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Hakamah Political Marketing in the 2024 Legislative Election in Dapil 2 of North Lombok Regency, West Nusa Tenggara

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Abstract

Political competition within Indonesia's open-list proportional electoral system requires legislative candidates to combine public visibility with credible relationships within local communities. This study examined Hakamah's political marketing strategies during the 2024 legislative election in Electoral District 2, Gangga District, North Lombok Regency, West Nusa Tenggara. A descriptive qualitative approach within a constructivist paradigm was employed. Data were collected through unstructured interviews conducted from June 30 to July 2, 2026, and documentary analysis. Informants included the candidate, political party representatives, election administrators, campaign volunteers, community and religious leaders, and voters. Data were analyzed through editing, classification, verification, inductive interpretation, and conclusion drawing, while source triangulation was employed to enhance the credibility of the findings. The findings indicated that pull marketing enhanced candidate recognition through campaign materials, social media, and programs addressing the needs of farmers and livestock breeders. Pass marketing mobilized community leaders, religious figures, family networks, and campaign volunteers to strengthen the candidate's social legitimacy. Push marketing involved direct community visits, interpersonal dialogue, participation in social activities, and the collection of constituents' aspirations, thereby strengthening perceived emotional closeness and voter trust. Limited internet coverage constrained the effectiveness of digital outreach. These findings suggest that the campaign was characterized by complementary political marketing strategies aligned with communal, religious, and kinship-based relationships. The study concludes that effective integrated political marketing requires sustained communication with constituents and stronger digital engagement beyond the electoral period.

INTRODUCTION

The 2024 legislative election in Indonesia became an arena of highly competitive electoral politics, in which the open-list proportional representation system required individual legislative candidates to develop strong electoral competitiveness. In this context, political parties were no longer the sole determinants of electoral success; candidates were also required to mobilize and manage their social, political, and economic capital. The implementation of an open-list proportional representation system and direct voting shifted electoral competition from a party-centered orientation, primarily centered on party identity and ideology, toward a more candidate-centered orientation. This system created a distinctive competitive dynamic in which candidates from the same political party could become direct competitors for votes

within the same electoral district, not only at the national level but also at the provincial and regency/city levels.

The 2024 simultaneous general elections were contested by 18 national political parties and six local political parties in Aceh. Voters simultaneously elected candidates for five categories of office: President and Vice President, members of the House of Representatives of the Republic of Indonesia (DPR RI), members of Provincial Regional Houses of Representatives (Provincial DPRD), members of Regency/City Regional Houses of Representatives (Regency/City DPRD), and members of the Regional Representative Council (DPD RI). The parliamentary threshold was set at 4% and applied specifically to the allocation of seats in the DPR RI, as stipulated in Article 414(1) of Law Number 7 of 2017 concerning General Elections (Tim Viva Justicia, 2019).

Electoral competition worldwide increasingly requires political actors to communicate across digital platforms, mass media, and interpersonal networks while maintaining public credibility. A central challenge is how candidates connect political messages with citizens' concerns in environments characterized by unequal resources and fragmented information. International IDEA's review of the 2024 electoral super-cycle estimated that 1.6 billion people cast ballots in 74 national elections, with average voter turnout reaching 61%. The report identified media conditions and the role of money as among the principal challenges to electoral integrity. These developments demonstrate the relevance of examining political marketing as a process through which candidates seek visibility, communicate their priorities, and establish relationships with voters in specific electoral contexts (Asplund et al., 2025).

Within this global context, Indonesia's 2024 general election provided an important setting for examining the relationship between electoral competition and candidate communication. The General Elections Commission, or Komisi Pemilihan Umum (KPU), established a final national voter list of 204,807,222 people, including 203,056,748 domestic voters distributed across 514 regencies and cities (CNN Indonesia, 2023). This geographical scale made the local adaptation of campaign communication an important analytical concern. For district-level legislative candidates, reaching voters required identifying messages, communication channels, and intermediaries appropriate to the characteristics of their constituencies. Accordingly, national electoral figures illustrate the scale of political participation, whereas understanding political marketing requires closer examination of how candidates organized communication within specific local communities.

This issue is particularly relevant in Electoral District 2 of North Lombok Regency, West Nusa Tenggara, where the present study examined Hakamah's political marketing during the 2024 legislative election. The constituency examined in this study comprised Gangga District, where Hakamah contested the election as a Gerindra Party candidate and subsequently secured a seat in the North Lombok Regency Regional House of Representatives. The study focused on the organization of political communication surrounding her candidacy, including direct engagement with residents, campaign publicity, volunteer activities, and relationships with community and religious leaders. Rather than assuming that electoral success demonstrated the effectiveness of every campaign activity, this study investigated how these practices were implemented and interpreted by the actors involved. This focus connected the electoral outcome with the communication processes that required empirical explanation.

Political marketing provided an analytical framework for examining these interconnected practices. Firmanzah (2012) emphasizes the importance of understanding voters and developing a distinctive political offering, while Lees-Marshment (2014) situates political marketing within broader organizational relationships with public demands. Within the framework applied in this study, push marketing refers to direct engagement through interpersonal communication and field activities; pull marketing concerns the presentation of candidates and political messages through mediated publicity; and pass marketing involves communication through influential intermediaries. These dimensions provide complementary perspectives for examining how candidates reach voters and establish political credibility. Their analytical value lies in understanding their interaction within a constituency, including whether public visibility is reinforced through personal encounters and whether influential intermediaries connect campaign messages with existing relationships of trust.

Recent empirical research illustrates the relevance of mediated political image construction while also demonstrating the importance of distinguishing among electoral contexts. La Mani et al. (2026), in "Digital Influence, Political Image, and Trust Shaping Gen Z's 2024 Vote," conducted a quantitative survey involving 277 Generation Z respondents and analyzed the data using structural equation modeling. The authors highlighted the role of social media in shaping perceptions through personal branding and the halo effect in Indonesia's 2024 presidential election. Their research therefore focused on digitally mediated perceptions among young voters rather than qualitative evidence of direct campaigning in rural legislative constituencies. For the present study, their findings provide a useful comparison regarding candidate image construction while leaving unanswered the question of how mediated communication interacts with direct engagement and local intermediaries in Gangga District.

A more directly comparable legislative study was conducted by Masrurotin (2025), who examined M. Syahrul Munir's political marketing in the 2024 Gresik Regency legislative election. Using a descriptive qualitative case study and the product, promotion, price, and place framework, the study identified candidate responsiveness, face-to-face campaigning, social media, and campaign materials as components of the political marketing strategy. It also documented financial constraints, local political dynamics, and potential conflicts with other political support bases. These findings indicate that campaign implementation must be examined alongside the conditions that facilitate or constrain it. However, the Gresik case employed a different analytical framework and examined an incumbent candidate in a different constituency. It therefore provides a comparative foundation rather than a sufficient explanation of Hakamah's integration of push, pull, and pass marketing.

Taken together, these studies establish a focused research gap concerning the integration of candidate publicity, direct voter engagement, and intermediary involvement at the district legislative level. Research on digitally mediated presidential preferences provides insights into political image formation, whereas research on legislative political marketing demonstrates the significance of campaign adaptation and implementation constraints. Neither of the studies reviewed directly examined how Hakamah organized these relationships in Gangga District during the 2024 legislative election. The research gap addressed in this study is therefore both contextual and analytical: how the three political marketing dimensions were combined, how campaign actors understood their respective functions, and which local conditions shaped their

implementation. This formulation avoids treating differences in research location alone as sufficient evidence of theoretical novelty.

Addressing this gap is important because explanations centered solely on candidate popularity or campaign visibility may overlook the relationships through which political messages acquire credibility. Within a district-level constituency, publicity, personal accessibility, and endorsements may perform different functions, and their significance requires examination through the experiences of candidates, campaign teams, community figures, and voters. Investigating these relationships can also clarify the constraints encountered when campaign strategies are translated into practice. The urgency of this study therefore arises from the need to document and interpret a completed electoral campaign while distinguishing participants' perceptions from independently established electoral effects. Such an approach supports a more nuanced understanding of local political communication and provides a basis for discussing sustained engagement between elected representatives and their constituents.

The novelty of this study lies in its integrated examination of push, pull, and pass marketing within a single district-level legislative candidacy in Gangga District. Rather than treating direct communication, mediated publicity, and intermediary support as separate campaign activities, the study explored how these strategies were coordinated and how participants understood their interactions. Particular attention was given to the relationships among candidate visibility, interpersonal engagement, and credibility conveyed through community networks. Using a descriptive qualitative approach within a constructivist paradigm, the study sought to develop a contextual account grounded in interviews and supporting documents. Its intended contribution is an empirically informed explanation of local campaign organization, with the scope of its conclusions bounded by the case and the evidence collected.

Accordingly, this study aimed to examine Hakamah's political marketing in the 2024 legislative election in Electoral District 2 of North Lombok Regency. Specifically, it sought to describe the implementation of push, pull, and pass marketing; examine the formulation of campaign messages and the selection of communication channels; explore the involvement of volunteers and local opinion leaders; and identify supporting and inhibiting conditions. The guiding research question was how these political marketing strategies were organized and experienced within the constituency. Academically, the study contributes a contextual case to the literature on political marketing and local electoral communication. Practically, it offers insights for candidates and campaign teams seeking more responsive forms of constituent engagement while also informing discussions of sustained communication between elected representatives and citizens after elections.

METHOD

This study employed a constructivist paradigm to examine Hakamah's political marketing strategy as a process shaped by social construction, meaning-making, and political image formation rather than solely by electoral outcomes. This paradigm was considered appropriate because the study focused on how political actors constructed campaign strategies and how these strategies were interpreted by community members within their social context (Sugiyono, 2018).

A descriptive qualitative approach was employed to obtain an in-depth understanding of Hakamah's political marketing during the 2024 legislative election in Electoral District 2, Gangga District, North Lombok Regency. The study focused on participants' experiences, perceptions, and interpretations of campaign practices and political communication (Moleong, 2014; Black & Champion, 2009). The researcher served as the primary research instrument and interacted directly with informants during the data collection process.

The study used both primary and secondary data. Primary data were obtained through interviews concerning the implementation of the 3P political marketing strategies—push marketing, pull marketing, and pass marketing—during Hakamah's campaign in the 2024 North Lombok Regency Regional House of Representatives election for Electoral District 2, Gangga District. Secondary data were obtained from relevant books, laws and regulations, news reports, and supporting documents. Data were collected through unstructured interviews (Usman & Akbar, 2014) and documentary analysis (Nasution, 2003). The research informants are presented in Table 1.

Table 1. Research Informant

No.	Name of the Informant	Remarks
1	Hakamah	Gerindra Party Legislative Candidate Dapil 2 Gangga District
2	Sudirsah Sujanto	Chairman of the North Lombok Gerindra Party DPC
3	Nizamudin	Chairman of the KPU of North Lombok Regency
4	Ria Sukandi	Commissioner of Bawaslu North Lombok Regency
5	Kotawadi	Head of the Hakamah Winning Volunteer Team
6	Sudarto	Community Leaders, Hakamah Winning Team
7	H. Syakri	Religious Figures, Hakamah Winning Team
8	Abid	Youth Figures, Social Media Activists
9	Ruspendi Susianto	Voting Community/Winning Team
10	Abdul Wahid, Faizin, Farhanudin, Farhan Aidin	Winning Team and Hakamah Volunteer Team
11	Asan Sanusi, Pardi, Mak Jati	Voter Community of Dapil 2 Gangga District

Data were analyzed through editing, classification, verification, inductive interpretation, and conclusion drawing. The collected data were organized according to categories relevant to the research objectives and analyzed using descriptive qualitative analysis to identify patterns and interpret the meanings underlying the political marketing practices examined (Kasiram, 2010). Data credibility was strengthened through source triangulation, peer discussion, and the use of relevant supporting references. The study was conducted in Electoral District 2 of North Lombok Regency, specifically Gangga District, which was selected because of its relevance to Hakamah's political marketing activities and campaign communication with the Gerindra Party. Interviews with informants were conducted from June 30 to July 2, 2026.

RESULTS AND DISCUSSION

Overview of Research Locations

North Lombok Regency is one of the districts in West Nusa Tenggara Province which was formed based on Law Number 26 of 2008 as a result of the expansion of West Lombok Regency, with the capital city in Tanjung District. This regency has an area of about 809.53 km² with geographical conditions consisting of coastal areas, hills, and mountainous areas at the foot of Mount Rinjani. Geographically, North Lombok Regency is bordered by the Java Sea to the north, West Lombok Regency to the south, East Lombok Regency to the east, and the Lombok Strait to the west. Administratively, this district consists of five sub-districts with the number of villages as presented in Table 2.

Table 2. Number of Villages in Each District in North Lombok

No.	Districts	Number of Villages
1	Pemenang	5
2	Tanjung	8
3	Gangga	8
4	Kayangan	10
5	Bayan	12
	Total	**43**

Source: North Lombok in 2025 Figures (BPS North Lombok)

In terms of demographics, the population of North Lombok in 2025 will be recorded at 261,557 people, consisting of 131,242 males and 130,315 females. The distribution of the population by sub-district is presented in Table 3.

Table 3. Number of Population of North Lombok Regency in 2025 by Sub-district

No.	Districts	Total Population (People)
1	Pemenang	42.145
2	Tanjung	57.346
3	Gangga	54.337
4	Kayangan	50.499
5	Bayan	57.230
	Total	**261.557**

Source: BPS North Lombok

In addition to the potential of agricultural, livestock, and marine natural resources, North Lombok Regency also has a huge tourism sector potential. This is reflected in the diverse status of the main occupation of the people of North Lombok as presented in Table 4

Table 4. Main Job Status of North Lombok Residents in 2025

Main Employment Status	Male	Women	Quantity
Trying on your own	13.920	15.632	29.552

Main Employment Status	Male	Women	Quantity
Trying to be assisted by non-permanent workers	21.552	9.500	33.052
Trying to be assisted by permanent workers	1.406	362	1.768
Labourers/employees/employees	25.938	11.126	37.064
Freelancers	12.700	4.940	17.640
Family/unpaid workers	7.478	23.273	30.751
Total	**84.994**	**64.833**	**149.827**

Source: North Lombok in 2025 Figures (BPS North Lombok)

The people of North Lombok Regency have communal characteristics with close social relations between residents. The majority of the people come from the Sasak tribe who are religious and uphold social norms, customs, and respect for religious leaders and traditional leaders. The population of North Lombok generally adheres to Islam as the majority, Buddhist, and Hindu, with affiliations with the dominant Islamic religious organizations, namely Nahdlatul Ulama (NU), Muhammadiyah, and Nahdlatul Wathan (NW). The strong culture of mutual cooperation, deliberation, and social solidarity shows that the community still upholds the principle of collectivity. These sociocultural conditions affect people's political behavior; in determining political choices, the community generally considers emotional closeness, family relationships, the influence of community leaders, and the candidate's social track record. After the 2018 earthquake, the social conditions of the community have changed which has also affected the pattern of political communication and the need for close and responsive political representation.

The Greater Indonesia Movement Party (Gerindra) has been present and developing in North Lombok Regency since 2008 by carrying the spirit of nationalism, populism, and partiality to small communities (Sudirsah Sujanto, Chairman of the North Lombok Gerindra Party DPC, interview, July 2, 2026). The success of the Gerindra Party in the 2024 Legislative Election in North Lombok is evidenced by the acquisition of five seats out of the five existing constituencies, and this party has succeeded in placing its cadres as one of the elements of the leadership of the North Lombok DPRD, namely Hakamah who is a legislative member of the Gangga Constituency. The North Lombok Gerindra Party utilizes various political marketing approaches, such as the use of social media, the installation of campaign props, social community activities, and the involvement of religious leaders and community leaders.

Hakamah is known as an active figure who cares about the community from a young age. When he was a student, he was involved in various social movements, including in the process of fighting for the expansion of North Lombok Regency. His image was formed through active involvement in community assistance, especially farmer and rancher groups in the rural areas of Gangga District. Hakamah stated that in the midst of a very competitive competition from senior local politicians, the chances of victory are not entirely determined by financial capital, but also require strong social capital as a vote base, especially among rural voters who are still traditionally communal (Hakamah, interview, July 2, 2026).

Research Results

The results of the study show that Hakamah's success in winning the 2024 Legislative Election in North Lombok Regency is inseparable from the implementation of a political marketing strategy that is structured and close to the character of the local community. Before advancing in the contest, Hakamah paid attention to two main potentials, namely the demographic condition of Genggelang Village, which has a significant population but does not have representation in the North Lombok DPRD, and the sociological condition of the people of Genggelang Village, which is dominated by farmers and ranchers with limited access to government programs (Hakamah, interview, July 2, 2026). This situation shows that there is a vacuum of power that triggers the public's longing for a "cage vote", as well as the potential for unanimous votes that can be converted from regional sentiments (positive primordialism) into a solid vote base. Hakamah also considers the internal conditions of the party, the composition of the winning team, and potential competitors, by identifying typical voters consisting of family, relatives, friends, and community groups. The flow of political marketing strategies implemented by Hakamah is presented in Table 5.

Table 5. Political Marketing Strategy Flow Implemented by Hakamah in the 2024 Election

Stages	Components	Remarks
1	Surveys and Documentation	The basis for mapping the condition of voters and regions.
2	Positioning	Determination of candidate positions based on mapping results.
3	Hakamah/Party Winning Strategies and Programs	Formulation of campaign strategies and programs.
4	Push Marketing, Pass Marketing, and Pull Marketing	Three strategies are executed in parallel.
5	Marketing Hakamah/Party	The third estuary is strategy in the political marketing of candidates and parties.

Pull Marketing

The pull marketing strategy is carried out by Hakamah through efforts to build a political image and attract the attention of the public widely through communication media and public approaches. The narrative built emphasizes the experience of service, closeness to the community, and their involvement since the struggle for the expansion of North Lombok Regency (Hakamah, interview, July 2, 2026). The implementation of this strategy includes several steps. First, the use of social media. The use of social media is not widely carried out because the main target voters are rural communities with limited access to social media, and several areas in Dapil 2 Gangga District are identified as blank spot areas (Kotawadi, Head of the Volunteer Team, interview, July 2, 2026). Social media is specifically aimed at the segment of novice voters who intensely interact on various platforms (Asan Sanusi, voter community, interview, July 2, 2026). Most youth are reluctant to interact directly with candidates so they tend to understand the spirit and purpose of candidacy from content on social media (Abid, youth leader, interview, July 2, 2026).

Second, the installation of campaign props (APK) in the form of billboards, banners, banners, and posters at strategic points to increase public awareness of political identity, serial numbers, supporting parties, and campaign slogans (Billah, 2024) (Ria Sukandi, Commissioner of North Lombok Bawaslu, interview, July 2, 2026). According to the Chairman of the North Lombok KPU, the installation of APKs also serves as a mass base mapping, because a candidate's banner in a certain environment indicates that the majority of voters in the region are his or her voter base (Nizamudin, interview, July 2, 2026). Third, the formation of a political image as a figure with integrity, experience, and social care. For the people of Gangga District, especially Genggelang Village, Hakamah is not a new figure; his image has been built as a person who is close and cares about the farmer and breeder group (Ruspendi Susianto, interview, June 30, 2026). Similar personal branding strategies have been documented among women candidates elected in the 2024 legislative election (Dwitasari, 2024).

Fourth, the delivery of visions and work programs focused on the agriculture and livestock sectors, considering that most of the Hakamah voter base works as farmers and breeders (Kotawadi, interview, July 2, 2026). Strengthening program delivery is considered important because voters tend to be skeptical due to the unclear experience of the programs of elected DPRD members in the past. Hakamah stated that as a moral responsibility to guard a healthy democracy, the public must be reassured of the presence of legislators who are able to provide appropriate benefits (Hakamah, interview, July 2, 2026). Fifth, the publication of social and community activities, such as mutual cooperation, recitation, support for youth activities, and friendship with women's groups, which are published through social media, activity documentation, and community communication networks (Farhan Aidin, Volunteer Team, interview, July 2, 2026). The community responded positively to this strategy; most of them are easier to recognize Hakamah through APKs that display simple messages about caring for farmers and ranchers (Pardi, the voting community, interview, 2026). However, some people consider that billboards and banners only serve as a means of initial introduction, while the decision to vote is still more influenced by personal proximity, track record, and direct interaction (Asan Sanusi, interview, July 2, 2026).

Pass Marketing

In the pass marketing strategy, Hakamah utilizes the influence of community leaders, religious leaders, youth leaders, and social networks that have closeness to the people of North Lombok. The support of local leaders has a considerable influence in shaping people's political opinions and preferences (Nizamudin, interview, July 2, 2026). The implementation of this strategy is carried out through four forms of approaches. First, it involves community leaders and religious leaders. Candidates attend, invite, and gather influential community leaders for discussions, which then becomes the basis for the formulation of a structured and solid winning team formation (Kotawadi, interview, July 2, 2026). The involvement of religious leaders is not carried out in the form of formal campaigns in places of worship, but through social relationships, personal communication, and moral support that develops in the community (H. Syakri, religious leader, interview, July 2, 2026).

Second, utilizing social and family networks. In the people of Gangga District, which have close social relationships, word-of-mouth communication is an effective means, and the support of family members or close relatives has a major influence on the decision to vote (Abdul Wahid, Winning Team, interview, July 2, 2026). Families and relatives play the role of

conveyors of political information, communication links with the community, and strengthening trust in candidates, as well as strengthening the loyalty of supporters through the spirit of mutual cooperation (Sudarto, community leader, interview, July 2, 2026). Third, approaches to community groups such as youth groups, women's groups, farmer groups, taklim assemblies, and community organizations at the village and hamlet levels (Faizin, Winning Team, interview, July 2, 2026). The approach to women's groups is carried out through recitations and meetings that discuss women's empowerment and family economics, to youth through support for youth and sports activities, and to farmer groups through discussions on economic and agricultural issues.

Fourth, the formation of a regional-based volunteer team at the village and hamlet levels involving youth leaders, community leaders, families, party sympathizers, and people loyal to Hakamah (Mak Jati, voting community, interview, June 30, 2026). Volunteers are tasked with conducting socialization, conveying visions and programs, assisting door-to-door activities, distributing APKs, and organizing support during the campaign and voting period (Kotawadi, interview, July 2, 2026). The community responded strongly to this strategy because candidates who have good relations with local figures are considered closer to the community. Nevertheless, some people stated that they still consider the candidate's track record, work program, and direct proximity before making a choice.

Push Marketing

The push marketing strategy is carried out through direct interaction with the community. Its implementation involves potential voters from heads of families and nodes of figures, both religious leaders, community leaders, and youth leaders, so that candidates can interact directly and more freely convey their vision and mission (Hakamah, interview, July 2, 2026). Forms of push marketing activities include: (1) going directly to the community through visits to villages and hamlets, gatherings, citizen dialogue, mutual cooperation, and traditional events; (2) door to door campaigns or door-to-door visits to introduce themselves, convey programs, and listen to residents' complaints and expectations; (3) attending social and religious activities such as recitations, youth activities, women's group meetings, to community mourning and thanksgiving events; (4) absorbing the aspirations of the community directly related to infrastructure, education, health, agriculture, and the economy; and (5) strengthening the field team and volunteers with the structure of village coordinators, hamlet coordinators, and volunteers at the RT or small community level.

The people of Gangga District tend to trust legislative candidates who are present in real life and interact directly with residents rather than just through campaign media (Mak Jati, interview, June 30, 2026). The door-to-door approach is considered very effective in the context of a society that upholds family values, because political messages are easier to receive through personal communication (Pardi, interview, June 30, 2026). The direct absorption of aspirations also builds Hakamah's image as a candidate who is responsive, caring, and close to the people (Farhanudin, Winning Team, interview, July 2, 2026). Intensive coordination between Hakamah and volunteer coordinators through regular meetings ensures that political messages conveyed to the community are uniform and directed, as well as creating a sustainable effect because political communication continues to run through social networks that have been formed (Sudarto, interview, July 2, 2026).

Effectiveness of Pull Marketing Strategy

The pull marketing strategy applied by Hakamah shows a political marketing approach that is oriented towards the formation of an image (political image building) and the creation of voluntary political appeal among voters. The narrative that emphasizes the track record of devotion and involvement since the struggle for the expansion of North Lombok Regency shows that this strategy does not only focus on popularity, but also on historical and social legitimacy that strengthens the credibility of the candidate. This finding is in line with the view of Lees-Marshment (2014) that political marketing is a comprehensive approach so that candidates are responsive to public demands (see also Haposan, 2026), as well as with the campaign stages according to Heryanto (2018) which start from the formation of cognitive awareness.

From the perspective of election organizers, the use of APK by Hakamah is classified as active and spread at strategic points with simple messages that highlight the issue of empowering farmers and ranchers. The KPU and Bawaslu consider that the character of the people of North Lombok, which still has a traditional communication pattern, causes conventional media such as billboards and banners to be quite effective as a means of building political brand awareness. Bawaslu emphasized that the effectiveness of this strategy also depends on compliance with campaign rules related to location, size, and schedule, and in general Hakamah's campaign is considered orderly without significant violations. The combination of direct and indirect communication through digital media and APK complements each other in building political exposure. The finding that social media is especially effective for young voters is in line with Moekahar (2025) which shows that young voters are more responsive to authentic messages that are oriented to local issues, while the limited use of digital media due to blank spot areas shows that the trend of digital campaigns as found by Nurjannah and Tandrian (2026) and Tawiah (2025) cannot be fully implemented in communal rural areas, despite the growing use of data-driven micro-targeting in contemporary campaigns (Shatya, 2026).

Effectiveness of Pass Marketing Strategies

The pass marketing strategy shows that the influence of local social actors is still an important element in shaping people's political preferences. In contrast to pull marketing which focuses on the direct image of candidates, pass marketing works through intermediaries (opinion leaders) who act as intermediary influencers between candidates and voters. The support of these figures is not only symbolic, but also operational in the campaign process (Cangara, 2023). Political trust at the local level is often not built directly by the candidate, but is mediated by figures who have already had social credibility through a transfer of trust mechanism. These findings strengthen the concept of two-step flow communication as found by Hamid (2024) regarding the central role of Tuan Guru in determining the direction of the congregation's voice, as well as the findings of Masrurotin (2025) regarding the militancy of volunteers from the family circle.

Sociologically, the effectiveness of this strategy can be explained through the characteristics of the people of Gangga District who uphold collectivity, social closeness, and informal authority of local figures, so that political decisions are greatly influenced by social recommendations from the nearest environment. The KPU considers that this strategy is able to strengthen the social legitimacy of candidates and expand the reach of communication to

community groups that are difficult to reach by formal media, while Bawaslu assesses that the approach through friendship and informal communication is in accordance with the local culture. However, Bawaslu also emphasized that the pass marketing strategy needs to pay attention to the limitations of campaign rules so as not to lead to covert campaign practices or abuse of social influence. Thus, this strategy is most effective when combined with a direct approach and personal communication to the community.

Effectiveness of Push Marketing Strategies

The push marketing strategy shows a direct political engagement approach with the community. Visits, dialogue, and aspiration absorption activities show that this strategy not only functions as a means of campaigning, but also as a two-way communication medium. The face-to-face approach has proven to be effective in building emotional closeness because the candidate's physical presence has a strong symbolic value as a form of seriousness and commitment. People who feel heard and involved tend to have a sense of belonging to Hakamah's political struggle, so that the support formed is more stable and sustainable. These findings are in line with La Mani, et al. (2026) who found a high rate of voice conversion through face-to-face interaction in rural areas.

From the perspective of election organizers, Hakamah's direct approach is in accordance with the characteristics of the people of North Lombok who prioritize personal social relationships. The KPU considers this strategy to be active and consistent during the campaign period, while Bawaslu sees it as a medium to build public trust that runs conducively, with the affirmation that direct campaigns must still comply with schedules, socialization methods, and prohibitions on money politics. The public also hopes that the relationships built during the campaign do not stop after the candidate is elected, but continue in the form of communication and attention to the needs of the community. This is in line with Heryanto's (2018) view that political interaction should be carried out continuously, not only during the campaign period.

Integration of the Third Strategy

Overall, Hakamah's success in winning the North Lombok DPRD seat in Dapil 2 Gangga District shows that the integration of pull, pass, and push marketing strategies is able to increase electability and public trust. The pull marketing strategy is effective in building public awareness, the pass marketing strategy strengthens social influence and political legitimacy, while the push marketing strategy strengthens emotional relationships with the community. This success is also influenced by Hakamah's ability to understand the sociocultural character of the traditional and communal people of North Lombok, so that simple political messages that prioritize togetherness are more easily accepted. In terms of evaluation, the use of digital media still needs to be improved to reach young voters more widely and interactively, and the consistency of post-election political communication needs to be maintained so that public trust can be maintained. A summary of the findings is presented in Table 6.

Table 6. Summary of Findings on the Implementation of Hakamah's Pull, Pass, and Push Marketing Strategy

Strategy	Forms of Application	Effectiveness	Evaluation Notes
Pull Marketing	Social media (novice voters), APKs, image formation, delivery of vision and agriculture-livestock programs, publication of social activities	Increase the candidate's recognition, popularity, and positive image	Social media is limited due to blank spots; APK serves more as an initial introduction
Pass Marketing	Involvement of community leaders and religious leaders, family networks, community groups, region-based volunteers	Strengthening social legitimacy through the transfer of trust and expanding the support base	Need to pay attention to the limitations of campaign rules; more effective when combined with a hands-on approach
Push Marketing	Going down directly, door to door, attendance in social and religious activities, absorption of aspirations, strengthening of field teams	Building emotional closeness, loyalty, and trust of voters	The community hopes that communication and program realization will continue after the election

CONCLUSION

This study concludes that Hakamah's electoral success in the 2024 North Lombok Regency Regional House of Representatives (DPRD) election in Electoral District 2, Gangga District, was associated with the integrated implementation of pull, pass, and push marketing strategies that complemented one another and were adapted to the communal, religious, and kinship-based sociocultural characteristics of the local community. The pull marketing strategy contributed to candidate recognition and positive image formation through campaign materials, social media targeting first-time voters, and the communication of the candidate's vision and programs, particularly those addressing the needs of farmers and livestock breeders. The pass marketing strategy strengthened social legitimacy through the involvement of community leaders, religious figures, family networks, community groups, and locally organized volunteers. Meanwhile, push marketing, implemented through direct community visits, door-to-door engagement, participation in social and religious activities, and direct engagement with constituents' aspirations, played an important role in fostering emotional closeness and voter trust. Based on these findings, legislative candidates and campaign teams are encouraged to maintain digital engagement beyond the campaign period by providing more interactive and educational content to reach younger voters, develop more structured and sustainable relationships with community and religious leaders and local organizations, and improve face-to-face communication by making it more personal, dialogical, and responsive to community needs. The three political marketing strategies should be integrated in a balanced manner and periodically evaluated to ensure their continued relevance to changing political dynamics and the needs of communities in Electoral District 2, Gangga District.

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All authors contribute to the preparation of research concepts, methodology development, data collection and analysis, manuscript preparation, and manuscript revision. All authors have read and approved the final version of the manuscript.

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