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**The Marketing Strategy of Jialyka Maharani Through Supporting Football Clubs in Facing the 2024 General Election**

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**ABSTRACT**

Football holds significant popularity in Indonesia, particularly in Palembang, where it boasts a considerable fan base. This enthusiasm for football has not escaped the attention of Palembang's political sphere, with figures such as Jialyka Maharani, a member of the DPD RI of South Sumatra, actively engaging in supporting and showing concern for the city's 45 football clubs. This study investigates Jialyka Maharani's political marketing tactics, specifically her backing of football clubs, in preparation for the 2024 elections in Palembang City. The research adopts a theoretical framework rooted in marketing strategy and employs a qualitative research approach. Primary data is gathered through direct interviews. The findings reveal several elements of Maharani's marketing strategy: 1. Segmentation, targeting women and the younger demographic with similar characteristics or needs. 2. Targeting grassroots football clubs, totaling 45 in Palembang. 3. This positioning results in perceived assistance, providing costumes/jerseys and financial support to the involved clubs. 4. Push

marketing, which involves direct engagement through attending meetings and club events. 5. Pass marketing, utilizing successful local teams and social media influencers. 6. Pull marketing, focusing on both conventional and social media channels, as well as a branded jersey associated with Jialyka Maharani.

**Keywords:** Football, Strategy, political marketing, Jialyka Maharani

## ABSTRAK

Sepakbola merupakan kegiatan yang sangat diminati di Indonesia, termasuk di Kota Palembang, dan memiliki banyak penggemar. Popularitas sepakbola ini menarik perhatian politisi di Palembang, salah satunya adalah Jialyka Maharani, anggota DPD RI Sumatera Selatan. Maharani menunjukkan perhatiannya dengan memberikan dukungan dan kepedulian terhadap 45 klub sepakbola di kota Palembang. Penelitian ini bertujuan untuk meneliti strategi pemasaran politik Jialyka Maharani melalui dukungannya terhadap klub sepakbola menjelang pemilihan umum tahun 2024 di Kota Palembang. Penelitian ini menggunakan kerangka teori strategi pemasaran dan pendekatannya bersifat kualitatif. Data primer dikumpulkan melalui wawancara langsung. Hasil penelitian menunjukkan bahwa strategi pemasaran yang digunakan mencakup beberapa elemen: 1. Segmentasi, yang mengacu pada kelompok dengan karakteristik atau kebutuhan serupa, seperti perempuan dan generasi muda. 2. Targeting, dengan menargetkan klub sepakbola akar rumput sebanyak 45 klub di Palembang. 3. Positioning, yang memberikan dampak bagi klub yang merasa terbantu melalui penyediaan kostum/jersey dan dukungan dana dari 45 klub sepakbola di Palembang. 4. Push marketing, yang umumnya dilakukan dengan menghadiri pertemuan langsung atau tatap muka pada setiap turnamen dan sesi latihan klub. 5. Pass marketing, yang melibatkan tim suksesnya di setiap kabupaten dan influencer media sosial. Terakhir, 6. Pull marketing, yang memfokuskan pada media konvensional dan media sosial, serta jersey yang menggunakan nama Jialyka Maharani.

**Keywords:** Sepak Bola, Strategi, pemasaran politik, Jialyka Maharani

## INTRODUCTION

The five-year democratic celebration, or commonly referred to as elections, marks a pivotal moment in determining representatives directly elected by the people to govern and build the nation. One of the topics under investigation is the general election of legislative members for the Regional Representative Council (DPD RI). The conduct of elections in Indonesia tends to be free and related to a majority or plurality voting system. Hence, many candidates vigorously vie for the most votes, necessitating political marketing. One political marketing strategy involves integrating football and politics (Tuzzahra, 2019).

In a nation's democratic system, it is always confronted with political events and interests that eventually lead to conflicts. These events often have an impact on societal development, including in the realm of sports, notably football. Football is laden with interests because it has evolved into a powerful force. It is no longer merely a game but

has permeated into politics, economics, information technology, and entertainment (Ulhaq, 2013).

Football and politics indeed share a close relationship, especially in terms of political marketing strategies leading up to elections. Sport, particularly football, has long been utilized as a medium to capture the public's attention towards politics and to help secure votes in elections. Politicians and aspiring public officials tend to use sports for their political marketing interests, aiming to connect and engage with potential voters by demonstrating involvement and knowledge of sports, employing political marketing strategies to achieve their goals (Alatas & Sutanto, 2018).

A political marketing strategy always has the goal of winning. Victory becomes the primary focus, whether in mandates, vote acquisition, elections, or obtaining high votes for a particular regulation or policy (Nafiisah Adhanurriszqi, 2022). To attain power, candidates must win legislative elections by garnering the highest votes among their competitors. Therefore, political marketing strategies become crucial in obtaining the highest votes from the public. Consequently, Jialyka Maharani needs an effective political marketing strategy to face the 2024 elections. This political marketing strategy aims to instill hope, attitudes, beliefs, orientations, and behaviors among the public to garner support.

One of the members of the South Sumatra Regional Representative Council (DPD RI) is Jialyka Maharani S.I.Kom (born on September 20, 1997), who is also a member of the People's Consultative Assembly (MPR) of the Republic of Indonesia. Jialyka Maharani is the youngest member of the Regional Representative Council for the 2019-2024 period.

Jialyka Maharani, an DPD RI member from South Sumatra, became a Support Sponsor for approximately 45 football teams in South Sumatra, including amateur football teams like TOP FC and PCL Soccer Traveler and Managers FC. The young senator from South Sumatra, Jialyka Maharani, expressed her hopes for football in South Sumatra, stating that football facilities and infrastructure in South Sumatra are very adequate (RM, Resha, 2021).

The close relationship between DPD member Jialyka Maharani and football teams in Palembang has become an interesting case to observe, especially considering the limited flexibility of politicians to approach national football figures. With the regulations from the Ministry of Home Affairs prohibiting the use of local government budget funds to finance a football team, the movement of politicians or local leaders to support local football teams becomes restricted.

Jialyka Maharani's closeness to football teams is a positive step towards gaining wider recognition in Palembang. The reciprocal relationship that develops subsequently benefits all parties involved. Ultimately, this closeness also assists Jialyka Maharani in shaping her career path as a politician, with the conducive atmosphere she builds within the Palembang community.

This study will delve into a broader examination of how Jialyka Maharani utilizes political marketing strategies in the 2024 election contest. Jialyka Maharani's name has been listed as a prospective candidate for the Regional Representative Council and has met the qualifications to proceed with the nomination registration for the South Sumatra Regional Representative Council, which commenced on May 1, 2023, at the General Election Commission of Indonesia (KPU RI). On Thursday, the South Sumatra Provincial Election Commission received the nomination documents for the prospective DPD RI candidates representing South Sumatra, submitted by Jialyka Maharani (KPU, Instagram 2023). Thus, the issue in this research is how Jialyka Maharani utilizes football as part of her political marketing strategy.

From the outlined issues, the researcher is interested in addressing the issue of "Political Marketing Strategy Through Support for Football Clubs by Jialyka Maharani Ahead of the 2024 Elections in Palembang." The researcher deems this important to study because football has continuously evolved over time. This assessment is not detached from the existing reality, observing how enthusiastic Indonesian society is about football. This is what makes the political marketing strategy of female political figure Jialyka Maharani, the first in Palembang, to use football as her political marketing strategy noteworthy.

## **LITERATURE REVIEW**

Several studies and journals are interconnected due to their relevant content. This research is drawn from journals conducted by:

1. Lina Sumaya's thesis, in 2013 from UIN Syarif Hidayatullah Jakarta, titled "Political Marketing Strategies of Joko Widodo in the 2012 Jakarta Gubernatorial Election." This thesis discusses Jokowi's winning strategies in the 2012 Jakarta gubernatorial election. It explores the political marketing strategies utilized by Jokowi, enabling him to secure the governorship of Jakarta. Jokowi's victory is seen as a result of effective political marketing that shaped various political meanings in the minds of voters, directing them towards specific candidates (Sumaya, 2013).
2. Irham Pradipta Fadli's thesis, in 2012 from the University of Indonesia, the political science program of the Faculty of Social and Political Sciences, titled "Football and Politics: The Politicization of the Indonesian Bandung Football Association (Persib) by Dada Rosada in the 2008 Bandung Mayoral Election." This research discusses local politics in Bandung, specifically during the 2008 Bandung mayoral election. Dada Rosada, as an incumbent candidate, utilized symbols of the Bandung football team, Persib, in his campaign. The politicization of Persib was due to its significance as an identity marker for the people of Bandung and West Java in general. Persib effectively gathered support from the community, which was appealing to politicians.
3. Firman's thesis, in 2020 from Muhammadiyah University of Makassar, titled "Political Marketing of the Gerindra Party in Facing the 2019 Legislative Election in Sinjai Regency." This research aims to understand the political marketing strategies of the Gerindra Party in facing the 2019 legislative election in Sinjai Regency. It is a qualitative study, collecting data through interviews, direct observations, field notes, personal documents, memos, and official documents. The research findings indicate that the Gerindra Party's Sinjai Regency branch conducted political marketing activities for the 2019 legislative election through political activities, promoting programs and candidates as party products through media usage and socialization, cost considerations, candidate image, and strategies for dissemination across various regions in Sinjai Regency through several Gerindra Party candidates (place).
4. Journal by Salim Alatas, titled "The Use of Sports as a Political Communication Strategy by Jokowi" from the ITKP School of Communication in Jakarta. This research employs a qualitative approach and descriptive research type, conducting library research. It aims to provide a description or overview of the phenomenon of utilizing sports as a political communication strategy by Jokowi. The research findings indicate that Jokowi is actively using sports as part of his political communication. There are at least four strategies used by Jokowi and his campaign team in utilizing sports for political

communication, including through public policy to enhance sports performance, through sports competitions, promoting sports fashion, and displaying sports activities. This journal shares the similarity of discussing the use of sports as a communication strategy, while the difference lies in the subjects used (Alatas & Sutanto, 2018).

## **METHOD**

This research employs a Qualitative Descriptive method, utilizing primary data sources in the form of interviews, while secondary data sources include books, literature, and documents. Documentation serves as data obtained from other sources, such as records from institutions or organizations, books, journals, archives, or individual reports.

## **RESULTS AND DISCUSSION**

"In the legislative election contest held on April 17, 2019, Jialyka Maharani emerged as a Member of the Regional Representative Council (DPD RI) for South Sumatra. Jialyka Maharani secured the third highest number of votes among DPD RI candidates in South Sumatra, garnering 337,954 votes. Her victory in the 2019 legislative election was attributed, in part, to the effective implementation of political marketing strategies designed to capture the attention of the public. Additionally, her success was aided by several successful teams or core teams formed to assist Jialyka Maharani in gaining the highest number of votes.

Segmentation is a political strategy used to understand mapping based on various characteristics. This facilitates campaign teams in conveying political messages tailored to the needs of different demographic segments. Various candidates may convey similar political messages to appeal to the electorate, prioritizing the interests of the people. Voter mapping can be based on gender, religion, social class, and various other demographic factors (Andita, 2021).

In the context of segmentation utilized by Jialyka Maharani, her main segments are women and youth. As Jialyka Maharani stated, she aims to advocate for the aspirations of the community, especially among young people and women, whose voices need to be heard. It is essential to fight for youth representation in politics, leading to the formulation of policies and laws accommodating all societal aspirations, particularly those of young people and women.

In the segmentation of voters, candidates have specific targets they aim to achieve. The target in an electoral contest is clear: gaining support from the public to secure votes during elections and win the political contest through the segmentation process of the community. As Jialyka mentioned, due to concerns about the lack of support and attention from public figures or authorized partners to support grassroots clubs or community or village clubs, most people tend to support established teams in football. Recognizing this concern, Jialyka Maharani chooses to support grassroots teams or community teams. Jialyka can identify targets from various segments and ultimately give special attention (Selective Specialization) to village football teams.

The form of offerings made by Jialyka and her team involves collaborating with grassroots football teams or village teams, which are the focus of Jialyka Maharani. Among the three informants, there is no difference regarding the form of sponsorship.

Firstly, there is the PCL Soccer Traveler team, for which the primary support is in the form of jerseys/costumes. Mrs. Jialyka supports event jerseys used for training or matches. A set of jerseys typically consists of 13-15 pieces, including shirts and shorts. Sometimes, during specific events, Mrs. Jialyka also provides support in the form of money or refreshments, as well as merchandise and other forms of support.

Secondly, there is the Managers FC team, predominantly receiving jerseys/costumes. Typically, each team receives 22 jerseys, and sometimes she provides a sum of 500,000 Indonesian Rupiah to other teams.

Thirdly, there is the TOP FC team, which receives sponsorship in the form of jerseys, with her name usually displayed prominently on the front to indicate her sponsorship. Support is typically in the form of jerseys and, during tournaments, may include money and refreshments. The results of the interviews above indicate that there is no difference in the offerings provided by Jialyka Maharani, which include costumes/jerseys bearing her name, financial support for tournament matches, as well as refreshments and merchandise.

The feedback from the football team collaboration is mutually beneficial, as it involves branding her name through social media promotion and recommendations, as explained by Mr. Heryanto. The feedback surely revolves around Ms. Jialyka's desire to enhance her electability and brand name recognition. By sponsoring clubs or communities, especially those targeting youth and football enthusiasts, it will undoubtedly contribute to the branding of Ms. Jialyka's name and increase her visibility among the public. This, in turn, will have an impact on her candidacy in the 2024 elections for her second term.

This elucidates that Jialyka Maharani's strategy in sponsoring football teams in Palembang has a specific objective, which significantly influences her candidacy in the 2024 elections.

The next strategy is Pass marketing, which is a political marketing strategy involving influential individuals or groups (influencers) to persuade voters. Influencers utilized by candidates can include community leaders, social organizations, and influential figures among the electorate (Nursal, 2004).

These influencers will influence opinions and persuade voters to choose and support Jialyka Maharani in the 2024 legislative elections in South Sumatra. Following Jialyka Maharani's example, campaign teams are established in each district, engaging social media influencers. We operate similarly in the virtual realm to broaden our reach and scope. Additionally, there is coverage from mass media or electronic outlets. Furthermore, Jialyka is frequently invited to participate as a speaker at various events, providing an opportunity to introduce herself.

The next strategy is Push Marketing, which is utilized by candidates to align with public opinion on issues. Such strategies typically involve attending meetings in person or face-to-face interactions with local communities. During these direct meetings, candidates aim to establish emotional closeness with the community (Nursal, 2004).

The final strategy employed by Jialyka Maharani is Pull Marketing Strategy, which utilizes media to shape the popularity of political contestants. Political contestants must cultivate a positive image to ensure that voters can make their choices according to their expectations. Media is tasked with maintaining the campaigns and work programs

of the contestants by delivering impactful messages to the public. This strategy should address all the issues faced by the community.

The pull marketing strategy is an intriguing aspect and deserves attention for Jialyka Maharani in shaping her image, aiming to convince the public that the political messages conveyed are consistent and memorable. The use of pull marketing strategies by Jialyka Maharani and her team is inseparable from the use of both social and conventional media. As expressed by Jialyka Maharani, seeking popularity depends on various factors, including performance. People will assess Jialyka Maharani's performance during her tenure and how she and her team strategize to brand candidates, such as through football, banners, social media, and virtual or direct field campaigns.

In an interview with Jialyka as a candidate for the Regional Representative Council (DPD RI) from South Sumatra, she explained that her pull marketing strategy focuses on two media: conventional and social media. When employing the pull marketing strategy through conventional media, such as invitations, it requires delivering many statements or political messages to shape a positive image in the community. In addition to using conventional media and social media, she brands her name using banners, pamphlets, and jerseys bearing the name Jialyka Maharani in every club she sponsors.

## CONCLUSION

To conclude the completion of this thesis, based on the data collected from the field and subsequently analyzed, the Political Marketing Strategy Through Support to Football Clubs by Jialyka Maharani Ahead of the 2024 Election in Palembang City can be summarized as follows:

- a) The political marketing strategy employed by Jialyka Maharani using football as a tool before the election includes:
- b) Segmentation, which refers to grouping individuals with similar characteristics or needs, specifically targeting women and the younger generation, as this segment is the most attractive or beneficial, and strategies are devised accordingly.
- c) Targeting, which focuses on grassroots football clubs or community clubs totaling 45 football clubs.
- d) Positioning, encompassing all activities aimed at embedding impressions in the minds of consumers so that they can distinguish the products and services offered, such as sponsorship in the form of jerseys/costumes, financial support, refreshments, and merchandise during each season and tournaments. This creates a positive impression for the sponsored football clubs. Additionally, Jialyka Maharani's charisma contributes to a favorable public image.
  - e) Image building stemming from one's innate character brings about positive perceptions in front of the public, thus giving rise to aspects of personal branding.
  - f) Pass marketing involves her campaign team in each district and social media influencers.
  - g) Push marketing strategies, such as attending meetings in person or face-to-face interaction by being present at each tournament and club training session.
  - h) Pull marketing through media for building popularity; her pull marketing strategy focuses on two types of media: conventional and social media. When employing conventional media for pull marketing, Jialyka also brands her name using banners, pamphlets, and jerseys bearing the name Jialyka Maharani worn by every player in the clubs she sponsors. In this regard, Jialyka Maharani's political marketing employs several specialized teams in her strategy for victory, including volunteers who voluntarily devise strategies for her success.



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