



## Brand Identity of the New Party

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### **Abstract**

Being a new party in the election and competing with other senior parties, making the new parties to build symbols, images, and programs that are campaigned through various media, including new media. This article discusses the new media for branding strategy in marketing policies Berkarya Party as a new party in legislative elections in 2019. This study limits one important aspect, namely branding, because it will focus on forming the Berkarya Party image as a new party that wants to attract young voters. As a new political party, the Berkarya Party certainly wants to introduce itself to the public. In the establishment of branding, brand strategy is the concept theory to formed party image, one of which from brand strategy is the brand identity with the theory of impression management strategy. This study uses qualitative methods with qualitative content analysis methods. The technique of collecting data is obtained from the contents of existing messages on websites and social media created by the recipient. The results to be obtained from this research are the strategies carried out by those who succeeded in the 2019 campaign period in order to get votes from voters.

**Keywords:** *Brand Identity; Impression Management Strategy; New Media, Politics; Party*

### **Introduction**

Political activities are institutionalized political activities. Communication processes such as information gathering (such as beliefs, facts, opinions, etc.) conducted by the participants in political practice, it is called political communication. Political activities are institutionalized political activities. Communication processes such as information gathering (such as beliefs, facts, opinions, etc.) conducted by the participants in political practice, it is called political communication (Perloff, 1998). Political communication has features that all forms of communication have a particular purpose and addressed to non politically people as voters or the mass media. Political communications conducted by political actor or a political organization could be in the form of news reports, editorial, and the media another discussion (McNair, 2011 : 4).

Political communication has one goal, one of which is to build a positive image for the public. Political images are formed from information received by the public through political media (such as

mass media) or direct communication. In public opinion there is awakened by seeing political image (Muchtar, 2016 : 146).

People tend to will choose a political party with a positive image, not just see how great the party. Growing the trust of the community for a party also be seen from how political parties continue to establish a good relationship with the community. In order to get a vote of the community, a political party were competing in forming strategy of political marketing, including the new parties that were pass verification on 2019 election like PSI (Indonesian Solidarity Party), Perindo Party, Garuda Party, and Berkarya Party. Be the first year to participate in elections and compete with other senior parties, make the new parties incessant build symbol and image as well as programs through some media including new media.

In order to develop symbols, images and programs related to the public and political policy, in the new era of political marketing today, the use of new media has become familiar. One form of utilizing new media is the use of websites and social media. Social media is an effective tool for political campaigns. The power of social media triggers transparency and e-democracy support throughout the world. Social media will create more successful campaigns and help create stronger democracy (Abdillah, 2014: 8). Website and social media are online media sources of information that can make it easier for the public to see the party's profile in detail, besides that through the website and social media also the public can express their aspirations. Utilization of websites and social media is able to gain sympathy and support from the community by conveying information about the success of the program carried out by actors / elites / political organizations. So, the image or image of a political party can improve.

The use of new media was carried out by the four new parties that passed as legislative candidates in the 2019 elections, except the Garuda Party. Of the four new parties, only three used new media as their marketing media, they were PSI (Indonesian Solidarity Party), Perindo Party, and Berkarya. PSI and Perindo are seen as a party that targets young people as the main target, while Berkarya Party is less visible as a party that targets young people as the main target. Berkarya Party sold "miss the Orde Baru (New Order, sociopolitical system in Indonesia under Soeharto)" in his party and made Tommy Soeharto (son of the former Indonesian president who was also a figure of the Orde Baru, Suharto) an icon of this party. According to Mada Sukmajati (lecturer in political science at Gajah Mada University), the target of the voters who were the target of the Berkarya Party was those who had experienced the New Order era under Soeharto's rule (bbc.com, accessed 9 April 2019). In addition, the Secretary General of the Berkarya Party, Priyo Budi Santoso said that the Berkarya Party's capital was a program that had been taught by Suharto such as the development trilogy, eight equal distribution channels, the Pancasila Comprehension and Practicing Guidelines, and the posyandu (Maternal and Child Health Services) (national.tempo.co, accessed 10 April 2019 ).

Meanwhile in the 2019 general election, the election of the structure by the youth election. Young people are the strongest stakeholders for the current era and the future. Political energy gained by young people is predicted by various survey institutions will be stronger and the political process runs in Indonesia (<http://news.metrotvnews.com/columnist>, accessed 3 August 2018). KPU (General Election Commission) commissioner mentioned the age classification of 2019 election permanent voters as follows: age 20 years old were 17,501,278 people, age 21-30 years old were 42,843,792 people aged 31-40 years old were 43,407,156 people, aged 41-50 years old were 37,525,537 people, aged 51-60 years old were 26,890,997 people, and aged 60 years old and over were 22,601,569 people (national.sindonews.com, accessed May 6, 2019).

The target of the Berkarya Party, is small compared to 2019 voters who are dominated by young voters. However, that does not mean that Berkarya Party does not target young people as their target. The Chairman of the DPP (party supervisory board), Badaruddin Andi Picunang, said that Berkarya Party was

open to anyone. According to him, new voters must have parents who lived in the Orde Baru (New Order) era, so that they would get stories from their parents (tirto.id, accessed April 10, 2019).

Young people can be invited to participate in politics using new media. Young people prefer digital forms of communication today. With the advent of new media, political parties are able to expand markets targeting young people (Marshment 2009; Cohen & Kahne 2014). Berkarya Party with the capital of the new order program that was once run by Soeharto is expected to remain able to penetrate the youth market by using new media such as websites and social media as their campaign media. The website and social media of the Berkarya Party are fairly active. Social media owned by the Berkarya Party include a facebook fanpage with the name of Berkaryaid, twitter with the account name @BerkaryaOfc, and instagram with the name of account Berkaryaid. In addition, the Berkarya Party also has a YouTube channel with the name of the Berkarya TV.

With regard to the political marketing strategy used by political parties, this study limits one important aspect, namely branding, because it will focus on forming the Berkarya Party image as a new party that wants to attract young voters. As a new political party, the Berkarya Party certainly wants to introduce itself to the public. The purpose of this introduction is to get votes in the 2019 elections. Not only to get votes, the branding strategy that will be carried out by the Berkarya Party also to increase trust and maintain the loyalty of supporters.

Therefore, in this study researcher are interested in examining how the use of new media website and social media for political marketing strategies carried out by Berkarya Party to penetrate the youth market.

The question research in this article is how the formation of the Berkarya Party's brand identity as a new party in the 2019 legislative elections with an impression management strategy using websites and social media especially instagram.

The purpose of this research is to find out how the formation Berkarya Party brand identity through website and instagram as a new party in the 2019 legislative elections.

The theoretical benefits of this research are expected to help enrich knowledge about branding strategies, especially about the formation of a new party's brand identity in legislative elections by utilizing websites and social media. The practical benefits of this research are expected to be beneficial for party managers to improve the quality of their political communication strategies specifically in the formation of brand identity so that the public can present their respective opinions.

## ***Literature Review and Research Background***

### ***Political Marketing***

This research presents an important concept, namely political marketing. The concept of political marketing is defined differently by various researchers. One definition says that political marketing is the process of integrating marketing principles and procedures into politics. The form of political marketing efforts can be observed especially in relation to election campaigns carried out both by candidates and various political parties and organizations. Newman and Perloff (2004) say in this connection, what is meant by procedures in political marketing include analysis, development, execution and management strategies carried out by candidates or political parties.

### *Political Branding*

Political marketing is not only done in the context of a campaign, but political marketing can also be done at any time to increase trust and maintain the loyalty of supporters of political organizations (political parties) or political elites. Maintaining the loyalty of supporters is done by continuing to realize the promises given to supporters. This research, looks at how political parties, especially Berkarya Party, conduct political marketing in the context of election campaigns, political marketing which is carried out using new media, websites and social media in the 2019 election period in Indonesia. Berkarya Party also uses an intensive branding strategy on the website for political marketing in the context of campaigns.

Establish or enhance the branding of a political organization or a political elite is one of the forms of political marketing. This is usually called political branding. Basically a brand is something that can be seen and felt directly by the audience such as names, logos, symbols, slogans, visuals which are indicators of reputation. Branding is an evolution of image management. The branding strategy is carried out based on audience research and communication through advertising, media relations and direct marketing (Marland & Flanagan, 2013: 952).

For processing the branding, the product must be identified with several keys such as introducing a political party (who, what, origin/history, what was the previous position, what were the previous actions, name of the logo, color scheme); what are the policies or ideas of political parties; who and how the leader (the leader or political elite), who and how the candidate; how the party's attitude resolves the problem; what and how his service to the community. In research conducted by O'Cass (2003) confirms that the key element of a party is in its policies, leaders, and candidates. In fact, the research also called people's perception of coming from the figure of a leader.

Nimmo (2000) summarizes it as four political products, namely Policy, Person, Party, and Presentation. First is Policies (policies, issues, and work programs). Political parties offer solutions or policies to solve problems from issues in the community and how political parties provide services to the community. Second, there are Person (candidate figures and supporting figures). Who and how the character of the leader (leader or political elite) is from the political party and who and how the character of the candidates who will take part in the legislative or executive elections. To introduce the party's ideology, structure and vision and mission, Dan Nimmo called that with the Party. Introduction of political parties starts from the basics such as who, what, origins/history, how previous positions, what previous actions, name logos, colors according to ideology, organizational structure, and vision-mission. Fourth, media communication called a Presentation. Political products presentation for people with existing media communication.

What was stated by the experts or researchers above is proven by research conducted by Smith (2001) where in his research said that the three important things in branding research are the Leader, Party, and Policy. Thus, this study will also emphasize these three things plus how these three things are introduced to the public or voters, as stated by Nimmo (2000) in point four, namely presentation. The media highlighted in this study are new media such as social media and websites.

In the establishment of branding, brand strategy is the concept theory to formed party image, one of which from brand strategy is the brand identity with the theory of impression management strategy.

Brand identity is words that are composed, impressions, and a number of perceptions of consumers about the brand (Susanto & Wijanarko, 2004: 87). It shows that the importance of forming public perceptions of the brand. In forming perception, Impression Management Strategy is commonly used. IMS (Impression Management Strategy) is often used in personal branding research of public figures including politicians.

### *Impression Management Strategy*

IMS is used in the research of President Joko Widodo's impression management strategy through communication of the government's priority program in the "President Joko Widodo" youtube account in 2017 by Siedharta, Indrayani, and Monica. Besides being used in personal or personal accounts, IMS can also be used at an organizational level, such as research conducted by McLane (2012), which in his research proves that impression management strategies can shape a company's identity (brand identity) through company webblogs.

Impression management is carried out by organizations to shape public perceptions about who they are, what services and how well they provide, and what good they do (McLane, 2012: 15). Turnley and Bolino (2003) also say that impression management can shape how the audience sees them. When related in the context of political parties, the intended audience is the 2019 election voters, as well as where political parties as organizations with impression management shape public perceptions about who they are, what policies / services they offer, how good the policies / services and what are their achievements or goodness.

Impression Management Strategy has identified five strategic points, that are ingratiation, self-promotion, intimidation, exemplification, supplication (Jones and Pittman, 1982: 235).

Ingratiation is a strategy used to get 'likes' from others. To be likeable, actors (in this study is political party) approach the audience with positive communication such as praising, flattering, giving compassion, giving good feedback (thanking), expressing approval of something stated by others. If this strategy fails, the others who become the target will not give praise or flattery but will judge that everything presented by the actor are false and lies. This is a risk of this strategy.

Self-promotion shows a strategy that aims to show an impression of competence and worth in the eyes of the audience. Show the ability and positive performance and achievements. The risk in this strategy is to get mistrust if the actor continues to boast too much.

Intimidation is a strategy which is carried out to cause fear to the opponent by providing threats, anger, and showing power and strength. Risks faced in this strategy in the form of criticism from other parties.

Exemplification is a strategy to show the impression of morality and integration. In this strategy, the actor / organization shows a sense of willingness to sacrifice, care for others (as if not selfish), high commitment, honesty, and discipline. It is intended that the audience respects and admires the actor (in this study the organization that is a political party). The risk to this strategy is that the actor can be two-faced and look dishonest in the eyes of others or the public.

Supplication strategy is done by showing weakness, inability and simplicity to get help and sympathy from other parties. But if this strategy does not work well, then the people will look down and doubt. The actor will feel the challenges when undergoing this strategy.

### *Utilization of Social Media and Website for Branding*

Unlike old media, new media can expand resources to new dimensions such as interactive relationships between consumers and information providers. New media has an interactive nature which allows consumers to choose what information and entertainment they want, when they want it, and in what form. (Dizard, 1997: 11). New media is media that cannot be far from technology and will always

be associated with new technology. The most prominent new technology in new media is the internet, because the internet is a broader distribution of information or entertainment that is provided or made by information presenters. In order for the media to be disseminated via the internet, the content or form of the information must be made in digital form.

Marshment (2009) revealed that new technologies such as new media did not create new goals for political marketing, but only as a medium that was used because it was more effective and efficient. In a political campaign or marketing, communication is needed with the voters to invite them to support the political party or political elite so that they get a high vote. Towner & Dulio (2012) say that in this day and age, young voters dominate elections, political parties or political elites are competing to expand their markets to young people where young people prefer new forms of political communication, using the internet or digital electronics.

New media can help to reach the youth market. New media for political marketing is made with a memorable domain name, an easy-to-download webpage, important forms that are needed, especially the path to get donations, well-written message content, pages about existing issues and created in detail, the calendar of campaign schedules, the existence of pages for press such as pictures and press releases, and if possible using two languages according to voter demographics, the presence of contact information, and the existence of safe fundraising facilities. New media have advantages such as being professionally designed, maintained and updated constantly (including message content), and able to integrate all types of campaign forms (Johnson, 2002: 214-215).

Political websites or blogs with good domain design, provide a goal to help branding political organizations or political parties. As a tools of communication to the public, new media such as social media or websites must be interactive so that interpersonal relationships with the public or prospective voters are better maintained. Therefore, to fulfill this need a web community or internet forum in the website. Not only as a means of communication, the website is also used, to spread editorial content, even the message delivered can infect traditional media channels and become viral (Bigi, 2017: 49).

In addition to the website, social media is also present to play the role of brand communication which is increasingly important because of its massive growth. Social media allows people to share texts, images, audio and videos online with each other and - if they want - with representatives from the company. Social media comes in a variety of forms, there are six main options: (1) message boards and forums, (2) chat rooms, (3) blogs, (4) facebook, (5) twitter, and (6) youtube (Keller, 2013: 210). This research will limit by only examining three social media from the six mentioned above, plus one more social media that is not mentioned by Keller, namely Instagram. This is because the social media used by Berkarya Party as the object of this research is only Facebook, Twitter, and Instagram, and YouTube.

Social media offers great opportunities for marketers to connect with consumers in ways that previously could not be done. Although some marketers are not sure whether they should be involved in social media, many realize that online conversations are necessary so that marketers and consumers can communicate directly without face to face. Therefore, many companies now have official Twitter and Facebook pages for their brands (Keller, 2013: 210).

Twitter provides the ability to share thoughts with 140 characters in a split second, users can easily share links the press releases and stories about their brand services and products. By making interesting and diverse tweets, it is possible to increase followers (Lacy, 2011: 42). The use of Facebook, Twitter and Instagram is more or less the same. These three social media can upload the desired photos, videos and captions. Existing facilities in social media can be used by political parties to introduce their political products, considering brand recognition in brand awareness is more easily achieved if the public can see the physical of a brand, such as commercial products in stores.

Marketing through social media for a brand, product, or service requires an appropriate and planned communicative message. Marketing is done with a customer centric nature or a customer approach. In political marketing, customer centric is the same as voter-based, which is the approach taken based on the will of the voters. Customers play an important role in. There are several benefits of marketing through social media, including (1) being able to popularize brands (products and services) to the target group; (2) informing the target audience of the presence of a brand or service; (3) encourage healthy competition in the market; (4) providing social benefits for the brand; (5) keeps the audience interacting and maintaining relationships with the brand (Jothi, Neelamalar, & Prasad, 2011: 235).

## ***Methodology***

In this study, researchers used qualitative research methods. Research with a qualitative approach emphasizes the analysis of processes by inductive thinking related to the dynamics of the relationship between observed phenomena and using scientific logic. Quantitative data can be a supporter of a qualitative approach, but the depth of formal thinking from researchers in answering problems is emphasized (Gunawan, 2014: 80). Qualitative content analysis is used to analyze the contents of media products in more depth and detail in order to understand the contents of these media products which are then linked to the social context or reality that occurs when the message is made. Messages in the form of text, symbols, images, etc. are social and cultural products of the community (Kriyantono, 2010: 251). With a qualitative approach, this study uses qualitative content analysis techniques to track the tendency of material uploaded messages through the website and instagram by the Berkarya Party. Because this study uses a qualitative approach, the data triangulation technique (or source triangulation) is used in this study to obtain data validity. Results or answers from a source are confirmed with answers from other sources. For example comparing observations with interviews, comparing what is commonly said, with what is said privately, or comparing the results of interviews with existing documents (Gunawan, 2014: 216).

## ***Results and Discussion***

Based on the results of the categorization, it states that the Berkarya Party uses five impression management strategies by Jones and Pittman (1982) that are seen on social media especially instagram and news posts on their website. The five strategies, they are ingratiation, self-promotion, intimidation, exemplification, supplication.

Data is taken from Instagram social media posts (berkaryaid), as well as news posts on the website (berkarya.id) from the time of the campaign until before election silence period. The election silence period started on April 14, 2019, therefore the post limit observed is uploading until April 13, 2019.

### ***Ingratiation***

The strategy taken by Berkarya Party to get 'likes' from people was seen on website is shown by uploading a news titled in Temanggung, Tutut Concerned About Farmers' Conditions, uploaded in February 2019. To be likeable, actors need to approach the audience with positive communication with giving compassion. This is something that Berkarya Party shows through that news. Not only that,

compassion was also shown on the news with the title Berkarya Party Pray for Fire Disaster Victims in Tambora, uploaded in January 2019. At that time, a fire broke out in the Tambora residential area, Central Jakarta. Berkarya Party brought aid to the fire victims, they are rice, baby milk, clothes, toothpaste, and other food needs. Praising and flattering is also an actor's way of approaching the audience, it shows through their website news titled Tommy Soeharto proud of the Unity in Diversity in Nabire, Papua. The news that uploaded in December 2018 shows that Tommy Soeharto proud of Nabire City where Unity in Diversity was going very well even as the best example for all of Indonesia.

The ingratiation that seen on the website is not too different from what was shown on Instagram. On Instagram, Ingratiation shows more photos of Berkarya Party giving compassion to people in need. For example, in the picture upload dated January 3, 2019, there was a photo of Berkarya Party with candidates for the legislative providing assistance to victims of the Banten-Lampung earthquake. Not only providing clothing and food assistance, Berkarya Party through Titiek Soeharto (son of Soeharto) motivated victims to rise from sadness and adversity.

### *Self-Promotion*

The Berkarya Party Strategy to leave competent and appropriate impression in the eyes of the audience is contained in the website's news upload. The Berkarya Party shows its performance by publicizing the Berkarya Party's ideas. An example of a post can be seen in the news uploaded in April 2019 with the title Realizing People's Economy, Hutomo Mandala Putra Involves Disabled People to Work at GORO. In the news said that GORO is the first and only grocery store in the world that opens opportunities for people with disabilities to work. This shows the work ability and achievements of the Berkarya Party. Other Berkarya Party ideas were also shown by news uploaded on March 2019 under the title Papua, Focusing on Developing the Potential and Empowering the Community. In the news, Tommy Soeharto emphasized that it wanted to try to established the potential of community and increase agricultural in Papua. Another program was also published through an April 2019 website news upload, with The Chairman of the DPP (party supervisory board) Berkarya Party Promoting Cheap Food Packages in Tanah Luwu. Not only the icon Hutomo Mandala Putra a.k.a Tommy Soeharto, was active in promoting Berkarya Party ideas, this time there was Badaruddin Andi Picunang who was the founder and Chairman of Berkarya Party said he would implement integrated agriculture in which there was hydroponic cultivation. Availability of fertilizers for farmers and livestock development. Badaruddin also emphasized that the focus was on how to bring the community towards prosperity, especially in Tanah Luwu, where the majority of the population were farmers. Berkarya Party ideas which uploaded on the website are numerous. Especially news about party leaders visiting regions in the context of campaign and program socialization.

Apart from website uploads, a self-promotion strategy is also seen on Instagram. The self-promotion seen in Instagram is slightly different from what is uploaded on the website. On Instagram, self-promotion shows more the achievements of Suharto. As was said before that the Berkarya Party 'sold the New Order (Orde Baru)' and capitalized on Soeharto's programs. Seen in the upload January 25, 2019 and January 27, 2019 where there are pictures with list of Suharto's achievements in the fields of development, education, health, and food. The pictures are titled Mr. Harto's Gold Ink for Indonesia. Not only shows Suharto's achievements, services or achievements of Suharto's wife, Tien Suharto (during the new order (orde baru) became a first lady) was also uploaded on Instagram on March 9, 2019. The upload was titled TMII, the Grandeur of Tien Soeharto's Ideas. Beautiful Indonesia in Miniature Park or Taman Mini "Indonesia Indah" (TMII) is a culture-based recreational area located in East Jakarta, Indonesia. That's what distinguishes self-promotion from website and Instagram. However, doesn't mean in instagram there is absolutely nothing to show the current performance of Berkarya Party. The post posted



on February 2, 2019 shows that they provide technical guidance to candidates for the Central Java legislative.

### *Intimidation*

Intimidation is a strategy that is carried out to cause fear to the opponent by showing power. Showing power can be by giving orders to others. This can be seen in the news upload on the website in February 2019 with the title Tutut Soeharto Asking Candidates of Berkarya Party to Move Quickly for Greet Society. During socialization activities in the community, Tutut Soeharto reminded legislative candidates to record the wishes of the community. This is very important so that legislative candidates have a view in fighting for the aspirations of the people to realize the change of the nation. Similar thing was also seen in the upload of the news titled 2019 Elections is Coming Soon, Titiiek Asked for Cadres and Legislative Candidates to be Serious in the Fight, uploaded January 2019. Titiiek emphasized that for legislative candidates to focus on reducing poverty and improving people's welfare. Raise fear also by giving criticism to other parties. That's shown on news upload in March 2019, entitled Priyo Budi Santoso, Critized General Elections Commission about the Polemic on Additional Ballots. Priyo revealed, additional ballots were still minimal which could potentially tackle voter rights. Priyo also emphasized the regulation was important to ensure that those who moved were not deprived of the opportunity to vote because they did not receive ballots.

No different from website, on Instagram also shows the power of Berkarya Party by giving orders to others. One of them was an upload on February 2, 2019 where in the photo Mamiek Soeharto warned legislative candidates not to hurt each other. It means to compete competitively, fairly and not cheat.

### *Exemplification*

Exemplification is the Berkarya Party's strategy to show the impression of morality and integration. The action taken in this strategy is shows in the upload on March 2019 with the title Plastic Waste Care, Mamiek Soeharto Bought Mlenis Bag. In the news, Berkarya Party represented by Mamiek Soeharto not only showed concern for plastic waste, but also cared for MSMEs (Micro, Small, Medium Enterprises) in Batang Regency. MSME activists in Batang Regency produce household appliances from coconut shell waste and mlenis bags instead of plastic bags. In addition to showing concern for the surrounding environment, Berkarya Party shows an exemplification strategy by expressing their commitment. One of the news that illustrates this strategy is in a post on September 2018 entitled Hutomo Mandala Putra's Commitment to Improve Democratic Economy in Papua. Tommy conveyed his commitment to increase development in agriculture, animal husbandry, and fisheries. Not only that, he will also want to increase the potential the city of Nabire become a tourist city.

Attitudes of concern can also be seen in the Instagram of Berkarya Party post. Berkarya Party has a great concern for the MSMEs (Micro, Small, Medium Enterprises). An upload on March 30, 2019 showed Mamiek and Tutut Soeharto visiting the honey village. The uploads on April 9, 2019 also showed Mamiek and Tutut cared about MSMEs in Ponorogo.

### *Supplication*

Supplication is the strategy which carried out by Berkarya Party to get sympathy from the public. Like asking for help from other people. This is almost invisible on the news of Berkarya Party website.

But seen in a few instagram posts. In Berkarya Party's Instagram post many photographs of legislative candidates from various regions. They promote themselves while asking people to vote for them.

Simplicity is also seen in a post on February 8, 2019 where Tutut said that his father was born as a hamlet person and a farmer. Tutut still wants to show the side of simplicity, so she can blend with the villagers and farmers.

Another portrait of simplicity is also seen in the photo upload of February 11, 2019 where Tommy Soeharto sat casually in an open room with a treat on a table of several jars and bananas. This shows that Tommy does not need a cool luxury room to discuss with many people.

### **Conclusion**

As a new party that needs support during the 2019 elections, Berkarya Party do political marketing by forming their brand through new media. Political products such as policies, issues, work programs, candidate figures, supporting figures, ideology, structure, and vision-mission of the nominating party are presented through the website and social media. How political products are introduced through new media, following the strategy of Berkarya Party itself in building brand identity. Berkarya Party as political organizations with impression management shaping public perceptions about who they are, what service policies they offer, how well they are, and what achievements or good they have done.

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