



Political Communication Strategies through Video Podcast Campaign: A Case Study of Partai Perindo in Indonesia

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A B S T R A C T

This research presents an investigation into Partai Perindo's political communication strategies through video podcast campaigns, focusing on the impact of multi-platform digital campaigns that utilize both YouTube and Instagram. Adopting a qualitative approach with participant observation and interviews, the study highlights Partai Perindo's targeted efforts to engage millennial and Gen Z audiences, recognizing their influential role in the upcoming 2024 General Election. By leveraging YouTube's long-form content and Instagram's snackable teasers, Partai Perindo effectively captures diverse audiences' attention and fosters social consciousness, enhancing party electability and influencing policy decisions. The study underscores the significance of multi-platform strategies for political organizations seeking to engage young voters, promote civic participation, and address societal concerns, ultimately contributing to a more inclusive and responsive democratic society. Moreover, this research also proves that millennial and Gen Z voters get political information from social media as the main platform. On top of that, this research also offers valuable insights into contemporary political communication practices, with a focus on video podcasting and the integration of various digital platforms.

INTRODUCTION

With the rapid growth of internet usage in various activities, digital campaigns and online activities have become increasingly prevalent. Campaigns can be defined as planned communication actions aimed at creating a significant impact on a large audience, executed continuously within a predetermined timeframe (Alvin, 2023). Such campaigns are intentionally designed, gradual, and sustained, with the goal of influencing the target group. In the context of digital marketing, campaigns leverage internet-based communication technologies to reach a vast audience quickly, requiring intensive marketing communication efforts (Alvin, 2022).

Digital marketing campaigns hold the potential to capture the attention and curiosity of prospective consumers, fostering interest in specific products or services (Farazian & Paskarina, 2021; Mettasatya, 2018). For politicians, leveraging digital campaigns, especially on social media platforms, has become a pivotal strategy. In Indonesia, Instagram has emerged as a highly effective online medium for campaign outreach, particularly due to its user-friendly interface and popularity among the population (Alvin, 2023c). Social media's role is not only limited to economic aspects but also extends to the political landscape, where political parties engage in political marketing through internet and social media platforms (Alvin, 2023d).

This research centers on Partai Perindo, a political organization in Indonesia, and its use of video podcast campaigns for political communication.



Figure 1. The Perindo Party Logo

Perindo was originally a community organisation that was declared on 24 February 2013 at Istora Senayan, Jakarta. Perindo was later established as a political party on 8 October 2014 and declared on 7 February 2015 at the Jakarta International Expo, Kemayoran, Jakarta. The figure of Hary Tanoesoedibjo is very close to Perindo Party because he is the founder and chairman of the party. Another important fact is that he is also one of the media bosses (MNC Group) in Indonesia.

The objective is to investigate the political communication strategies employed by Partai Perindo to effectively engage with the public and influence their perspectives through video podcasting. The study acknowledges the substantial impact of Instagram, which boasts the fourth-largest user base globally as of early 2023, with 89.15 million users from Indonesia alone.



Figure 2. The Logo of Perindo's Video Podcast

The increasing prevalence of digital campaigns has not gone unnoticed by political organizations, including Partai Perindo's youth wing, Pemuda Perindo DKI Jakarta, in preparation for the upcoming 2024 elections. Recognizing the significant influence of digital campaigns, especially among the Indonesian population aged 25-34, Partai Perindo seeks to harness the power of media communication to shape public opinion effectively.

A notable example of Partai Perindo's digital campaign is the "Podcast Aksi Nyata #DariKamuUntukIndonesia" program, designed not only to introduce Partai Perindo's values but also to encourage proactive actions for the betterment of society and the environment (Sompotan & Alvin, 2023). Through this podcast, speakers spread invitations and set examples for listeners to participate in real actions initiated by Partai Perindo. The podcast features not only party members but also voices from various segments of society, regardless of social status.

The digital campaign, "Podcast Aksi Nyata #DariKamuUntukIndonesia," runs on approximately ten platforms belonging to Partai Perindo and the MNC Group, utilizing YouTube and Instagram as the primary digital campaign channels. YouTube serves as a platform for both watching and listening to podcasts, while Instagram acts as a space for viewing, listening, and promoting the digital campaign (Pratiwi, 2018; Robin et al., 2020).

Though podcasting has emerged as an effective medium for digital campaigns, it remains underutilized in political contexts. Partai Perindo and Partai Solidaritas Indonesia (PSI) are among the few political parties that have employed podcasts for digital campaigns, with PSI's "#Ngobras" podcast being a past example (Alvin, 2022c). However, PSI's podcast discontinued after only ten episodes, lacking a dedicated Instagram account for promoting or extending their digital campaign. Consequently, Partai Perindo stands out as the sole political party that uses podcasts and Instagram as part of its digital campaign strategy (Alvin, 2022b).

Therefore, this study aims to investigate the strategies employed by Partai Perindo in leveraging video podcasts to understand its role in political communication and campaign efficacy.

METHOD

In this research, we adopted a qualitative research design to gain in-depth insights into the unique phenomena surrounding the case under investigation. This study is classified as a qualitative research that adopts the case study method (Yin, 2018). Yin (2018) describes case study as an empirical investigation of unique phenomena in real-life contexts.

The case study method allowed us to examine the Optimization Department within the MNC Group, specifically

led by Hanny Zulfikar, and to understand the "how" and "why" behind their approaches and practices. To collect data, we employed two primary techniques: participant observation and interviews. Participant observation allowed the researcher to immerse themselves within the Optimization Department, actively engaging with the daily operations and interactions, while interviews provided an opportunity to gather valuable perspectives and insights directly from Hanny Zulfikar, the Head of the Optimization Department.

The data collection phase spanned five months, beginning from August 2022 and concluding in December 2022. This duration provided ample time to observe and interact with the department, ensuring a comprehensive understanding of their operations and decision-making processes. Upon gathering the data, we proceeded with a thematic analysis to categorize the information into relevant themes and patterns. This inductive reasoning approach allowed us to identify emerging themes based on the collected data, providing a deeper understanding of the Optimization Department's practices and strategies.

RESULTS AND DISCUSSION

The digital campaign content of "Podcast Aksi Nyata #DariKamuUntukIndonesia" is specifically tailored to target millennial and Gen Z audiences, as these two generational categories are significant contributors to the electoral process, particularly in the upcoming 2024 General Election (Alvin, 2023a; Alvin & Dewi, 2022; Cipta & Alvin, 2023; Herrman, 2020; Robin et al., 2022). By directing the campaign towards these demographics, the goal is to engage and mobilize the youth, who play a crucial role in shaping the political landscape of Indonesia.

The decision to focus on millennial and Gen Z audiences is strategic and essential for several reasons. Firstly, large voting bloc because Millennials and Gen Z together form a substantial portion of the eligible voting population. Their collective voice can significantly impact electoral outcomes, making them a crucial target for political campaigns.

Secondly, they are considered as the progressive ideals. They often prioritize issues like social justice, environmental sustainability, and inclusivity, making them receptive to campaigns that address these concerns. Thirdly, both generations are considered digital natives, having grown up in an era dominated by technology and social media. They are highly connected and engaged online, making digital campaigns an effective way to reach and influence them.

Fourthly, Millennials and Gen Z are active users of various social media platforms, including Instagram and YouTube, where "Podcast Aksi Nyata #DariKamuUntukIndonesia" is being promoted. This offers a direct channel to interact and disseminate campaign messages to a wider audience.

Lastly, as the future of the nation, the perspectives and interests of millennials and Gen Z will have a lasting impact on Indonesia's trajectory. Engaging them now in the political process can foster long-term civic participation and responsible citizenship.

By targeting millennial and Gen Z audiences, the "Podcast Aksi Nyata #DariKamuUntukIndonesia" campaign aims to raise awareness about Partai Perindo and its values, increase the party's electability, and create a sense of social consciousness among the population. In the context of the 2024 General Election, their involvement and engagement can influence policy

decisions, promote social issues that matter to them, and contribute to shaping the nation's future.

Youth voters are typically more engaged with social media and technology, making them effective influencers and communicators. They can help amplify political messages and mobilize their peers, making them a potent force in the digital age of politics.

Highlighting the importance of engaging millennials and Gen Z in the electoral process underscores the significance of youth representation in a democratic society. As agents of change, these generations possess the potential to drive political agendas and advocate for issues they are passionate about. By actively involving them in the democratic process, political parties like Partai Perindo can ensure a more inclusive and responsive governance that addresses the aspirations of Indonesia's young population.

Furthermore, millennials and Gen Z are known to be early adopters of new ideas and trends. Their involvement in political campaigns can create ripple effects, inspiring others to participate and driving a more significant collective impact. As the country faces various social, economic, and environmental challenges, the enthusiasm and energy of these young generations can play a vital role in addressing these issues and finding innovative solutions.

Engaging Young Voters through YouTube Video Podcasts

The implementation of YouTube as a platform for broadcasting the "Podcast Aksi Nyata #DariKamuUntukIndonesia" program was inspired by the rising trend of content creators actively producing and uploading podcasts on the YouTube platform. According to a study conducted by Lee (2021), people listen to podcasts, especially political ones, to seek political information from diverse perspectives on current issues. Podcasts are perceived as providing in-depth explanations and analyses of specific issues important to society, enabling listeners to easily grasp and comprehend ongoing issues. The study also highlights the positive relationship between entertainment motives and political participation.

Millennials and Gen Z have developed a unique preference for consuming information and entertainment through video content. This preference can be attributed to the engaging and interactive nature of video podcasts. Unlike traditional text-based media, video podcasts offer a dynamic experience that combines the advantages of visual and auditory elements.

Video podcasts, with their visually appealing format, provide an immediate sense of connection and engagement (Koo et al., 2015). They often feature charismatic hosts and guests engaged in lively conversations, making viewers feel like active participants rather than passive consumers. This sense of human connection fosters a relatable and personable experience, which is particularly appealing to younger generations.

Furthermore, the convenience and accessibility of video podcasts cannot be overstated. Millennials and Gen Z have grown up with smartphones and digital platforms that make it incredibly easy to access video content anytime, anywhere. This accessibility aligns with their on-the-go lifestyles and multitasking habits, allowing them to stay informed about political matters even during their daily routines (Lindgren, 2017).

The "Podcast Aksi Nyata #DariKamuUntukIndonesia" program includes "podcast outside" sessions held twice a month, aiming to introduce a fresh atmosphere by conducting podcasts beyond the confines of a studio. Additionally, the program is not only aired in audio format but also in an audio-visual format on YouTube. For these "podcast outside" sessions, approximately 3-5 speakers are invited for each episode. These speakers typically have backgrounds related to the location where the podcast is conducted, along with one speaker who is a Partai Perindo member, either a candidate or an official in the area where the podcast takes place. During the implementation of the YouTube posts, the designer is not alone; they collaborate with the podcast team in conducting location surveys, acquiring permits, and securing equipment.

Consistency plays a crucial role in voicing political communication, especially on social media platforms. Here, the designer explains why consistency is essential in political communication:

Firstly, it builds image and trust. Creating a positive image and public trust are crucial for winning and maintaining healthy political engagement. These aspects are also essential for Partai Perindo as they participate in the 2024 General Election, making consistency in disseminating their values vital.

Secondly, avoiding confusion. Social media platforms employ algorithms that organize posts in users' timelines based on content relevance and user preferences. Consistency in content posting is expected to influence these algorithms, leading them to promote the "Podcast Aksi Nyata" program to users falling within the predetermined categories, thereby reaching a wider audience.

Thirdly, demonstrating professionalism. Consistency in posting schedules, content style, and substance creates an impression of organization and professionalism for viewers and followers of the "Podcast Aksi Nyata."

Lastly, increasing awareness. Repeatedly conducting activities over the long term has an impact on viewers and listeners, ultimately raising awareness and gaining the attention of potential voters and followers.

Hanny Zulfikar, in an interview in 2023, highlighted the importance of continuous activities.

"to increase awareness of Partai Perindo and to attract and be favored by the younger generation, who represent a significant demographic for the 2024 General Election. We will do it even if the impact may not be immediate, consistent efforts can gradually improve the party's standing and appeal to young voters, thereby positioning Partai Perindo as an attractive choice for the upcoming election" (Hanny Zulfikar, on interview, 2023).

Video podcasts often encompass a wide spectrum of content, including both hard and soft approaches to political information. This diversity is another reason why Millennials and Gen Z are drawn to them.

Video podcasts that incorporate a combination of hard and soft approaches to political information cater to the multifaceted interests of younger viewers. Perindo recognize this, that individuals in these generations are not solely focused on politics; they have a range of hobbies, interests, and personal pursuits as well.

By incorporating softer elements like discussions about hobbies, entertainment, and lifestyle alongside political content, these video podcasts offer a more well-rounded viewing

experience. This approach acknowledges that political engagement doesn't exist in a vacuum but is an integral part of everyday life.



Figure 3. Example of Soft Approach of Podcast Aksi Nyata Perindo Discussing About the Opportunity of Food Blogger

Furthermore, the presence of political party logos or party-related content within such video podcasts allows for a seamless integration of political communication. This subtle inclusion ensures that political messaging remains part of the conversation even when the main focus is on softer topics. It's a strategic way for political parties to maintain ongoing engagement with their target audience.



Figure 4. Example of Hard Approach of Podcast Aksi Nyata Perindo About the Social Activity of the Party

Ultimately, video podcasts that strike a balance between hard and soft approaches to political information recognize the need to cater to the diverse interests and preferences of younger generations. They provide a platform where viewers can stay informed about political issues while also enjoying content that resonates with their everyday lives and interests, resulting in a more engaging and holistic viewing experience.

Incorporating Instagram in the Campaign

In today's digital era, political campaigns have increasingly embraced the power of social media to reach and engage with the electorate effectively. However, relying solely on a single platform for political campaigning may limit the campaign's potential impact and outreach. As observed in the case of Partai Perindo, their campaign strategy goes beyond just utilizing YouTube, recognizing the necessity of leveraging multiple platforms, including Instagram.

The decision to employ both YouTube and Instagram stems from the awareness that each platform offers distinct advantages and reaches diverse segments of the population. While YouTube provides a space for longer-form content, such as video podcasts, Instagram complements the campaign by enabling concise and visually appealing messages through images, videos, stories, and short captions.

By combining the strengths of both platforms, Partai Perindo extends its campaign's reach and engagement to a broader audience, ensuring that their messages reach different demographic groups and resonate with varying preferences. Instagram's visually-oriented approach appeals to younger audiences, including millennials and Gen Z, who are avid users of the platform and actively engage with its content.

Instagram can serve as an effective bridge to encourage people to watch longer content on platforms like YouTube. There are several ways that Perindo does to accomplish this. First, they use Instagram's "Stories" feature to create engaging

teasers that provide a glimpse of your YouTube video's content, piquing the interest of your audience and motivating them to click the link to view the full video on YouTube.

Then, they also place a direct link to Partai Perindo YouTube channel, offering a convenient way for users to access your YouTube content. Collaborating with Instagram influencers or users with substantial followings can also tap into the audience and drive them toward the YouTube channel.

They also create a very craft creative teasers that showcase the highlights of the video podcast and pair them with enticing messages to lure viewers into watching more. By using Instagram strategically in this manner, Perindo can maximize their reach and cultivate a larger community on both platforms, effectively promoting your content and garnering more views on YouTube.

Not only that, Instagram serves as a powerful tool for attracting awareness and generating interest in a political campaign by showcasing snackable content (Ferdinandus & Alvin, 2023). With its visual appeal and short-form content features, Instagram captures users' attention swiftly and encourages them to explore further. Partai Perindo's strategic use of Instagram as a complementary platform to YouTube exemplifies the effectiveness of this approach.

Snackable content on Instagram, such as engaging images, short videos, and captivating stories, serves as a teaser or preview of the full content available on YouTube (Filimonov et al., 2016). These bite-sized glimpses entice users to discover more by directing them to the longer-form content on YouTube, where more in-depth discussions, analyses, and conversations take place. This content flow encourages a seamless transition from Instagram to YouTube, effectively channeling interested users towards the campaign's primary content hub.

The use of Instagram to showcase snippets or highlights from the video podcasts hosted on YouTube allows Partai Perindo to leverage the strengths of both platforms. Instagram's ability to deliver quick and visually appealing content caters to users who prefer brief and easily digestible updates. These snippets provide an introduction to the topics discussed in the video podcasts, enticing users to learn more by accessing the complete content on YouTube.

Moreover, Instagram's interactive features, such as swipe-up links in Stories or clickable links in the bio, facilitate direct navigation to the YouTube videos. This streamlined process enhances user experience, making it convenient for audiences to explore further on the preferred platform for longer, more comprehensive content.

By creating snackable content on Instagram, Partai Perindo can pique the curiosity of potential followers, encouraging them to engage further with the campaign's content and messages. The captivating visuals, combined with a call-to-action to watch the full video on YouTube, foster a sense of anticipation, prompting users to seek out the complete discussions on the designated platform.

CONCLUSION

In conclusion, the study highlights the significance of employing a multi-platform approach for political campaigns, as exemplified by Partai Perindo's strategic use of both YouTube and Instagram in its "Podcast Aksi Nyata #DariKamuUntukIndonesia" campaign. The research demonstrates the importance of engaging millennial and Gen Z

audiences, as these generations wield considerable influence in the upcoming 2024 General Election. By targeting these demographics, Partai Perindo aims to raise awareness, increase electability, and promote social consciousness among the public.

The study also emphasizes the underutilized potential of video podcasting in political contexts, with Partai Perindo leading the way as the only political party utilizing this medium alongside Instagram for digital campaigns. Through podcast outside sessions and consistent content posting, Partai Perindo effectively communicates its values and engages with the public, building an image of professionalism and trust.

Incorporating Instagram in the campaign allows Partai Perindo to attract awareness and generate interest by showcasing snackable content that leads audiences to the full video podcasts on YouTube. By combining Instagram's visual appeal and YouTube's in-depth discussions, Partai Perindo effectively captures the attention of diverse audience segments and fosters broader engagement.

This research demonstrates the significance of multi-platform strategies in contemporary political communication, emphasizing the importance of engaging young voters and leveraging social media platforms effectively. The findings provide valuable insights for political organizations seeking to connect with the electorate and shape public opinion in the digital age. As Indonesia's political landscape continues to evolve, the integration of various digital platforms will remain instrumental in fostering informed and active civic participation.

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