

Pramono-Rano's Political Marketing in the 2024 Regional Head Election for the Special Region of Jakarta Province

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Abstract

This study aims to analyze and describe the political marketing used by the Pramono-Rano candidate pair in the 2024 Jakarta Provincial Election. This study uses a qualitative approach with an exploratory research design. Data collection techniques in this study include interviews, observation, documentation, and audio-visual. The analysis techniques used are data reduction, data presentation, and drawing conclusions or verification. This study shows that Pramono-Rano's victory in the 2024 Jakarta Provincial Election was not solely determined by the strength of the political coalition, but rather by accurately reading the needs and characteristics of Jakarta voters. This pair was able to develop a campaign approach relevant to the diverse social conditions of urban communities. The campaign was not conducted in an elitist manner, but rather built through close, open, and easy-to-understand communication. This made Pramono-Rano's political message widely accepted by various levels of society. In addition, digital media was used to reach young voters and strengthen the candidate's visibility, while third-party support, such as influencers, helped build public trust. On the other hand, direct interactions such as impromptu visits and regional visits strengthened the emotional closeness between candidates and voters. This combination of strategies made the campaign feel more lively and less distant.

Keywords: Political marketing; Regional head election.

INTRODUCTION

A significant shift in the practice and study of modern politics, where parties and candidates are increasingly adopting marketing principles to understand, respond to, and influence voter behavior in the context of increasingly fierce electoral competition (Cass, 1996). A number of studies emphasize that

political products are complex, intangible, and non-decomposable, and that political choices have collective and long-term consequences, thus requiring the development of an autonomous theoretical framework and not simply adopting business marketing theory directly (Lock & Harris, 1996; Henneberg et al., 2009). Other research shows that political marketing encompasses a spectrum of approaches, ranging from sales orientation, managerial use of marketing instruments, to relational

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approaches that emphasize building long-term relationships between political actors and citizens (Marshment, 2001; Shaughnessy, 2001; Ormrod et al., 2013).

Political marketing is a method used in political campaigns to influence the public in determining their chosen candidate (Jennifer, 2012; Williams et al., 2013). Political Marketing plays an important role in influencing election results (Kurniawan et al., 2024). Political marketing offers alternative strategies for competing with competitors in capturing constituents from diverse ideologies, sociology, cultures, and religions. The political arena is like a business arena, where competition occurs between actors (Mukhlisin & Ibrahim, 2024; Adnan et al., 2025).

In this modern democratic era, candidates for government or regional leadership should possess the ability to captivate and convince voters. One method that determines a candidate's victory in a general election is their political brand, which characterizes and embodies their image (Nurhidayat, 2023). This is interesting to study as a basis for political science studies, as happened in the Regional Head Election in the Special Region of Jakarta Province in 2024.

The 2024 Jakarta gubernatorial election is a local political contest that has a high level of competition and wide public attention (Islamiyah & Umaiya, 2024; Prayitno & Malindir, 2025). The political dynamics that occurred during the election process demonstrated strategic competition between candidate pairs in gaining voter support. Based on the recapitulation results from the Jakarta Special Region Provincial General Elections Commission (KPU) for the 2024

Jakarta gubernatorial election, Pramono-Rano won with 50.7% of the vote, defeating other candidate pairs, Ridwan Kamil-Suswono and Darma Pongrekun-Kun Wardhana (Putri & Indrawan, 2025).

During the 2024 Jakarta gubernatorial election campaign, the Pramono-Rano pair succeeded in creating strong momentum with an approach that focused on direct interaction with the community (Salsabila et al., 2025). This campaign is not just a promotional event, but also a platform to convey the candidate pair's vision and mission. In their political speeches, Pramono-Rano emphasized the importance of social programs such as the Jakarta Smart Card and the Jakarta Healthy Card. These promises were made in the hope of improving the welfare of Jakarta residents and providing better access to education and healthcare (Detik, 2024). In a major campaign, Pramono Anung emphasized his focus on resolving basic problems in Jakarta within the first hundred days if elected, inviting the public to come to the polling stations (TPS) on November 27. To address Jakarta's traffic problems, Pramono-Rano offered the "Jakarta Bergerak" program, which focuses on increasing the coverage of integrated public transportation services such as the MRT, LRT, Transjakarta, and Jaklingko Microtrans (Tempo, 2024).

In contrast to Ridwan Kamil-Suswono, the campaign strategy they implemented tended to approach important political figures such as former Presidents and President-elects to gain support, and held events such as exercise or cheap markets to attract public participation, as well as discussions or

seminars to explain the program in depth (Maulana, 2024). Meanwhile, Dharma Pongrekun and Kun Wardhana, as an independent candidate pair (non-party), emphasized the importance of community-based campaigns by encouraging volunteers and residents to independently spread their vision and mission, considering the limited resources compared to candidates supported by political parties.

Pramono and Rano in the 2024 Jakarta Pilkada tend to use three types of campaigns, namely, the first is a hard campaign such as holding political debates that attack and compare the policies of opponents and make loud speeches during large campaigns, the second is a soft campaign that focuses on programs, visions and missions as well as building a positive image and closeness to the community in order to touch feelings and gain sympathy, and the third is door to door such as visiting residents' homes to convey campaign messages carried out by Pramono-Rano, their success team and volunteers.

Through social media, the winning team of the candidate pair for Governor and Deputy Governor of the Special Region of Jakarta Province, Pramono-Rano, can conduct political branding by using platforms such as Instagram, TikTok, Facebook, and Twitter to spread the message of the vision and mission of candidate pair 03 with interesting content, such as infographics, video testimonials from residents, and inspirational stories about their efforts in addressing issues that occur in Jakarta. The TikTok application, as a platform popular among the younger generation, is the main choice used by Pramono-Rano

to get to know and convey a number of messages to users.

Figure 1. Pramono-Rano campaign on Tik-tok



Source: Pramono's Tik-tok in 2024

Candidate pair Pramono-Rano can utilize this platform by creating creative and informative short videos, such as challenges (#Challenge) relevant to their work programs, or storytelling videos about their vision and mission, presented in a light yet meaningful way during the campaign period. Their campaign will not only reach a wider audience but also create a strong emotional appeal across various groups. The use of media is also a tool that helps Pramono-Rano reach voters, especially active social media users in the Special Region of Jakarta Province.

Based on the description, this research focuses on discussing Pramono-Rano's marketing strategy in the 2024 Jakarta Provincial Head Election. The reason for choosing this topic is considering Pramono-Rano's victory and their activities during the campaign period which tended to be carried out

through social media. This is supported by Pramono-Rano's fantastic victory despite only being supported by two parties (PDI Perjuangan and Hanura), in contrast to the Ridwan Kamil-Suswono pair who, despite being supported by 16 political parties, lost in the election.

METHODS

In this study, the author used a qualitative approach to examine and analyze Pramono-Rano's winning strategy in the 2024 Jakarta Provincial Election. As explained by Moleong (2006), qualitative research is research that produces analytical procedures and does not use statistical data analysis or other quantification methods. The research design used was exploratory, with the aim of analyzing Pramono-Rano's political marketing in the 2024 Jakarta Provincial Election.

Data collection techniques in this research include the steps of determining research boundaries, collecting information through unstructured or semi-structured interviews and observations, documents and visual materials, and establishing protocols for recording information, in detail (Creswell, 2014; 2018). To complete the required data, the informants in this study include the Pramono-Rano winning team, political observers, and the public as voters.

Adiyoga Nusyirwan	Deputy Chairman of the Jakarta PDI Perjuangan DPD	1 Person
Dimas Baskoro	Young Members Light Up	1 Person
Ali Rif'an	Political Observer	1 Person
Novita Lestari	Public	1 Person
Apriani Sihite	Public	1 Person
Total		7 Person

Source: Processed research results from 2026

The selection of informants in this study was based on expertise, experience, and involvement in the 2024 Jakarta Provincial Head Election process. The Pramono-Rano ticket's campaign team, spokespersons, and members of supporting parties are core members of the Pramono-Rano ticket, who are well-versed in political marketing. Political observers are individuals or groups who closely monitor Pramono-Rano's efforts to win the election. The public is the target audience for the marketing efforts and also the voters in the 2024 Jakarta Head Election.

The analysis technique used in this research is interactive (Miles & Huberman 2005). Interactive analysis is an approach widely used in qualitative research, consisting of three main components: data reduction, data presentation, and drawing conclusions or verification. This process is interactive and continues throughout the research.

RESULTS AND DISCUSSION

This discussion section will discuss Pramono-Rano's political marketing in the 2024 Jakarta Provincial Head Election using Nursal's (2004) political marketing theory which is divided into three

Table 1. List of Research Informants

Informant Name	Position/Capacity	Amount
Chicha Koeswoyo	Pramono-Rano's Winning Team	1 Person
Aldy Perdana Putra	Spokesperson for Pramono-Rano	1 Person

indicators, namely; Pull Marketing, Pass Marketing and Push Marketing.

a. Pull Marketing

Pull Marketing positions voters as active subjects who make choices based on information, experience, and naturally formed positive perceptions. This strategy is generally implemented through program narratives, role models, social media interactions, and the strengthening of public opinion from the grassroots (Nursal 2004). Thus, political pull marketing functions to build trust, legitimacy, and sustainable political support, not just momentary support during elections.

In relation to this research, pull marketing focuses on efforts to attract voter sympathy through the appeal of the candidate's message and image. This approach is reflected in a campaign strategy that emphasizes ideas, programs, and values deemed relevant to the needs of the Jakarta community. Messages are delivered persuasively through various media to create an emotional connection with the candidate.

Field research shows that the campaign process conducted by Pramono-Rano and the winning team naturally began with information, experience, and positive perceptions. Their political experience, both as former deputy governors, governors, and long-standing figures behind the scenes, created an image of mature individuals who were close to the public. This background was not overly displayed, but rather naturally present in their attitudes and interactions with the public. Their approach was warm, fluid, and friendly, creating an impression of emotional closeness with the public. Their

interactions reinforced the perception that they were easily accepted by various segments of the population. These interactions created an image of Pramono and Rano as figures ready to work and serve sincerely for the benefit of Jakarta residents.

Pramono-Rano strived to present themselves authentically without constructing a contrived image during the campaign process, including through social media. This authenticity was deemed crucial so that the public could see the candidates' true identities. Unlike the 2017 Jakarta Provincial Election, the use of ethnic, religious, or tribal issues was not a focus of Pramono-Rano's political strategy. Their relaxed and substantive communication style was an attractive force that encouraged voluntary public acceptance, conveyed through campaign content on social media. Pramono-Rano's campaign approach through media was relaxed, non-aggressive, and packaged in an engaging manner, enabling them to build emotional engagement with voters voluntarily. Active social media users tend to prefer content that is relaxed and easy to understand.

Research also shows that voters directly experience that engaging content makes campaign messages more easily accepted and believed. For the public, engaging content also plays a role in shaping positive perceptions and emotional attachment to candidates. Active, engaging, and shareable campaign content on social media can generate interest and voluntary participation from voters, especially young voters. Live and repost activity

reflects engagement and the appeal of the content.

Field data shows that in the months leading up to the Jakarta Provincial Head Election, Pramono-Rano's electability increased significantly. Based on data from the Indonesian Survey Institute (LSI), conducted on October 10–17, 2024, among 1,200 respondents across the Special Region of Jakarta:

Table 2. Electability Figures for Candidate Pairs for Governor and Deputy Governor

No	Candidate Pair	Electability (%)
1	Pramono-Rano	41,6
2	Ridwan Kamil-Suswono	37,4
3	Dharma-Kun	6,6
4	Not yet determined/other	14,4
Total		100

Source: Research results processed in 2026

In addition to their superior electability figures, data from the Indonesian Survey Institute also shows that Pramono-Rano is able to control almost all administrative areas in Jakarta. This is evident in the high frequency of the Pramono-Rano ticket's appearance on social media platforms such as Instagram and TikTok, both through the candidate's official accounts, the campaign team, and reposts from the public. Campaign content featuring concise messages, simple visuals, and easy-to-understand language stimulates public interaction in the form of comments, likes, and reposts. In addition to digital media, outdoor media such as Pramono-Rano billboards and banners are also increasingly seen in Jakarta's public spaces, increasing public awareness of the pair. Public interest is

also reflected in the response of people who are able to remember the Pramono-Rano campaign slogans, colors, and symbols.

Based on these findings and analysis, overall it can be explained that Pramono-Rano's campaign style has fulfilled the pull marketing indicators (Nursal 2004). The campaign was built on the authenticity of the candidate's character, simplicity of demeanor, and a warm, approachable approach to the community, thus creating a natural growth of interest. This strategy aligns with the concept of pull marketing, which emphasizes attracting voter support through compelling messages, positive imagery, and emotional connection, rather than pressure or coercive mobilization.

b. Pass Marketing

Pass Marketing utilizes individuals and groups that can influence voter opinion. The success or failure of mass mobilization will be largely determined by the selection of influencers, and the resulting impact will be even greater in influencing public opinion, beliefs, and thoughts (Nursal 2004). In relation to this research, Pass Marketing emphasizes the role of third parties, such as community leaders, political elites, influencers, and social institutions, in conveying Pramono-Rano's campaign message to voters.

In the context of the Pramono-Rano campaign, the presence of political figures and public figures who conveyed positive assessments contributed to strengthening the candidate's image in the public eye. Information conveyed through third parties tends to be more trusted because it is perceived as more

objective than messages delivered directly by the candidate. This broadens the campaign's reach without always requiring direct communication from the campaign team.

Field research indicates the involvement of various third parties, such as community leaders, political elites, and influencers, who helped convey positive messages and assessments about Pramono-Rano to the public. Information conveyed through these third parties was considered more convincing because it did not come directly from the candidate or the campaign's core team. The role of these actors helped expand the reach of the campaign message to voter segments that are difficult to reach directly. Furthermore, support and recognition from influential figures contributed to building trust and political legitimacy for the Pramono-Rano ticket. This indirect communication pattern also strengthened public perception of the candidate's capacity and credibility.

The use of influencers in the Pramono-Rano campaign occurred organically, with influencers and young people voluntarily supporting and spreading campaign messages. This reflects the use of influencers to disseminate campaign messages and expand reach without direct pressure from the winning team, a key indicator of the pass marketing theory in political marketing. The Pramono-Rano campaign team actively engaged influencers to disseminate campaign messages, using relevant and authentic content that resonated with their audiences. This approach demonstrates the crucial role influencers play in influencing public opinion and building a positive image of

the candidate, which is crucial in political pass marketing strategies.

On social media, influencers are trusted figures who are close to their followers, making campaign messages feel more natural and non-patronizing. Influencers also serve as a liaison between the candidate and the public, as they are able to convey political ideas in a style that resonates with their audience. Through personalized and relevant content, influencers can shape perceptions, influence perspectives, and strengthen the candidate's positive image, making political pass marketing strategies more effective and widely accepted.

The vital role of influencers in Pramono-Rano's victory was in reaching a younger audience, who were more receptive to campaign information delivered through social media platforms. Influencer engagement helped create a more natural engagement, rather than the pushy approach that is the hallmark of pass marketing. Social media not only helped convey the candidates' messages to the public but also gave the public a say in choosing which messages were considered credible (Thabuldinov 2025).

However, field findings indicate that people prefer to filter information directly from social media, without relying too heavily on influencers. In filtering information shared on social media, an individual's ability to filter the information received is crucial in determining whether the message received is accurate and trustworthy. While influencers are not strictly necessary, social media remains a crucial tool for discerning what is good and what

is bad, indicating a reliance on information filtered through social media.

Data shows that the Pramono-Rano winning strategy in the 2024 Jakarta Provincial Election involved several well-known influencers in Jakarta, such as Diky Soemarno, the General Chairperson of Jakmania (Raharjo & Muflih 2025). His presence in various campaign activities, including campaign videos distributed through social media, shows how figures from the sports fanatic community can be utilized in political communication strategies.

Based on the research and analysis, it can be concluded that Pramono-Rano's marketing efforts in the Jakarta Provincial Head Election involved third parties, including influencers. This approach, which combined the credibility of public figures with the influencers' ability to build emotional engagement, had a positive impact on the pair's electability. Furthermore, the authentic and relevant campaign, tailored to the needs of the community, helped strengthen their positive public image. This strategy demonstrates how pass marketing can be a powerful tool for building political legitimacy without relying on direct communication from the candidate. The success of the Pramono-Rano campaign underscores the importance of influencers in modern politics.

c. Push Marketing

Push marketing also has the advantage of a more customized (personal) approach. Politicians can deliver or convey political products by choosing the substance and presentation method that resonates with voters. This method is somewhat complex and

expensive, but the results can be effective for certain markets (Nursal 2004). In this research, push marketing can be a highly effective tool for reaching voters in a more personal and targeted manner. This approach allows campaigns to deliver messages relevant to the needs and interests of each voter, creating a more intimate communication.

While this approach requires greater costs and resources, the results can be very satisfying, especially for certain voter groups with unique characteristics. With push marketing, campaigns can be more selective in choosing their messages and delivery methods, making them more easily accepted by the target audience. This presents a significant opportunity for the Pramono-Rano ticket to strengthen connections with voters through messages that align with their aspirations. Another advantage is the ability to improve their image and build loyalty among voters who feel valued by the more personalized attention in each message delivered.

Field research results indicate that the Pramono-Rano ticket better understood and responded to voter aspirations in a more appropriate manner. Overall, push marketing proved to be a strategy capable of strengthening relationships with voters, improving the candidate pair's image, and potentially boosting support in the ongoing regional elections. A strong spirit of mutual cooperation, mutual support, and close coordination at every step. Despite sometimes facing significant challenges, such as a three-month time limit and a busy schedule, they remained focused on their common goal: winning the election.

The emphasis on collaboration across the team, including academics and practitioners from diverse backgrounds, created a solid and innovative force in designing campaign strategies. The team also demonstrated flexibility in adapting its approach to local needs and the prevailing situation, demonstrating careful adaptation to both the digital and conventional worlds. Overall, hard work, synergy, and a quick response to changing conditions were key to the effective delivery of the campaign's vision and mission.

The research also shows that Pramono-Rano's political campaign was not solely focused on the lead-up to the election, but began well in advance, even before the candidate was announced. The campaign team began working on a media communication strategy to introduce the candidate, even though the official name had not yet been released. In this context, a strong party position at the grassroots level is crucial to support the political struggle, with a solid party structure being a key strength.

The data also shows that Pramono-Rano's winning strategy in the 2024 Jakarta Special Region Provincial Election prioritized a personal and direct approach through door-to-door methods and intensive community outreach. Pramono-Rano visited various community leaders and Jakarta residents to strengthen relationships and listen directly to their aspirations, demonstrating a closer commitment to voters (Nurhaliza. 2024). Pramono-Rano also emphasized that their campaign focused on achievable realities, not mere political jargon, in line with the principles

of push marketing, which prioritize authentic and easily accepted messages.

Furthermore, visits to important figures in Jakarta, including national figures and religious leaders, demonstrated their efforts to build a positive image and public sympathy. Pramono and Rano have also conducted ongoing outreach from the outset, ensuring their campaign runs consistently and is not limited to a specific period leading up to the election. This approach reflects the use of push marketing, which focuses on direct interaction and gradually building trust.

Research related to the Pramono-Rano campaign specifically on social media shows that campaign content was created with an emphasis on personalization, interaction, and mobilization, which complemented personal strategies in the field (Ladopurap, 2025). The predominant content, which consists of interactive and responsive narratives, reflects an effort to engage voters more directly than simply reaching the general public. Furthermore, a political communication study of the Pramono Rano candidate pair found that inclusive and personalized communication, including direct engagement with various community elements and local figures, contributed to building an emotional connection with Jakarta's diverse electorate (Apriliachani et al., 2024). This strategy also helps build public trust in the candidate pair.

The campaign message is delivered in a personal, direct, and consistent manner through face-to-face interactions, such as door-to-door visits and intensive community outreach. Verbal messages emphasize realistic, easily understood

programs, and are delivered in a dialogue manner, allowing the candidate to directly listen to voters' aspirations and gradually build trust. This approach is reinforced by nonverbal messages such as a sustained physical presence, empathetic gestures, and visits to community leaders, religious leaders, and national figures, conveying symbolic meanings of social legitimacy and closeness to the community. Furthermore, this push marketing strategy is complemented by a digital campaign that emphasizes personalization and interactivity on social media, thereby expanding the reach of personalized messages and strengthening emotional connections with Jakarta's diverse electorate.

Based on the research and analysis described above, it can be concluded that Pramono-Rano's winning strategy in the 2024 Jakarta Special Region Provincial Head Election combined a personal and direct approach, which proved effective in building rapport with voters. Through door-to-door campaigns and visits to community leaders, they successfully strengthened relationships with voters, listened directly to their aspirations, and demonstrated a more tangible commitment compared to campaigns that relied solely on mass media. This strategy was also supported by a responsive digital campaign through social media, where personalization and interactivity were key in attracting voters, especially young voters. In this regard, the content created on social media focused on a more emotionally connected narrative, making the campaign message more easily accepted by a heterogeneous audience. This personal and inclusive approach played a significant role in building

public trust, especially in Jakarta, which has high social and cultural diversity.

CONCLUSIONS

Based on the results and discussion above, it can be concluded that Pramono-Rano's victory in the 2024 Jakarta Provincial Head Election demonstrates that the winning strategy is not solely determined by the strength of the political coalition, but rather by accurately reading the needs and characteristics of Jakarta voters. This pair was able to develop a campaign approach relevant to the diverse social conditions of the urban community. The campaign was not conducted in an elitist manner, but rather through close, open, and easily understood communication. This resulted in Pramono-Rano's political message being widely accepted by various levels of society. Pramono-Rano's campaign strategy was implemented in an integrated manner through the use of social media, community leader networks, and direct face-to-face activities with residents. Digital media was used to reach young voters and strengthen the candidate's visibility, while third-party support helped build public trust. Meanwhile, direct interactions such as impromptu visits and regional visits strengthened the emotional connection between the candidate and voters. This combination of strategies made the campaign feel more lively and less distant.

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