

## Political Marketing Strategy of Kustini Sri Purnomo and Danang Maharsa for the 2020 Sleman Regency Election

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**Abstract:** This research discusses the capital and political marketing strategy of the regent and deputy regent candidate pairs in the 2020 Sleman District Election. This research identified the political marketing strategy for the victory of the Kustini-Danang pair in the 2020 Sleman Regional Election. This study aims to analyze the capital and strategies used to win elections. The theory used study combined Pierre Bourdieu's theory of capital and Firmanzah's theory of Political Marketing 4P (Product, Promotion Price, and Place). This research is qualitative. The data analysis used Qualitative Data Analysis Software (Q-DAS); the tool used was Nvivo 12Plus. The data were obtained from interviews, social media, local media, and other sources of literature, such as documents obtained from the internet, as well as from books, journals, reports and archives related to this research. The results showed that the most significant indicator for the victory of the Kustini-Danang pair is "Price". This study concludes that the price indicator is the most dominant in winning the regional elections because of image value. The image built by the Kustini-Danang pair is quite strong because Kustini is the wife of the former Sleman regent who served for two terms, and Danang is a DPRD member from the PDIP party so he was able to convince the people of Sleman to vote for the Kustini-Danang pair.

**Keywords:** Political Marketing; Political Modalities; Regional Election; Campaign

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## INTRODUCTION

Province and district/city level regional heads, such as governors at the provincial level and regents/mayors at the district/city level, are to be chosen during regional head elections (Pilkada) (Kristiyanto, 2017). Article 18 of the 1945 Constitution specifies that "Governors, Regents, and Mayors, respectively, as Heads of Provincial, Regency, and City Governments, are democratically elected," an electoral process provides the basis for regional head elections.

Directly from the populace (Sinaga, 2018). Choosing a direct election process under Law Number 32 of 2004 addressing the regional government's Article 24 means being "democratic" in this clause. Regional heads and deputy regional heads are chosen by the local populace in the affected area. concerned (Ayuni, 2018).

In Indonesia, elections are now taking place concurrently. Simultaneous Pilkada is an electoral system that conducts many elections simultaneously (Syauket, 2021). Elections for executive and legislative offices at various levels, including national, regional, and municipal, are held periodically in the country (Kristiyanto, 2017). In Indonesia, simultaneous elections are governed by the Government Regulation instead of Law Perpu Number 2 of 2020 concerning the

Third Amendment to Law Number 1 of 2015 concerning Stipulation of Government Regulations instead of Law Number 1 of 2014 concerning Elections for Governors, Regents, and Mayors. The local elections were held on December 9, 2020, under Indonesian statute (Ristyawati, 2020).

Additionally, Sleman Regency hosted this concurrent local election. Three pairs of Regent and Deputy Regent candidates competed in the Sleman Regional Election on December 9, 2020. They were Kustini Sri Purnomo-Danang Maharsa, Sri Muslimatun-Raden Agus Choliq, and Danang Wicaksana Sulistya-Raden Agus Sulistya (Putsanra, 2020). The third contender, Dra. Hj. Kustini Sri Purnomo and Danang Maharsa, SE, were chosen after the Pilkada. First-place candidates, The PKB, Gerindra, and PPP, favor candidate pair number 1: Danang Wicaksana Sulistya and Agus Choliq. The PKS, Golkar, and Nasdem parties supported the second candidate pair, Sri Muslimatun and Amin Purnama. The third-place candidate team in the 2020 Sleman Pilkada, Dra. Hj. Kustini Sri Purnomo and Danang Maharsa won, with support from the National Security Party (PAN) and the Indonesian Democratic Party of Struggle (PDIP) (KPU DIY, 2021; Pertama, 2020).

**Table 1. Sleman Distic Election Result**

No.	Name of Candidate Regional Head Election	Number of Votes
1.	Danang Wicaksana Sulistya, S.T Raden Agus Choliq, S.E; M.M	171.083
2.	Dra. Hj Sri Muslimatun, M.Kes Amin Purnama, S.H	177.588
3.	Dra. Hj Kustini Sri Purnomo Danang Maharsa, SE	217.921
Total		566.592

*Source: KPUD Sleman*

To win the 2020 Sleman Pilkada, the Kustini-Danang team needed 217,921 valid votes (KPUD Sleman, 2020). These two are candidates for regent and deputy regent taking part in the Sleman Regency Pilkada for the first time. This pair was successful in defeating a pair of candidates who had previously run in the Sleman elections in the previous period in 2015, as well as a pair of candidates whose prior period was an elected pair that was appointed Deputy Regent of Sleman in the 2015-2020 period (Indonesia Corruption Watch, 2020). Kustini Sri Purnomo, the former Sleman Regent from 2015 to 2020, is the woman behind the accomplishments of the candidate pair for regent and deputy regent (Pemerintah Kabupaten Sleman, 2021). Gender bias is no longer an issue in the Sleman Regency, as seen by pair number 3's triumph in the 2020 Sleman Pilkada, which demonstrates the openness and pro-women nature of the Sleman society (Jehamun, 2020).

Women's political participation in the Sleman Regency appears to be rising, but the rise is not substantial. For instance, with 13 seats (26%) out of a total of 50 seats, the DPRD Sleman Regency in Yogyakarta has the highest percentage of female members among Yogyakarta's other regencies (Ramadhany & Rahmawati, 2020). Additionally, there are two pairs of female candidates for regent. One of them has a chance to win the Sleman Pilkada in 2020 (Ridho, 2020), showing the advancement of women's politics in the Sleman Regency. Sleman Regency citizens are becoming more conscious of women's politics.

In this study, the topic of "Political Marketing Strategy for the Kustini-Danang Couple in the 2020 Sleman Election" will be the main focus. Intriguingly, this study sought to determine a woman's campaigning approach during the Pilkada and the elements that contributed to this couple's success. Q-DAS (Qualitative Data Analysis Software) Nvivo 12 Plus is used to analyze the data for this study. This study will take a qualitative approach to analyze the campaign techniques used during the 2020 elections in Sleman Regency. The theory used was a combination of Pierre Bourdieu's theory of capital (economic capital, symbolic capital, and social capital) with Firmanzah's theory of Political Marketing, which is quantified using political modality theory and four indicators known as the 4Ps (product, promotion, price, and place). The problem formulation in this research is Q1: What is the political marketing plan for Kustini Sri Purnomo and Danang Maharsa to win the 2020 Sleman Pilkada?

## RESEARCH METHOD

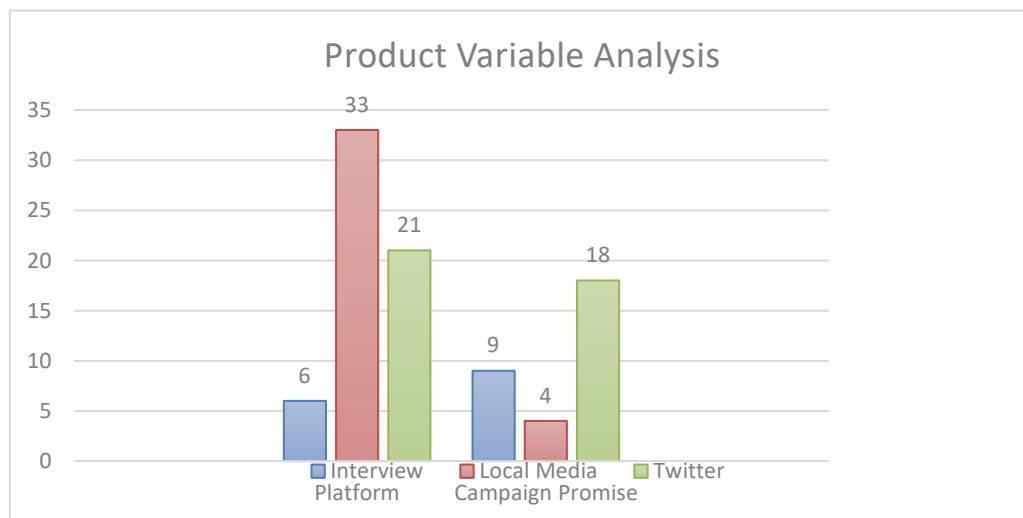
This study is a qualitative investigation. Through verbal and written descriptions and other natural approaches, qualitative research aims to comprehend phenomena about what study subjects feel holistic, such as behavior, perceptions, motivations, actions, and others (Muhammad et al., 2020). Nvivo 12 Plus was the software utilized in this study's qualitative data analysis (Q-DAS) to analyze the study's data. Both primary and secondary data were used as data sources for this investigation. Interviews with informants provided the primary data, while social media and local media provided the secondary data. Due to the Kustini Sri Punomo and Danang Maharsa couple's success at the 2020 Pilkada, which was held there, the research for this study was conducted in Sleman Regency.

In this study, two different methods of data collecting were used: interviews and documentation. There are three stages to qualitative data analysis: summarizing, concentrating on key points, and searching for themes and patterns (data reduction). The data was then displayed (presented in a format consistent with the study), and conclusions were made. This descriptive research used data analysis to demonstrate how a general debate might lead to a more focused

## RESULT AND DISCUSSION

### Product

Platforms and campaign pledges make up the two kinds of products. The core product of a candidate pair in political marketing is their platform, which refers to their catchphrase, mission statement, and vision. Their platform is backed by their campaign pledges, the substance of which are the programs they have promised (Sutrisno et al., 2018).



**Figure 1. Product Variable Analysis**

*Source: Processed by the authors with nvivo 12+*

In this research, the platform indicator mentions the candidate pairs' motto, vision, and mission 60 times, dominating the product variable, whereas the campaign promise indicator is only utilized 31 times. The platform indicators were discussed 33 times by local media and six times in interviews. The campaign promise indicator, on the other hand, generated the most conversation on Twitter (18 times) and at least four times in the local media.

This research is consistent with the notion advanced by Niffengger about the products in political marketing, according to which the candidate pair's platform is their primary offering and contains their core ideas and ideological positioning (Sutrisno et al., 2018). The work program that the Kustini-Danang duo, who are running for regent and deputy regent, vowed to implement throughout the campaign is included in the platform and is supported by the campaign promise; however.



**Figure 2. Word Cloud Product**

Source: Processed by the authors with nvivo 12+

The word “kustini,” which predominates 87 times in this study of product factors using the word cloud feature, is discovered. In addition, “community” is used 63 times, sixty times, then “danang.” Next, “development” and “programs,” which are mentioned 47 and 39 times, respectively, are mentioned. Since the candidate pair, Kustini Sri Purnomo and Danang Maharsa is the product variable given, the words “kustini” and “danang” is most frequently used. “Program” and “development” are the next two words that predominate because they support product variables and are mentioned in the platform and election promise indicators.

The analysis of the words above demonstrates that the Kustini-Danang candidate team for regent and deputy regent of Sleman Regency offers a vision, mission, and work program to the Sleman community from the smallest level of government, namely Padukuhan, to “build Sleman together” to enhance the Sleman community’s quality of life both intellectually and economically, for the welfare of the entire community in Sleman Regency.

The pair of candidates for regent and deputy regent of Sleman, namely Kustini-Danang, built their political branding using the slogan “Sesarengan Mbangun Sleman,” which aims to invite all “elements” in Sleman to work together and work hand in hand to develop Sleman Regency. The slogan was created by a team of candidates for the Kustini-Danang regent and deputy regent pairs and their supporting parties, who held a coordination meeting to form the slogan.

“The idea was yesterday in the team meeting. Because of our principle why *sesarengan*, the name of development cannot be built only by the regent and deputy regent, including the community must be involved there so that *sesarengan* appears or builds together (Sleman).

The Candidate Pair for Regent and Deputy Regent Candidates (Cabup and Cawabup) for Sleman Kustini-Danang Regency won serial number three in the 2020 regional head election (pilkada). This figure aligns with this candidate pair’s vision and mission, which contains three points. Also, three principles that are firmly held in carrying out its mission. The three principles that later became the candidate pairs’ vision and mission were Honest, Creative and Solutive. These three principles are the three basic principles of life philosophy. Namely creativity, taste and human initiative (Rizka, 2020).

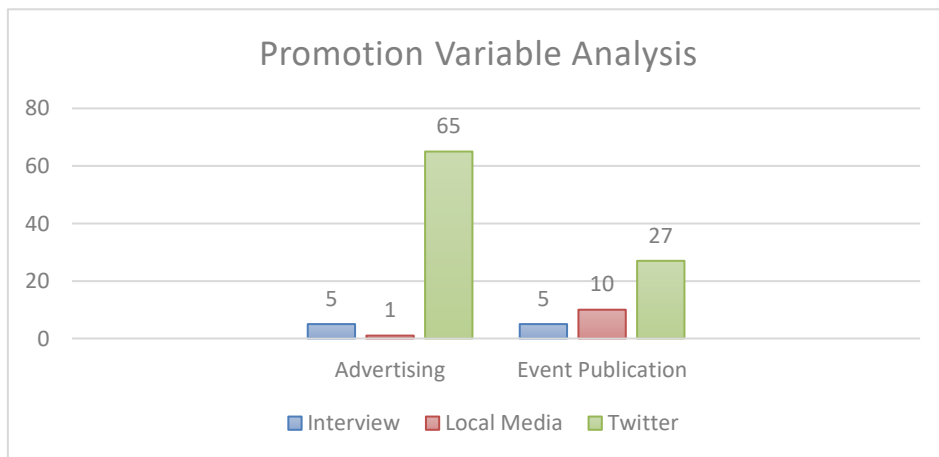
In addition to the slogan, vision, and mission, the Kustini-Danang regent and deputy regent candidates also have several campaign promises. Many programs were offered by the Kustini-Danang pair during the campaign. Out of the many programs, the Kustini-Danang pair has a special program to develop Sleman Regency. Public health is prioritized through sports. The Kustini-Danang couple built a sports facility (Sports Center) at the sub-district (village) level to achieve a healthy Sleman community (kumparan.com, 2020). Then there are also self-development programs through education and social activities. One of the efforts made by the Kustini-Danang couple was to install Wi-Fi or a free internet network program in every hamlet in Sleman Regency.

As of July 14, 2022, free internet installations have reached 593 out of 1,212 *dukuh* points in Sleman Regency. This program is targeted for completion by the end of 2022 (Sleman Regency Government, 2022) (Syarifudin, 2022).

The variable product covers the platform and pledges made during the campaign. The phrases, as well as the couple’s vision and objective, are included in the platform. *Sesarengan Mbangun Sleman* is the used tagline, and “Honest, Creative, Solvent” is the used vision and mission. Although Kustini-campaign Danang’s promise is a work program, it includes the following: enhancing management of education, social protection and security, disaster management, fulfilling individual and public health efforts, developing MSMEs, developing tourism resources and the creative economy, controlling pollution and environmental damage, managing and developing drinking water supply systems, developing settlements, managing roads, protecting women, and I.

### Promotion

To “sell” political products, such as the candidates themselves, one must employ promotion as a tactic in political marketing. A successful promotion does not happen accidentally; it must be specific about the sale’s location, timing, and target audience (Handika & Azmi, 2020). Advertising and event publications are the types of promotions covered in this study.



**Figure 3. Promotion Variable Analysis**  
 Source: Processed by the authors with nvivo 12+

Advertising indicators, discussed 71 times in the research above, influenced the promotion variable significantly. According to this indicator, the Kustini-Danang couple uses Twitter the most, with 65 mentions, followed by interviews, which were mentioned 5 times, and local media, which were mentioned 1 time. On the other hand, the event publication indicators were only mentioned 42 times; 27 of those discussions took place on Twitter, 10 involved local media, and 5 involved interviews.



**Figure 4. Word Cloud Promotion**  
 Source: Processed by the authors with nvivo 12+

With 100 and 79 mentions, respectively, “Kustini” and “Danang” emerged as the most talked-about words in the analysis of the words above. “Support” was discussed 44 times as the following word. In comparison, the phrases “media,” “pilkada,” and “vote” were used 28, 24, and 16 times, respectively.

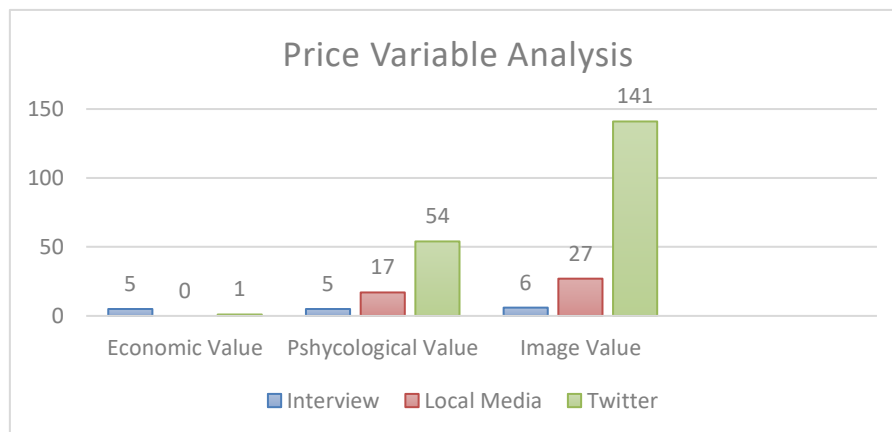
In this all-digital era, the situation will also facilitate the strategies adopted to promote political products, such as pairs of candidates for regent and deputy regent. The internet and social media have become people’s daily consumption in that era and are easily accessible by almost all levels of society (Farazian & Paskarina, 2021). Regarding the use of media by the Kustini-Danang pair, they chose to use print media in the form of newspapers, online media and outdoor media in the form of banners and stickers to convey their political messages to the people of Sleman Regency.

“There are so many. Yes, we use mass media, print media, television, radio, and social media. Because it cannot be denied that everyone uses social media, and then media such as billboards, billboards, stickers that we use, and face-to-face meetings are also limited because there are a lot of Sleman residents. Yesterday during the pandemic election, there were ups and downs as well. Then Times friends also met in person to reach out to voters, then, through social media, there were conveying the vision and mission through billboards. We haven’t seen the effectiveness yet, but all of that follows the portion and is flexible, so if we look at it, maybe the billboards we will initially install on the market and some points. If it can be reached through social media, we will reach it through social media as well,” Respati Adi Sasongko said in an August 16, 2022 interview.

From the previous, in the promotion variable, the pair of candidates for regent and deputy regent Kustini-Danang solicited community support through a variety of media, including local media, social media, and other advertising promotion media like pamphlets or billboards placed throughout the Sleman Regency in preparing the 2020 Sleman Pilkada. Publications for events and advertising are covered under variable promotion. The Kustini-Danang Couple uses banners, stickers, social media, newspapers, online media, and outdoor media to spread their political messages to the people of the Sleman Regency. The Kustini-Danang couple’s event was published but did not spark a large-scale gathering. They relied on going to events where they had invites sent to them at the time. He also established minor associations to maintain contact with party members, the inhabitants of Sleman Regency, and their teammates.

## Price

The economic worth, the emotional value, and the image value are all factors in this price. Economic value refers to all expenditures made by the duo of regent and deputy regent candidates throughout the campaign. When we talk about psychological value, we’re talking about the cost of psychological impressions, which can be a sense of comfort for people from various racial, ethnic, religious, and educational backgrounds. Voters believe that the candidate can present a positive image and can also be a source of pride when this condition is present. Examples of prices include political lobbies and campaign expenses.



**Figure 5. Price Variable Analysis**  
 Source: Processed by the authors with nvivo 12+



“The community has accepted her for many years as the regent’s wife, so PAUD mothers have been in contact with her, and then there is the KWT Tangguh Women’s Group, who is also her mentor. Yes. So actually, the psychological factor is that she is Sleman’s mother,” said Adi Winarso in an interview on August 11, 2022.

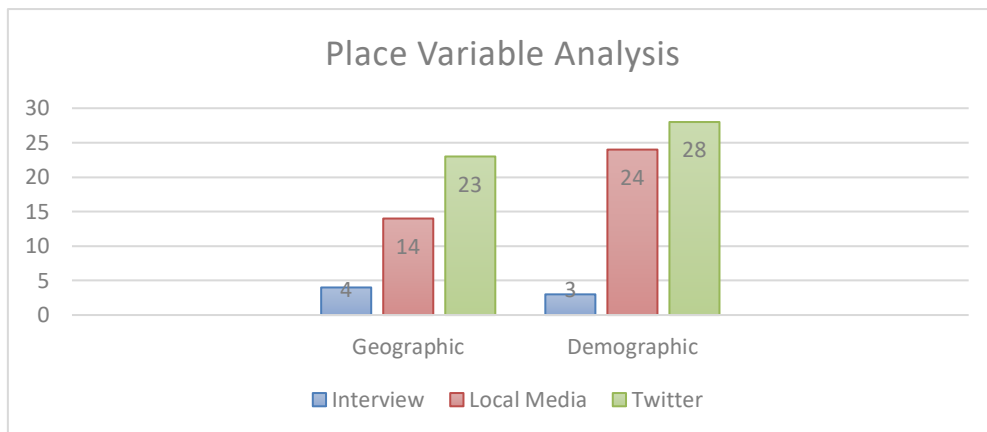
The figure of Danang Maharsa is a man who looks handsome and has quite good intellectual abilities and insight to support Kustini Sri Purnomo to continue winning the hearts and voices of the people of Sleman.

Apart from his appearance and intelligence, the candidate for deputy regent of Sleman Danang Maharsa is a member of the Sleman Regency DPRD for the 2014-2019 and 2019-2024 periods coming from the PDI Perjuangan party. The image built by Danang Maharsa is that of a member of the parliament who has served 2 terms and is a member of a major party, so he is quite experienced in the government sector.

“Mas danang is a member of the 1st-period council automatically whose name is a member of the council bringing programs from the government, now the image has been built from the aspirations of the community, for example, the regional government’s public hearing, the image has been built through many programs that involve the community,” said Koeswanto in an interview, August 8, 2022.

### Place

The existence or distribution of the pairs of candidates for regent and deputy regent, as well as their accessibility to voters, are established through a process known as variable placement (placement). To map the community’s structure and characteristics—both geographically and demographically—the candidate pair must be able to. It is possible to map this spatially. To identify a population’s dispersion, geographic location, and density, one must consider it. Voters can also be mapped demographically, with groups created based on education level, occupation, age, social status, political knowledge, religious affiliation, and ethnicity. Additionally, voter alignments are taken into account while mapping, such as the proportion of traditional supporters, supporters of opposing parties or candidates, “floating masses,” and abstentions (Muhazir, 2020)



**Figure 7. Place Variable Analysis**  
Source: Processed by the authors with nvivo 12+

The analysis above of location variables discovered that demographic aspects received more attention than geographical ones. There were 55 discussions of demographic variables. On Twitter, 28 times, demographic variables were most frequently mentioned. Additionally, although the interview was the only one to mention demographic variables less frequently than 24 times, they were discussed in the local media 24 times overall. There were 41 discussions of geographic variables. Twitter (23 times), local media (14 times), and the interview were the media sources that covered it the most (4 times).





**Figure 8. Word Cloud Price**

Source: Processed by the authors with nvivo 12+

I discovered terms that describe the indicators of the place variable, namely the geographic and demographic, from the analysis of the words concerning the place variable above. Gaming, sub-district, kelurahan, turi, godean, berbah, ngemplak, Depok, hamlet, kalasan, and prambanan are some of the terms associated with geographic indicators. Kiai, Gus, Community, Figure, and Ulama are among the words associated with demographic indicators.

The analysis of the words above leads to the conclusion that the Kustini-Danang pair conducted political marketing that was evenly distributed throughout Sleman and to the entire Sleman community to persuade them to take a side and elect the Kustini-Danang pair to serve as the regent and deputy regent pair in the Sleman Regency.

The regent and deputy regent candidates are discussed in Variable Place, along with their communication skills and distribution methods. To map the community's structure and characteristics—both geographically and demographically—the candidate pair must be able to. Out of 17 sub-districts in Sleman Regency, the Kustini-Danang pair managed to win 15 of them, demonstrating the effectiveness of their political marketing strategy. Additionally, the timing of visits and participation in events hosted by the residents of Sleman has proven to yield positive outcomes. While the demographic indicators speak about the couple's professional background in the 2020 Sleman Pilkada, they also address the various segments of society that support Kustini-Danang, including mothers, workers, farmers, and millennials. Additionally, supporters include party members and religious leaders like NU and Muhammadiyah.

The Kustini-Danang pair won votes in 15 sub-districts out of 17 sub-districts in Sleman Regency. The defeat of the Kustini-Danang pair was in the Mlati and Ngemplak Districts. In Mlati District, the Kustini-Danang pair lost to pair number 2, Sri Muslimatun-Amin Purnama, with 19,158 votes compared to 15,772 valid votes obtained by Kustini-Danang. In the Ngemplak sub-district, the Kustini-Danang pair lost to pair number 1, Danang Wicaksana Sulistya-Raden Agus Choliq, with a ratio of 11,092 votes to 10,677 valid votes obtained by Kustini-Danang.

"Mlati narrowly lost in Ngemplak too, but I forgot the details, but in general, the percentages are not much different. So, from 17 sub-districts, Sleman is relatively equal and evenly distributed," said Respati Adi Sasongko in an interview on August 16, 2022

The victory in 15 sub-districts out of 17 sub-districts in Sleman Regency proves that the strategy of political marketing used by the Kustini-Danang pair was quite effective. Apart from that, placement visits and attending events organized by the people of Sleman have also proven to produce good results.

The Kustini-Danang couple applied the Gathering (*Sowan*) strategy to community leaders in Sleman. They divided the schedule to do the Gathering. They visited religious leaders, both Muslims and non-Muslims. In addition, they also visit other communities.

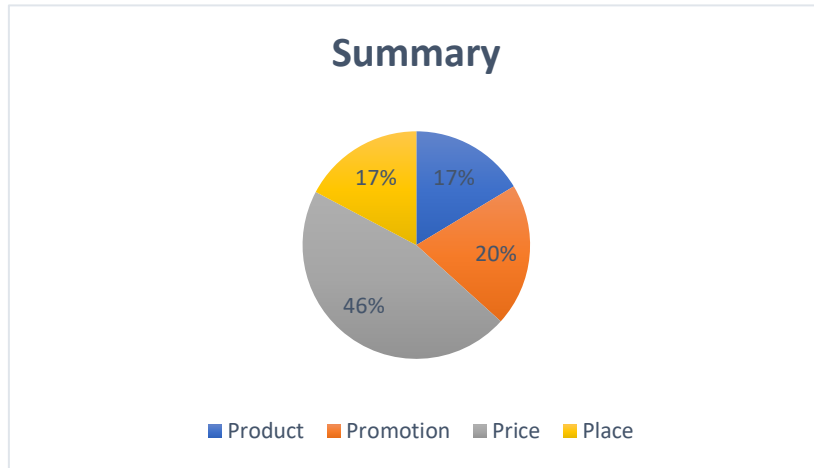
"As for *sowan*, we pray to all places, like in the sub-district, if it's religion and middle class, we are from the supporting party who go there," Adi Winarso said in an interview on August 11, 2022.

The demographic indicator discusses the professional background of the voters of the Kustini-Danang Pair in the 2020 Sleman Pilkada. Various elements of society support Kustini-

Danang, such as farmers, workers, mothers, to millennials. In addition, there are supporters from party members and religious figures such as NU and Muhammadiyah.

### Summary

The following summary of the conversation above is available



**Figure 9. Summary**

Source: Processed by the authors with nvivo 12+

Figure 9 shows that the price variable is the dominant variable that supports the success of the Kustini-Danang Pair in the 2020 Sleman Pilkada. Variable price discussed 256 times with a percentage of 46%. Next up is variable promotion, discussed 113 times with 20%. Next up are variables discussed 96 times with a percentage of 17%. And the last one is variable products discussed 91 times with a percentage of 17%.

The strategy of the Kustini-Danang pair during the 2020 Sleman regional elections was effective and supported Firmanzah's (2007) political marketing theory regarding 4p. The advantage of this theory is being able to sell political products well. However, in practice, the Kustini-Danang pair is lacking in showing these products, and they are more concerned with the value or price that is built, especially the value of the image to the people of Sleman Regency.

In this study, it was found that there was a factor of the former Sleman Regent, namely Sri Purnomo and husband of Kustini Sri Purnomo, in the victory of the Kustini-Danang Pair in the 2020 Pilkada. In addition, the supporting party factor had a major influence on the victory of the Kustini-Danang Pair in the Sleman Pilkada. It started when the PDIP had 15 seats in the Sleman Regency DPRD with a victory of 30%. Dare to bring up Kustini Sri Purnomo, who is not a cadre from the PDIP, to become a candidate for regent who is paired by a member of the PDIP cadre, namely Danang Maharsa. PDIP appointed Kustini because Kustini is the wife of the former Sleman Regent, who accompanied her husband to serve two terms. Apart from being the wife of the former regent, Kustini also held several positions in political organizations in Sleman Regency and won several awards and achievements.

Furthermore, PAN is the second supporting party that supports Kustini Sri Purnomo to run as a candidate for Sleman Regent. Sri Purnomo, the husband of Kustini Sri Purnomo, is a cadre from PAN who was able to serve as Regent of Sleman for two terms. PAN wants to work with PDIP to nominate Kustini Sri Purnomo to become Sleman Regent. PAN and PDIP are two parties with different ideologies. PDIP is a party with a nationalist ideology, and PAN with a religious ideology. The two parties finally decided to work together to cover each other's shortcomings. PDIP is the major party that won the Sleman District Legislative Election. Meanwhile, PAN is the party that always wins regional elections in Sleman Regency. The functions and roles of the two parties greatly influenced the victory of the Kustini-Danang Pair in the 2020 Sleman regional elections.

Meanwhile, the role of Kustini's husband, Sri Purnomo, who served as the former Regent of Sleman for these two periods, also influenced Kustini's victory. The name Sri Purnomo, attached to Kustini, was finally used for campaigning. Furthermore, the political position given to Kustini

when Sri Purnomo served as Regent of Sleman also benefited Kustini when he campaigned to become a candidate for regent of Sleman. Another role is that Kustini Sri Purnomo gets the voice and support of Sri Purnomo's supporters, who hope to continue Sri Purnomo's success when leading Sleman Regency so that Kustini-Danang can win the 2020 Sleman Pilkada.

## **CONCLUSION**

This study entitled *The Political Marketing Strategy of the Pair Kustini Sri Purnomo and Danang Maharsa in the 2020 Sleman District Election*, used political marketing theory: 4P (Product, Promotion, Price & Place) plus the theory of political modality to be able to answer the problem formulation in this study. The findings in this theory are that the Price variable is the most dominant variable used by the Kustini-Danang Pair to support success in the 2020 Sleman Pilkada.

Variable product discussing platforms and campaign promises. The platform contains the slogans, vision, and mission of the Kustini-Danang pair. The slogan is "Sesarengan Mbangun Sleman," while the vision and mission are "Honest, Creative, Solutive". While campaign promises are work programs promised by Kustini-Danang when campaigning, which includes improving education management, social protection and security, disaster management, fulfilling individual health efforts and community health efforts, developing MSMEs, developing tourism resources and the creative economy, control of pollution and environmental damage, management and development of drinking water supply systems, development of settlements, road administration, protection of women, improvement of family quality, special protection of children, development of arts, sports and youth, management of labor, increase of agricultural productivity and welfare farmers, improving village government administration, public information and communication, and implementing Yogyakarta privileges on cultural affairs.

Variable promotion discusses advertising and event publications. Advertising used by the Kustini-Danang couple includes social media, newspapers, online media and outdoor media in the form of banners and stickers to convey their political messages to the people of Sleman Regency. Meanwhile, the event publication for the Kustini-Danang pair did not create an event to gather large crowds. The event they relied on at that time was attending an event invitation addressed to them. He also formed small gatherings to stay in touch with party members, their Timses, and the people of Sleman Regency.

Variable price discusses Economic Value, Psychological Value, and Image Value. The economic value issued by the Kustini-Danang pair when campaigning was Rp. 1,727,079 of the initial funds of Rp. 1,728,315,640, leaving a final balance of Rp. 610,561. The psychological value built is to approach the social groups in Sleman, whether the majority or the minority. Besides, the figure of a strong woman is also built as part of the psychological values of the Kustini-Danang couple. At the same time, the value of the image that is built is a positive image value. The wife of the former Regent of Sleman during these 2 periods wanted to continue her husband's success to maintain and advance Sleman. Besides that, the figure of a tough woman is the image built by Kustini Sri Purnomo. However, it was constrained by the negative image of the community, namely wanting to build dynastic politics in the Sleman Regency. The figure of Danang Maharsa as a candidate for deputy regent was built to cover up his shortcomings and win the hearts of the people of Sleman. The image built by the deputy regent candidate is that of a good-looking and smart council member who is trusted to encourage and assist Kustini Sri Purnomo in the Sleman Pilkada.

Variable place discusses the way of attendance or distribution of the pairs of candidates for regent and deputy regent as well as their ability to communicate with voters. Candidate pairs must be able to map the structure and characteristics of society, both geographically and demographically. In terms of geographical indicators, the Kustini-Danang pair managed to win in 15 sub-districts out of 17 sub-districts in Sleman Regency, proving that the strategy of political marketing which was used by the Kustini-Danang pair was quite effective. Apart from that, placement visits and attending events organized by the people of Sleman have also proven to produce good results. While the demographic indicators discuss the professional background of the voters of the Kustini-Danang Pair in the 2020 Sleman Pilkada, various elements of society support Kustini-Danang, such as farmers, workers, mothers, and millennials. In addition, there are supporters from party members and religious figures such as NU and Muhammadiyah.

The conclusions above have answered the formulation of the problem. The strategy used by the Kustini-Danang pair to win the 2020 Sleman Pilkada is to utilize capital and a political marketing strategy formulated by Pierre Bourdieu and Firmanzah. All variables regarding capital and 4P influenced the success of the Kustini-Danang Pair in the Sleman Regional Election. However, the most influential factor was the 'Price' factor, particularly the image value built by the Kustini-Danang Pair to attract hearts and get the votes of the people of Sleman Regency.

The probe only focuses on one pair of candidates for regent and deputy regent positions. Only three interview subjects, one Twitter account, and two local media sites are used in the data collection.

The problem formulation has not been satisfactorily addressed by the variables and indicators employed in this study. There are several ideas that researchers can submit based on the research that has been done, including:

- a. Adding and contrasting research objects will help with future studies. It makes it easier to set it apart from earlier studies.
- b. Expanding the techniques used to acquire data. Its objective is to enhance the data for the most accurate data analysis possible.
- c. Boosting the body of research literature. With more understanding, the researchers will be better able to respond to the problem formulation for pairs of candidates running in the election.
- d. Hosting an engaging event can help win voters' hearts and convince them to vote for the pairs of candidates running.
- e. Utilizing the power of media to brand themselves with admirable qualities through social media, local media, and other media.
- f. Giving the public easy access to campaign finance information and as much transparency as possible.

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