

ANALYSIS OF POLITICAL MARKETING FACTORS IN THE 2024 SIMULTANEOUS REGIONAL ELECTIONS IN SUKABUMI CITY

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ABSTRACT

The 2024 Regional Elections in Indonesia, including Sukabumi City, mark the first-ever simultaneous elections held on the same date nationwide. The increasing number of registered voters and voter participation rates in Sukabumi City pose challenges for candidates in crafting effective political marketing strategies to attract voters. This study aims to analyze the impact of political marketing factors on voter decision-making in 2024 simultaneous regional election in Sukabumi City. This research adopts a quantitative approach using descriptive analysis and logistic regression analysis. Data were collected through surveys distributed to eligible voters in Sukabumi City. The final sample size consisted of 1,000 respondents. The analysis was conducted using IBM SPSS Statistics for Windows Version 26. The results indicate that all political marketing factors significantly influence voter decision making. Specifically, campaign programs, candidate's educational and social background, candidate visits, interactions with voters, advertisements, media usage, and social media engagement play a crucial role in shaping voter decision making.

Keywords: Political Marketing, Voting Decision, Regional Elections

INTRODUCTION

Regional Head Elections (Pilkada) are a crucial mechanism in strengthening local democracy in Indonesia. In 2024, Indonesia will hold its first nationwide Simultaneous Regional Elections (Pilkada Serentak) on the same date across all regions, as mandated by Article 201, Paragraph 8 of Law No. 10/2016. The 2024 elections present several challenges, including overlapping election phases, legal uncertainties in candidate nominations, and the heavy administrative burden on election organizers (Putranti C & Harahap, 2021). Furthermore, public attention may shift away from local elections due to the prominence of national elections (Rizal, 2022). These challenges will serve as a reflection of how well local democracy has evolved to meet the needs of the people.

In the context of the 2024 elections, Sukabumi City has a strong electoral history and increasing voter participation. Since the city's first regional election in 2008, the number of registered voters has consistently grown: 205,362 in 2008, 223,719 in 2013, and 225,340 in 2018.

Voter Registration in Sukabumi City Election

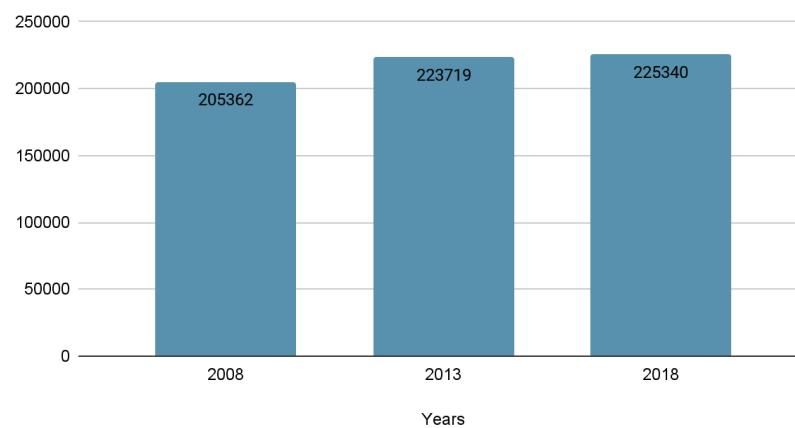


Figure 1. Voter Registration in Sukabumi City Election

Source: Data Processing, (2025)

The past three election cycles in Sukabumi City have shown an increasing trend in voter turnout: 74.72% in 2008, 76.06% in 2013, and 77.5% in 2018. This increasing trend highlights the importance of understanding voter behavior to help candidates formulate effective campaign strategies.

Voter Turnout in Sukabumi City Elections

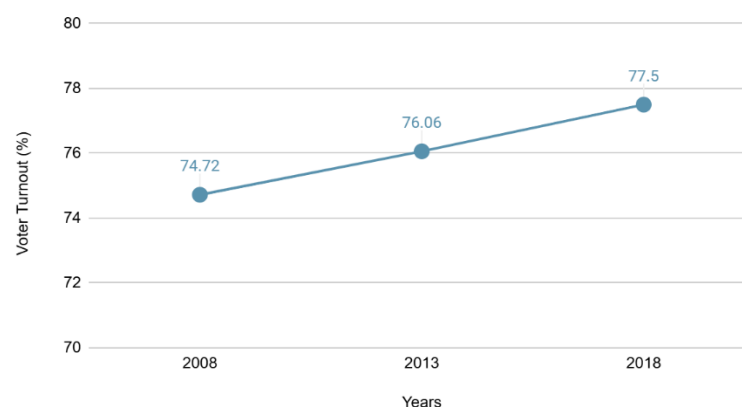


Figure 2. Voter Turnout in Sukabumi City Election

Source: Data Processing, (2025)

In the 2024 Simultaneous Elections, the Sukabumi City Election Commission (KPU) has announced three pairs of mayoral and deputy mayoral candidates, as per Decision No. 519/2024 and Decision No. 521/2024. The candidates are as follows: 1) H. Achmad Fahmi - H. Dida Sembada; 2) H. Ayep Zaki - Bobby Maulana; 3) H. Mohamad Muraz, S.H., M.M - H. Andri Setiawan Hamami, S.H., M.H. In every election, including in Sukabumi City, political marketing plays a crucial role in determining a candidate's success. Political marketing involves disseminating information about candidates, parties, and policies through various communication channels to influence public opinion, voter behavior, and attitudes (Tazri et al., 2020). Effective political marketing helps candidates engage with voters, shape their public

image, and increase their chances of winning elections. As voter behavior evolves, candidates must adapt their political marketing strategies accordingly. Given these dynamics, this study aims to analyze the Political Marketing Factors Affecting Voting Decisions in the 2024 Simultaneous Regional Elections in Sukabumi City.

LITERATURE REVIEW

POLITICAL MARKETING

Marketing is the practice of creating value for consumers and establishing long-term interactions with them to extract value from them (Kotler & Armstrong, 2019). Political marketing is a combination of marketing and politics, where marketing strategies are used to promote political parties or candidates. The fusion of marketing and politics creates a political market, in which politicians act as marketers and voters serve as consumers (Irshaidat, 2019). In political marketing, voters are considered consumers whose needs must be fulfilled (Ediraras et al., 2013). In this context, candidates or political parties must offer something to be marketed to voters to meet their needs.

Haroen (2014) explains that political marketing is the application of marketing concepts and techniques in the political sphere. In the competition to capture the market, having a strong marketing strategy is crucial to overcoming rivalry, especially when the market in question consists of voters. Public image and trust are not only built during the campaign period but also through long-term relationships.

REGIONAL ELECTION

The regional head election (Pilkada) is a crucial element of the local democratic system in Indonesia. Since the implementation of direct Pilkada through Law Number 32 of 2004 on Regional Government, Pilkada has been regarded as an instrument to strengthen democracy at the local level, granting the public direct power to elect their leaders.

The year 2024 marks the first Simultaneous Regional Elections (Pilkada Serentak), which will be conducted on the same date and month nationwide. This aligns with the mandate of Law Number 10 of 2016, Article 201, Paragraph (8), which states that the nationwide simultaneous voting for the election of Governors and Deputy Governors, Regents and Deputy Regents, as well as Mayors and Deputy Mayors across the entire territory of the Unitary State of the Republic of Indonesia shall be held in November 2024.

FACTORS INFLUENCING THE DECISION TO ELECT CANDIDATES

The selection of political leaders demonstrates a high level of competition among candidates, making it essential for them to understand the political marketing factors that influence voting decisions. According to Wamilia et al. (2020), several factors influence voting decisions, namely product, price, place, and promotion.

The political marketing product is a combination of all the potential benefits that voters are expected to experience if the candidate is elected. These include the candidate's party programs, past track record, and personal characteristics (Rahayu & Satria, 2019). A candidate's main strengths are conveyed through the party platform, which is disseminated via

paid advertisements and media coverage of public events. The candidate's past record and personality traits also influence voters' perceived return on investment. The impact of the political marketing product becomes evident once the candidate has been elected. Product refers to what political parties or candidates offer, which can take the form of policies they intend to implement if elected (Sugiono, 2013).

H1: Product variables (X1) affect the candidate to be selected (Y)

Price, according to Sutrisno et al. (2018), includes the total costs associated with a candidate's election, encompassing economic costs, psychological burdens, and the impact on national image. This includes campaign expenses, public perception, educational background, and social background. Price includes campaign costs, public image, educational background, and social background. Firmanzah (2008) explains that in the concept of political pricing, a political institution will strive to minimize the price of its political product to reduce risks while simultaneously increasing the price of its political opponents' products.

H2: Price variables (X2) affect the candidate to be selected (Y)

Place in political marketing is closely related to the mechanisms for reaching and penetrating political products into various regions, including remote areas (Firmanzah, 2008). According to Sutrisno et al. (2018), place also refers to the methods or channels used to introduce candidates directly to the public. In a political context, distribution can be understood as the means by which participants access information services, which may include the presence of political party offices in remote areas, the candidate's presence and contributions in different regions, public dialogues, deployment of campaign teams and supporters, as well as candidate visits to religious communities and social

H3: Place (Distribution) variables (X3) affect the candidate to be selected (Y)

Promotion in political marketing involves the various ways political institutions promote their candidates, such as advertising campaigns that build political slogans, messages, and public images. Promotion in the political marketing mix refers to the promotional efforts undertaken by political institutions, including advertisements aimed at building political slogans, messages, and public image (Firmanzah, 2008). According to Sutrisno et al. (2018), promotion in the political marketing mix includes paid advertisements, event publicity, and debates. Promotion encompasses the ways in which candidates and political parties advertise or communicate their political products to the public through various media, such as paid advertisements, event publicity, and debates.

H4: Promotion variables (X4) affect the candidate to be selected (Y)

RESEARCH METHOD

This study employs a quantitative research approach to analyze the influence of political marketing factors on voter decision-making in the 2024 Sukabumi City Regional Elections. The research utilizes descriptive analysis to summarize the characteristics of respondents and logistic regression analysis to examine the relationship between independent variables and voting decisions. The study population consists of eligible voters in Sukabumi City who

participated in the 2024 Regional Elections. To ensure a representative sample, a multistage random sampling technique was used. The final sample size consisted of 1,000 respondents. This study examines four independent variables (X) derived from the political marketing mix framework (4P) and one dependent variable (Y). Primary data were collected using a structured survey questionnaire, distributed to respondents across Sukabumi City. The collected data were analyzed using IBM SPSS Statistics for Windows, Version 26. The logistic regression model was applied to evaluate the impact of independent variables on voting decisions. Model accuracy was assessed through the Omnibus Test, Nagelkerke R-Square, Classification Accuracy, Hosmer-Lemeshow Test, and Wald Test. These statistical methods ensured the reliability and validity of the findings. By employing this methodological approach, the study provides an empirical basis for understanding how political marketing influences voter behavior in the context of the 2024 Sukabumi City Regional Elections.

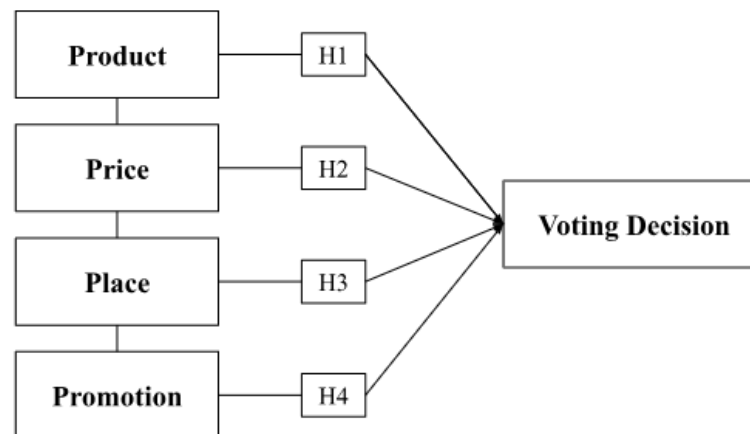


Figure 3. Research Framework

RESULT AND DISCUSSION

RESPONDENTT PROFILE

Table 1. Respondent Profile

Characteristics	Information	%
Domicile per resident card	Kecamatan Cikole	18.2
	Kecamatan Citamiang	15.2
	Kecamatan Lembursitu	15.2
	Kecamatan Warudoyong	14.9
	Kecamatan Baros	12.3

	Kecamatan Gunung Puyuh	12.2
	Kecamatan Cibeureum	12.0
Gender	Female	51
	Male	49
Age	44 - 63	36
	30 - 43	35
	17 - 29	28
	> 64	1
Religion	Islam	99
	Kristen	0.7
	Hindu	0.2
	Budha	0.1
Last Education level	Graduated SMA	55
	Graduated SMP	21
	Graduated SD	15
	Graduated S1 / S2 / S3	8
	Other	1
Characteristics	Information	%
Job Status	Housewife	32
	Labour	27
	Entrepreneur	13
	Private Sectors employees	10
	Student	5
	Other	4
	College student	3
	Unemployment	2
	Farmer	2
	civil servant	1

	Retired	1
Rate of income/month (Rupiah)	Rp. 1.500.000,00 - Rp. 5.000.000,00	47
	Rp. 500.000,00 - Rp. 1.500.000,00	38
	< Rp. 500.000,00	14
	> Rp. 5.000.000,00	1

Source: Data Processed, (2025)

Table 1 shows that Kecamatan Cikole has the highest proportion of respondents (18.20%), followed by Kecamatan Citamiang (15.20%) and Kecamatan Lembursitu (15.20%). The multistage random sampling technique was used to determine the number of respondents, and the proportion of respondents from each district was adjusted based on the number of registered voters (DPT) for the 2024 Simultaneous Regional Elections (Pilkada Serentak) in Sukabumi City, as published by the General Elections Commission (KPU). The survey comprised 51% female respondents and 49% male respondents. The most dominant age group was 44-63 years old (Generation X), accounting for 36% of the respondents. Generation Y was the second most dominant age group, representing 35% of respondents aged 30-43 years. Sukabumi City is a predominantly Muslim area, which is reflected in the survey results, where 99% of respondents identified as Muslim. Regarding educational background, 55% of respondents completed high school (SMA/equivalent), followed by 21% who completed junior high school (SMP/equivalent). In terms of occupation, the highest proportion of respondents were housewives (32%), followed by laborers (27%) and entrepreneurs (13%). The most common income level among respondents was Rp. 1,500,000.00 - Rp. 5,000,000.00 per month (47%), followed by Rp. 500,000.00 - Rp. 1,500,000.00 per month (38%).

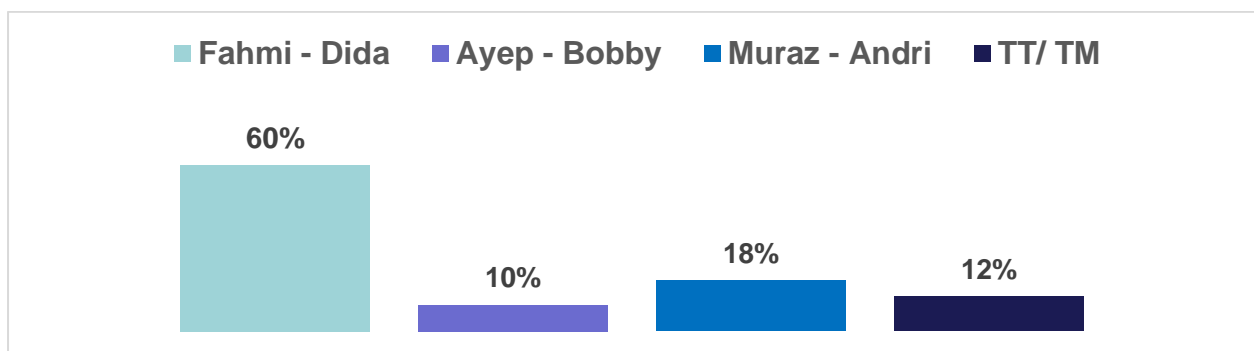


Figure 4. Respondent's Preferred Candidate

Source: Data Processing, (2025)

Figure 4 presents the results of the questionnaire responses regarding the preferred candidates in the 2024 Simultaneous Regional Elections (Pilkada Serentak) in Sukabumi City. The candidate pair Achmad Fahmi - Dida Sembada emerged as the most favored, receiving 60% of the votes. The pair Mohamad Muraz - Andri Hamami followed with 18%, while Ayep Zaki - Bobby Maulana secured 10%. Meanwhile, 12% of respondents had not yet decided on their

preferred candidate. When selecting a regional head candidate, voters naturally consider the candidate's characteristics. Candidate characteristics can be assessed from various perspectives. However, in this study, they were categorized into ten key traits, namely: experienced, intelligent, honest/integrity, wise/authoritative, firm, religious, polite, accomplished, creative/innovative, and attractive (handsome/beautiful). According to Figure 5, the most desired candidate characteristics are experience (32 %), followed by intelligence (17%), and honesty/integrity (15%).

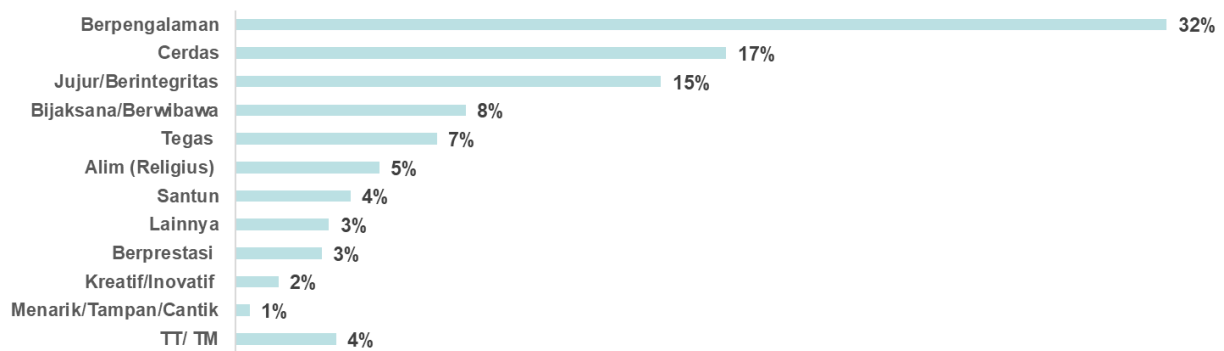


Figure 5. Characteristics of Respondents' Preferred Candidates
Source: Data Processing, (2025)

LOGISTIK REGRESSION ANALYSIS

ASSUMPTION TEST

This assumption test is a regression coefficient model used to assess the model's feasibility by incorporating independent variables, as shown in Table 2

Table 2 Omnibus Test Result

Chi-square	Df	p-value
875.003	12	.000

Source: Data Processing, (2025)

The Omnibus Test output in Table 8 shows a significance value of 0.000, which is less than 0.05. This indicates that the model is appropriate for further analysis.

NAGELKERKE R-SQUARE TEST

The Nagelkerke R-Square measurement is conducted in the model summary to assess the variability of the dependent variable (Y) that can be explained by the model, as presented in Table 3.

Table 3 Model Summary Result

-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
511.291	.583	.778

Source: Data Processing, (2025)

Table 3 shows that the Nagelkerke R-Square value in the model summary is 0.778. This means that 77.8% of the variability in variable Y can be explained by the model, while the remaining 22.2% is influenced by factors outside the model.

MODEL CLASSIFICATION ACCURACY TEST

The model classification accuracy test is conducted to determine the expected frequency based on the empirical data of the dependent variable, which indicates the accuracy of the research model, as presented in Table 4.

Table 4 Classification Table Result

Observation	2024 Candidate Predictions		Percentage of accuracy of selection
	Did Not Vote	Vote	
Did Not Vote	443	57	88.6
Vote	58	442	88.4
Overall percentage			88.5

Source: Data Processing, (2025)

Table 4 presents the classification table, which demonstrates how well the model categorizes cases into two groups: "Did Not Vote" and "Voted." The overall accuracy of the model is 88.5%. The prediction accuracy for "Did Not Vote" and "Voted" is 88.6% and 88.4%, respectively.

GOODNESS OF FIT

This test evaluates whether the model presented in Table 5 fits the data. In other words, the model is appropriate for use in the research.

Table 5 Hosmer and Lemeshow Test Result

Chi-square	Df	p-value
3.085	8	.929

Source: Data Processing, (2025)

The Hosmer and Lemeshow test is used to measure whether the predicted probabilities align with the observed probabilities. Table 11 shows that the significance value of the Hosmer and Lemeshow test is 0.929. With a significance level (α) of 0.05 (5%), this indicates that the predicted probabilities are consistent (fit) with the observed probabilities.

WALD TEST

The Wald test is used to analyze the factors influencing voter perception. The Wald test results explain the odds ratio, which compares the likelihood of not voting (0) versus voting (1). In logistic regression, only data labeled as 1 (Voting) can be explained, meaning that the significance values indicating the likelihood of voting can be observed in Table 6.

Table 6 Political Marketing Factors Affecting Voting Decision

No	Variabel	Indicator	Koefisien	<i>p-value</i>	Odds ratio
1	Product	1 Work Program*	0.282	0.016	1.326
		2 Party of Candidate	-0.037	0.774	0.964
		2a Party Supporting	0.087	0.516	1.091
2	Price	3 Campaign Cost	-0.023	0.94	0.977
		4 The Image	0.23	0.106	1.259
		5 Background Education*	0.58	0.01	1.786
		5a Background Social Life*	1.391	.000	4.018
3	Place / Distribution	6 Presence or visit*	1.364	.000	3.913
		7 Interaction Model*	0.506	.000	1.659
4	Promotion	8 Advertisement*	0.332	0.019	1.393
		9 Utilization of print & electronic media*	1.023	.000	2.781
		10 Active Social Media*	0.608	.000	1.837

Description: *) significant on $p < 0,005$

Source: Data Processing, (2025)

The interpretation of the logistic regression model is based on the odds ratio obtained from the Wald test:

- Odds ratio = 1.326, for the political product variable on the work program indicator. The work program has a significant positive effect on voting decisions, with a significance value of $0.016 < 0.05$ at the 5% significance level. The odds ratio indicates that there is a 1.326 times greater tendency to vote than not to vote. This finding suggests that respondents agree that their voting decision in the 2024 Simultaneous Regional Elections is influenced by the candidate's proposed work program.
- Odds ratio = 1.786, for the price variable on the educational background indicator. Educational background has a significant positive effect on voting decisions, with a significance value of $0.010 < 0.05$ at the 5% significance level. The odds ratio indicates that there is a 1.786 times greater tendency to vote than not to vote. This finding suggests that respondents agree that their voting decision is based on the candidate's educational background.
- Odds ratio = 4.018, for the price variable on the social background indicator. Social background has a significant positive effect on voting decisions, with a significance value of $0.000 < 0.05$ at the 5% significance level. The odds ratio indicates that there is a 4.018 times greater tendency to vote than not to vote. This finding suggests that respondents agree that their voting decision is influenced by the candidate's social background.
- Odds ratio = 3.913, for the distribution variable on the presence or visits indicator. Presence or visits have a significant positive effect on voting decisions, with a significance value of $0.000 < 0.05$ at the 5% significance level. The odds ratio indicates that there is a 3.913 times greater tendency to vote than not to vote. This finding suggests that respondents agree that their voting decision is influenced by the candidate's presence or visits to the community.
- Odds ratio = 1.659, for the distribution variable on the interaction model indicator. The interaction model has a significant positive effect on voting decisions, with a significance value of $0.000 < 0.05$ at the 5% significance level. The odds ratio indicates that there is a 1.659 times greater tendency to vote than not to vote. This finding suggests that respondents agree that their voting decision is based on the quality of interaction conducted by the candidate.
- Odds ratio = 1.393, for the promotion variable on the advertising indicator. Advertising has a significant positive effect on voting decisions, with a significance value of $0.019 < 0.05$ at the 5% significance level. The odds ratio indicates that there is a 1.393 times greater tendency to vote than not to vote. This finding suggests that respondents agree that their voting decision is influenced by advertisements promoting the candidate.
- Odds ratio = 2.781, for the promotion variable on the utilization of print and electronic media indicator. The utilization of print and electronic media has a significant positive

effect on voting decisions, with a significance value of $0.000 < 0.05$ at the 5% significance level. The odds ratio indicates that there is a 2.781 times greater tendency to vote than not to vote. This finding suggests that respondents agree that their voting decision is influenced by the candidate's presence in print and electronic media.

- Odds ratio = 1.837, for the promotion variable on the social media activity indicator. Social media activity has a significant positive effect on voting decisions, with a significance value of $0.000 < 0.05$ at the 5% significance level. The odds ratio indicates that there is a 1.837 times greater tendency to vote than not to vote. This finding suggests that respondents agree that their voting decision is influenced by the candidate's active engagement on social media platforms.

It can be concluded that the four variables—product, price, distribution, and promotion—have a significant influence on the voting decision in the 2024 Simultaneous Regional Elections in Sukabumi City. The work programs offered by candidates are considered important by respondents. This finding aligns with the studies conducted by Firmanzah (2018) and Alie (2013), which state that product factors influence voters in selecting candidates. Educational background and social life are also regarded as significant by respondents. This finding is consistent with the study by Siringoringo et al. (2024), which suggests that individuals with higher educational backgrounds tend to be more critical, rational, and capable of making accurate political decisions. The distribution factor is also considered important by respondents. This aligns with the study by Niffeneger (1989), which states that distribution factors influence voters in choosing a candidate. The promotion variable has a significant impact on voting decisions. This finding supports the research by Anshori (2018), which indicates that advertising affects voting decisions. Additionally, Saputro (2022) highlights that delivering political messages through social media in an innovative and simple manner effectively conveys political messages and influences voter perspectives.

CONCLUSION AND RECOMMENDATION

Based on the analysis that has been doing can be concluded that the dominant voter characteristic based on gender is female. The 44-63 age group dominates the respondents, with the majority being Muslim. Most respondents have completed senior high school education, and the most dominant employment status is housewife. The average monthly income of respondents ranges from Rp. 1,500,000 to Rp. 5,000,000.

Voters perceive that the chosen candidate should possess characteristics such as experience, intelligence, and honesty/integrity. The strongest candidate pair chosen in the 2024 Simultaneous Regional Elections in Sukabumi City is Achmad Fahmi - Dida Sembada, followed by Mohamad Muraz - Andri Hamami in second place, while Ayep Zaki - Bobby Maulana ranks third. The statistical test results for the 2024 Presidential Election indicate that political product, price, distribution, and promotion significantly influence the voting decision.

Based on the conclusions drawn, the researcher provides the following recommendations which is For political actors, it is essential to enhance their understanding of the factors influencing voting decisions in the 2024 Simultaneous Regional Elections in Sukabumi City. This can serve as a consideration in formulating effective strategies to help candidates win the

trust of voters and for future researchers, it is recommended to conduct further studies on political marketing by adding other influential variables that are more closely related to voter needs.

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