



Political Marketing Strategy for Z Generation in North Sulawesi

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Abstract: Political Marketing Strategy becomes an important thing in winning general elections. Generation Z needs different information and experiences to encourage them to participate in elections. The purpose of this research is to build a political marketing strategy that can be used for generation Z in North Sulawesi. The research method used is a qualitative method with a sample that is a generation Z in North Sulawesi. The results of this study indicate that the strategy has been successfully formulated using SWOT analysis. The results of this study indicate that the resulting political marketing strategy is an aggressive strategy. Several strategies that can be implemented include increasing the participation of young generation Z with political education, increasing the number of generation Z as politicians and volunteers, and providing political marketing information by implementing 7P (product, promotion, price, place, process, people, packaging) and Shorten the process and improve the quality of the political process, as well as provide training for generation Z. The conclusion that can be drawn from this study is that good political marketing will produce a strong influence and encourage generations.

Keywords: political marketing, Z Generation, general elections, strategy.

INTRODUCTION

Political marketing has become a very interesting topic to study in recent years. This is caused by the emergence of various ideas to attract voters to the victory of certain candidates in the general election constellation. This has made many researchers begin to formulate various research topics and strategies on the road to victory in the general election. It is very important to formulate an appropriate strategy to get a large number of voters. Thus, the various winning teams began to think of appropriate ways and strategies to achieve victory.

Some of the old ways that are often applied are offering certain figures to be voted for and offering programs that interest voters. But these methods are still not successful because they have not been packaged properly and attractively. This is what encourages the adoption of marketing science into politics so that various things that will be conveyed to voters are packed with an interesting political marketing strategy. One thing that needs to be considered is young voters who have a fairly good literacy level, access information quickly and easily because they are supported by skills in using

information technology properly and quickly. But the thing that is still lacking is that generation Z is still very new and does not have sufficient experience in the area of politics and the democratic process in general elections. They will continue to learn from various sources to encourage them to make the right political choices. Therefore, it is very necessary to formulate a strategy to reach the Z generation.

Generation Z is a generation that is familiar with activities on the internet. Starting from using social media, to buying goods online. As a technology-literate generation, Gen Z is the population that dominates the number of internet users in Indonesia (Venia et al., 2021). According to data from AppAnnie, Indonesia is the country with the most Gen Z spending time on the internet. Compared to 25+ countries in the world, the average growth of Gen Z Indonesia's active internet users has increased by up to 40% every month. Apart from social media, the platforms that are often used by Gen Z are online shopping platforms. As many as 72% of Gen Z buy their needs on marketplaces or e-commerce such as Shopee, Tokopedia, Lazada, or other marketplaces. Online shopping behaviour in Indonesia can be said to be dominated by Gen Z because out of 100% of internet users, 72% of them are Gen Z who actively shop online. North Sulawesi is currently dominated by generation Z according to the results of the 2020 Population Census (SP2020). Generation Z, which is the term for the successor to the millennial generation or those born in the range of 1995 to 2010, has a proportion of 27.50 per cent of the total population of North Sulawesi, which is 2.62 million people.

Therefore, this research tries to formulate a strategy for generation Z. The purpose of this research is to produce the right political marketing strategy for generation Z in North Sulawesi. It is hoped that this research can provide very appropriate input to political parties, politicians and various institutions related to the political process to formulate various matters appropriately for this generation Z.

RESEARCH METHOD

Product Differentiation

The research method used is a qualitative method. Researchers use qualitative methods to analyze data holistically, and dynamically, construct results and gain understanding to build a strategy that fits the research objectives to be achieved. In this qualitative method, researchers use it to build a strategy to be achieved. The strategy in question is the way chosen so that the achievement of goals can be effective and efficient. This research strategy is related to the acquisition of data according to the indicators of each variable or symptom studied. To be able to prove that the data is an indicator of a variable or a symptom, there are two strategies that can be used, namely by understanding. Each of these two types of strategy has its own purpose. The first strategy is a measurement strategy, which aims to determine the amount of data that is embodied in the form of numbers. All symptoms can be converted into numbers, where this number shows the size or quality of the indicator of the variable. After being measured, then calculated. This process is called the data quantification process, so the resulting data are called qualitative data.

This research was conducted in North Sulawesi in October-November 2022 with the target respondent being Generation Z. Generation Z taken in this study was the generation born between 1995 and 2010. The total sample used was 88 respondents spread across north Sulawesi.

RESULTS AND DISCUSSION

Implementation Strategy

Strategy analysis is carried out with do analysis deep on the political marketing strategy in generation Z in North Sulawesi. Analysis done with does analysis qualitative with use method SWOT analysis (Strength, Weakness, Opportunity, Threat). Method this chosen because it's so good for analyse with consider internal and external aspects so that could produce a good and relevant strategy in accordance political marketing context The results of the strategy obtained will be arranged based on analysis priority good using SWOT and the McFarlan Grid method (Ward & Peppard, 2002)

Resulting analysis strategy arranged according to the factors that are analysed and built implementation in accordance with factors the. Through analysis priority this every initiation will give the following labels:

1. *STRATEGIC (S)*. Strategic label means initiation this is very important for done because related much needed service moment this is also for prepared by the government.
2. *KEY OPERATIONAL (K)*. This operational key label looked initiation urgent for done but no urgent. It will be very much needed in the future come.
3. *HIGH POTENTIAL (H)*. High potential label is given to important initiation however still far for implemented / can postponed.
4. *SUPPORT (U)*. this support label given to characteristic initiation no too urgent for service but enough help if done. Following this implementation strategy results construction produced sustainably.

Political Marketing Strategy Analysis

Political marketing strategy analysis for Generation Z in North Sulawesi, carried out with pay attention to the SWOT analysis table in table 1.

Table 1. SWOT Analysis

SWOT	<p style="text-align: center;">STRENGTH</p> <ol style="list-style-type: none"> 1. Generation Z got adapt with technology information in a manner easy and fast 2. Generation Z begins capable do analysis to the candidates with consider love information in a manner easy and fast 3. Generation Z got more tolerant in face political identity 4. Open with view political so that more flexible and objective 	<p style="text-align: center;">WEAKNESS</p> <ol style="list-style-type: none"> 1. Still not understand about political practical 2. Tend more individualist and lacking interested with politics and apathy 3. Less appreciate the process and more interested in instant things with packaging interesting
<p style="text-align: center;">OPPORTUNITY</p> <ol style="list-style-type: none"> 1. Enhancement participation political clan young at the party democracy 2. Interest clan easy for career as politicians and see road political for opportunity work 3. Available clan Generation Z continues increase 	<ol style="list-style-type: none"> 1. Upgrade total participation clan young generation Z with political education 2. Upgrade total clan generation Z as politicians and volunteers 3. Provision political marketing information with 7P implementation (product, promotion, price, place, process, people, packaging) 	provide training for generation Z
<p style="text-align: center;">THREATS</p> <ol style="list-style-type: none"> 1. Enhancement scandal politics and corruption that cause descent trust society to 	<ol style="list-style-type: none"> 1. Shorten the process and improve the quality of the political process 	Improved marketing with 7P pattern for Upgrade participation political generation Z

politicians 2. The dependence of the political process on technology has an impact on increasing cybercrime and conventional processes Becomes not enough withdraw and leave		
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Source: Field Research, 2022

Priority Strategy

After SWOT analysis is done, researcher continues with do positioning. this intended for measure the strategic position is could prioritized or no. this because the influence of the Z generation factor on internal and external factors is different , so positioning is really needed determine scale priority (O'Shaughnessy et al., 2012) . How to determine priority this could done with give weighting on aspects certain. Researcher start with determine factors urgent from internal conditions in the formulation of the political marketing strategy in generation Z. Then researcher group to in strengths and weaknesses. Weight column is level interest each factor, weighting 0.20 is very important, 0.1 is important, 0.05 is sufficient important, 0.01 not important and if summed up will be worth 1.00. While ratings are mark any internal conditions organization. Score 4 for very good condition, value 3 for condition good, value 2 for condition normal only, and a value of 1 for condition bad. The factors are worth 3 and 4 only for strengths group, meanwhile worth 2 and 1 for weaknesses group. Then Value each - each factor is intermediate product weights and ratings. If whole mark summed, then could is known mark SWOT results of the strategy. See table 2.

Table 2. Calculation In Determination Strategy Priority

STRATEGY FACTOR	WEIGHT	SCORE	TOTAL (WEIGHT x RATING)
STRENGTHS (S)			
1. Enhancement Generation Z to get adapt with technology information in a manner easy and fast	0.20	4	0.8
2. Generation Z begins capable do analysis to the candidates with consider love information in a manner easy and fast	0.1	3	0.3
3. Generation Z got more tolerant in face political identity	0.1	4	0.4
4. Open with view political so that more flexible and objective	0.1	3	0.3
TOTAL	0.50		1,8
WEAKNESS (W)			
1. Still not understand about political practical	0.1	3	0.3
2. Tend more individualist and lacking interested with politics and apathy	0.2	2	0.4
3. Less appreciate the process and more interested in instant things with packaging interesting	0.2	4	0.8
			0
TOTAL	0.5		1.5
OPPORTUNITY (O)			

1. Enhancement participation political clan young at the party democracy	0.2	4	0.8
2. Interest clan easy for career as politicians and see road political for opportunity work	0.2	3	0.6
3. Available clan Generation Z continues increase	0.2	4	0.8
			0
TOTAL	0.6		2,2
THREATS (T)			
1. Enhancement scandal politics and corruption that cause descent trust society to politicians	0.2	2	0.4
2. The dependence of the political process on technology has an impact on increasing cybercrime and conventional processes Becomes not enough withdraw and leave	0.2	4	0.8
TOTAL	0.4		1,2

Source: Field Research, 2022

From the results above calculations, we get results analysis as following:

The total score of factor strengths = 1.8

The total weakness factor score = 1.5

So that determination coordinate for internal factors is used formula:

coordinates (internal factor strategy) = Total factor strengths score - Total factor weakness score

$$\text{IFAS} = 1.8 - 1.5 = \mathbf{0.3}$$

With thereby obtained the actual internal factor coordinate is 0.3.

Next done analysis for get coordinate external, as following:

The total opportunity factor score = 2.2

Threats factor total score = 0.4

Coordinate external EFAS (external factor strategy) = total score of opportunity factor - total score of factor threats

$$\text{EFAS} = 2.2 - 1.2 = \mathbf{1.0}$$

With thereby obtained external factor coordinates actually 1.0.

After get coordinate each factor, namely internal and external factors, then the next step is defined internal strategy form determination position quadrant in the SWOT analysis diagram. Determination of this SWOT diagram function for determine position strategy to be implemented. That strategy is located in quadrants I, II, III or IV. Quadrant this function for define and identify what is that strategy characteristic aggressive, diversified, turn-around or defensive. Determination quadrant the could see in figure 1.

Developed strategy this has in line with researcher Ristić , et.al found that development strategy construction sustainable must done with multi- criteria approach that includes many factors (Ristić et al., 2018) . one decisive factor is Generation Z. Because That is, the strategy developed should be an aggressive strategy that can push level participation political Generation Z with a political marketing strategy. See figure 1.

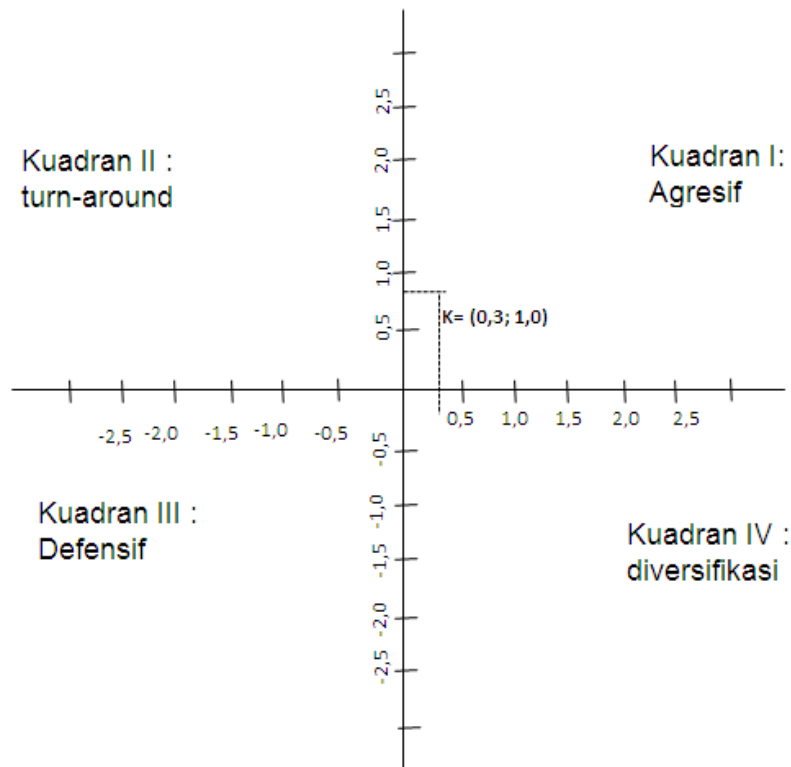


Figure 1. Determination Quadrants on The SWOT Analysis

Source: Field Research, 2022

With so, can said that resulting strategic priorities is in quadrant I, so that the resulting strategy is a strategic nature aggressive. That is, the political marketing strategy in generation Z has internal aspects that can utilized for seize and maximize identified opportunities, so could Upgrade effectiveness on participation political Generation Z in North Sulawesi this could accepted as well as can be implemented with good at political marketing.

Strategy developed in research this in line with other researchers have also found that proper aspect of political marketing could have big role in the strategy of implementing political marketing in a manner appropriate target (Coursaris & Papagiannidis, 2009) . Developed strategy should support happening improvement on political marketing factor Generation Z holds role urgent in future and future politics Becomes decisive people were to direction view politics and participation citizen. this showing that election the right marketing strategy could push Generation Z participates in a manner active in political and democratic processes. kindly whole, got concluded that the right marketing strategy could keep going push enhancement participation Generation Z on politics. this one of them could done with an exploit strategy social media by appropriate (Ahmad & Popa, 2014) and interesting could encourage and educate clan generation Z (O'Shaughnessy et al., 2012) . Other researchers also found same thing that is social media can become a media campaign proper politics for people who have literacy technology good information (Williams, 2022). The right marketing model could adopt what has been formulated by the researcher like 7P pattern (product , promotion , price, place, process, people, packaging) developed with pattern basic 4P and 3P (Sutrisno et al., 2018) . With Thus the strategy developed could oriented to the adoption of a strategy-based technology information with Attractive packaging that pays attention pattern generation Z

For could sequencing political marketing strategy on generation Z in North Sulawesi in a manner real thing that can be implemented, researcher use McFarlan Grid method (Ward & Peppard, 2002) . With method this, researcher deriving d-based strategy strategic value (S), Key performance (K), High potential (H), and Support (U). more could seen in table 3.

Table 3. Priority Strategy Analysis on political marketing generation Z

No	STRATEGY	PRIORITY
1.	Upgrade total participation clan young generation Z with political education	S
2.	Upgrade total clan generation Z as politicians and volunteers	K
3.	Provision political marketing information with 7P implementation (product , promotion, price, place, process, people, packaging)	S
4.	provide training for generation Z	U
5.	Shorten the process and improve the quality of the political process	H
6.	Improved marketing with 7P pattern for Upgrade participation political generation Z	S

Source: Field Research, 2022

In the formulation of the strategy in table 3, it is obtained that the political marketing strategy in generation Z, there are 3 strategies that are strategic and be priority main for quick done and not can postponed, namely: Increasing total participation clan young Generation Z with Political Education, Provision political marketing information with implementation of 7P (product, promotion, price, place, process, people, packaging) and marketing improvement with 7P pattern for Upgrade participation political generation Z. besides there is also 1 strategy that is a key performance that becomes key that strategy urgent for done but not yet urgent . that strategy is Upgrade total clan generation Z as politicians and volunteers. There is also an important high potential strategy for done but still can be postponed for implemented in time close, that is Shorten the process and improve the quality of the political process. Last strategy that can generated is a support strategy. on analysis priority is made there is 1 strategy that is support, meaning that strategy characteristic no too urgent but would be very helpful if done. that strategy is provided training for generation Z.

With so, can said that resulting strategic priorities is in quadrant I, so that the resulting strategy is a strategic nature aggressive. That is, the political marketing strategy in generation Z has internal aspects that can utilized for seize and maximize identified opportunities, so could Upgrade participation politics in generation Z in North Sulawesi. this in line with results study about the concept of political marketing put forward by O'cass that political marketing is very important in developing a winning strategy election general public and the political process that is run (O'cass, 1996) .

Strategy built on research this is also appropriate with a number of other research that focuses on the development of a political marketing strategy like do improvement on the way campaign, approach to society and figures offered (Ediraras et al., 2013) . Besides In addition, other studies also show that strategies on social media can Upgrade in a manner significant participation clan millennials who have literacy technology information in a manner good and smooth (Safiullah et al., 2017) . Strategy got applied is with Branding the figures and programs offered in a manner keep going continuously will Upgrade level electability in a manner significant (Rose, 2010) . Another aspect that is a must keep going noticed too is communication continued and intense politics will push formation group loyal voters stretcher candidate (Thrassou et al., 2011) . Required ability for arrange various matter related to political marketing in build a strong , capable political marketing strategy adapt with condition voters to be use right choose in party democracy (Mensah, 2017) . It also emphasizes variety activities initiated by the institution political good party politicians as well as volunteers who collaborate for win candidate certain. Another necessary technique noticed is an

advertising technique that can influence behavior selector and push voter in a manner volunteer participate and give right voice (Falkowski & Cwalina, 2012) . Need increase the value offered with more conclusions quality, sure selector and push they participate in a manner active in politics (Baines et al., 2014) . By compiling the right strategy and with good political marketing will produce strong and encouraging influence clan Generation Z in North Sulawesi participate active in a healthy and quality democratic process.

CONCLUSION

Study this conclude that with the right political marketing strategy for Generation Z in North Sulawesi must be arranged in a manner systematic with notice various factor. The 7P marketing model can applied for Upgrade participation Generation Z in North Sulawesi. Developed political marketing strategy should be a strategy that is priority should be aggressive. Some strategies that can run like Upgrade total participation clan young Generation Z with Political Education, Improvement total clan generation Z as politicians and volunteers, Provision political marketing information with implementation of 7P (product, promotion, price, place, process, people, packaging) and shorten the process and improve the quality of the political process, as well provide training for generation Z. By developing the right strategy and with good political marketing will produce strong and encouraging influence clan generation.

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