

ANALYSIS OF PERSONALBRANDING COUPLE OF PROSPECTIVE CANDIDATES IN BOGOR CITY OF 2018

Satrio Fajar Imansyah¹, Ike Atikah Ratnamulyani², Koesworo Setiawan³

^{1,2,3}Communication Science, Universitas Djuanda

Corresponding Author: Satrio01@gmail.com

Abstract: Regional Election (Pilkada) has been held since 2005, both at the Provincial and Regency/City levels. Election implementation is regulated based on the principle of direct, general, free, confidential, honest and fair, in attracting the sympathy of the people the candidates develop a campaign model through Personal Branding. This concept emphasizes how prospective leaders can influence the people as voters to be willing to give their voting rights. The purpose of this study was to analyze the Personal Branding of a pair of candidates for the Mayor of Bogor City in 2018. The approach in this study was a qualitative research with descriptive analysis method. The results of the study are the personal branding conducted by each pair of candidates either directly or through the media turned out to have a lot of effects especially for millennial voters, but the candidate pair of Mayor of Bogor who did the most personal branding was only the candidate pair of Bogor Mayor elected, while the other pairs of Bogor mayor candidates still tend to use traditional patterns so that it is natural for the elected candidate pairs to win the hearts of voters.

Keywords: personal branding; candidate pairs; mayor of Bogor

1. INTRODUCTION

Regional Head Elections (Pilkada) have been held since 2005, both at the Provincial and Regency / City levels. The implementation of the elections is regulated based on the principle of direct, general, free, confidential, honest and fair (Article 56 paragraph (1) of Law No. 32 of 2004 concerning Regional Government). Direct Regional Head Elections have been conducted for a long time by developed countries such as America and Japan, in attracting the sympathy of their people, the candidates develop a campaign model through Personal Branding. This concept emphasizes how prospective leaders can influence the people as voters to be willing to give their voting rights. There are several leaders who have Personal Branding strong such as Ridwan Kamil. The figure of the young leader known as Kang Emil was a strong candidate in the election of the Governor of West Java last. The reason is the people's perception that has been so positive and strong towards Ridwan Kamil because of his achievements in developing the City of Bandung (Haroen, 2014). In the Regional Head Election system (Pilkada), direct personal branding of candidate pairs is needed because Personal Branding is the process of forming people's perceptions of aspects possessed by someone, including personality, abilities, or values, and how all it gives rise to positive perceptions from the community which can ultimately be used as a marketing tool (Haroen 2014). It could be said that the prospective leaders in the general election and in the election of Regional Heads try to

control the sympathy of the community as desired through Personal Branding.

In the selection process of the Mayor and Deputy Mayor of Bogor, the community was presented by several pairs of candidates both carried by political parties and those from individual candidate pairs. Based on the recapitulation of vote counting results held by the Bogor City Election Commission on July 5, 2018, in the election of the Mayor and Deputy Mayor of Bogor in 2018 the election results were determined as follows:

1. drh. H. Achmad Ru'yat, M.Sc and Zaenul Mutaqin with serial number 1 were carried out by Gerindra, PKS, and PPP parties with a vote of 153,407 or 31.03%.
2. H. Edgar Suratman, SE., MM and Sefwelly Gynanjar Djoyodiningrat with sequence number 2 is an candidate pair independent who obtained a total of 61,871 votes or 12.52%.
3. Dr.H.Bima Arya Sugiarto and Drs. Dedie A Rachim, MA with serial number 3 carried by the Democratic party, Hanura, Nasdem, PAN, and Golkar gained a total of 215,708 votes or 43.64%.
4. H. Dadang Iskandar D, SE and Sugeng Teguh Santoso, SH with sequence number 4 carried by the PDIP Party and PKB obtained 63.334 votes or 12.81%

Based on the total votes, it could be seen that the Bima Arya Sugiarto and Dedi A Rachim pairs were candidate pairs. get the highest vote. Based on the decision of the Bogor City Election Commission number: 65 / PL.03.7-Kpt / 3271 / KPU-Kot / VII / 2018 dated July 26, 2018 concerning the determination of pairs of candidates for Mayor and Deputy Mayor of Bogor elected in the election of Mayor and Deputy Mayor of Bogor In 2018, the Bogor Mayor election was won by Dr. H. Bima Arya Sugiarto and Drs. Dedie A Rachim, MA with a vote of 215,708 or 43.64% of the total valid votes. The victory obtained by the couple Bima Arya Sugiarto and Dedi A Rachim is inseparable from the participation of the people who cast their votes during the election of the Mayor and Deputy Mayor of Bogor.

Meanwhile, based on the results of a survey conducted Charta Politika (2018) of 77% stated that Bima Arya Sugiarto is the most figure recognized in the city of Bogor, not only because as an incumbent Bima Arya Sugiarto is very well known by all levels of society ranging from students, children children, and the general public because of the various activities they do as reported Astyawan (2018) on the okezone.com page, the live Instagram activity called Badra On The Road became one of the Bima Arya Sugiarto's and Dedie A Rachim's campaign programs to address the public through an account social media. In addition, there is also a Bima Arya Sugiarto "blusukan program" called Badra Gerilya where Bima Arya Sugiarto along with his supporters conduct blusukan around the City of Bogor to greet the citizens.

Bima Arya Sugiarto was previously known as a political analyst and politician from the National Mandate Party (PAN), other than as a politician Bima Arya Sugiarto an adjunct professor of Development Studies of Developing Countries at Parahyangan University in 1998 and in a lecturer Diplomacy at the University of Paramadina. This is in accordance with the words of Commissioner Bambang Wahyu Bogor City KPU Socialization Division (2019), Of the four candidates Mayor of Bogor each pair featuring Personal Branding -its approach and style of each but the most visible Personal Branding of him is the elected candidate for Bogor Mayor, namely Bima Arya Sugiarto and Dedie A Rachim.

Based on the description of the problem above, then the problem formulation can be taken namely how Personal Branding of the candidate pair of Bogor mayor in 2018. The purpose of this research is to analyze the Personal Branding of the Candidate Pair of Mayor of the City of Bogor in 2018.

2. METHODS

This study uses a qualitative descriptive approach. According to (Sugiyono, n.d.), qualitative methods are research methods used to examine natural object conditions where the researcher is a key instrument, data collection techniques are carried out by means of triangulation, data analysis is inductive, and the results of this study emphasize the meaning of generalization. According to (Moleong, 2007), qualitative research is research intended to understand phenomena related to something experienced by a research subject, for example perception, behavior, motivation, actions, etc. in a descriptive manner in a special natural context in the form of words by utilizing various natural methods. Qualitative research that is rooted in interpretive paradigms initially arises from dissatisfaction or reaction to the positivism paradigm which is the root of quantitative research.

The informants in this study were the people of Bogor City who were registered in the permanent voter list, the people who had the right to vote in the regional head election or the community who were at least 17 years old on June 27, 2018. Observations made were observing Personal Branding candidate pairs and community voting behavior with their suitability to the object of research. While the interviews were conducted with 8 speakers, Bambang wahyu as the commissioner of the Bogor City KPU's socialization division, Agustian Hidayat as the Central Bogor District Election Committee (PPK), Nurdin as the West Bogor voting committee (PPS) and Gilang Kurnia as the West Bogor voting committee (PPS). 4 supporting informants as resource persons were taken from the voters, namely Asma Khoirunnisa as a student, Sella as a Student, Maharani Putri as an Employee and Aji Hermawan as an entrepreneur.

Secondary data, according to Sugiyono (2010), is a data source that does not provide data directly to data collectors, but through other parties or through documents. Secondary data used in this study through the results of graphs, images and documentation.

3. RESULTS AND DISCUSSION

According to Montoya & Vandehey (2009), personal brand is a strong and clear perception that is in the minds of others. Personal Branding is a process (communication) that requires expertise, personality, and unique characteristics, which are packaged in a strong identity that is able to remind someone of the perpetrators of branding in the community and other competitors.

The eight concepts of the formation of Personal Branding (The Eight Laws of Personal Branding) according to Peter Montoya (in Haroen, 2014) namely first, Specialization (The Law of Specialization) The hallmark of a great personal brand is the accuracy of a specialization, concentrated only on a certain strength, expertise or achievement. Specialization can be done in one or several ways. The specialization indicator helps explain how abilities are owned by someone not possessed by others and show better results by concentrating on a strength, expertise, or a result of certain achievements that can affect a person's decisions or behavior. From the results of interviews conducted with informants Bambang Wahyu, even though the candidate pair is a public figure, religious figure, or even the head of a political party, it will not affect the people's choice if what is offered by the candidate pair of Mayor of Bogor City is not in line with what is expected by the voter to be a voter more interested in what is given through the ability of the candidate pair.

Second, leadership (the law of leadership) Society needs a leader who can decide something in an atmosphere full of uncertainty and provide a clear direction to meet their needs. A Personal

Brand that is equipped with power and credibility so as to position someone as a leader that is formed from one's perfection. The leadership of a candidate pair of mayors is seen from their credibility and superior character in all aspects so that they are considered leaders by people and deserve to be emulated. From the results of an interview with Sella, he argues that the candidate pair must have a good attitude and ethics so as to provide a good example to the community besides that as a prospective leader needs to know and be close to the community the goal is so that prospective leaders know what the community wants both in terms of economic, social and cultural. In addition, the closeness of a leader can also be a bridge so that the public knows more about who the leader is and the community is more likely to directly convey various kinds of aspirations to their future leaders.

Third, Personality (The Law of personality) A great personal brand must be based on personality figures as they are, and present with all imperfections. This concept removes some of the pressure that is on the concept of Leadership (The Law of Leadership), a person must have a good personality, but does not have to be perfect. Personality is the character of a candidate pair from various aspects, both from a strength, weakness, or a person's behavior, habits, physical, spiritual, emotional and social. From the results of an interview with Asma Khoerunnisa, the personality of one of the candidates for the Bogor mayor who is often seen is someone who has a polite and polite personality. Like one of the candidate pairs of Bogor Mayor who visited the Cibagolo river to appreciate the Bantar teak village chief for the cleanliness of the river, in a short time he saw the figure of the candidate pair who was so friendly, polite and remained authoritative. Besides the visit of one of the candidates in the opening ceremony of a mosque in one of the schools in the city of Bogor, he looked very polite, smiling and charismatic, he was also friendly to residents around.

The four differences (The Law of Distinctiveness) A Personal Brand effective needs to be displayed in a way that is different from the others. Many marketing experts build a brand with the same concept as most brands on the market, with the aim of avoiding conflict. However, this is precisely a mistake because their brands will remain unknown among the many brands on the market. Personal Branding that is built with forms and expressions such as appearance, slogan, style of approach that is different from usual can attract people's attention in determining their choices. Maharani Putri, admitted that as long as the candidate pair conducted her campaign she felt attracted by several aspects that were shown such as her interest in the attributes that the candidate pair was wearing, then the candidate's campaign style, and the slogans delivered by the candidate pairs. Like, candidate pairs who display campaign style by utilizing social media such as Facebook, Instagram, Twitter, YouTube and so on. The public is no longer served by a campaign style that uses a lecture model. For example, by forming content of inspirational figures or by making interesting shows.

Fifth of The Law Of Visibility to be successful, the Personal Brand must be seen consistently, until one's personal brand is known. Then visibility is more important than ability (ability) it. To be visible, a person needs to promote himself, market himself, use every opportunity he encounters and have some luck. Visibility is a marketing concept carried out by a candidate pair of mayors by marketing or promoting himself consistently on the opportunities that are available to the wider public. Agustian Hidayat, he stated that indirectly when the KPU of the Bogor City set the campaign schedule for the candidate pair of mayor to eat, the candidate for Bogor mayor would most likely use his time to simply greet or come down directly to meet the community to attract sympathy and attention so that the public would vote for them , these activities can be done directly such as sports activities, cleaning the environment or things that are often seen are the candidate pair of Bogor Mayor who conducts campaigns using social media such as greeting the public through social media Instagram or YouTube so that the public can see the activities carried out by the couple candidates every day.

Sixth, the unity (The Law of Unity) The personal life of a person behind the Personal Brand must be in line with the moral ethics and attitudes that have been determined from the brand. Personal life should be a mirror of an image that wants to be embedded in the Personal Brand. Unity is a concept of Personal Branding that is built by someone must be attached to the ethics, morals and behavior that exists, not only as an image but what is built must be in accordance with what is in that person. From the results of an interview with Nurdin, he said that all this time he believed that the candidate pair of mayor he had chosen had been able to apply his self-image in accordance with his life. As seen in the Ethics and morals displayed in his life, it indicates that the candidate pair of Mayor of Bogor City is able to obey the norms and laws that apply in the social environment. The life he lived was able to show his self-image like a good candidate for Mayor. In addition, it can also be seen in the suitability between self-image with the life of a candidate for mayor to be able to foster the confidence of voters. That is, if the self-image displayed is in accordance with his life, the community believes that the candidate pair of Mayor chosen is a consistent leader.

The Seven Laws of Persistence Faithful Personal Brand takes time to grow, and as the process goes on, it is important to always pay attention to every stage and trend. Can also be modified with advertising or public relations. One must remain firm on the initial personal brand that has been formed, without ever hesitating and intending to change it. Every Personal Branding that is built takes a very long time then in this concept Personal Branding arises from the consistency that is built by someone not only from advertisements or public relations such as advertising on billboards, or other mass media advertisements. Personal Branding that was built by the candidate pair of Mayor through the aspect of constancy. The results of respondents' responses regarding the constancy aspect of the candidate pair of Bogor Mayor may have a positive response from voters as Gilang Kurnia said that any candidate pair of candidates for Bogor Mayor who were elected were obliged to realize the actual work program. The election of the mayor pair means that they get the trust of the community to undergo the vision and mission even the work program promised during the campaign period. Manifesting a real work program is proof of the strength of a good Mayor couple, judged in terms of responsibility and consistency in developing Bogor City.

The eight good names (The Law of Goodwill) of a personal brand will provide better results and last longer, if someone behind them is perceived in a positive way. The person must be associated with a value or idea that is generally recognized as positive and useful. Aji Hermawan, he said that the prospective smart leader was normal but finding an honest leader seemed more difficult because at this time the community was not lacking of smart people but lacking of honest people he stressed that at this time the community needed honest leaders and leaders who are able to protect their people.

4. CONCLUSION

Personal Branding carried out by each candidate pair either directly or through the media turned out to have many effects, especially for millennial voters. during the campaign of Personal Branding the candidate pair of Bogor Mayor the momentum means that even though branding the candidate pair has been done from a long time until they attract the attention of the community, if the candidate pair cannot provide more certainty or guarantee for voters then most likely voters will not vote for it. The implication in this research is to be able to utilize *Personal Branding* as a process of shaping people's perceptions of aspects possessed by a person through personality, abilities, or values, and how they all lead to positive perceptions for the community. In the process of forming *Personal Branding* requires quite a long and continuous time. Therefore, there needs to

be consistency in actions that are built through creative ideas. The use of mass media or social media is felt to be very effective in building *Personal Branding* but must be supported by innovative programs that continue to be displayed so that a good perception or impression from voters arises.

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