

Evaluation of Farmer's Political Marketing Strategy Independence in Winning the Presidential Pair and Vice President of Central Java

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Abstract. *This study examines the political marketing strategy of the Tani Merdeka organization in winning the Prabowo-Gibran ticket in Central Java in the 2024 Presidential Election. The history of elections in Indonesia shows a significant evolution of democracy, and the 2024 Presidential Election is a crucial arena where political marketing strategies play a fundamental role. The emergence of supporting organizations such as Tani Merdeka, which focuses on the farmer segment and forms a massive structure (thousands of posts in Central Java), reflects the evolution of an increasingly segmented campaign strategy. The electoral success of the Prabowo-Gibran ticket in Central Java, with significant vote acquisition in farmer-based areas, indicates the effectiveness of the strategy implemented by Tani Merdeka. This research employed a qualitative method with a phenomenological study approach, focusing on exploring the meaning and experiences of the research subjects. Data were collected through in-depth interviews with active members of Tani Merdeka involved in the campaign, as well as field observations. Data analysis included data reduction, data presentation, and conclusion drawing, with a focus on the implementation of political marketing strategies (products, promotions, segmentation, social capital) and the interpretation of their effectiveness by the actors. Data credibility was tested through data triangulation, inter-researcher triangulation, and theory triangulation. The research concludes that Tani Merdeka's success in mobilizing farmer support is based on effective integration between: a program focus that addresses farmers' fundamental needs (fertilizer, prices, irrigation), superior political marketing through direct interaction and emotional dialogue, a targeted political strategy that segmented and targeted farmers as a voter base, and the utilization of social capital through a personal, honest, and empathetic approach. This combination of elements creates trust, expands reach, and generates genuine and sustainable support from farmers.*

Keywords: Central Java; Farmers; Independent Farmers; 2024 Election.

1. Introduction

General elections (pemilu) have been a key pillar of Indonesia's democratic leadership since independence. The history of elections in Indonesia reflects the long evolution of democracy, from the colonial era to the contemporary reform era. Elections are the process of selecting individuals for government positions and are also a democratic procedure for selecting leaders, making them a key instrument for determining the direction of a country's public policy (Soche, H., 1985).

First, the Colonial Elections (1905-1942) marked the beginning of electoral history in Indonesia during the Dutch colonial period. The first elections were held in 1905, in which a number of indigenous representatives were elected to the Volksraad (People's Council), a legislative body dominated by the Dutch. However, the Volksraad had limited powers, and the role of indigenous people in the electoral process was very limited (Puspitasari, SH, 2005).

Second, the Independence Period (1945-1959) after the Proclamation Indonesian independence on August 17, 1945, the first election in Indonesia was held in 1955. The election was the General Election Constituent Assembly, which aims to elect members of the legislative body would draft the country's constitution. Various political parties participated in this election, including the PNI, PKI, and Masyumi Party. 1955 was held twice, namely to elect members of the DPR on 29 September 1955 and the election of members of the Constituent Assembly on December 25, 1955, which was the first election that was successfully carried out democratically and became a guideline for the implementation of subsequent elections (Kriswantoni, 2018).

Third, Guided Democracy (1959-1965) elections during this period took place in an undemocratic political atmosphere due to the Guided Democracy system implemented by President Soekarno. On July 5, 1959, Soekarno issued a Presidential Decree declaring the 1945 Constitution as the State Foundation, and replacing the Constituent Assembly and the DPR resulting from the election with the DPR-GR. Political parties were suppressed and replaced by a single party, namely the ruling Indonesian National Party (PNI) (Nazwa Salsabila Zahratu, et al., 2024).

Fourth, the New Order (1966-1998) after the G30S/PKI and the fall of Sukarno, Suharto became president and led the New Order era. Elections were regulated by Law No. 5 of 1975 and Law No. 2 of 1985, which established the ABRI (Indonesian Armed Forces) dual function system, in which the Indonesian Armed Forces (ABRI) played a role in politics and social affairs. The Golkar Party, as the ruling party, dominated elections during this period. The second election was supposed to be held in 1958 but was postponed until 1971 due to security concerns. Thereafter, elections were held periodically every five years (1982, 1987, 1992, and 1997) (Efriza, 2019).

Fifth, Era Reformation(1998-present) on year 1998, Indonesia underwent political reforms that overthrew the Suharto regime. This political change paved the way for changes in the political system and electoral process. The overthrow of President Suharto's government

Soeharto made the election accelerated, from what was originally scheduled for 2002, it was forced to be held in 1999. The election that took place on June 7, 1999 became the first election in the history of the reform era with 48 parties participating, and only 21 parties getting seats in the DPR with PDI-P as the winner of the majority of votes (Arrusadi, F., 2020).

Analysis of the dynamics of society in democracy shows that the implementation of a democratic system cannot be separated from the implementation of constitutional democracy (Masykur, 2020). As stated in Article 1 paragraph (3) of the 1945 Constitution, Indonesia is a country based on law. Building a state based on law democracy cannot be separated from the role played by each state institution in carrying out government duties. After the 1998 reforms, several legislative changes, including those related with party political and election general, implemented by the transitional government of President Habibie. The two main laws passed were Law Number 2 of 1999 concerning Political Parties and Law Number 3 of 1999 concerning General Elections. These two laws became the basis for the implementation of an extreme multiparty system in post-New Order general and parliamentary elections in Indonesia (Sutisna, 2015).

Further developments included democratic elections: the 2004 election as the first presidential election to be held directly with the pair SBY-Jusuf Kalla as the winners; the 2004 election 2009 with SBY-Boediono; 2014 with Joko Widodo-Jusuf Kalla; and 2019 with Joko Widodo-Ma'ruf Amin. This era has given rise to several democratically elected presidents, demonstrating the strengthening consolidation of democracy.

The 2024 Presidential Election (Pilpres) is a crucial arena in the dynamics of Indonesian politics, where political marketing strategies play a fundamental role in shaping public perception and garnering support for contestants. Political contests in Indonesia, including regional elections (Pilkada), legislative elections (Pileg), and presidential elections (Pilpres), are increasingly intense with tight competition, requiring each candidate or party to employ superior political marketing strategies (Ali, 2023). In this context, the presidential and vice-presidential candidate pair number 2,

Prabowo Subianto and Gibran Rakabuming Raka are actively supported by various volunteer groups and community organizations. One such entity demonstrating an organized movement is the Tani Merdeka organization, whose members include farmers, laborers, fishermen, and livestock breeders. This organization has established thousands of posts, particularly in Central Java, as a means of communication and coordination to promote pro-farmer programs promoted by Prabowo-Gibran, such as the elimination of farmer cards and improvements in the distribution of subsidized fertilizer (Tani Merdeka, 2024). The formation of this massive structure indicates a strategic effort to reach voters at the grassroots level and build a strong support base, with Central Java serving as one of their primary operational bases.

Tani Merdeka's support for the elected president and vice president has shown significant impact, particularly through the establishment of massive and structured posts in Central Java and other regions, which are directly correlated with vote-raising efforts. As of early

January 2024, Tani Merdeka had successfully established approximately 5,800 posts in 35 regencies/cities in Central Java, approaching the target of 6,000 posts in the province. Nationally, including the target of 1,000 posts in West Java and 1,000 in East Java, the total number of Tani Merdeka posts reached thousands, confirming the broad reach of its winning efforts. These posts function as centers for communication, coordination, and channeling farmers' aspirations, while also socializing the pro-farmer programs of the elected president and vice president, such as the elimination of farmer cards and the direct distribution of subsidized fertilizer to villages. Tani Merdeka's optimality in

Mobilizing voters in Central Java, given that farmers and farm laborers make up 46% of the population, plus their families, potentially accounting for over 60% of the electorate, demonstrates significant potential for voter turnout. This massive campaign aims to achieve a first-round victory, with the presidential and vice-presidential ticket in Central Java targeting 65-70 percent of the vote.

The Central Java General Elections Commission (KPU) recapitulation results show that the Prabowo Subianto and Gibran Rakabuming Raka ticket achieved a significant victory in the province, with 12,096,454 votes. This victory surpassed the Anies Baswedan-Muhaimin Iskandar ticket (2,866,373 votes) and the 2019 presidential election (2019).

Ganjar Pranowo-Mahfud Md (7,827,335 votes) confirmed Central Java as the primary support base for candidate pair number 2 (detiknews, 2024). This victory, achieved amidst high voter turnout (23,475,811 voters, with 22,790,162 valid votes), underscores the importance of an effective strategy in mobilizing support in regions with a large farmer voter base.

The urgency of this research arose from the disparity between campaign goals and electoral outcomes in Central Java. Tani Merdeka explicitly targeted a one-round victory, assuming a vote share of 65-70 percent in Central Java (Tani Merdeka, 2024). However, the final results showed that the Prabowo-Gibran ticket only secured 53.08% of the total valid votes in the province (detiknews, 2024).

The failure to achieve the established targets, despite the establishment of a massive structure comprising thousands of posts, demonstrates the need for a comprehensive evaluation of the implementation of the political marketing strategy. This evaluation is crucial for identifying factors contributing to the failure to mobilize full potential support among farmers and farm laborers, as well as for understanding whether the campaign's segmentation, positioning, and execution (both in-person and digital) have been optimal (Smith & Hirst, 2001; Dessy Andamisari, 2024).

The large scale of operations and concentration of support demonstrated by Tani Merdeka in Central Java, a region with a significant farmer voter base, presents significant potential but also challenges in optimizing its political marketing strategy. Political marketing strategy, defined as a paradigm encompassing more than just political communication, is applied throughout the process of developing political products, employing extensive marketing techniques, and involving various disciplines (Firmanzah, 2008). If the implemented strategy

is not focused, data-driven (voter segmentation), or effectively responds to the specific needs of the farmer voter segment in Central Java, this potentially significant support may not be fully realized in voter turnout. Failure to manage a political marketing strategy, which should involve voter segmentation, positioning and branding, and effective campaigning through various channels, including digital media and face-to-face (Ali, 2023; Dessy Andamisari, 2024; Firmanzah, 2008; Smith & Hirst, 2001), can impact the overall effectiveness of the campaign, particularly in achieving the target of victory.

desired results, such as the target of winning one round in Central Java (Tempo.co, 2024). Therefore, the urgency of this research lies in understanding and evaluating how the Tani Merdeka organization implemented its political marketing strategy in Central Java to secure the victory of the Prabowo-Gibran ticket. This allows for identifying success factors and areas requiring improvement.

In the context of political marketing strategies in the digital era, the use of social media has become a crucial element that cannot be ignored in efforts to reach and mobilize voters. Changes in information and communication technology require a shift in political campaign practices, where social media has become an important tool for conveying political messages and building public support (Indra Wahyu Krisnanto & Fitriyah, 2017). Social media, such as platforms popular among voters, is generally identified as an effective medium for reaching specific voter segments, due to its convenience, speed, wide reach, and ability to creatively package political messages through visual content. However, the use of this media also has two sides to the coin. On the one hand, social media can be used positively to showcase flagship programs, facilitate interaction with the public, and build a leadership image (political branding) (Indra Wahyu Krisnanto & Fitriyah, 2017). On the other hand, this media is also vulnerable to misuse to spread negative content such as fake news (hoaxes) and hate speech related to SARA issues or other sensitive issues (Indra Wahyu Krisnanto & Fitriyah, 2017).

A social media analysis approach, such as that developed by Stieglitz and Dang-Xuan (2012) in their social media analysis framework for political communication, is highly relevant to understanding these dynamics. This framework allows for the identification of patterns, trends, and sentiments emerging from user interactions on digital platforms, which can provide in-depth insights into the effectiveness of political messages and public perception. Therefore, a political message framing strategy is crucial to ensure that the content delivered is effective, relevant to the issues facing the target voter segment (such as agricultural issues for farmers), and appropriate to the target audience. This effort must also be accompanied by a strategy to minimize the negative impact of media misuse and maintain a positive narrative. Understanding both these aspects—the positive potential and negative risks of social media, and how to analyze them effectively—is crucial.

analyzing the effectiveness of political campaigns in the digital era.

In Indonesia's contemporary political dynamics, the emergence of various candidate support organizations has become an interesting phenomenon for academic study. These organizations function not only as traditional political machines but also as a vehicle for

articulating the interests of specific segments of society in the democratic process (Ali, 2023). This complexity is increasingly apparent in the context of the 2024 Presidential Election, where various community organizations have emerged with diverse backgrounds and political orientations. One phenomenon that has attracted attention is the emergence of the Tani Merdeka organization, which focuses on the agricultural voter segment, particularly through the establishment of a massive organizational structure in Central Java. This phenomenon reflects the evolution of increasingly sophisticated and segmented political marketing strategies in an effort to reach specific socio-economic and geographic characteristics (Firmanzah, 2008).

Facing intense political competition in Central Java, supporting organizations such as Tani Merdeka need to demonstrate the effectiveness of their political marketing strategies in achieving electoral goals. Based on political marketing theory, effectiveness can be measured through a structured approach, starting with appropriate voter segmentation (based on demographics and psychographics), determining target voter segments, and developing strategies that include positioning, branding, and effective campaigns through various channels, including digital media and face-to-face (Smith, G., & Hirst, P. 2001). This research will examine the strategies implemented by these organizations in Central Java through a phenomenological approach, which allows for in-depth analysis of the experiences and perceptions of actors involved in the campaign process. Phenomenological analysis techniques will be carried out through the stages of organizing collected experience data, horizontalizing respondents' statements, forming units of meaning, and describing the textural ("what" is experienced) and structural ("how" the phenomenon occurs) aspects to produce the essence of meaning from the political marketing phenomenon studied (Creswell, JW 2010).

Given the complexity of the phenomenon of support organizations in Indonesian political contestation, particularly the role of Tani Merdeka in Central Java in the 2024 Presidential Election, there is an urgent need to understand in depth how political marketing strategies are implemented within the context of segmented community organizations. The significant victory of the Prabowo-Gibran ticket in Central Java with 12,096,454 votes indicates the effectiveness of the strategy that requires further investigation, considering that this region has a large farmer voter base and the Tani Merdeka organization has established thousands of posts as operational campaign bases.

However, this electoral success raises fundamental academic questions: what exactly are the mechanisms and dynamics of the political marketing strategy implemented by the organization, and what factors contribute to its effectiveness in mobilizing voter support at the grassroots level. Therefore, this study is important to comprehensively analyze the political marketing strategy of Tani Merdeka in Central Java, not only from a theoretical perspective but also through the empirical experiences of actors directly involved in the campaign process, so that it can contribute to the development of political communication science and democratic practices in Indonesia.

2. Research Methods

The approach used in this research is a case study. This method is a series of material interpretation practices that make the world more explainable, using representations from interviews, field notes, photographs, conversations, recordings, and personal notes (Creswell, 2015). In this method, researchers are asked to describe, interpret, and make sense of the phenomena encountered in light of the meanings given to them by the community.

3. Results and Discussion

3.1. Implementation of the Independent Farmers' Political Marketing Strategy

A summary of the answers to this question covers the points about political products, promotion (campaign activities), price in political marketing, and place in political marketing. The explanations are as follows:

Based on the interview data collected in Table 4.3, it can be concluded that the main program which is the main focus of this campaign is the provision of concrete and integrated solutions which are...direct answer anxiety fundamental farmer, for the sake of fighting for their dignity. As the speakers explained, these programs are designed to ease the burden on farmers and ensure their well-being through targeted measures that have a direct impact on the ground.

The three main pillars of the program that are prioritized are: availability and easy access to fertilizer without complicated bureaucracy, guarantee of stable and profitable selling prices for harvests for economic certainty, and improvement and fulfillment of adequate irrigation systems to increase productivity. These measures are designed to ease the burden on farmers and ensure their well-being through targeted solutions that have a direct impact on the ground.

In addition to these three pillars, crucial supporting programs include direct access to quality seeds and pesticides, development of the maritime and fisheries sectors for the welfare of fishermen, and development of livestock farming as a source of income diversification. All of these programs reflect Tani Merdeka's strong commitment to upholding the dignity of farmers, which is disseminated through social media, campaign posts, and direct communication by the team.

Based on the interview data compiled in Table 4.4, it can be concluded that, overall, the proposed agricultural programs are highly urgent and fundamental. This is based on the fact that these programs directly address the basic needs and livelihoods of farmers, addressing fundamental concerns regarding fertilizer, irrigation, and selling prices that have long hampered their well-being.

Programs This No justpromise, but are concrete solutions that address the real challenges farmers face on a daily basis, directly impacting their productivity and income. These programs offer real hope for improving farmers' economic conditions and well-being, while ensuring they can farm with greater peace of mind and confidence.

prosperous without being shackled by fundamental problems.

Moreover, these programs demonstrate farmers' desire to have representatives who truly understand and advocate for their well-being, demonstrating a strong commitment to upholding the dignity and worth of farmers. As such, these programs are key to realizing the progress and prosperity of Indonesia's agricultural sector.

Based on Table, it can be concluded that Tani Merdeka adopts a messaging and program delivery strategy that focuses heavily on direct interaction with farmers at the grassroots level. Their primary approach is to establish a physical presence in villages through the establishment of posts. From these posts, the Tani Merdeka team actively conducts door-to-door campaigns, ensuring personal contact with each farmer. Face-to-face communication is key, with in-depth discussions and efforts to build emotional closeness aimed at understanding farmers' concerns and delivering existing programs.

In addition to these physical approaches, Tani Merdeka also utilizes various other campaign platforms, such as informal meetings and members' homes, to expand its communication reach. While social media and WhatsApp groups are used to disseminate strategic information and campaign events, the primary emphasis remains on direct interaction, which allows for two-way dialogue and a better understanding of farmers' needs. In this way, Tani Merdeka ensures that its messages and programs are effectively and personally communicated to its target audience.

Based on Table, it can be concluded that farmers' trust and interest in this campaign are rooted in offering concrete solutions to their real problems, not just promises. Key factors include a physical presence that engages with farmers, open dialogue, long-term commitment from leaders, and discussions of relevant daily issues such as fertilizer and grain prices.

In addition, visualization of programs that support farmers through videos and testimonials, as well as equal treatment as partners without Distinguishing helps strengthen confidence. A willingness to listen earnestly to farmers' concerns and building a strong emotional connection are the main foundations that make farmers feel valued and confident in the direction of the movement.

Based on Table, it can be concluded that the effectiveness of delivering campaign messages to farmer groups in Central Java has proven to be very high, as evidenced by the

establishment of a massive network of posts (7,200 posts) covering most villages/sub-districts. This success was reinforced by the active participation of farmers in activities and posts, as well as the ability to disseminate messages organically through personal relationships (for example, telephone calls between relatives).

Indicator otherlike fillingemptiness witness in Polling stations (TPS), monitoring of responses via social media and direct interactions further bolstered claims of widespread reach and positive reception. The enthusiasm of farmers seen in various regions, such as Ungaran, confirmed that the campaign strategy, which focused on community engagement and engagement, had successfully generated measurable positive impacts.

Understanding the Effectiveness of Political Strategy

A summary of the answer to this question covers the points on Voter Segmentation and Targeting, and Mobilizing Support. The explanation is as follows:

Based on Table, it can be concluded that focusing on farmers as the primary campaign segment is a very appropriate and well-founded strategy. The primary reason is that they encompass the majority of the rural demographic, making them a broad and significant voter base. Furthermore, farmers are the backbone of the rural economy with clear and pressing needs, making them the segment most in need of attention and possessing significant potential to become loyal supporters if their aspirations are heard.

This focus is also driven by Mr. Prabowo's longstanding commitment to supporting farmers, creating a shared vision. By directly addressing basic needs and addressing farmers' concerns about their votes being used as mere tools by the political elite, pro-farmer programs offer real hope and a sense of justice. Therefore, engaging farmers through the farmer approach is considered an effective way to penetrate a strong voter base and secure genuine support from those most in need.

Based on Table, it can be concluded that farmers provided very strong and active support for the Tani Merdeka campaign, as evidenced by their high level of participation and involvement in various aspects of the campaign. This was concretely manifested through the establishment of thousands of active posts, some of which were built independently by farmers through a spirit of mutual cooperation, demonstrating a strong sense of ownership and initiative. Their willingness to serve as witnesses at polling stations demonstrated their commitment, right down to the voting stage. Furthermore, farmer participation in campaign activities was very high, with farmers flocking to provide support and engaging in various activities, and demonstrating great enthusiasm for spreading messages of support through various channels. This commitment was further strengthened by the willingness of many farmers at the district level to volunteer their time and energy to support the smooth running of the Tani Merdeka campaign, indicating a very strong mobilization of support effective.

Based on Table, it can be concluded that the primary motivation for farmers to mobilize and support Tani Merdeka is rooted in the belief that the movement is truly championing their aspirations and pressing needs. This is reinforced by the offering of realistic and concrete

programs, such as solutions to their pressing problems that address real needs. Furthermore, the sense of togetherness in the struggle, the emotional closeness and trust that are built, are important factors, giving farmers a sense of ownership of the movement and confidence that their voices will be heard.

Furthermore, the hope for a better agricultural future and the demonstrated commitment of campaign leaders further solidified farmer participation. They mobilized because they believed that through Tani Merdeka, their aspirations would be championed by prospective leaders who cared about their well-being, making this movement the most suitable platform for realizing their interests.

Utilization of Social Capital

The summary of the answer to this question includes the question points on Voter Segmentation and Targeting as well as Utilization of Social Capital.

The explanation is as follows:

Based on Table, it can be concluded that the strategy for building trust and socializing the program with farmers places a strong emphasis on a personal, honest approach, and engaging community strengths. The key is getting directly involved in the field, engaging in open dialogue, demonstrating empathy, and being present within the community, even in remote areas. The emotional closeness and chemistry built through these direct interactions become a strong foundation of trust.

Furthermore, leveraging informal farmer networks and the role of local farmer leaders who already have trust in their communities is the spearhead of effective outreach. This way, the campaign message can reach a wider audience, build trust, and ensure that farmers' aspirations are truly heard and championed, thus fostering genuine and sustainable support.

3.2. Form of the existing political marketing strategy of the Independent Farmers of Indonesia

The existing political marketing strategy implemented by the Tani Merdeka Indonesia organization is designed with a highly focused grassroots approach to target the farmer voter segment in Central Java. The main framework of this strategy follows the principles of the political marketing mix, where the political products offered are very concrete and relevant policy solutions, such as the elimination of farmer cards, stabilizing grain prices, and improving irrigation. These programs are positioned as direct responses to fundamental challenges.

farmers, providing real hope for economic improvement and well-being, which is intrinsically more attractive to this segment than general promises (Tables 4.3, 4.4).

To distribute this message, Tani Merdeka relies on the power of Promotion and Place, which rely heavily on physical presence and personal interaction. Campaign activities are dominated by face-to-face approaches, including door-to-door campaigns and informal meetings, aimed at building emotional closeness and direct trust with farmers (Table 4.5).

The success of this distribution is supported by the development of massive physical infrastructure, namely the establishment of approximately 7,200 posts in Central Java, which serve not only as coordination centers but also as anchor points for the organization's presence at the village level (Table 4.7).

The price or value factor in this strategy is measured by the farmers' trust in Tani Merdeka's offerings. This trust was successfully built because the organization consistently offered tangible solutions to their real issues and demonstrated commitment through the physical presence of leaders in the field (Table 4.6). Furthermore, social capital was effectively leveraged; this strategy involved local farmer leaders and leveraged informal networks among farmers, ensuring that the message was delivered with high credibility and a strong sense of ownership within the target community (Table 4.11).

Overall, Tani Merdeka's existing strategy is based on a Needs-Based and Trust-Based Mobilization model. This strategy was successful in segmentation because it focused on the clear needs of farmers, and in mobilization because it generated high participation and volunteer willingness to testify at polling stations (Table 4.9). However, despite the high mobilization and emotional engagement, this strategy must be evaluated because actual electoral results show a gap between expressed active support and final vote acquisition, indicating the need for better integration between a robust offline strategy and vote security aspects.

4. Conclusion

This study has analyzed in depth the political marketing model implemented by Tani Merdeka in an effort to win the Prabowo-Gibran pair in Central Java in the 2024 Presidential Election. Based on findings from in-depth interviews with actors and stakeholders, as well as a review of relevant literature, can concluded that success FarmerIndependent in mobilizing farmer support is based on effective integration between three key elements: a. Program Focus: Tani Merdeka Indonesia prioritizes programs that directly address farmers' fundamental needs, including easy access to fertilizer without complicated bureaucracy, guaranteed stable and profitable grain prices, and improved irrigation systems. These programs are designed to ease farmers' burdens, increase productivity, and defend their dignity, which are at the heart of their concerns and hopes. b. Superior Political Marketing: TMI's superiority in political marketing can be seen from its offerings "Products" consist of relevant programs that address real farmer problems. "Promotion" is carried out through intensive direct interaction, including door-to-door campaigns, the establishment of village posts, farmer group meetings, and dialogues that foster emotional closeness. The "price" aspect in this context is realized through real solutions and the presence of empathetic leaders, not just promises, which successfully build farmer trust and interest. Meanwhile, the strategy "place" is implemented through a massive network of posts (reaching 7,200 posts) and active participation of farmers, ensuring wide message reach and organic dissemination of information. c. Targeted Political Strategy: TMI demonstrated the accuracy of its political strategy by conducting segmentation and targeting focused on farmer groups. Farmers were identified as a broad voter base, the backbone of the rural economy, and the

segment most in need of attention, thus possessing the potential for loyal supporters. This resulted in a very strong mobilization of support, as evidenced by the establishment of independent posts by farmers, high participation in activities, voluntary involvement, and their willingness to serve as witnesses at polling stations (TPS). Farmers' motivation to mobilize was driven by the belief that their aspirations were being championed, the existence of concrete solutions, a sense of belonging to the movement, and the hope for economic improvement and well-being. d. Leveraging Social Capital is the Key to Success: The key to TMI's success lies in the effective use of social capital. The organization builds trust through a personal, honest, and empathetic approach, by going directly to the field, being present in the community, and genuinely listening to farmers' aspirations. The emotional closeness that is built provides a strong foundation. Furthermore, TMI intelligently leverages informal networks among farmers and the role of local farmer leaders who already have established trust in their communities as spearheads of outreach. This strategy not only broadens the reach of the campaign message but also creates genuine and sustained support from the community.

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