

Political Marketing Strategy and Voters' Decision Through Political Brand Personality and Brand Resonance in the 2024 Central Sulawesi Gubernatorial Election

Ihksan^{1,*}, Syamsul Bachri^{2,*}, Ponirin^{3,*}, Maskuri Sutumo^{4,*}, Zakiyah Zahara^{5,*}, Wahyuningsih^{6,*}

¹Student, Economics Science Doctoral Study Program, Tadulako University, Central Sulawesi, Indonesia

^{2,3,4,5} Department of Management Faculty of Economics Tadulako University, Central Sulawesi Indonesia

*Corresponding author: ihksan745@gmail.com

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ABSTRACT

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Background and Objectives: This study aims to analyze the influence of Political Marketing on Voters' Decision, considering the role of Political Brand Personality and Brand Resonance as mediating variables in the 2024 Central Sulawesi gubernatorial election. The model tested in this research refers to the Political Marketing Denny JA concept, which has not been widely examined in academic studies.

Methodology: The method used is Structural Equation Modeling (SEM) to analyze the relationships between variables based on data collected from 278 respondents, who are potential voters in the gubernatorial election.

Main Results: The results indicate that Political Marketing has a positive and significant effect on Voters' Decision, Political Brand Personality, and Brand Resonance. Additionally, Political Brand Personality also positively influences Voters' Decision and Brand Resonance, while Brand Resonance has an impact on Voters' Decision. However, the effect of Political Marketing on Voters' Decision through Brand Resonance is not significant, suggesting that brand resonance does not directly strengthen voter decision-making. Instead, Political Brand Personality serves as a significant mediating variable between Political Marketing and Voters' Decision.

Conclusions: This study contributes theoretically by testing the Political Marketing Denny JA model in the context of regional elections and enriching the discussion on Political Brand Personality and Brand Resonance in political marketing strategies. Practically, this research provides recommendations for candidates, political parties, and political consultants in designing more effective branding and political communication strategies to enhance candidate electability.

Keywords: Political Marketing, Political Brand Personality, Brand Resonance, Voters' Decision, Central Sulawesi Gubernatorial Election

1. INTRODUCTION

1.1 background

One of the largest democratic events in Indonesia, held every five years, was the simultaneous election of Regency and Provincial Heads across the country (Asrifai, 2020; Schneider & Schmitter, 2004). The political contest, which took place on November 27, 2024, was conducted in 545 regions, consisting of 37 provinces, 415 regencies, and 93 cities (Ulum, 2020; Yamin et al., 2024). Specifically, the Gubernatorial Election of Central Sulawesi Province was contested by three (3) candidates (Antari, 2018; Romli, 2018). Candidate number one was the pair Ahmad Ali – Abdul Karim Al Jufri. This pair was endorsed by ten (10) political parties under the coalition name *Koalisi Beramal* (Lamboka, 2024). The coalition consisted of the Party of Functional Groups Party (Indonesian: Partai Golongan Karya) with eight (8) seats in the Regional House of Representatives (DPRD); the Great Indonesia Movement Party (Indonesian: Partai Gerakan Indonesia Raya; Gerindra) with seven (7) seats; the National Democrats Party

(Indonesian: Partai Nasional Demokrat; NasDem) with eight (8) seats; the National Mandate Party (Indonesian: Partai Amanat Nasional; PAN) with two (2) seats; the Indonesian Unity Party (Indonesian: Partai Persatuan Indonesia; Perindo) with two (2) seats; the National Awakening Party (Indonesian: Partai Kebangkitan Bangsa; PKB) with five (5) seats; and the United Development Party (Indonesian: Partai Persatuan Pembangunan; PPP) with one (1) seat. Supporting parties with no seats in the DPRD included the Indonesian Solidarity Party (Indonesian: Partai Solidaritas Indonesia; PSI), the National Awakening Party (Indonesian: Partai Kebangkitan Nusantara; PKN), and the Just and Prosperous People's Party (Indonesian: *Partai Rakyat Adil Makmur*, PRIMA). In total, candidate number one had the backing of thirty-four (34) DPRD seats, equivalent to 60% of the total seats in the Central Sulawesi Provincial DPR (KPU SULTENG, 2024).

Candidate number two was the pair Dr. H. Anwar Hafid, M.Si, and Dr. Reny Lamadjido, Sp.PK., M.Kes (Fauzi Lamboka, 2024). The political parties forming the *Koalisi Berani* (*Bersama Anwar Reni*; English: Together with Anwar and Reni) held fourteen (14) seats in the Regional House of Representatives (DPRD), equivalent to 25.45%. The composition of supporting parties in this coalition included the Democratic Party with eight (8) seats, the Prosperous Justice Party (PKS) with five (5) seats, and the Crescent Star Party with one (1) seat (KPU SULTENG, 2024).

Candidate number three was the pair Rusdi Mastura and Sulaiman Agosto Hambuako (Fauzi Lamboka, 2024). This pair was supported by four political parties; however, not all of them held seats in the Regional House of Representatives (DPRD). The coalition, named *Sangganipa*, consisted of the Indonesian Democratic Party of Struggle (Indonesian: Partai Demokrasi Indonesia Perjuangan; PDIP) with seven (7) seats in the DPRD; the People's Conscience Party (Indonesian: Partai Hati Nurani Rakyat; Hanura) with one (1) seat; the Ummat Party (Indonesian: Partai Ummat); and the Labor Party (Indonesian: Partai Buruh). The Sangganipa Coalition held a total of eight (8) seats, equivalent to 14.55% of the total seats in the Central Sulawesi Provincial DPRD (KPU SULTENG, 2024).

Based on data from the General Elections Commission (KPU) of Central Sulawesi Province, the number of registered voters in the 2024 Final Voter List (DPT) was 2,255,639 individuals (KPU SULTENG, 2024). The majority of voters were dominated by millennial voters (born between 1981 and 1996) and Generation Z (born between 1997 and 2012), comprising 56% of the total electorate. Millennials and Generation Z represent a productive age group with significant potential to contribute to Indonesia's development, while also holding the key to the future of the country's political landscape (CSIS, 2022).

The Indonesian Survey Institute (*Lembaga Survei Indonesia*; LSI) conducted a survey from October 6 to 15, 2024, involving 800 respondents in Central Sulawesi Province aged 17 years or older. The sample was drawn from all regencies and cities across Central Sulawesi (Lembaga Survey Indonesia, 2024). Among the total respondents, the majority (43.1%) stated that the most needed leadership characteristic for governing Central Sulawesi in the future is attentiveness to the people, followed by honesty and being free from corruption (36.9%). Leadership qualities such as physical attractiveness, including being beautiful, handsome, or good-looking, received a significantly lower preference compared to other traits, with only 0.1% ((Lembaga Survey Indonesia, 2024)

References in determining choices in the gubernatorial and vice-gubernatorial election were significantly influenced by the spouse (23%), extended family (22.3%), surrounding neighbors (4.2%), community leaders (3.3%), and most prominently by personal conviction (42.6%). These data indicate that voters tended to have firmly established their choices regarding the candidates running in the Central Sulawesi Gubernatorial and Vice-Gubernatorial Election (Lembaga Survey Indonesia, 2024)

In this context, to strengthen the influence of a political brand, there must be active engagement with the brand, and a strong and growing relationship between consumers and the brand is referred to as resonance (Ande et al., 2017). Thus, brand resonance becomes a key factor in enhancing brand image (Latif, 2022). The concepts of branding and resonance in politics must be applied to emphasize the importance of heuristic messaging to voters and the role of voters in helping candidates sustain and expand their influence on voter support and decision-making (Kurniawan, 2016; Nasim, 2024) argued that brand resonance has not been widely used to investigate human brands in the context of political marketing, even though the concept focuses on consumer-brand and

voter–politician relationships.

Research on political marketing in the context of regional head elections in Indonesia remains very limited. This study analyzes the dynamics that occurred in the 2024 Gubernatorial and Vice-Gubernatorial Elections in Central Sulawesi. Moreover, following the plenary session held by the General Elections Commission (KPU) of Central Sulawesi Province on December 12, 2024, it was officially announced that the winner of the Gubernatorial and Vice-Gubernatorial Election conducted on November 27, 2024, was candidate pair number 02, Dr. H. Anwar Hafid, M.Si and Dr. Reny Lamadjido, Sp.PK., M.Kes, with a total of 724,518 votes or 45%. Meanwhile, candidate pair number 01 obtained only 621,693 votes or 38.6%, while candidate pair number 03 received 263,950 votes or 16.4% (Metrotvnews, 2024). This study aims to explain how the decision-making (voting) process was carried out by voters in the Gubernatorial and Vice-Gubernatorial Election in Central Sulawesi Province, which is characterized by a highly heterogeneous electorate; how the candidates implemented political marketing to develop a political brand personality that could appeal to various voter segments in Central Sulawesi; and whether the branding strategy influenced voters' calculation and decision-making processes (Erb & Sulistiyanto, 2009; Nazwa Defa et al., 2023).

The novelty offered by this study lies in the development of a new political marketing model constructed from several variables that have not previously been explored (Aspinall et al., 2020; Rajagukguk et al., 2021). This model is also designed in a context-specific manner, based on the political characteristics and voter profiles in Indonesia. (Thaha & Haryanto, 2017; Ulum, 2020). particularly in Central Sulawesi. Furthermore, the study re-examines political marketing variables that lack strong references regarding their influence on the brand resonance variable, based on research gaps related to brand resonance.

This study also aims to examine whether the political marketing strategy and political brand personality of the gubernatorial and vice-gubernatorial candidates in Central Sulawesi influence voter decision-making, and whether the resulting impact of these strategies can stimulate voter behavior to voluntarily campaign for their chosen candidate and generate long-term benefits as measured by the candidate's brand resonance.

This study also examines the differences among voter segments based on demographic and geographic factors in relation to their acceptance of the political brand personality and the brand resonance generated by that brand.

1.2 Research Questions

1. Does political marketing have a positive and significant effect on voters' decisions in the 2024 Central Sulawesi Gubernatorial Election?
2. Does political marketing have a positive and significant effect on the political brand personality of the candidate in the 2024 Central Sulawesi Gubernatorial Election?
3. Does political marketing have a positive effect on the candidate's brand resonance in the 2024 Central Sulawesi Gubernatorial and Vice-Gubernatorial Election?
4. Does political brand personality have a positive and significant effect on voters' decisions in the 2024 Central Sulawesi Gubernatorial Election?
5. Does brand resonance have a positive effect on voters' decisions in the 2024 Central Sulawesi Gubernatorial and Vice-Gubernatorial Election?
6. Does political brand personality have a positive and significant effect on the candidate's brand resonance in the 2024 Central Sulawesi Gubernatorial Election?
7. Does political marketing have a positive and significant effect on voters' decisions through the candidate's personal brand personality in the 2024 Central Sulawesi Gubernatorial Election?
8. Does political marketing have a positive effect on voters' decisions through the candidate's brand resonance in the 2024 Central Sulawesi Gubernatorial Election?
9. Does political brand personality have a positive and significant effect on voters' decisions through the candidate's brand resonance in the 2024 Central Sulawesi Gubernatorial Election?

1.3 Research Objectives

1. To examine the effect of political marketing on voters' decisions in the 2024 Central Sulawesi Gubernatorial Election.
2. To examine the effect of political marketing on the candidate's political brand personality in the 2024 Central Sulawesi Gubernatorial Election.
3. To examine the effect of political marketing on the candidate's brand resonance in the 2024 Central Sulawesi Gubernatorial Election.
4. To examine the effect of political brand personality on voters' decisions in the 2024 Central Sulawesi Gubernatorial Election.
5. To examine the effect of the candidate's brand resonance on voters' decisions in the 2024 Central Sulawesi Gubernatorial Election.
6. To examine the effect of political brand personality on the candidate's brand resonance in the 2024 Central Sulawesi Gubernatorial Election.
7. To examine the effect of political marketing on voters' decisions through the candidate's political brand personality in the 2024 Central Sulawesi Gubernatorial Election.
8. To examine the effect of political marketing on voters' decisions through the candidate's brand resonance in the 2024 Central Sulawesi Gubernatorial Election.
9. To examine the effect of political brand personality on voters' decisions through the candidate's brand resonance in the 2024 Central Sulawesi Gubernatorial Election.

1.4 Academic Contributions

1. This study is expected to contribute to the advancement of knowledge in marketing management, particularly in the development of political marketing models.
2. This study may also serve as an additional source of information and reference for students preparing final assignments that are relevant to this research, as well as for future research with similar relevance.

1.5 Research Contributions

1. It is expected to serve as input and consideration for political parties and candidates in designing political marketing strategies aimed at gaining voter sympathy and support, as well as establishing long-term relationships between candidates and voters.
2. It may serve as input and a reference for developing brand personality among political figures and candidates to establish differentiation and positioning.
3. It may serve as an alternative strategy for influencing voter behavior in making decisions during regional head elections.
4. It provides guidance for candidates and political figures to manage political marketing effectively to reduce costs and apply scientific knowledge in winning electoral contests

.3. RESEARCH METHOD

3.1 Research Type

The method used in this study was a quantitative and explanatory verification method. Quantitative verification research is a scientific approach used to examine the influence of independent variables on dependent variables, as well as to verify the theories employed in formulating hypotheses, based on numerical data and statistical analysis.

This study not only describes a phenomenon (descriptive) but also explains why and how the phenomenon occurred. The objective of this study was to examine the effect of the political marketing strategy variable on voters'

decisions, as well as the role of the personal brand and brand resonance variables.

3.2 Place and Time of Research

This study was conducted in Central Sulawesi Province. The research was planned to take place over a period of five (5) months, from October 2024 to February 2025.

3.3 Data Sources

1. Primary Data

Primary data refers to information obtained firsthand by the researcher and directly related to the variables for the specific purpose of the study. In this research, data were collected empirically by conducting a survey through a questionnaire distributed online using Google Forms to the predetermined research sample. The use of Google Forms was chosen because the sample could not be reached in person, and the method was more efficient in terms of time and cost compared to manual questionnaires.

2. Secondary Data

Secondary data refers to information collected by the researcher to support the primary data. In this study, secondary data included references from various sources such as books and journals, as well as data related to political marketing activities, both directly and through mass media and social media.

3.4 Population

In this study(Ahmed et al., 2022; Gerber et al., 2008),the population consisted of all voters in the 2024 Gubernatorial and Vice-Gubernatorial Election of Central Sulawesi, based on the Final Voter List (*Daftar Pemilih Tetap* or DPT) issued by the Regional General Elections Commission, totaling 2,255,639 individuals. The following is a summary of the Final Voter List at the provincial level of Central Sulawesi, based on KPUD Decree Number 274 of 2024 (KPU SULTENG, 2024)

4. RESEARCH RESULTS AND DISCUSSION

4.1 Respondent Characteristics Based on Gender

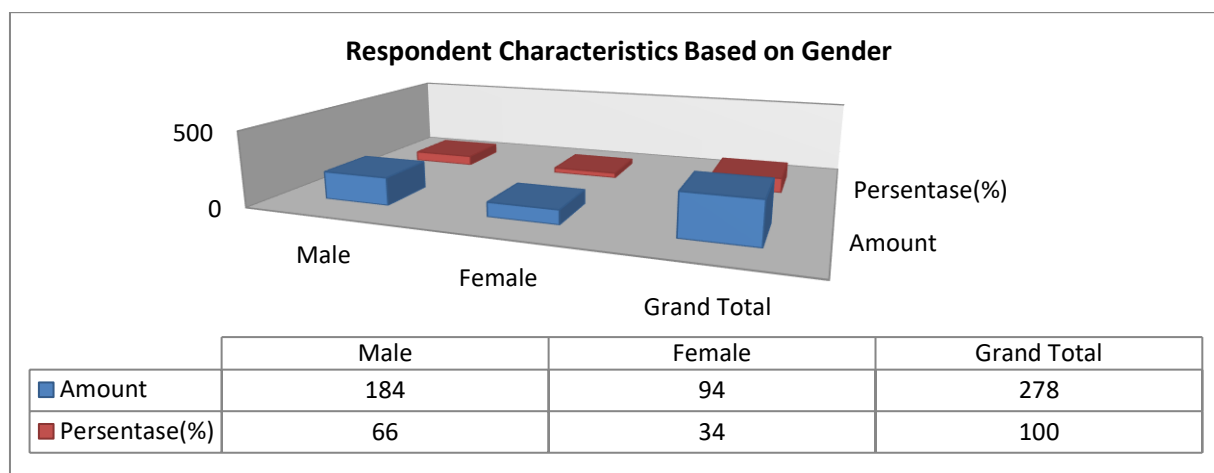
Based on the respondent data, the characteristics of respondents by gender are presented in Table 1 below:

Table 1. Respondent Characteristics Based on Gender

Based on Gender	Amount	Persentase (%)
Male	184	66%
Female	94	34%
Grand Total	278	100%

Source: Primary data, processed (2025)

4.1.1 Diagram Respondent Characteristics Based on Gender



Source: Primary data, processed (2025)

Based on data from 278 respondents in this study, the majority were male, totaling 184 individuals (66%), while female respondents totaled 94 individuals (34%). This difference in proportion indicates that male respondents were more dominant in participating in the study compared to female respondents (Becker, 2022; Silvano et al., 2020)

4.2 Respondent Characteristics Based on Age

Based on the respondent data, the characteristics of respondents by age are presented in Table 2 below:

Table 2. Respondent Characteristics Based on Age

Based on Age	Amount	percentage
< 20 year	23	8.3%
21 - 30 year	97	34.9%
31 - 40 year	74	26.6%
41 - 50 year	55	19.8%
51 - 60 year	28	10.1%
> 60 year	1	0.4%
Grand Total	278	100.0%

Source: Primary data, processed (2025)

Based on the respondents' age data, the majority of participants in this study were in the 21–30 years age group, totaling 97 individuals (34.9%), followed by the 31–40 years age group with 74 individuals (26.6%), and the 41–50 years age group with 55 individuals (19.8%). Respondents aged 51–60 years totaled 28 individuals (10.1%), while those under 20 years of age accounted for 23 individuals (8.3%). There was only 1 respondent (0.4%) aged over 60 years, indicating that participation in this study was largely dominated by the productive age group (Castura et al., 2023; Sturmey et al., 2020)

4.3 Discussion

In accordance with the theoretical framework, empirical data, and based on the results of descriptive analysis, path

analysis, goodness-of-fit testing, and hypothesis testing, this section presents the discussion and reasoning related to the research questions and proposed hypotheses. By using a model that has been tested through statistical procedures, the tested hypotheses can be declared either accepted or rejected. Subsequently, an analysis and interpretation will be conducted on the effects of each variable on the other variables.

4.3.1 The Effect of Political Marketing (X₁) on Voters' Decision (Y₁) in the 2024 Central Sulawesi Gubernatorial Election

Political marketing is a combination of marketing and political concepts, where marketing techniques are applied to promote political parties or specific candidates (O'Cass, 1996; Sudarsono, 2024). Political marketing refers to a set of strategies and tactics used by candidates to influence voters' perceptions and behavior. In the 2024 Central Sulawesi Gubernatorial Election, this study tested the hypothesis that political marketing has a significant effect on voters' decisions.

Based on the descriptive analysis, the dimensions of the political marketing variable demonstrated a range of values that provide insight into which aspects should receive primary attention in influencing voters' decisions. The findings of this study indicate that political legacy emerged as the most important factor in political marketing strategies. Respondents perceived that the track record and political legacy of a candidate significantly affected voter perceptions, particularly concerning the indicator that candidates must fulfill their promises and implement policies that benefit the public. Respondents considered the realization of political promises as the main benchmark in selecting a gubernatorial candidate in the 2024 Central Sulawesi Election. This suggests that the achievements and prior commitments of candidates before running for office played a central role in shaping voter behavior and decision-making.

Statistical analysis showed that the Political Marketing variable had a significant effect on voters' decisions. The path coefficient of 0.428 indicates that an increase in the effectiveness of Political Marketing strategies contributes to an increase in voters' decision to choose a particular candidate. Although the path coefficient is categorized as moderate, its positive value suggests that improving aspects of Political Marketing can potentially enhance voter decision-making behavior in favor of the candidate.

4.3.2 The Effect of Political Marketing (X₁) on Political Brand Personality (X₂) in the 2024 Central Sulawesi Gubernatorial Election

Political marketing is a political marketing strategy aimed at shaping a positive perception of the candidate in the eyes of voters. One of the key aspects of successful political marketing is political brand personality, which refers to how a candidate is perceived by the public based on their image, values, and personality as a leader.

This study aimed to analyze the effect of political marketing on political brand personality in the context of the 2024 Central Sulawesi Gubernatorial Election. The results of the statistical analysis showed that the hypothesis was accepted, with a path coefficient value of 0.658, which falls into the strong category. This indicates that the more effective the political marketing strategies implemented, the stronger the political brand personality formed in the eyes of voters.

The findings from the path analysis revealed that political marketing had a positive and significant effect on political brand personality, with a t-value of 24.643 for the Public Opinion dimension and a t-value of 14.045 for the Product dimension. This indicates that the two main factors within political marketing have the greatest impact on the formation of political brand personality. In the Public Opinion dimension, the indicator stating that a candidate must be able to shift public opinion to create a positive impression had a t-value of 24.643, demonstrating that this factor is the most influential in shaping political brand personality. This implies that a candidate who is successful in managing public opinion will find it easier to build a strong political image in the eyes of voters.

In the Product dimension, the indicator stating that a candidate must be able to build a positive image both verbally and nonverbally to voters, with a t-value of 14.045, indicates that the way a candidate presents themselves through verbal communication (such as speeches, debates, and interviews) and nonverbal communication (such as gestures, facial expressions, and attire) also contributes significantly to the development of their political brand personality.

4.3.3 The Effect of Political Marketing (X₁) on Brand Resonance (X₃) in the 2024 Central Sulawesi Gubernatorial Election

Political marketing is a strategy designed to build a strong relationship between the candidate and voters through various elements of political marketing (Scammell, 2014; Shavit & Konrádová, 2025). One of the key variables in the effectiveness of political marketing is brand resonance, which reflects the level of emotional attachment and voter loyalty toward the candidate. Brand resonance encompasses how voters identify with, remember, and feel psychologically connected to the candidate (Rasul & Asim, 2023; Weber, 2016).

This study showed that political marketing had a significant effect on brand resonance, with a path coefficient value of 0.358, which falls into the moderate category. This means that the political marketing strategies implemented by the candidate not only affect voter perception but also determine the depth of voters' emotional attachment to the candidate in the long term. The hypothesis testing results also revealed that political marketing had a measurable effect on brand resonance.

The Product dimension in political marketing reflects how a candidate can position themselves as an appealing "political product" to voters. In this context, the candidate's image, shaped through both verbal and nonverbal communication, has a significant effect on voters' emotional attachment.

4.3.4 The Effect of Political Brand Personality (X₂) on Voters' Decision (Y₁) in the 2024 Central Sulawesi Gubernatorial Election

Political brand personality is one of the key factors in shaping voter perception and decision-making. This concept refers to how a candidate's personality traits can be communicated to voters and affect their appeal as a leader. In the context of the 2024 Central Sulawesi Gubernatorial Election, this study showed that political brand personality had a significant effect on voters' decisions, with a path coefficient value of 0.426. This value falls into the moderate-to-strong category, indicating that the stronger a candidate's political personality, the greater their probability of being chosen by voters.

The results of the descriptive analysis of Political Brand Personality indicated that respondents gave the highest rating to the Sincerity dimension, with a mean score of 4.44, followed by Excitement at 4.35, Ruggedness at 4.32, Competence at 4.24, and Sophistication at 4.01. With an overall mean score of 4.27, it can be concluded that, in general, voters had a positive perception of the candidates' political brand personality in the 2024 Central Sulawesi Gubernatorial Election.

When associated with Voter Decision, these findings indicate that voters' decisions are more affected by candidate personality traits that reflect honesty, appeal, resilience, and competence rather than the candidate's sense of luxury or exclusivity. Voters tend to choose candidates who are perceived as honest and authentic (Sincerity), possess energy and an engaging vision (Excitement), are capable of working hard and making firm decisions (Ruggedness), and demonstrate strong leadership capacity (Competence) (Johnson et al., 2011; Yuli Ekowati, 2019).

4.3.5 The Effect of Brand Resonance (X₃) on Voters' Decision (Y₁) in the 2024 Central Sulawesi Gubernatorial Election

The results of the analysis using Structural Equation Modeling (SEM) showed that brand resonance did not have a significant effect on voters' decisions in the 2024 Central Sulawesi Gubernatorial Election. The hypothesis proposed in this study was rejected, with a path coefficient value of 0.067 (categorized as weak) and a p-value of 0.307, which is far above the significance threshold of 0.05.

In other words, the relationship between brand resonance and voters' decisions was not strong enough to be concluded as a significant effect. Several factors may account for the insignificance of brand resonance's influence on voter decision-making in the context of the 2024 Central Sulawesi Gubernatorial Election.

4.3.6 The Effect of Political Brand Personality (X₂) on Brand Resonance (X₃) in the 2024 Central Sulawesi Gubernatorial Election

Based on the descriptive analysis, the dimensions of the political brand personality variable showed a range of

values that provide insights into which dimensions should receive primary attention in affecting and strengthening the brand resonance variable. According to the descriptive analysis, the mean value of political brand personality indicates that overall, the candidate possessed a relatively strong political personality image in the eyes of voters.

The results of the analysis using Structural Equation Modeling (SEM) showed that political brand personality had a positive and significant effect on brand resonance in the 2024 Central Sulawesi Gubernatorial Election. This hypothesis was accepted, with a p-value of 0.000, which is below the significance threshold of 0.050. This finding indicates that the stronger the political brand personality possessed by the candidate, the greater the resonance or emotional attachment formed between the candidate and the voters.

The Sincerity dimension (sincerity and honesty), with the indicator that a candidate must be honest, sincere, and authentic in accordance with facts and reality, had a t-value of 13.612. This means that candidates perceived as honest and authentic have a greater chance of gaining voters' trust. This aligns with the theory of brand trust, which posits that voters tend to be more loyal to candidates they perceive as sincere in both intent and action. Candidate honesty also contributes to a positive perception of their integrity and credibility in leadership. The indicator stating that a candidate possesses personal appeal and attractiveness had a t-value of 24.472 (very high category), indicating that candidates with strong personal appeal are more likely to build an emotional attachment with voters.

4.3.7 The Effect of Political Marketing (X₁) on Voters' Decision (Y₁) through Political Brand Personality (X₂) in the 2024 Central Sulawesi Gubernatorial Election

The results of the study showed that political marketing had a significant effect on voters' decisions through Political Brand Personality, with a path coefficient value of 0.280 and a p-value of 0.000 ($p < 0.050$), indicating a positive and significant effect, although still categorized as weak to moderate. This indicates that the effectiveness of the political marketing strategies implemented by the candidate not only had a direct impact on voters' decisions but also had an indirect effect through the strengthening of political brand personality.

Based on this finding, it can be concluded that political marketing not only functions directly in influencing voters' decisions but also strengthens its impact through political brand personality as a mediating variable. Therefore, in the context of the 2024 Central Sulawesi Gubernatorial Election, candidates should not only focus on effective political marketing strategies but also pay attention to how those strategies shape and strengthen their political brand personality in the eyes of voters. A combination of appropriate political marketing and a strong political personality will increase the probability of success in the political contest.

4.3.8 The Effect of Political Marketing (X₁) on Voters' Decision (Y₁) through Brand Resonance (X₃) in the 2024 Central Sulawesi Gubernatorial Election

The results of this study showed that the effect of Political Marketing on Voters' Decision through Brand Resonance was not significant, with a p-value of 0.337 (greater than 0.050). This indicates that although political marketing played a role in shaping brand resonance, the candidate's political brand resonance did not significantly affect voters' decisions. Therefore, the hypothesis stating that political marketing has a positive and significant effect on voters' decisions through brand resonance was not supported and was rejected.

This finding contrasts with the previous hypothesis, which indicated that political marketing had a significant effect on voters' decisions through political brand personality. In the earlier model, political brand personality was proven to be a strong mediator in shaping voters' perceptions and emotional attachment to the candidate, thereby directly influencing their decision. However, in the context of brand resonance, the effect of political marketing on voters' decisions did not show significant results.

The conclusion from these findings is that, while political marketing campaign strategies remain important, it is not sufficient to merely build brand resonance to attract voters' support. Candidates need to focus on strategies that are more based on competence, track record, and the development of a strong political brand personality, which have proven to have a significant effect on voters' decisions. The strategic implication of this finding is that political campaigns in the Gubernatorial Election should focus on highlighting the candidates' qualifications and leadership qualities, while also building trust and credibility with voters.

4.3.9 The Effect of Political Brand Personality (X2) on Voters' Decision (Y1) through Brand Resonance (X3) in the 2024 Central Sulawesi Gubernatorial Election

The results of the study showed that the effect of Political Brand Personality on Voters' Decision through Brand Resonance was not significant, with a p-value of 0.303, which is greater than 0.050. This means that although political brand personality has a positive relationship with brand resonance, the emotional attachment of voters to the candidate does not have a strong enough effect to mediate the relationship between political brand personality and voting decisions. Therefore, the ninth hypothesis, stating that political brand personality affects voters' decisions through brand resonance, was not substantiated and was rejected.

Practically, these findings indicate that political brand personality remains an important factor in influencing voters' decisions, but efforts to build brand resonance may not be effective enough in altering voters' choices. This has strategic implications for campaign teams, where political marketing strategies should focus more on strengthening the candidate's personality image directly, such as emphasizing competence, integrity, and sincerity in conveying their vision and mission, rather than solely focusing on building long-term emotional attachment that does not directly impact voting decisions.

Therefore, in the context of the 2024 Central Sulawesi Gubernatorial Election, political campaigns that emphasize political brand personality directly will be more effective than strategies that solely rely on brand resonance as a mediator to attract voters.

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on the research questions and the results of the study that discusses the strategies of Political Marketing and Voters' Decision through Political Brand Personality and Brand Resonance in the 2024 Central Sulawesi Gubernatorial Election, it can be concluded that :

- 1) Political Marketing has been proven to have a positive and significant effect on Voters' Decisions in the 2024 Central Sulawesi Gubernatorial Election. This indicates that effective political marketing strategies can enhance the candidate's chances of being chosen by voters.
- 2) Political Marketing has been proven to have a positive and significant effect on Political Brand Personality in the 2024 Central Sulawesi Gubernatorial Election, indicating that appropriate political marketing can shape voters' positive perceptions of the candidate's personality, thereby strengthening the candidate's political image in the electoral competition.
- 3) Political Marketing has been proven to have a positive and significant effect on Brand Resonance in the 2024 Central Sulawesi Gubernatorial Election. This means that the political marketing efforts of the candidate can enhance the emotional attachment and relationship between the voters and the candidate.
- 4) Political Brand Personality has been proven to have a positive and significant effect on Voters' Decisions in the 2024 Central Sulawesi Gubernatorial Election, indicating that voters tend to be more attracted to candidates with a strong political brand personality, trustworthiness, and alignment with their expectations and values.
- 5) Brand Resonance has been proven to have a positive but not significant effect on Voters' Decisions in the 2024 Central Sulawesi Gubernatorial Election. This indicates that the emotional connection between voters and the candidate has not yet become a determining factor in the probability of voters choosing that candidate.
- 6) Political Brand Personality has been proven to have a positive and significant effect on Brand Resonance in the 2024 Central Sulawesi Gubernatorial Election, meaning that candidates who can build a strong political brand personality can create a deeper connection with voters, thereby increasing loyalty and recognition of their political brand.
- 7) Political Marketing has been proven to have a positive and significant effect on Voters' Decisions through Political Brand Personality, indicating that Political Brand Personality acts as a mediator in enhancing the effectiveness of political marketing strategies on voters' decisions in the 2024 Central Sulawesi Gubernatorial

Election.

8) Political Marketing has been proven to have a positive but not significant effect on Voters' Decision through Brand Resonance, meaning that although Political Marketing can enhance Brand Resonance, the political brand resonance is not strong enough to be a significant mediating factor in influencing voters' decisions in the 2024 Central Sulawesi Gubernatorial Election.

9) Political Brand Personality has been proven to have a positive but not significant effect on Voters' Decisions through Brand Resonance, indicating that although Political Brand Personality can enhance Brand Resonance, it does not significantly determine voters' decisions in the 2024 Central Sulawesi Gubernatorial Election.

5.2 Recommendations

Based on the results of the study and the conclusions drawn, the following recommendations are considered relevant and are expected to provide input for all parties involved:

5.2.1 Candidates and Political Parties

- 1) Candidates and political parties should emphasize political marketing strategies that not only highlight their work programs but also build a strong political brand personality that aligns with voter preferences.
- 2) The winner of the gubernatorial election should continue engaging with voters directly, as this relates to the post-election dimension, which has the lowest mean value among all dimensions of the political marketing variable.
- 3) Increase honesty and transparency in political communication to strengthen the Sincerity dimension, to build trust, and voter loyalty. Additionally, continue to present oneself as a strong, resilient figure with an exceptional personality in the eyes of voters (Sophistication).

5.3 Political Consultants and Surveys

- 1) Political consultants need to develop data-driven political marketing strategies that consider Political Brand Personality as the main factor in shaping voters' decisions.
- 2) Use a segmentation approach (profiling) of voters based on demographic, psychographic, and behavioral characteristics to tailor more personal and effective political communication strategies.
- 3) Make the candidate's political legacy part of the material in designing and positioning product strategies to influence voters' decisions.

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