

Strategic Communication Techniques in Political Marketing Lobbying

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Abstract - The aim of this study wants to analyze the Political marketing lobbying needs communication strategies and techniques to influence the map of audience cognition to form the public opinion favorable for parties in carrying out political activities/movements/struggles. These events need to be excellent political marketing lobby communication strategies and techniques to build people/public trust in political actors and their political struggles. The trust encourages people to support in the form of full participation in the figures, parties, struggles, and political programs offered. The audience considers the political actor as a representation/homogeneous with himself. Thus, the public/people voluntarily carry out political actions in favor of the political actors concerned. For example, among other things, the political actor is perceived as a pro-people leader.

Keywords: Communication strategy; lobbying techniques; political marketing; voting behavior, campaign

I. INTRODUCTION

Communication strategies and techniques of political marketing lobbying efforts are one of the main factors influencing/determining the voting behavior of each citizen towards political figures, parties, ideologies, ideas, and programs (Dewi, 2015); (Smith, 2020); (Coombs, 2021) to win a political contestation in a State (Pye, 2015); (Salvi et al., 2016), including in Indonesia. There is a strong correlation between political marketing, lobbying communication strategies, and communication techniques and the voting behavior of each voting rights-holder (Waisbord, 2014); (Zúñiga et al., 2014). Reality shows that the communication strategies and techniques of political marketing lobbying by candidates for public leaders and or winning teams in a campaign determine the number of votes (Stieglitz & Dang-Xuan, 2013). Communication strategies and techniques lobby good political marketing will be able to gain votes and vice versa.

There is an era of reform with public information disclosure that is happening in Indonesia, from 1998 to the present and maybe the future, so the communication strategies and techniques of political marketing lobbying are increasingly taking an essential role in winning a political battle (Castells, 2013); (Pratiwi, 2019). This case happens because openness and freedom of communication create the autonomy of each individual (the people) to make their political choices (Alfiyani, 2018); (Sudarman & Sadiyah, 2017);. Political marketing lobby communication strategies and techniques have become a necessity for political actors (individuals and or parties) if they want to win a contestation or political campaign.

Therefore, political marketing lobby communication strategies and techniques aim to influence the cognition map to form a favorable public opinion for those who are carrying out political activities/movements/struggles (Siswanto, n.d.) ;(Setiawan, n.d.) ;(Bulkeley & Betsill, 2005). In addition, accurate political marketing lobby communication strategies and techniques can generate popular/public trust in political actors and their political struggles (Lemke, 2005); (Deacon et al., 2021). The caused trust encourages people to support in the form of full participation in the figures, parties, struggles, and political programs offered.

The strategy and communication techniques of political marketing lobbying effectively influence the target audience so that they (the people) support and elect the political actors concerned (Bennett & Livingston, 2018); (Berger, 2018). It is because the political actor is considered as the representation / homogeneous with

himself. Thus, the people voluntarily carry out political actions that benefit the political actor; for example, among other things, the political actor is perceived as a pro-people leader who serves rather than is served. For this reason, to win hearts, sympathy and voting behavior by the people/public must be formulated in an effective political marketing lobby communication strategy and technique.

II. LITERATURE REVIEW

Lobbying as part of interpersonal communication techniques cannot be separated from persuasion communication techniques. This section outlines the definitions, effects, and strategies of persuasion that can be used in lobbying activities. Persuasion can be interpreted as an attempt to influence others by persuasion. We often encounter persuasion or persuasion in various contexts of communication, including lobbying activities to influence lobbying comrades. Saundra, H., & Richard, L. (2001:556) argues that persuasion is a process that occurs when a communicator (lobbyist) influences the values, beliefs, attitudes, or behaviors of others (lobbying comrades).

While the persuasion effect of Samovar, L.A., & Mills, J.(1995, 281-282) outlines persuasion demanding changes in beliefs, values, and behaviors. Therefore, a persuasion speaker requires attention to those four variables if it achieves the goal of persuasion. Regarding these four concepts, they explained the following.

Belief is generally defined as a definite belief in the statement of the truth or existence of something. We believe in religion, events, others, and even ourselves. Attitude can be defined as a statement of thoughts or emotions towards a person or situation. Our attitude tends to lead us into our response to something subjectively and according to orientation. As speakers (lobbyists), we need to guess the audience's attitude because they determine whether or not our listeners (lobby friends) will respond well or not to our specific goals in the conversation. For example, if the audience has a positive attitude towards German culture, they support the planned existence of German product cars in their city.

Value is still a variable that influences whether people are sure to think or feel about a particular subject. Many human beliefs and attitudes are motivated by their basic value system. Values are called the evaluation component of beliefs and attitudes. Behavior refers to the observable activity of the audience. Behavior change can be seen from one behavior to another or vice versa.

Saundra, H., & Richard, L. (2001:555) argue that a message of persuasion is the right message and at the right time. Next, Saundra, H., & Richard, L. (2001:556) says influence is key to understanding persuasion. Influence refers to the power of one person or thing that affects another.

Seiler expressed a similar opinion; W.J. (1996:346-347) states that the end of all the purpose of persuasion is action; that means the success of persuasion (lobbying) is to strengthen the behavior that occurs, change the behavior that occurs, or determine new behavior. When the speaker's main goal is to achieve action, then what will be sought is one of the following four objectives: (1) adoption is an action goal that asks the listener (lobbying comrade) to demonstrate (do) what they receive from an attitude, belief, or value by showing; (2) *discontinuance* is the opposite of adoption. If the purpose of our actions is discontinuous, we want our listeners (lobby comrades) to stop doing things. (3) *deterrence* is an action objective that asks listeners to do what they receive from attitudes, beliefs, or values by avoiding certain behaviors; (4) *continuance* is an action objective that asks the listener to demonstrate their acceptance of an attitude, belief, or value by continuing a particular behavioral act.

In realizing the goal of persuasion, it is necessary to carry out a strategy. Samovar, L.A., & Mills, J. (1995,284) posits that the preparation of persuasion involves the same process used in the preparation of informative speech. A speaker (1) chooses a topic, (2) analyzes the audience, (3) formulates specific goals, (4) collects materials to realize the achievement of goals, (5) prepares a conversation, and then (6) conducts/acts on persuasion communication.

Perloff (Venus, A.,2004:43-47) suggests persuasion strategies that can be used, namely: (1) choose a trusted communicator; (2) pack the message according to the beliefs of the audience; (3) bring forth the strength of the

audience; (4) invite the audience (lobbying comrades) to think; (5) use an engagement strategy; (6) use inconsistencies or breakthrough development strategies; (7) build audience resistance to negative messages.

Specifically regarding message packaging that suits the audience (lobby friends), and message material that is designed according to the target audience's needs. Saundra,H., & Richard,L. (2001:565-578) argues that determining the material of the message depends on the material itself; it may depend on our interests or goals, or it may depend on the situation or obligation. An important consideration, however, is the audience's attitude, or how we expect the audience to react.

According to the author, the message in the lobby must be packaged according to the conditions of the audience. The various message packaging that can be designed are as follows: (1) inductive versus deductive; (2) implicit versus explicit; (3) one-sided versus two-sided; (4) climax versus anti-climax; (5) fun versus scary; (6) emotional versus rational; and (7) research results versus common sense.

Regarding persuasion strategies, Venus, A. (2004: 48-49) put forward general principles of persuasion that can be used to help design by carrying out various acts of persuasion: (1) The principle of reciprocity. If the man accepts something, that means it is as valuable. Then instantly, he would respond by giving something; (2) The principle of contrast. People are likely to choose the best of two almost the same option; (3) Principle because of friends. People will do almost everything a friend asks them to do. This happens because the friend is a liked person; usually, this liking arises because the friend also has much in common with him; (4) The principle of hope. People tend to do something that is the hope of the person he trusts and respects; (5) The principle of association. Humans tend to like products, services, or ideas supported by others that are liked or respected; (6) The principle of consistency. People will do something if it conforms to his stance; (7) The principle of scarcity. People will do something if they feel the same opportunity will not be obtained at another time and place. Many promotional (political) campaigns use the principle of scarcity to increase sales (politics) at a certain period. This can be seen from the presence of messages such as "valid only on date x to date y", "While supplies last", or "independence day edition products"; (8) The principle of compromise. Most people tend to approve of a proposal, product, or service that would be acceptable to the majority of others or the majority of members of their group; (9) The principle of power. Others believe that the more powerful a person is, the more likely his request will be considered and accepted. The use of each principle is certainly adjusted to the goals and audiences of the campaign targets.

III. METHODOLOGY

This paper uses an inductive methodology, descriptive qualitative, and literature study for narrative building and logical argumentation. As inductive, this narrative presentation departs from empirical phenomena to bring up propositions (Creswell, 2016) by emphasizing the way people interpret and understand individual experiences of social reality (Davies et al., 2016); (Pratiwi, 2019). Qualitative description is based on the power of narrative to explain and analyze the phenomena that are the focus of attention in this paper. The thinkers' views are presented through a literature study to strengthen the discussion.

IV.DISCUSSION

In any act of communication, in particular the communication technique of political marketing lobbying as part of interpersonal communication, the ultimate goal is the behavior of voting. This can be achieved optimally if political marketing and lobbying communication activities are based on a strategy. For this reason, understanding the limitations of political booker lobbying strategies and communication techniques is essential.

Meanwhile, lobby communication can be defined as the interpersonal communication of a party or someone (communicator) to another party (communicant) to influence/persuade him to have awareness, attitudes and especially behaviors following the plan formulated in a lobby communication strategy.

Meanwhile, voters are people who have voting rights and are freely owned by the person concerned who can realize their political desires/welfare. In this writing is called the "lobby comrade".

Thus, the lobby communication strategy is a whole plan that is adequately formulated, clearly, operationally, maturely, and thoroughly based on a vision (a set of values or ideals to be achieved). Then, the mission (the act of realizing the vision) in order to realize the vision support. The realize the purpose of lobby communication, namely influencing/persuading voters to vote independently to certain political actors who can realize their political desires/welfare in various areas of life by fostering awareness, attitudes, and especially behaviors that are following the plan formulated in a lobbying strategy, namely to choose figures, programs, ideas, and parties.

The urgency of political marketing lobbying strategies and communication techniques in a political contestation is needed in every arena. Since 1998, Indonesia has undergone a fundamental change from authoritarian to an era of reform marked by changes in the communication process of the political system. The flow of political communication from one party to another is very complicated. All citizens, especially those with the right to vote, become social (political) actors for themselves and others. Political actors (individuals, parties, and civic organizations) optimize all resources to win voters' sympathy, support and voting behavior. Therefore, to win political contestation, the strategy and communication techniques of political marketing lobbying to voters become very urgent or essential.

The effect of interpersonal communication (lobbying) can come from behavior (voting behavior). In a campaign package, the strategy and communication technic of political marketing lobbying as one of the interpersonal communication patterns is an integral part of gaining votes. Political marketing lobbying ("ground warfare") strategy and techniques are intensified before, moderately, after the campaign, until the completion of the inauguration an executive or legislative officer of the figure being carried/supported. According to the experience in the field accompanying candidates/candidates for the executive or legislature, political marketing lobby communication techniques as part of a "land war."

Therefore, the managers of political campaigns put the activities of the strategy and communication techniques of political marketing lobbying to voters and figures of the electorate at a prominent position in the organizational structure of the campaign. The communication unit of the political marketing lobby is usually led by a professional coordinator who masters the concepts, theories, and philosophies of interpersonal communication/interaction and directly under the campaign manager. The communications coordinator of this political marketing lobby has the authority to directly contact the candidates being promoted or supported or political actors.

In political marketing, lobby communication techniques are the strategy's spearhead. As well known, an achievement technique always accompanies each strategy; therefore, as part of the overall strategy, an accurate lobby communication technique is also needed and carried out as an inseparable whole. There are at least seven basic techniques of lobby communication from a per perspective of inter-personal communication, namely: (1) Actions of lobbying comrades that contain implied and or express meanings on the interchangeable verbal and or non-verbal symbols; (2) The lobby's communication process actions must position one another on an equal footing. Do not let the assessment appear that gaps or distances in social relations become communication barriers; (3) The act of homogeneity (similarity) with one another.

The participants in the lobby as ideal figures for one another. (4) The relation act is mutually beneficial and must override the ego. Therefore, it requires an offer of benefits from the parties in a lobbying process, either in an intangible form such as giving recognition or privilege in a particular social context or *tangible* such as the benefit of facilities or conveniences; (5) Acts of building trust. When there is interaction in communication by each actor from the parties, the first thing to do is the ability to create a trust for each other's needs. This is exemplified as follows; when three communication messages are based on empirical data, not empty promises. This can reduce or eliminate the risk due to deals obtained through political marketing lobby communications. The sixth is (6) Empathize, and lobby participants must be able to put themselves in the position of equality with lobby friends. The last is (7) the parties must maintain a harmonious relationship with each other from time to time continuously.

The following three propositions can be stated in the description and discussion above. First, the political marketing lobby communication strategy can construct the voting behavior of the people as the owner of the autonomy of voting rights. Second is the success of political marketing lobbying; communication technique strategy lies in packaging persuasive communication messages. Third, it is necessary to formulate a grand design strategy and communication technique for political marketing lobbying to win a contest or an election

campaign package. Fourth, communication strategies and techniques for political marketing lobbying are aimed at building and/or changing awareness, attitudes, and behavior to elect the owner of voting rights in favor of the political actor concerned.

V. CONCLUSION

In the era of reform, information disclosure, and freedom of expression, political marketing lobby communication strategies and techniques play a crucial role in gaining votes in a campaign or political contestation. Furthermore, these communication strategies and techniques are integrative strategies that synergize with openness, input, honesty with mutual interests and produce win-win solutions. So, it can be recommended that communication techniques as described above. The findings above can consider by politicians to implement the political communication strategy in carrying out their respective political missions in the field.

VI. SUGGESTIONS

Based on the above, four suggestions can be put forward related to the communication strategy of political marketing lobbying in a political contestation as described below:

1. It is necessary to make a strategy of lobby communication techniques for political advice to construct the voting behavior of voting rights owners who favor political actors.
2. To realize the success of political marketing lobby communication strategy must be based on persuasive communication message packaging.
3. The grand design of political marketing lobby communication strategy must be accompanied by unique, specific, and operational tactics to win contestation or a package of election campaigns.
4. The strategy and communication techniques of political marketing lobbying must be oriented towards building and or changing the awareness, attitudes, and voting behaviors favorable to the political actor in question.

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