Buzz Marketing on Political Branding Through Keywords Analytics

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Abstract:- The introduction of the internet brought about several changes to the way in which individuals evaluate and purchase things. When it comes to using trends to successfully define the general subject and concept for the communication that will be implemented, this unquestionably drives marketers to take a more forceful and original approach in their message. This is especially true when it comes to utilizing trends.

Within the realm of contemporary political marketing, social media has a significant influence. It is possible for legislators and party leaders to utilize social media platforms as a direct way of interacting with constituents. This may make engagement, campaigning, and the building of relationships more efficient. In a similar vein, it is a common occurrence for people to engage in political conversation and to associate themselves with certain political groups, all while actively interacting with political figures, such as candidates or politicians, on social media platforms. In contrast to commercial brands, political identities have not fully used the opportunity offered by social media to create online relationships within their respective communities. The fact is, however, that they continue to depend on traditional approaches to political campaigning on social media platforms.

As a political figure, Jokowi continues to have a high degree of popularity, and the results of the study indicate that he has the capacity to exert a large amount of influence over Prabowo Gibran, who is running for president in partnership with him. Individually, Prabowo Gibran was able to do this by effectively promoting these revenues via a variety of web outlets. In contrast, AMIN is the rival that has the highest level of long-term attraction among all of the competitors. They do not seem to be showing any symptoms of either rising or reducing their popularity, which indicates that they continue to be the candidate with the higher level of support. It might be said that Ganjar Mahfud is the contender with the least amount of support among the three rivals. Given that Jokowi, who has publicly expressed his support for Prabowo Gibran, has only a limited amount of power over the situation, this is very likely to develop.

Keyword;- *Google Trends, Presidential Election, Digital Political Branding.*

I. INTRODUCTION

Following Barack Obama's victory in the presidential election held in the United States in 2008, there has been widespread awareness of the significance of social media, namely Facebook, as essential instruments in contemporary political campaigns. In a similar vein, a recent poll that was carried out in twelve different countries in Europe indicated that campaign staff consider Facebook to be the third most essential platform for campaigns in a variety of different regions across the world. In the study conducted by Štětka, Lilleker, Tenscher, and Jalali [1], it was shown that the establishment of a television appearance and the participation in human contacts are evaluated higher than other activities. Regarding the significance of Facebook during campaigns, what are the key factors that impact its overall importance? While Vaccari and Nielsen [2] found that just a tiny percentage of voters regularly communicate with politicians on Facebook, this percentage is still quite low. The communication of politicians can reach a varied audience that is neither fully uncontrolled nor completely constrained thanks to Facebook. There is a clear correlation between the size and participation of a certain audience and the extent to which politicians can extend their reach via their followers. When it comes to successful political engagement on Facebook, the major objective should be to exercise influence on the level of debate among followers.

The study of digital politics has consistently placed an emphasis on interaction, while a variety of research methodologies have delimited and investigated it in a variety of different ways. On the other hand, the fundamental impetus behind this was the desire to bring democracy back to life. According to Stromer-Galley [3], some observers projected that the internet would serve as a spectacular panacea for the challenges that contemporary democracies are facing. Undoubtedly, one of the anticipated benefits was the enhancement of the direct connection between politicians and citizens. The empirical data has shown that the internet has not efficiently promoted increased engagement between voters and politicians, which is contrary to the anticipation that this would be the case. According to Lilleker and Koc-Michalska [4], politicians have traditionally employed the internet the majority of the time for communication that is unidirectional and primarily focused on the dissemination of information. Rather than adhering to a normative ideal, empirical evidence reveals that politicians consciously adapt their communication approach to highlight their own political purpose of obtaining elections. This contrasts with responding

to a normative ideal. According to Margolis and Resnick [5], the terrain has always conducted itself in accordance with conventional political procedures.

Technology played a significant effect in the growth of marketing in the arena of digital media. It has made it possible for considerable and reciprocal communication to take place, and it has also influenced consumer purchasing choices within the target market. Communication that goes in both directions helps to build strong collaboration between businesses and their consumers.

In the present day, social commerce is becoming more important [6]. Interactions in digital media have a considerable influence on the buying experience as well as the way customers choose to make purchases [7]. In addition, contemporary consumers generally consider trends to be one of the leading aspects that plays a role in the selections that they make about their purchases.

Nowadays, marketers are required to have a more in-depth analytical grasp of their consumers. This is because having knowledge of the topics that their customers discuss will offer them an advantage over their competitors. The change of the interaction process via the use of social commerce is the current trend developing in the field of development.

Using the internet, Google Trends is a tool that was built by Google that tracks the popularity of search keywords as well as their position in the search results. Google Search engine is a well known search engine that provides material in various different languages throughout the globe. One of the tools that Google Trend offers is a presentation of search results in the form of graphs that evolve over time. It offers several analytical capabilities, including the comparison of various search queries, the monitoring of certain terms and phrases that are used in Google searches, and the organization of data according to geographical region. Although Google Trends was developed mainly for advertising purposes, it is open to anybody and does not impose any restrictions on its use.

In addition, Google Trends is used for forecasting the direction of the stock market and economic indicators. There have been examinations into conservation and sustainability that have made use of Google Trends. An analysis of data obtained from Google patterns has been used to investigate the patterns of public awareness and also engagement in the preservation of ecological variety and other topics that are associated with it.

Utilizing data gathered over a period of 127 days, the researchers conducted an analysis of the mean for each month's indicators. In order to get a basic understanding of the changes that have taken place in digital media with respect to the amount of attention that the general public gives to political candidates, the purpose of this exercise is to acquire this understanding. Additionally, the support of a certain candidate by President Jokowi was considered at the same time, which added to the total considerations. In a more

specific manner, the researcher intends to evaluate the impact that he has on the identification of the candidate pairings that he supports in this circumstance. The gathering of this information took place in October of 2023, although the declaration of the names of the candidates for president/ vice president did not take place until November 13 2023. In terms of popularity, Jokowi maintains the top position on a daily and monthly basis, followed by AMIN, whose acts stay constant. Jokowi is the most popular person in Indonesia.

II. LITERATURE REVIEW

Google Trends is more accurate than the results of surveys. If we need to be more specific, Jeremy Ginsberg and his fellow employees. Since this correlate to the normal number of queries and the ratio of healthcare visits that occur when patients visit with symptoms similar to influenza, it is possible that data from Google Trends might be used to track the incidence of influenza-like diseases in a community.

Keeping pace with the rapid development of technology, the sector of marketing has also undergone significant changes. At the moment, even strategic decisions are dependent on core digital analytics within the context of the current market climate [8].

Both the buying habits and decision-making processes of consumers have been completely transformed as a result of the arrival of the internet. Because of this, marketers are naturally motivated to take a more forceful and imaginative approach when developing their communication strategies [9], especially when it comes to employing trend research as a beneficial tool for defining the concept and theme of their campaigns.

Analysis digital marketing is the top topic that comes to mind when one is thinking about the primary issue that is driving this inquiry forward. To ensure that their marketing activities are carried out in an efficient manner, organizations need to pay careful attention to and conduct in-depth analyses of both market trends and marketing trends [10].

At the beginning of the 1990s, the popularity of advertising on the internet began to achieve global notice. The broad availability of websites that provide product information may be attributed to several factors, including the pervasiveness of globalization, the arrival of the information age, and the fast expansion of new technologies. On the other hand, it is essential to keep in mind that these websites are only the beginning of this new trend [11].

Therefore, to be successful, a strategy for internet marketing has to take into consideration the many ways in which potential customers interact as well as the unique terminology that they are likely to employ. It is necessary to make these kinds of efforts in order to develop a strong online interaction with customers in order for search engine advertising strategies to be effective [12].

The operational of increasing the visibility and ranking of a web on search engine results pages, such as those provided by Google, is referred to as search engine optimization, or SEO respectively. There is a direct correlation between the frequency with which a website appears in the ranks of search results and the quantity of traffic the website receives from various users of search engines. Therefore, it is preferable to have a better position on the sites that include the results. To make effective use of search engine marketing, one of the most critical and significant aspects is selecting the ideal keywords. This procedure necessitates the user giving great attention to the aim that they desire to accomplish with their search query.

In order to carry out this process, we choose important keywords that are connected to the content of a website on the basis of their significance and the possibility of converting them into customers. There are a lot of search engines that include keyword suggestion tools that may be utilized for this identification. Alternatively, you can depend on information about words that are often used. In order to improve their website's exposure and possible return on investment (ROI), website developers may optimize their web page to rank higher in search engine results by strategically selecting relevant keywords. This will result in an increase in the website's potential ROI. On the other hand, it is essential to perform consistent monitoring and updating of keywords [13]. According to Terrence et al. 2018.

There is a big role that social media plays in the marketing of current political campaigns. The use of social media networks provides politicians and party officials with a direct channel via which they can interact with people, so allowing efficient communication, successful campaigning, and the development of connections. Individuals who connect themselves with certain political groupings are the driving force behind the widespread practice of engaging in political contact with political brands on social media platforms [14]. Examples of political brands include candidates and representatives. Political brands, in contrast to commercial brands, have not fully used the opportunities presented by social media to cultivate connections of an online kind. The fact remains, however, that they continue to rely on conventional methods of political advertising on social media platforms [15].

Most people believe that content marketing is the key to successful internet marketing. Content marketing may be created by the company itself or by user-generated content (UCG). Content marketing is a strategy that focuses on the development and dissemination of content that is both valuable and relevant. The objective of this approach is to attract and retain a certain audience, as well as to motivate a consumer to do an action, such as making a purchase online. As a result of the fact that videos can serve as both a learning media and source of information, they have found a rising amount of popularity in the field of marketing communication approaches [16].

At this moment in time, the most essential component of effective marketing is the maintenance of long-term engagement with customers in concentrating the marketing strategy on the experiences that the customers have obtained. Videos foster the development of relationships; they attract attention; they are of high value; and they are entertaining; all of these qualities are essential in the modern business environment, which requires creative thinking and intellect as requirements. In addition to this, it has the potential to increase income, web traffic, brand visibility, and other activities, all while enhancing the target audience's comprehension of the products or services being offered [16].

According to Aaker's definition [17], the term "brand personality" refers to the anthropomorphic characteristics or characteristics that are associated with its brand. In the sphere of politics, a candidate takes on the identity of a brand, with their physical appearance, connections, and proposed policies performing the function of manifestations of their brand image.

'Brand personalities' may now be created, analyzed, and communicated in a more dynamic way than ever before thanks to the proliferation of social media media opportunities in Kuwait. Additionally, political campaigns have shifted their focus to these platforms as their major venue. During the legislative elections that took place in Kuwait in 2012, Al-Otaibi and Fraihat [18] highlighted the role of social media. By using social media platforms such as Twitter, candidates were able to successfully communicate with the voting public. These venues were very important in developing the impression that voters have of politicians' brands because they gave politicians the opportunity to showcase attributes that people find appealing.

On social media, politicians should carefully depict themselves as "sincere" and "down-to-earth" in order to appeal to those who place a high priority on authenticity and integrity. They have the power to disseminate messages and movies that are in accordance with these features, so exhibiting a business brand that is unique. It is feasible to create encouragement and dramatically alter voter behavior, according to Aaker's thesis, which suggests that this may be accomplished by intentionally displaying brand personality qualities that appeal with voters.

In the Aaker model, it is hypothesised that brands could have a "personality" that is comprised of a set of characteristics that are similar to those of humans. Within the framework of the process of defining the personality of a brand, Aaker outlined five unique components of the brand: Being sincere, having excitement, being proficient, being refined, and having persistence are all qualities that are required. Each of the dimensions is made up of a collection of interrelated characteristics that, when taken as a whole, form the character of the brand that is being investigated. Full research of the use of Aaker's notion in political campaigns is a topic that has not yet been carried out. When it comes to conventional branding, consumers form a connection with a brand by identifying it with certain aspects of their personality. By doing so, the company is able to build

awareness among its customers. In a similar vein, it is possible to suggest that voters form a connection with political candidates largely on the basis of their perceived personality features, therefore establishing a brand in relation to the politician [19]. Within the context of this strategy, the brand identity of a candidate may be molded by their mode of communication, their opinions on certain policies, and their personal appearance on various social media platforms.

III. METHOD

The research was conducted in quantitative approach, with the primary source of information being data obtained from Google Trend. The information applies to trends that have been discovered in Indonesia and covers the period of time beginning on October 1, 2023 and remaining until February 4, 2024. Research was conducted on four keywords, and it was found that these keywords originated from the names of all the candidates for the presidency, including Jokowi, who is now serving as president. The terms AMIN (Anies & Muhaimin), Prabowo Gibran, and Ganjar Mahfud are included in the list of keywords that have been cited.

Data from 127 different time periods were analyzed, and a total of 508 daily observations were gathered from those times. The information that was gathered is shown in the form of a popularity index, which ranges from 0 to 100. An index that has a higher value implies that there is a larger frequency of keyword searches in Indonesia in comparison to other countries. Following this, the data were subjected to analysis using the average curve to determine the development and decay that were noticed in the trend that was under observation.

IV. RESULTS AND DISCUSSION

The popularity of terms is analyzed in this research using data obtained from Google Trend, which is a well-known search platform used all over the world. Following the acquisition of the data, which is presented in the form of daily popularity statistics, an analysis is performed to arrive at a monthly average.

Utilizing the information gathered from 127 days' worth of measurements, the researchers conducted an analysis to determine the mean for each month's indications. By participating in this activity, you will be able to get a basic understanding of the changes that have taken place in digital media in relation to the degree of attention that the general public gives to political candidates. Concurrently, the inclusion of President Jokowi as a crucial factor was predicated on the fact that he had explicitly endorsed one of the candidates. In a more specific manner, the researcher intends to evaluate the impact that he has on the popularity of the candidate pairings that he supports in this circumstance. It was in October of 2023 that this information was gathered. In terms of popularity, Jokowi holds the top place on a daily and monthly basis, with AMIN closely following and demonstrating consistent activity. Jokowi is the most popular person in the world. As far as popularity is concerned, Jokowi is the most prominent candidate for the presidency.

Table 1. Monthly Average Popularity

	Prabowo Gibran	Ganjar Mahfud	AMIN	Jokowi
Oct-23	19,87	7,55	18,13	45,10
Nov-23	9,40	3,80	19,93	32,93
Dec-23	11,52	6,97	23,06	31,26
Jan-24	18,48	9,55	23,10	45,87
Feb-24	26,00	14,00	27,25	60,75
Average	17,05	8,37	22,29	43,18

AMIN stands out among other choices since its popularity has been consistent and unchanging throughout time, and it continues to be consistent from one month to the next. Table 1 illustrates the variations that occurred in the indicators. AMIN has been reasonably constant with no noteworthy swings, in contrast to Prabowo Gibran, which had a big drop in November 2023 (9.4), followed by a rise of 6.96 points during the month of January, and then a surge of 7.52 points by February 2024. In light of the information presented here, it is possible to draw the conclusion that Prabowo Gibran was affected by the effect of Jokowi's support. The Ganjar Mahfud, on the other hand, had a remarkable increase of 4.45 points in February of 2024 alone. This was made possible by the active participation of several prominent politicians, such as Megawati and Ahok, who openly expressed their support for them via various channels of the media.
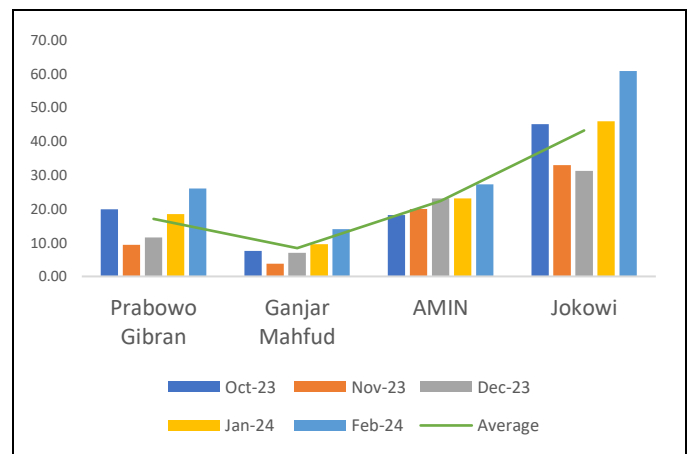

Fig. 1. Trend Accumulated

Figure 1 makes it quite evident that Jokowi continues to enjoy a considerable amount of popularity, as the volume indicator reveals. Because of this, it should not come as a surprise that a sizeable percentage of the coalition parties headed by Prabowo Gibran are making use of their link with the president. This is a possibility since the three groups of candidates use digital strategy tactics that are extremely similar to one another, but with differing degrees of intensity. This is the because of the significant changes that take place at the beginning of each month, as seen in Figure 1. Taking everything into consideration, the current presidential battle is intricately tied to one another.

Table 2. Comparison Analytic

	Prabowo Gibran	Ganjar Mahfud	AMIN	Jokowi
Total Average	17,05	8,37	22,29	43,18
Top Popularity	26,00	14,00	27,25	60,75
Lowest Popularity	9,40	3,80	18,13	31,26
Total Individual Score	1932	916	2700	5020
Percentage of Popularity Among Three Candidates	35%	17%	49%	

In this study, the researchers examine and evaluate the average mobility of each keyword. Based on the findings of the investigation, it was concluded that Jokowi's median indicator maintained the highest score, which was 43.18. AMIN, on the other hand, came in a close second with a score of 22.29. On the other hand, Ganjar Mahfud ended in last place with a time of 8.37, while Prabowo Gibran grabbed the third spot with a time of 17.05 seconds.

According to Table 2, the AMIN combination emerged as the most popular option in digital media, namely via the Google search engine, for both of the presidential and vice-presidential posts. This was the case for both positions individually. Taking into consideration the indications, AMIN accounts for 51% of Jokowi's popularity. Jokowi's overall popularity was supported by Ganjar Mahfud, who was sponsored by the PDIP. However, his contribution was just 19.3 percent.
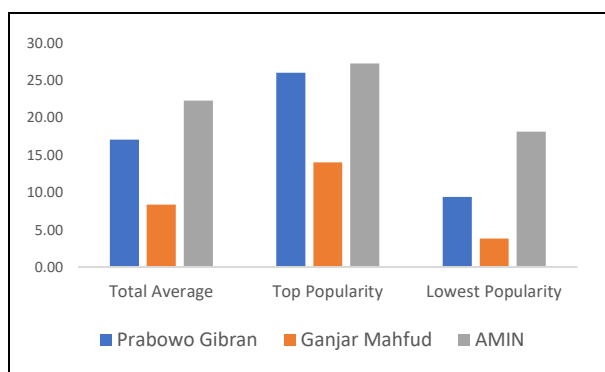

Fig. 2. Candidates Comparison

When the Total Average, Top Popularity, and Lowest Popularity ratings are considered, the data that are shown in Figure 2 suggest that AMIN is the option that is picked since it is the alternative that is the most popular. One of the possible reasons for this phenomenon is that it may be related to the fact that they have maintained a constant and interruption-free level of digital engagement over the course of a number of months. This is one of the likely causes for this phenomenon.

Despite the fact that Ganjar Mahfud, who was supported by the PDIP party, emerged victorious in the last election (2019), there is a great lot of ambiguity around this fact for a number of reasons. There is no doubt that this is something that is extremely fascinating to take into consideration. On the other hand, he came in second place in terms of popularity, falling short of AMIN, who was supported by the Nasdem Party, which was not one of the top three winning parties in

the 2019 election that took place before this one. Ganjar Mahfud was unable to surpass AMIN in terms of popularity.
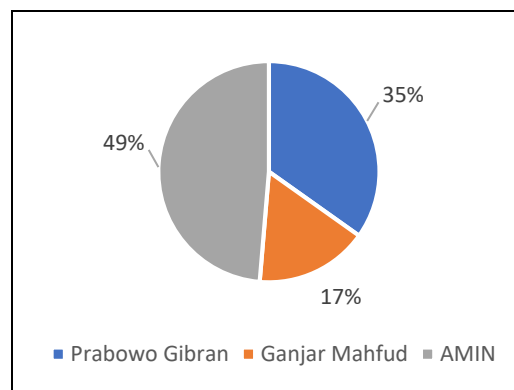

Fig. 3. Percentage of Popularity Among Three Candidates

Based on the information provided, one can draw the conclusion that AMIN is now in the lead when it comes to the popularity that is normalized. AMIN is now in the lead with a share of 49%, which is almost more than half of the total popularity. At this moment, Prabowo Gibran holds the position of second place, with a market share of 35%. An important point to notice is that Ganjar Mahfud's popularity is just 17%, which is far lower than Prabowo Gibran's popularity ratings.

V. CONCLUSION

The results of the study allow one to get the conclusion that Jokowi continues to be a highly well-liked political figure who is able to exert a large amount of influence over Prabowo Gibran, who is running for president in affiliation with him. This conclusion can be reached because of the fact that Jokowi is able to exercise this influence.

Furthermore, given that the research was carried out, it is feasible to arrive at this conclusion. Jokowi continues to be a political figure who is adored by a substantial number of people, which makes it feasible to get at this conclusion. This is the reason why it is possible to arrive at this conclusion. Prabowo Gibran was able to accomplish this accomplishment in a number of ways, one of which was by effectively increasing the visibility of these earnings via the use of digital media platforms.

There were many other choices that he might have made, and this was only one of them. The flip side of the coin is that AMIN is the competitor that consistently maintains the highest level of popularity among its competitors within the

business. They continue to be the candidate with the highest degree of popularity, despite the fact that there is no clear evidence to show that their popularity is either rising or that it is declining. However, this is in spite of the fact that they continue to be the candidate with the most support.

This specific group of individuals continues to get the most support for the candidates they are running for office. There is the least amount of political support for Ganjar Mahfud's candidacy when compared to the other three candidates that are running for the election. The fact that Jokowi, who has been quite public about his support for Prabowo Gibran, has only a limited influence on the subject matter is something that should be taken into account. It is not completely out of the question that this is the truth. It is of the highest significance to be aware of the fact that Jokowi is a member of the PDIP party, which is a political organization that is in favor of Ganjar Mahfud, in the period leading up to the publication of this text. This is because it is imperative that you be aware of this truth.

VI. LIMITATIONS

It is required to undertake further study relevant to this topic to address the multiple implications that are brought about by the conversational aspect of digital media for the purpose of addressing these effects. In particular, it is vital to make use of case studies that study the keywords and the method in which they are deployed by political figures in Indonesia. When contrasted with this, the utilization of analytical digital variables will give rise to an enhancement of the analysis that is provided.

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