDem Party
3		Saan Mustopa	Chairman of the West Java NasDem Party DPW
4		Sri Sajekti Sudjunadi	Head of the OKK Division & Chairperson of the East Java NasDem Party DPW
5	Promoted Candidates	Ridwan Kamil	Governor of West Java 2018
6		Khofifah Indar P.	Governor of East Java 2018
7		Muhammad Farhan	2019 Member of the Republic of Indonesia DPR
8		Ratih Megasari S.	2019 Member of the Republic of Indonesia DPR
9	Observer	Burhanuddin Muhtadi	Observer of Political Parties
10		Efendi Gazali / Devie Rahmawati	Political Communication Expert / Political Observer

Technique survey for study this need a number of information world real. Information most important and information addition collected from study. "Source information most important in study qualitative is words and deed. Although data written, photo and statistics is information addition"(Communication et al., 2020).Technique collection data is stages study which most strategic. With use technique collection data which appropriate, researcher obtain data which in accordance with standard. Following is a number of technique collection data which used in study this:

Which first is collection data through observation. Essence observation is exists behavior which seen and destination which could achieved. Behavior which looked could form behavior which could seen, heard, counted, and be measured in a manner direct. Because need behavior open, so behavior potential like attitude and interest which still form thinking, love, or character behavior no could observed. Besides that, observation must serve destination certain. Observation without destination no observation Herdiansyah (2010:131).

Which second is collection data through Interview, which used in almost every study qualitative, make Interview as method main collection data. Part big information which collected from results Interview, technique Interview must mastered by researcher. Curtain (Batara et al., 2020) define Interview as following: "Interview is conversation Among two person in where which other try for direct conversation for get information for destination certain." Definition this could interpreted definition that Interview is conversation Among two person which wrong only one attempted researching and obtain information for destination certain. Temporary that, Susan Stainback(Batara et al., 2020) state that: "Interview give researcher opportunity for get understanding which more in about how participant interpret situation or phenomenon than which possible conducted through time observation." Meaning from sentence the is with ask to researcher, so participant interpretation on situation and phenomenon which occur could knowing more in things which no could found through observation.

Test Validity Data Test validity data study

qualitative covers a number of test. Researcher use test credibility (validity internal) or test trust to results study. Testing validity information this needed for knowing is results or information which reported by researcher in accordance with which actually occur in field. "Method testing credibility data, or trust to study which conducted Sugiyono through observation which expanded, enhancement determination study, triangulation, discussion with peers, analysis case negative, and review member." (Sugiyono, 2005: 270) Triangle first defined as check information from source which different with method which different and on time which different. Triangulation source conducted with review information from various source. Triangulation technical conducted with method verify data from source which same with use technique which different. For example information obtained through Interview, which then verified through observation, documentation. Triangulation time conducted with method check with Interview, observation or technique other on time or situation which different(Communication et al., 2020)). In study this, triangulation data conducted with method compare response informant main with informant supporters for get information which adequate and appropriate. Other is conversation with colleague work, technique this conducted with disclose results Among or results end form conversation with colleague work. Peers reviews refers on study which conducted with meet peers reviewers

which have knowledge general which same about topics study for possible researcher use it for verify perception, view, and analysis. Third, verification member, that is process compare information which obtained researcher with informant. Destination inspection membership is for knowing so far where information which received in accordance with information which given by provider data. So that information which obtained and used in report study used in accordance with which meant with source information or informant(Batara et al., 2020).

4. Results And Discussion

Research Results and Discussion

From the results of interviews with informants and observations made by researchers in the field, it was found that the winning strategy for the Nasdem party was achieved by applying political campaign concepts using marketing techniques so that it can be said to be a political marketing campaign. In politics, especially political parties it is important to adopt marketing concepts and techniques to help achieve goals. The existence of this marketing communication is intended to identify voter behavior so that political parties can know the wishes and be able to communicate messages related to their party effectively. Following are the findings in the field:

Table 2 List of Research Findings based on interview results

No	Main Theme	Main sub-theme
1	Ideology	1. The Nasdem Party is considered by the public as a party that cares more about the solid standing of Pancasila, the 1945 Constitution, the Unitary State of the Republic of Indonesia, Bhineka Tunggal Ika as the basis of the nation's ideology. 2. The Nasdem party in politics always upholds Indonesian values, such as belief in one God, tolerance, plurality, justice for all and the unity of Indonesia.
2	Political Positioning	Restoration 1. The restoration strategy and politics without dowry are distinctive characteristics compared to the strategies of other political parties in Indonesia.
3	political targeting,	political figure 1. Recruitment model 2. efforts to revive democracy, especially for the public who are apathetic but have regained their trust because of a well-known figure or personal figure

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4	Political Policy	1. Form a successful team and embrace important figures to help increase popularity. 2. Strengthening party structures, building volunteer networks, family coordination, and religious group networks	4
5	Program	1. Provide real programs needed by the community 2. Providing social assistance in the form of groceries to gain community support. 3. Using electronic and print media as a promotional tool	

The political marketing of the Nasdem party in the 2014 and 2019 elections used a sales-oriented party political marketing strategy. Sales-oriented parties are similar to product-oriented parties in terms of the formation of ideologies and policies that are arranged in internal processes. However, in contrast to product-oriented parties, sales-oriented parties are more focused on election campaigns to get votes at the next election(Khoirunisa et al., 2020), where the party believes in ideology and policies, but realizes that something has to be 'sold'. In this strategy, the goal achieved by the party is vote seeking, where the Nasdem party aims to maximize voting in the 2014 and 2019 general elections, considering the many competitors of other parties whose figures are also well known. There is an ideology that is promoted by this new party, such as with regard to the four pillars of nationality, and the distinctive strategy it carries, namely the "restoration strategy and politics without dowry" is raised through TV media and direct outreach.

A political party can highlight the representation of the political party itself through its ideas, vision and mission (party representation), but can also highlight the personal figures of candidates in political parties (personal representation). Party representation is needed to select the most relevant issues on the public agenda and to design public policies.

Individual representation is also necessary to achieve high quality of representation and effectively promote societal preferences in political policies. Personal representation refers to the qualities of a party candidate's representation, especially their reliability and ability to fulfill their election promises and meet the demands of the electorate(Suparyanto, 2020). To fulfill the aspirations of the people, talented people and support from the political parties themselves are needed, therefore both representations are considered important in

political marketing

strategies.

However, it turns out that ideology is not the only success factor in the political marketing communication strategy carried out by the Nasdem Party in the 2019 legislative elections. Even though it is a new party, well-known political figures are strong enough in the minds of the people so they will tend to vote member of the legislature from the Nasdem Party. This is a new finding in research, where previously the strategy used in political marketing campaigns only focused on ideology. The strategy adopted by the Nasdem Party is to 'sell' party candidates by associating well-known figures. This figure factor can be a factor influencing direct elections, where the popularity of figures plays an important role in obtaining votes. This is also in line with research(Suparyanto, 2020) who stated that one of the factors that influenced the election of the Klungkung Regency DPRD member in the 2014 election was because the DPRD member had served two terms and his popularity could support him gaining power.

In this study, the Nasdem party was able to win votes because of the link between the figures of Jokowi and Surya Paloh who became the political icons of Nasdem. Specifically for the election of members of the DPR RI, Johnny Plate uses TV media to have

dialogue and appear before the public and his popularity is getting higher so the next strategy is to strengthen the structure and build a network of volunteers, families and religious groups.

Political figures who have managed to garner support in this era can be related to the concept of celebrity politicians, as they utilize contemporary 'post-democracy' to gain votes by appearing on television shows, adopting

marketing strategies by movie stars. The concept of celebrity politicians was first coined by John Street and further developed by Marsh and Wheeler as an effort to revive democracy, especially for the public who are apathetic but trust again because of figures or personal figures they know.(Pardomuan et al., 2021)

However, not only because of the popularity of political figures carried by the Nasdem party

which is the only strong implication as an elected member of the legislature, the existence of a personal representation strategy from the party is also one of the causes for the Nasdem Party's vote gain. This personal representation strategy refers to the quality of representation of party members, where they have the ability to fulfill promises during campaigns and respond to the wishes of voters.(Primary, 2021).

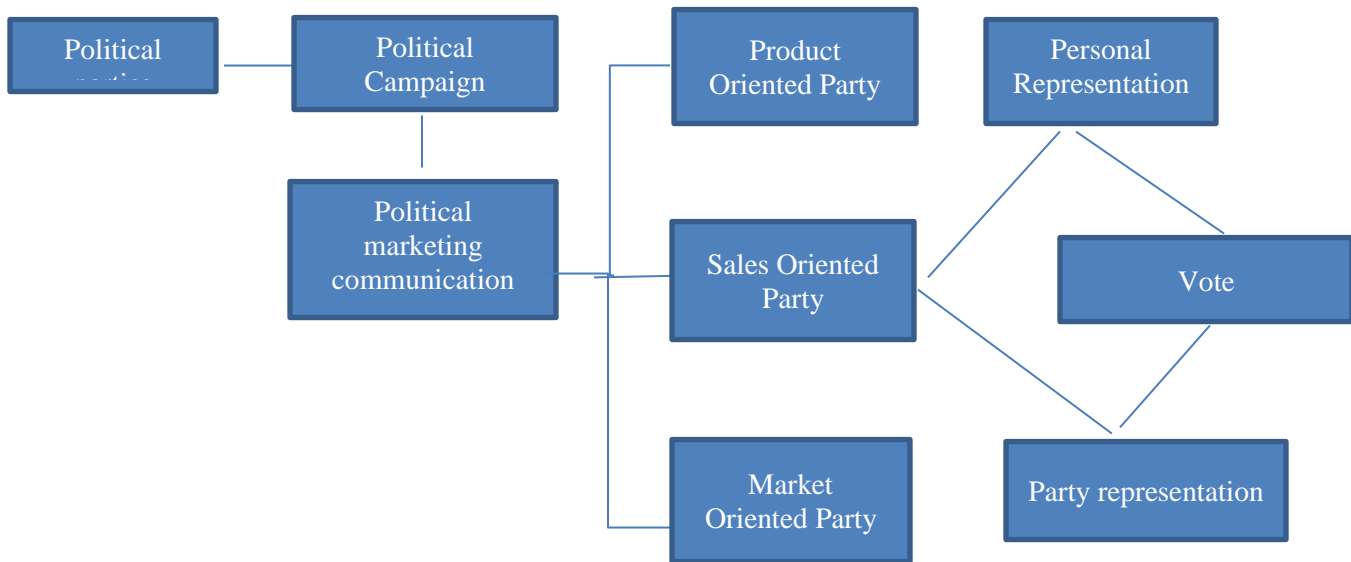Discussion of these findings can be simplified in the following scheme:

Figure 1. Research Schematic Chart
Source: Processed by Researchers, 2022.

The chart above illustrates that in order to win elections, political parties must be able to take advantage of political communication by developing a political marketing communication strategy that can be taken from marketing techniques with product oriented parties, sales oriented parties, or

market oriented parties, where in this study sales oriented parties can ' sells' ideology (party representation) and personal political figures (personal representation) legislators or regional heads who are nominated can get votes and get victory in the 2014 and 2019 elections.

5. Conclusion

From the research results, it can be concluded that the political marketing communication strategy used by the Nasdem Party can lead to victory in the 2014 election. The strategy used by this party is a sales oriented party, where the strategy aims to get the number of votes from prospective voters, and the presence of party representation and figures that are 'sold' by political parties.

In addition to strong ideology (party

representation), such as restoration strategies and politics without dowry and related to the four pillars of nationality that appear through TV media and direct outreach, it turns out that the candidate figures personally have more strong implications for winning the general elections in 2014 and 2019 , this can be seen from the figures of Ridwan Kamil as a candidate for governor of Responsibilities in 2018, Khofifah Indah Parawangsa as a candidate for governor of East Java, Muhammad Farhan as a candidate for DPR RI member in 2019, Ratih Megasari S as a

candidate for member of DPR RI in 2019 and other figures another artist who has earned a good image among the public.

The existence of new findings such as the concept of celebrity politicians can also influence the victory of the Nasdem Party, because the icon of the Nasdem Party is often associated with well-known political figures or figures, namely Surya Paloh. Based on the research conducted, theoretically the research can recommend the development of the concept of political marketing communication strategy by representing personal candidate figures (personal representation), further research can examine more deeply from the perspective of voting behavior in general legislative elections.

practically speaking.

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