

3P Strategy in Verrel Bramasta's Political Marketing in the 2024 Legislative Election: Instagram Social Media Content Analysis

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Abstract

This research is based on the phenomenon that occurred in the 2024 general election, where political marketing has become a common instrument used by candidates or political parties. This is done to approach the public to gain support that allows them to win political office. This research aims to analyze the 3P (Push, Pull, Pass) strategy used by Verrel Bramasta in his political campaign in the 2024 legislative elections, focusing on the Instagram social media platform. In the context of political marketing, social media has become an important tool to gain public support and build a candidate's image. This research adopts a qualitative approach with the data collection technique of documentation from Verrel Bramasta's Instagram posts during a certain campaign period. The content analysis method is used to decipher the meaning of his political campaign content by paying attention to the use of the 3P strategy and its impact on public perception and voter participation. The results of this study show that the use of social media can strengthen the image and gain support from voters, which increases the chances of winning.

Keywords

3P strategy, political marketing, Instagram, Verrel Bramasta

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INTRODUCTION

The 2024 marks a significant democratic event for Indonesia, with simultaneous elections covering both the executive and legislative branches. This election is interesting because of the composition of the electorate, of which more than half-about 56% of the 204 million voters are young people, including millennials and Gen Z (Muhammad, 2023). This dynamic presents a change in politics, given the different preferences and behaviors of young voters. Today's younger generation tends to be more familiar with digital technology and social media platforms. This opens up opportunities for politicians to utilize digital channels to build their image, promote ideas, and recruit volunteers and supporters.

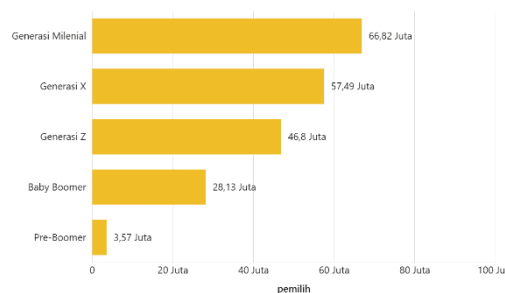


Figure 1. Number of 2024 Election Voters by Age Group

Source: Databoks, 2023

This dynamic presents a change in politics, given the different preferences and behaviors of young voters. Today's younger generation tends to be more familiar with digital technology and social media platforms. This result is in line with the Center for Strategic and International Studies Survey (2022), which highlights that young Indonesian voters are more likely to be interested in political activities through social media than other political activities. This opens up opportunities for politicians to utilize digital channels to build their image, promote ideas, and recruit volunteers and supporters.

The 2024 elections in Indonesia will hold Legislative Elections (Pileg) as one of the democratic mechanisms to elect representatives of the people at the central (DPR RI) and regional (DPRD) levels. The implementation of legislative elections is regulated in Law No. 7/2017 on Elections, which includes provisions related to the electoral system, presidential elections, and elections for members of the DPR, DPD, and DPRD. An interesting phenomenon in the legislative elections this time is that many political parties have endorsed celebrities as candidates, such as the nomination of Verrel Bramasta by Partai Amanat Nasional (PAN) for West Java District VII. The phenomenon of celebrities entering politics is not new in Indonesia, but its intensity has increased in recent years. According to research by (Subandi & Ubaid, 2020) celebrity involvement in Indonesian politics has experienced a significant increase since the reform era, with several legislative candidates at the national level in the 2019 elections having backgrounds

as celebrities or public figures. This phenomenon reflects a shift in political parties' strategies in recruiting potential candidates.

The involvement of celebrities in legislative candidacy is a personal branding effort in the political realm. Greg Fealy (Dewa, Sobari, & Pohan, 2020) explains that politics in Indonesia is increasingly influenced by individual personas rather than political parties. In this context, the role and influence of individuals - including politicians and public figures - have become more dominant than the big names of political parties. Personal branding in the Indonesian legislative elections, it allows politicians to differentiate themselves amidst the many candidates by building their own image, rational attribution, and emotional attribution (Sumaryono, Ernungtyas, & Prisanto, 2021)

The effort made by Partai Amanah Nasional in nominating Verrel Bramasta is a smart strategic move. Verrel Bramasta has 27.4 million followers on Instagram. His popularity as an artist and large number of followers can be a valuable asset for the party. In addition, Verrel Bramasta won in West Java electoral district VII with 94,810 votes (Komisi Pemilihan Umum, 2024). Political marketing refers to the process of exchanging and forming relationships between political objects politicians, parties, voters, and interest groups) to identify and fulfill their needs and develop effective political leadership (Wojciech Cwalina, 2011). Looking at this definition, it can be concluded that political marketing is one of the important elements that need attention in the process of nominating political contestants.

The application of political marketing strategies in today's digital era is the right step to campaign through digital channels such as social media to gain sympathy from voters. Of the many studies related to political marketing strategies, to optimize the research analysis in this writing, the 3P political marketing strategy introduced by Adman Nursal was chosen. This strategy, consists of three important elements, namely push marketing, pull marketing, and pass marketing (Sutrisno, Yuningsih, & Agustino, 2018)

The push marketing element involves incentives or encouragement given by candidates to voters to encourage them to go to the polling stations and vote. Pull marketing, on the other hand, focuses on shaping the candidate's image to impact voters and generate the desired sentiment. Finally, pass marketing is a strategy that involves individuals or groups to influence voters' opinions.

With the increasingly widespread application of political marketing strategies in the digital era, social media plays a central role in opening up opportunities to increase vote acquisition. The presence of social media facilitates candidates to reach certain voter segments, especially novice voters and youth voters, which are often difficult to achieve when using conventional methods (Maharani & Nurafifah, 2020). One of the social media used by many

people, especially millennials and Gen z, is Instagram. Through Instagram, candidates can reach a wide audience from various walks of life, including potential voters.

Research by (Muawin & Musnaini, 2023) highlights the influence of push, pull, and pass marketing approaches on voter decisions in the 2020 Jambi Governor Election. The results showed that the pass marketing strategy had the most significant impact in influencing voters' decisions. Although these studies have provided a comprehensive understanding of political marketing strategies, there is a need to conduct an in-depth exploration of the application of the 3P strategy in different contexts. Therefore, this study is intended to fill the research gap by focusing on analyzing Verrel Bramasta's Instagram content and how he uses push, pull, and pass marketing approaches in his political marketing.

The focus of this research is to describe Verrel Bramasta's use of Instagram social media as part of his political marketing strategy by adopting Adman Nursal's 3P approach as an analytical instrument. The urgency of this research is to understand the application of the 3Ps political marketing strategy applied by Verrel Bramasta on Instagram social media and its impact on candidacy and election results. This research, is expected to contribute to the development of literature because few studies specifically examine political marketing strategies applied by celebrities (Verrel Bramasta) in the context of legislative elections through Instagram social media analysis. Thus, this research will provide a deeper insight into how celebrities utilize social media as a tool to influence public opinion and gain support in a political context.

Instagram as Political Marketing Media

Political marketing is a transaction process between voters and candidates that involves disseminating information about candidates and the programs they offer through various communication channels aimed at the public. Additionally, political marketing plays a crucial role in shaping the identities of politicians, facilitating the public's ability to differentiate between them. By developing distinct identities through political marketing, it aids in the recognition and differentiation of politicians within the context of political competition (Nurhidayat, 2023). Today, this approach not only relies on face-to-face and direct communication models but also utilizes social media as an important tool for informants to interact with the public during the campaign period to convey political messages (Abidin & Cindoswari, 2019). Following Mondir & Hermanto (2020) explanation, political marketing has become a common instrument used by candidates or political parties to approach the public to gain support for their political positions. According to Marshmant (as cited by Firmanzah, 2008), political marketing is not only limited to the communication dimension, but also involve all processes in political organizations, including the campaign stage, symbol formation, image, media utilization, and the preparation of programs offered. Indrawan et al. (2023) posit that social media plays a pivotal role due to its high

accessibility and relatively low cost. In comparison to traditional methods, such as advertising in conventional media or organizing face-to-face meetings, social media offers significant strategic advantages. This makes it an exceptionally effective and essential tool for designing and disseminating political messages.

Wibowo (2018) reviews the phenomenon of modern society, showing that social media, especially Instagram, has become one of the most popular media used by the younger generation and the main target for politicians to communicate. Initially used as a medium for friendship, social media has transformed into a political tool that affects the power of government and the state. The results of this study show that the use of social media in increasing the electability of political figures prioritizes the principle of balance in promoting interests. There is a literacy filter that makes the audience very selective about the information received. In addition, media ethics in the political context depends not only on media actors but also on the character of active audiences. The intensity of cybernetics-based communication is also considered effective in opening a space for consultative dialog.

By examining several views related to political marketing, this research focuses on political marketing strategies through Instagram as a social media platform that provides opportunities for candidates and political parties to reach voters and interact directly with supporters. One of the strategies used by Verrel Bramasta in his political campaign is to utilize his status as a celebrity to establish relationships with other celebrities and build a wider network of support.

Celebrities in Politics

Social capital, as described by Bourdieu (as cited by Syahra, 2003), is a combination of social and cultural aspects that have economic value and can be used as an institutionalized resource. Social capital includes all the resources that a person has, both actual and potential, which are related to the possession of a stable network of relationships, based on mutual knowledge and mutual recognition. In politics, this social capital can play an important role in determining one's social status and success.

El-Haddad (as cited by Khamimiya et al., 2023) points out that celebrity participation in politics is possible due to easy access to social media. Celebrities entering politics often utilize their social capital to gain support, strengthen their public image, and increase their chances of winning elections. In the research conducted by Ananda et al. (2021), a political candidate has the potential to win a legislative election by leveraging political capital, whether derived from their own resources or from individuals who are related to the candidate. This strategy is employed to mobilize voter support, thereby directing votes in favor of the candidate. Celebrity participation in politics is often motivated by pragmatic and commercial considerations, with their popularity

and influence seen as critical factors for achieving electoral success. The emergence of new media has changed the dynamics of politics, allowing political parties to utilize celebrities as a means to increase their popularity without necessarily having strong ideological alignment. The popularity of celebrities acts as an additional supporter in advocating their proposed solutions to social problems. By utilizing their reputation and appeal, celebrities can strengthen their arguments and shape public perception of the proposed solutions (Subandi et al., 2020). In a study by Khamimiya et al. (2023), Verrel Bramasta's participation in politics through the Partai Amanah Nasional (PAN) reflects the party's strategy to utilize celebrity popularity to garner electoral support. While Verrel Bramasta's motivations are more influenced by persona and popularity than ideological alignment with the party, PAN's decision to recruit him as a candidate demonstrates how political parties use celebrities' social and symbolic capital to strengthen their position in upcoming elections.

The 3P approach to political marketing

Adman Nursal (as cited by Ghifary, 2020) describes political marketing theory in three approaches, namely push marketing, pull marketing, and pass marketing.

1. Push marketing in political marketing is an approach that involves direct activities such as door-to-door campaigning, attending religious meetings, and participating in social activities to directly deliver political products to voters. The political products delivered include information about the candidates running for elections and the political messages that the candidates want to convey in a personalized and interactive manner.
2. Pull marketing in political marketing is an approach that uses mass media as a means to spread political products. In pull marketing, candidates use mass media to introduce themselves and socialize their vision, mission, and programs to the wider community. This strategy is carried out through political campaigns using various media as an effort to form a positive image of the candidate.
3. Pass marketing in political marketing is an approach that involves delivering political products to third parties or influencers who influence society. Various parties who have influence in the community have strategic value for candidates because they can convey political messages conveyed by candidates to the public or their communities. The pass marketing strategy is carried out by establishing political relationships with religious leaders, community leaders, and youth leaders. In this case, candidates can make political agreements or contracts with these leaders as a strong bond. Thus, when the marketed candidate wins, these leaders can demand political promises that have been outlined in the contract, for the benefit of the community where they live.

The results of research conducted by Ghifary, B. (2020) showed that the political marketing strategy implemented by Mulyadi in the 2019 DPR-RI general election in West Sumatra Province had a significant impact on the level of support he received from the community. The concept of pass marketing in delivering political messages to influencers and public figures who influence in the community, as well as factors such as takah, tageh, and figures who are the standard of ideal leaders for the Minangkabau people, also played a role in increasing Mulyadi's electability. This shows that the combination of an effective political marketing strategy and an understanding of the community's local values had a positive impact on the election results by gaining strong support from the people of West Sumatra.

Therefore, this research focuses on the utilization of digital era communication through Instagram by Verrel Bramasta, a celebrity who is running for the legislative election from the PAN party. Verrel Bramasta applies a political marketing strategy implemented through posts on Instagram to reach certain voter segments, especially beginner voters and youth voters. The marketing strategy will be analyzed by adopting the concept of the 3P political marketing strategy (push, pull, and pass) introduced by Adman Nursal.

METHODS

Researchers used qualitative research methods. Bogdan and Taylor (as cited in Nugraheni, 2014) define qualitative research methods can producing descriptive data in the form of written or oral from the objects observed. Primary data sources are data sources that directly provide data to researchers using predetermined instruments, while secondary data sources are data obtained by researchers from sources that are already available. The primary source of this research is based on screenshots of Verrel Bramasta's Instagram account uploads containing political campaigns in the period from January 14, 2024 to February 14, 2024. Because Verrel Bramasta is active in posts that contain politics within that time frame. Secondary data comes from scientific articles and books to broaden researchers' insights.

Table 1 Coding sheet Data Collection

Upload date	
Screenshot	
Caption	
Number of likes	
Number of comments	
Number of impressions	
Resume	

The data collection technique used by researchers is through documentation. The documentation method is the process of looking for data and variables in the form of notes, transcripts, books, newspapers, magazines, minutes, and so on (Arikunto, 2013). Collected in the form of a coding sheet which will be analyzed later. Researchers used content analysis which according to Holsti (as cited by Rozali, 2022), is a way to conclude by identifying various characteristics of a message objectively, systematically, and generalizing. Researchers analyzed and interpreted the meaning of Verrel Bramasta's Instagram account uploads which were then dissected with marketing techniques written in the theoretical study and then grouped them in categories to become a comprehensive meaning. Researchers use triangulation through peer discussion to get credible results (Moleong, 2011). This is done by discussing with peers who have knowledge and experience in related issues, providing questions, input, and reviewing perceptions so that the research results become critical.

RESULTS AND DISCUSSION

Data Collection Results as of April 24, 2024

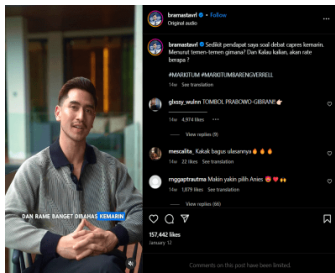
Table 2. Coding sheet of Verrel Bramasta's Instagram content on January 12, 2024

No.	January 12, 2024
Title of upload	push marketing
Screenshot	
Caption	Alhamdulillah in rainy conditions can take the time to visit Plered Purwakarta Village. Departing from here, inshaAllah, we can help the aspirations of the residents immediately. #MARKITUM #MARKITUMBARENGVERRELL
Number of likes	125,742
Number of comments	198
Number of impressions	826k

Resume	Verrel Bramasta conducted a political campaign in Plered, Purwakarta. Despite the rain, he was still welcomed by the residents with a silat performance. The video also shows Verrel interacting with children and supporters, creating a warm atmosphere. Many supporters, especially women and mothers, cheered Verrel on.
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Source: Processed by Researchers, 2024

Table 3. Coding sheet of Verrel Bramasta's Instagram content on January 12, 2024

No.	2
Title of upload	pull marketing
Screenshot	
Caption	A little bit of my opinion about yesterday's presidential debate. What do your friends think? And if you were me, what would your rate be? #MARKITUM #MARKITUMBARENGVERRELL
Number of likes	157,442
Number of comments	4.224
Number of impressions	1,5M
Resume	The reel features Verrel discussing the presidential debate and highlighting the comments of some people stating that Prabowo did not perform well or underperforming. However, Verrel expressed his personal opinion and underlined that Prabowo has positive sides that are worth appreciating, despite the criticism directed at him.

Source: Processed by Researchers, 2024

Table 4. Coding sheet of Verrel Bramasta's Instagram content on January 15, 2024

No.	3
Title of upload	pull marketing

Screenshot	
Caption	Gimmicks and ideas, inseparable? #MARKITUM #MARKITUMBARENGVERRELL
Number of likes	124,021
Number of comments	567
Number of impressions	582k
Resume	Verrel in his reel says that gimmicks in the 2024 election are often perceived as lacking substance, but he sees this as an effective way to approach Generation Z and millennials. He does not blame candidate pair 02 or any other party for using it. Verrel hopes that the 2024 General Election can be a fun event, full of learning, and free from hatred or black campaigns. He wants to prove that politics can be fun without tearing each other down.

Source: Processed by Researchers, 2024

Table 5. Coding sheet of Verrel Bramasta's Instagram content on January 16, 2024

No.	4
Title of upload	pass marketing
Screenshot	
Caption	ID 🤔 🤔 offside ga? #bradah
Number of likes	216,970
Number of comments	688
Number of impressions	-
Resume	Verrel uploaded a post showing him with several celebrities, including Atta Halilintar, Al Ghazali, and El Rumi. This post reflects how Verrel connects with fellow celebrities and strengthens his network.

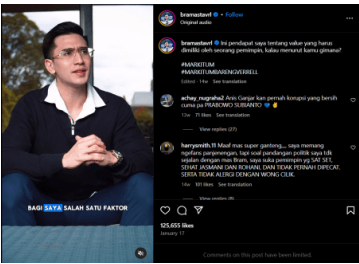
Source: Processed by Researchers, 2024

Table 6. Coding sheet of Verrel Bramasta's Instagram content on January 16, 2024

No.	5
Title of upload	push marketing
Screenshot	
Caption	Thank you for your enthusiasm for the West Java 7 constituency, InsyaAllah it is a mandate to fight for all aspirations. Epic moment #MarkitumVerrell in the electoral district.
Number of likes	66,091
Number of comments	393
Number of impressions	725k
Resume	In the reel, Verrel is seen conducting a political campaign in the Tarumajaya area. The atmosphere seemed very dense and crowded, showing the enthusiasm of the community for Verrel's presence. Even so, he was still able to interact with the residents in a friendly and welcoming manner.

Source: Processed by Researchers, 2024

Table 7. Coding sheet of Verrel Bramasta's Instagram content on January 17, 2024

No.	6
Title of upload	pull marketing
Screenshot	
Caption	This is my opinion on the values that a leader should have, what do you think? #MARKITUM

	#MARKITUMBARENGVERRELL
Number of likes	125,655
Number of comments	559
Number of impressions	834k
Resume	In the reel, Verrel talks about the importance of authenticity as part of the leadership product, as well as the importance of listening, understanding, and empathizing in the leadership journey. This shows that leadership is not just about giving instructions, but also being a role model for the younger generation.

Source: Processed by Researchers, 2024

Table 8. Coding sheet of Verrel Bramasta's Instagram content on January 18, 2024

No.	7
Title of upload	push marketing
Screenshot	
Caption	A people's representative will not be able to voice the voice of the people if he does not know his people. Vice versa, the people are also obliged to know who their representatives are. The question is, do you know who will be your voice? #MARKITUM #MARKITUMBARENGVERRELL
Number of likes	116,135
Number of comments	177
Number of impressions	693k
Resume	Verrel Bramasta campaigned politically in Purwakarta, Karawang, and Bekasi Regency with the slogan "MARKITUM," which means "Let Us Grow." The reel shows strong support, especially from women, during his visit. At the end of the video, Verrel thanked supporters for giving young people the opportunity

	to get involved in politics. He encourages the younger generation to actively participate and make positive changes.
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Source: Processed by Researchers, 2024

Table 9. Coding sheet of Verrel Bramasta's Instagram content on January 19, 2024

No.	8
Title of upload	pull marketing
Screenshot	
Caption	As an artist entering the world of politics, of course my knowledge is not as great as those who have sat in legislative seats. However, that will not stop me from continuing to benefit others. I will continue to learn so that I can grow together. I will prove it. Please support me. #MARKITUM #MARKITUMBARENGVERRELL
Number of likes	116,135
Number of comments	887
Number of impressions	2.1M
Resume	The reel started with the question, "Why are you already an artist, but you want to enter politics?" Verrel Bramasta answered that politics is important because every decision and policy impacts everyone's lives. He emphasized that politics provides an opportunity to influence broad public decisions. Verrel also mentioned the inequality in his constituency, namely Purwakarta, Karawang, and Bekasi Regency. Verrel emphasized that his decision to enter politics is an important step for young people to get involved and contribute.

Source: Processed by Researchers, 2024

Table 10. Coding sheet of Verrel Bramasta's Instagram content on January 21, 2024

No.	9
Title of upload	push marketing

Screenshot	
Caption	The behavior of mothers meeting Verrell... Next if you meet Verrell what will you do? 🤔
Number of likes	-
Number of comments	4.188
Number of impressions	3jt
Resume	The video shows Verrell visiting a place and then getting a lively welcome. The majority of those caught on camera are women, especially mothers. Various actions were carried out by the mothers during the visit. Such as slapping, pinching, hugging, and inviting selfies.

Source: Processed by Researchers, 2024

Table 11. Coding sheet of Verrel Bramasta's Instagram content on January 21, 2024

No.	10
Title of upload	pass marketing
Screenshot	
Caption	Young people should be able to provide new solutions that are effective in solving a problem. What do you think of today's vice presidential debate, guys?
Number of likes	513.805

Number of comments	6.772
Number of impressions	-
Resume	There are 2 photos and 1 video uploaded in the form of a carousel. The first slide photo shows Verrell taking a selfie with Gibran Rakabuming Raka (Vice Presidential Candidate no 02). The second slide shows a photo of Verrel shaking hands with Gibran in the middle of the crowd. The last slide is a short video showing the interaction between Verrel and Gibran communicating, shaking hands, and taking selfies.

Source: Processed by Researchers, 2024

Table 12. Coding sheet of Verrel Bramasta's Instagram content on January 23, 2024

No.	11
Title of upload	pull marketing
Screenshot	
Caption	Sunset in the middle of rice fields 🌅 - "Leave no one behind". With optimal agricultural downstreaming and green energy transition, God willing, 5 million new job opportunities can be generated for the younger generation, and 19 million in the green job sector.

	With the potential of agriculture and industry in Purwakarta, Karawang, and Bekasi, we are ready to welcome this progress. #Markitum #MarkitumBarengVerrell
Number of likes	247.623
Number of comments	662
Number of impressions	-
Resume	Showing a photo of Verrell in the middle of a rice field. There is a photo of him raising a blue flag with a large number 12 and West Java writing and a logo that is not very visible.

Source: Processed by Researchers, 2024

Table 13. Coding sheet of Verrell Bramasta's Instagram content on January 24, 2024

No.	12
Title of upload	pull marketing
Screenshot	
Caption	How long will it take for people to be made difficult to get a job? Until when will corrupt practices exist in the employment sector? It is time to fix this together. Thank you for sharing your concerns with me, Kang. InshaAllah if Verrell is elected, Verrell will try to convey these aspirations to the parliament so that we can grow together. #MARKITUM #MARKITUMBARENGVERRELL
Number of likes	-
Number of comments	86
Number of impressions	288k

Resume	Presented a video with a prefix in the form of writing "Suara Untuk Verrel" then displays a male figure named M. Rudy who is asked questions related to his opinion, "how is your unrest as a resident of Purwakarta?". Then he explained that to be able to work, you have to put money first (bribe) if you don't have an insider. Hopefully, if Verrell is elected as DPR RI, it can eliminate the problems mentioned earlier. Furthermore, if you want to vote for Verrel, what number? Answered number 2 by the man.
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Source: Processed by Researchers, 2024

Table 14. Coding sheet of Verrel Bramasta's Instagram content on January 25, 2024

No.	13
Title of upload	push marketing
Screenshot	
Caption	Saranghaeyo, see you soon moms 🤗
Number of likes	-
Number of comments	3.686
Number of impressions	2.5jt
Resume	Presenting a video of Verrel visiting, there were many remarks made by the community. Especially mothers, many scenes of Verrel Bramasta's tug of war were captured by the camera.

Source: Processed by Researchers, 2024

Table 15. Coding sheet of Verrel Bramasta's Instagram content on January 28, 2024

No.	14
Title of upload	push marketing
Screenshot	

Caption	The joys and sorrows of going down the electoral district, which is definitely more exciting 😊
Number of likes	109.802
Number of comments	1.945
Number of impressions	2.5jt
Resume	A video showing Verrel making a visit that was greeted enthusiastically by his supporters. Verrel was seen being pulled, he was pinched, kissed, slapped a little, and even scratched until his hand bled in the video.

Source: Processed by Researchers, 2024

Table 16. Coding sheet of Verrel Bramasta's Instagram content on January 30, 2024

No.	15
Title of upload	pull marketing
Screenshot	
Caption	A day in my life: Clarification to Bawaslu ☑ Go down to meet residents to absorb aspirations ☑ Evening exercise ☑ #MARKITUM #MARKITUMBARENGVERRELL
Number of likes	-
Number of comments	298
Number of impressions	817k
Resume	Video reels showing Verrell's activities that day. Coming to Bawaslu to clarify the misunderstanding. Furthermore, visiting several points in his electoral district. Not forgetting Verrel also took the time to exercise gym with young people in Karawang and Cikampek. The daily video is closed with a shot of Verrel praying.

Source: Processed by Researchers, 2024

Table 17. Coding sheet of Verrel Bramasta's Instagram content on January 31, 2024

No.	16
Title of upload	pull marketing
Screenshot	
Caption	Accused of campaigning in a place of worship ↪So_1FAE3↪? Here is the clarification 🙏 #markitum #markitumbarengverrell
Number of likes	-
Number of comments	317
Number of impressions	718.129
Resume	The video reel upload contains clarification of misunderstandings regarding Verrel's campaign actions which are allegedly in the environment of a place of worship. However, Verrel explained that the campaign violation report was a misunderstanding because the location of the campaign site was indeed opposite the place of worship.

Source: Processed by Researchers, 2024

Table 18. Coding sheet of Verrel Bramasta's Instagram content on February 3, 2024

No.	17
Title of upload	pull marketing
Screenshot	
Caption	Hi guys, have you made your choice for the elections and legislative elections on February 14, 2024? This is not just for me and you but for the welfare of all of us as Indonesian citizens. So, use your voting rights, don't waste your voting rights, and enliven this year's democratic party! See you at the polling station, guys. 😊

	#MARKITUM #MARKITUMBARENGVERRELL
Number of likes	-
Number of comments	266
Number of impressions	485.922
Resume	The video features Verrel providing a narrative about the importance of using voting rights at the polling station. The persuasion message displayed is that his candidacy aims to be a space for aspirations and a form of young people who are aware of politics.

Source: Processed by Researchers, 2024

Table 19. Coding sheet of Verrel Bramasta's Instagram content on February 5, 2024

No.	18
Title of upload	pull marketing
Screenshot	
Caption	We have reached the last presidential debate, we have heard many ideas from the whole debate. Want to know what I think? Watch this video 😊👉 Oh yeah, what do you think, guys? #MARKITUM #MARKITUMBARENGVERRELL
Number of likes	-
Number of comments	445
Number of impressions	498.143
Resume	A video featuring Verrel expressing his opinion on the last presidential debate. He highlighted Prabowo Subianto as a figure who is a member of his coalition of supporting parties. He expressed a positive tone regarding Prabowo Subianto's debate performance from the speech to the closing.

Source: Processed by Researchers, 2024

Table 20. Coding sheet of Verrel Bramasta's Instagram content on February 6, 2024

No.	19
Title of upload	pull marketing
Screenshot	
Caption	In Kenah, my heart is heavy, and I'm always flowing far away. Longing for the land of Pasundan, breathing sareng love nyantos akhir hayang. #karawang #purwakarta #bekasi
Number of likes	146.433
Number of comments	547
Number of impressions	-
Resume	This photo post shows Verrel in electoral district 7 West Java based on the background of the picture. The photo caption shows the use of Sundanese language which means a sense of longing for the land of Pasundan. It also appears in one of the photos that Verrel is posing with 2 fingers, which probably means his serial number.

Source: Processed by Researchers, 2024

Table 21. Coding sheet of Verrel Bramasta's Instagram content on February 8, 2024

No.	20
Title of upload	push marketing
Screenshot	
Caption	Struggle to attend PAN event with Prabowo-Gibran
Number of likes	658.435
Number of comments	10.126

Number of impressions	18.299.503
Resume	This video shows Verrel's struggle to get to the Prabowo-Gibran campaign event at GBLA Bandung. Verrel was seen using motorcycle taxi transportation to avoid traffic jams and finally got a patrol escort to get to the venue.

Source: Processed by Researchers, 2024

Table 22. Coding sheet of Verrel Bramasta's Instagram content on February 8, 2024

No.	21
Title of upload	pass marketing
Screenshot	
Caption	West Java residents, kumaha daramang? Hatur nuhun... mugi pateupang dei 🙏 #markitum #markitumbarengverrell
Number of likes	630.828
Number of comments	4.215
Number of impressions	-
Resume	This post contains a photo of Verrel together with other public figures such as Raffi Ahmad, Nagita Slavina, and Zulhas' daughter at the Prabowo-Gibran campaign event at GBLA Bandung.

Source: Processed by Researchers, 2024

Table 23. Coding sheet of Verrel Bramasta's Instagram content on February 9, 2024

No.	22
Title of upload	push marketing
Screenshot	
Caption	Raft upstream, swim to the shore. Take a motorcycle taxi first, take a rainy ride to the destination.

	The excitement of PAN's grand campaign at GBLA Bandung. 🙌 #markitum #markitumbarengverrell #bekasi #karawang #purwakarta
Number of likes	-
Number of comments	580
Number of impressions	1.313.373
Resume	This reel is a continuation of the previous video about Verrel's struggle to get to the Prabowo-Gibran campaign venue. This video shows Verrel braving the rain while walking due to traffic jams...

Source: Processed by Researchers, 2024

Table 24. Coding sheet of Verrel Bramasta's Instagram content on February 10, 2024

No.	23
Title of upload	pull marketing
Screenshot	
Caption	After a year of consistently trying to show my seriousness to serve the people by consistently going directly to more than 700 electoral district points and meeting more than 150,000 citizens, I am often made aware by electoral district residents who make me even more eager to continue learning and voicing the aspirations of citizens. I would also like to thank the residents of West Java Electoral District 7 who have welcomed me with open arms and who have always supported me. Let's enliven this democratic party and may we all be given the best! Once again, thank you to all Residents of Dapil Jabar 7... 🙌 #MARKITUM #MARKITUMBARENGVERRELL
Number of likes	-
Number of comments	158
Number of impressions	652.749

Resume	The video summarizes Verrel's campaign journey for the past 1 year before entering the quiet period. During that time, 700+ points and 150k people have been met in the campaign in Dapil 7 West Java according to the video caption. At the end of the video, a narrative message is shown indicating the first step towards the future.
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Source: Processed by Researchers, 2024

Verrel Bramasta's Instagram Social Media as a Political Marketing Tool

Verrel Bramasta is an Indonesian actor, musician, and model who has a wide popularity in the entertainment world. Verrel often stars in soap operas, feature films, and appears as a guest star on various television shows. The combination of a favorable physique, outstanding talent, and the privilege of his parents who are also public figures, further strengthens Verrel's existence among the public. During his career peak in the entertainment world, Verrel Bramasta has now entered the realm of politics by joining the Partai Amanah Nasional (PAN) and nominating himself as a member of the Indonesian House of Representatives for the electoral district in West Java VII (Kab. Bekasi, Karawang, Purwakarta).



Figure 2. Verrel Bramasta's Instagram account

Source: Instagram, 2024

In one of the podcasts, Verrel revealed his motivation to enter politics was to change the negative stigma attached to politics, such as the issue of hoaxes that can divide unity. One of the efforts made to change this stigma is by entering politics. Verrel explained that as a public figure who has a presence on social media, he utilizes it as a tool to raise awareness and drive change.

Verrel also emphasized the important role of social media in driving change, given the momentum of 60% of the voter demographic being young people (Fitriana, 2023). Therefore, Verrel Bramasta optimizes the use of social media, especially Instagram with the @bramastavr1 account to conduct political campaigns. Through this Instagram account, Verrel targets young

people with a wider reach as evidenced by the data findings of the number of uploads containing political elements.

Verrel Bramasta's use of Instagram as a tool for political marketing, by actively spreading political messages and his vision to potential voters, especially young people who predominantly use social media, allows political messages to spread quickly. This also encourages two-way interaction between politicians and voters (Wibowo, 2018). As a celebrity entering politics, Verrel Bramasta can mobilize the masses and influence public opinion through his presence on social media, utilizing his popularity and wide reach to build support and strengthen his political image (Khamimiya et al., 2023). The data findings that show a large number of uploads containing political elements make this research aim to further explore the form of 3P political marketing carried out by Verrel Bramasta in his uploads on Instagram.

Table 2. Verrel Bramasta's Instagram Content

January 11-February 11, 2024

Source: Processed by Researcher, 2024

Content Type	Number of Content
Push marketing content	8 Content
Content pull marketing	12 Content
Content pass marketing	3 Content
Total	23 Content

Researchers used the concept of the 3P political marketing approach proposed by Adman Nursal as an analysis of the political content of Verrel Bramasta's Instagram account. The following is a further explanation of the use of 3P (push marketing, pull marketing, and pass marketing):

Content analysis of Verrel Bramasta's Instagram marketing based on Adman Nursal's 3P approach

1. Content Analysis of Verrel Bramasta's push marketing Instagram

Push marketing is an approach that involves direct and proactive interaction with voters to deliver political products personally and directly to the public. Push marketing activities can include door-to-door campaigning, attending religious meetings, and participating in social

activities (Ghifary, 2020). In its application, the push marketing content produced by Verrel Bramasta prioritizes political campaign activities by making direct visits to the electoral district (electoral district) of West Java VII. These activities are immortalized in video format and uploaded through the Instagram platform, especially the reel feature. The utilization of Instagram as a distribution medium for push marketing content facilitates the process of delivering messages back to audiences who are active on the platform.

During the period January 11 to February 11, 2024, Verrel Bramasta uploaded eight push marketing content on the Instagram platform with a variety of different political campaign content. These included visits to previously unreachable areas, such as visiting Plered Village in Purwakarta, and conducting political campaigns in the Tarumajaya area. Verrel also introduced the "MARKITUM" slogan that became his identity during the campaign, and made a campaign visit to candidate pair 02, Prabowo-Gibran.



Figure 3. Verrel Bramasta's push marketing post

Source: Instagram, 2024b

One of the contents that managed to attract the attention of audiences on Instagram was a video entitled "Perjuangan ke Acara PAN Bareng Prabowo-Gibran", which was uploaded on February 8, 2024. The video recorded 18,378,931 views, with 662,077 likes, and received 10.2 thousand comments. In the video, Verrel Bramasta shows his struggle to get to the Prabowo-Gibran campaign event at GBLA Bandung. Verrel is seen using motorcycle taxi transportation to avoid traffic jams that might occur and finally gets a patrol escort to speed up his journey to the venue.

By uploading videos documenting his political campaign activities in various regions, Verrel Bramasta has managed to build emotional connections with audiences, create wider awareness of his campaign activities, and strengthen support among voters in the West Java VII electoral district.

2. Content Analysis of Verrel Bramasta's pull marketing

Researchers observed that one form of upload from Verrel Bramasta used a pull marketing approach. The pull marketing approach is a strategy that utilizes mass media channels

as a tool to spread the political agenda. The focus of the pull marketing strategy aims to form a positive image in the political realm (Khaerah & Rusnaedy, 2019). Verrel often shares uploads in the form of Instagram video reels and several photos that aim to attract the attention of his supporters. This content is tailored to millennials and Gen z who are the main targets so Verrel pays attention to social media trends so that his content remains attractive to the audience. This strategy is in line with the findings of Octafitria (2018) in her research on youth voters who use social media as a reference and media for political information.

During the period January 11 to February 11, 2024, Verrel shared 12 pull marketing contents with various themes. Among them, the content contains opinions related to political issues, delivery of work programs, and self-imaging. Thus, through the pull marketing strategy, Verrel takes an approach to social media content that can form a positive image of himself.



Figure 4. Verrel Bramasta's pull marketing post

Source: Instagram, 2024c

One of the content that has the highest level of engagement in the pull marketing strategy is a video titled "Kenapa sih udah jadi artis, tapi malah mau masuk politik?". The content was uploaded on January 19, 2024 and received 116,000 likes, 887 comments, and has been played two million times. In the video, Verrel expressed his views on the importance of being involved in politics. According to him, politics has a wide impact on all aspects of life, so every individual needs to understand and participate in it. Verrel also highlighted the inequality in his constituency of Purwakarta, Karawang, and Bekasi Regency. Verrel also quoted Hasyim Asy'ari's words about the importance of contributing to others. Thus, Verrel emphasized that his decision to get involved in politics is an important step for the younger generation to participate and contribute in building society.

Researchers observed that the pull marketing content uploaded by Verrel has an interesting concept and is quite helpful in building self-image. The content presented can make it easier for audiences and potential voters to assess Verrel Bramasta.

3. Content Analysis of Verrel Bramasta's pass marketing

Pass marketing involves involving third parties (influencers) as messengers to the public because they are considered to have a strong influence. This can be in the form of political

relationships with religious leaders, community leaders, youth leaders, and others who have strategic value. Because competition in politics exists, and it is necessary to win the hearts of voters to get votes (Aydil & Zuhri, 2023). As an application, some of Verrel Bramasta's Instagram content shows his involvement with celebrities (public figures) such as Atta Halilintar, Al Ghazali, and El Rumi, who have high popularity among the Indonesian people.

In addition, there are uploads of Verrel campaigning in public and taking pictures with celebrities such as Raffi Ahmad and Nagita Slavina, as well as Princess Zulkifli Hasan, who is a politician from the PAN party and the daughter of the party leader. This effort shows the relationships built by Verrel Bramasta with fellow public figures to strengthen his support network. The celebrities that Verrel Bramasta collaborates with have popularity, as part of the strategy to get votes from voters (Kurniawati, 2023).



Figure 5. Verrel Bramasta's marketing pass uploads

Source: Instagram, 2024d

Verrel also uploaded photos and videos of himself interacting with Gibran Rakabuming Raka, Vice Presidential Candidate No. 02, who is also the Mayor of Solo and the son of Indonesian President Joko Widodo. The upload was accompanied by a narrative of political nuances after the vice presidential debate, emphasizing that young people should provide new and effective solutions in solving problems. Verrel invited the audience to be more interactive by throwing questions in the Caption of his upload.

With this, Verrel wanted to demonstrate his ability to meet and interact directly with Gibran, who has high popularity and attention from the Indonesian public as one of the Vice Presidential Candidates in 2023 with serial number 02. This strengthens Verrel's image as a young politician who is connected to important and influential figures, and increases his appeal in the eyes of voters.

CONCLUSION

This research analyzes the marketing strategy implemented by Verrel Bramasta through Instagram in the 2024 General Election, using Adman Nursal's 3P approach. Verrel Bramasta, a public figure running for office through the Partai Amanah Nasional (PAN), utilizes Instagram to

interact with voters and strengthen his public image, which increases his chances of victory. This research uses a qualitative method with documentation techniques in the form of screenshots of Verrel's Instagram posts containing political elements for one month before the 2024 Election. The data was analyzed using content analysis to interpret the meaning based on theory.

Adman Nursal outlines three political marketing approaches, namely push marketing, pull marketing, and pass marketing. push marketing involves door-to-door campaigning activities; Verrel conducts campaigns with visits to constituencies and participation in social activities. pull marketing uses mass media to disseminate information; Verrel's varied and interesting Instagram content, such as political opinion videos, builds a positive image and attracts audience attention. pass marketing involves third parties; Verrel utilizes uploads with the involvement of fellow celebrities and political figures such as the daughter of the party leader and vice president of candidate pair 02. Thus, it can be concluded that the political marketing strategy implemented by Verrel Bramasta through Instagram, using Adman Nursal's 3P approach, has succeeded in supporting the campaign and increasing his chances of victory in the 2024 Election. The suggestion from this research is that the study of Verrel Bramasta's use of Instagram should be conducted more comprehensively, covering the period from his joining a political party to the implementation of the election. In addition, the research method should not only use content analysis, but also include visual and audio analysis to provide a more in-depth picture of the political communication strategy applied. (Nugraheni, 2014)

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