



The Influence of Digital Platforms, Content Quality and Target Market on Political Campaigns

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Abstract: The effect of Digital Platform, Kualitas konten and Target Market on Kampanye Politik is a scientific article in the literature study within the scope of the field of science. The purpose of this article is to build a hypothesis of the influence between variables that will be used in further research. Research objects in online libraries, Google Scholar, Mendeley and other academic online media. The research method with the research library comes from e-books and open access e-journals. The results of this article: 1) Digital Platform has an effect on Kampanye Politik; 2) Kualitas konten has an effect on Kampanye Politik; and 3) Target Market has an effect on Kampanye Politik.

Keyword: Kampanye Politik, Digital Platform, Kualitas konten, Target Market.

INTRODUCTION

Every student, whether Undergraduate, Undergraduate or Undergraduate, must conduct research in the form of a thesis, thesis and dissertation. Likewise for lecturers, researchers and other functional staff who actively conduct research and create scientific articles for publication in scientific journals. Scientific work is one of the requirements for students to complete their studies at most universities in Indonesia. This provision applies to all levels of education, namely undergraduate thesis (S1), undergraduate thesis (S2) and third-level dissertation (S3).

Based on empirical experience, many students and authors have difficulty finding supporting articles for their scientific work as previous research or as relevant research. Relevant articles are needed to strengthen the theory being researched, to see the relationship or influence between variables and build hypotheses. This article discusses the influence of Digital Platforms, Content Quality, and Target Markets on Political Campaigns, a literature review study in the field of political science.

Based on this background, the purpose of writing this article is to build hypotheses for further research, namely to formulate: 1) The Effect of Digital Platforms on Political

Campaigns; 2) Effect of content quality on political campaigns; and 3) The Effect of the Target Market on Political Campaigns.

METHODS

The method of writing this Literature Review article is the Descriptive Qualitative method and Library Research, sourced from the Google Scholar online application, Mendeley and other online academic applications.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory in nature, (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

Politik Campaign

Political Campaign is an activity that aims to inform and influence the behavior of a large number of audience at a certain time by using a set of organized communication actions and displaying various mediated messages using various channels to produce non-commercial benefits (or effects) on individuals and society (Atkin & Rice, 2013).

Political Campaign is an event to promote and introduce oneself and convey ideas and ideas in the form of vision and mission. The general definition of a campaign is a form of communication with the aim of introducing, promoting or publishing a number of things that aim to earn public trust (Corputty Patrick, 2019).

Dimensions, indicators, synthesis or factors that influence political campaigns are the type of campaign, the type of activity and the message conveyed (Fatimah, 2018). This political campaign has been studied by many previous researchers including (Arianto, 2015), (Martha Layung Paramesti et al., 2015), and (Dahlan Ritonga & Putra Adela, n.d.).

Digital Platform

Digital Platform is a set of software that forms a particular system. This software can be opened on a PC or Android system. If you are on an Android system, the digital platform can be in the form of an application. This digital platform is most in demand today. The reason is, more and more smartphone users will automatically increase traffic in cyberspace (Wibawa, A. E. Y. 2021).

A digital platform is a technology architecture that enables the development of its computing functions and enables the integration of information technology platforms, computing and connectivity available to organizations (Juwita et al., 2022).

Dimensions, indicators, synthesis or influencing factors on the Digital Platform are application displays and information content. This digital platform has been studied by many previous researchers including (Kurniawan & Helen, 2022) (Eka & Wibawa, n.d.), and (Juwita et al., 2022).

Quality of Content

Content quality is a principal or core of digital information. The content provided can be in the form of text, images, videos, sounds, documents, reports, and so on. In other words, content is something that can be managed in electronic format (Simarmata 2011). The quality of content refers to the various formats and information presented through media, especially

new media, in the form of writing, images, sound (audio), or video (Mahmudah & Rahayu, 2020).

Dimensions, indicators, synthesis or factors that influence content quality are relevance, accuracy and consistency. The quality of this content has been examined by many previous researchers including (Mahmudah & Rahayu, 2020) and (Eribka et al., 2017).

Target Market

Target Market is the target market is to choose one or several audience segments that will be the focus of advertising activities both in marketing and promotion. Sometimes targeting is also called selecting because the audience must be selected first. Companies must have the courage to focus their activities on only a few sections (segments) of the audience and leave other sections (Tengku & Abstract, n.d.).

Target market is a homogeneous group of customers that the company wants to attract. Cannon, Perreault, and McCarthy (2008, p.40). This target market has been studied by many previous researchers including (Tengku & Abstract, n.d.) and (Pradiptarini, 2011)

Relevant Research

Reviewing relevant articles as a basis for setting research hypotheses by explaining the results of previous studies, explaining the similarities and differences with the research plan, from relevant previous research as shown in table 1 below.

Tabel 1. Penelitian Terdahulu yang Relevan

No	Author (Tahun)	Hasil Riset Terdahulu	Persamaan Dengan Artikel Ini	Dengan	Perbedaan Dengan Artikel Ini	H
1	(Mochmad Iqbal., 2018)	Digital Platform dan Digital Storytelling berpegaruh positif dan signifikan terhadap Kampanye Politik	Digital berpegaruh terhadap Kampanye Politik	Platform Kampanye	Marketing berpegaruh terhadap Kampanye Politik	H1
2	(Astaria, Arin Riski and Fitriyah, Fitriyah., 2020)	Digital Platform dan Komik Digital berpegaruh positif dan signifikan terhadap Kampanye Politik	Digital berpegaruh terhadap Kampanye Politik	Platform Kampanye	Komik Digital berpegaruh terhadap Kampanye Politik	H1
3	(Komariah & Kartini., 2019)	Kualitas konten dan Media Sosial berpegaruh positif dan signifikan terhadap Kampanye Politik	Kualitas berpegaruh terhadap Kampanye Politik	konten Kampanye	Analisis konten berpegaruh terhadap Kampanye Politik	H2
4	(Sunarwan & Pieter Surlia., 2020)	Kualitas konten dan Pesan berpegaruh positif dan signifikan terhadap Kampanye Politik	Kualitas berpegaruh terhadap Kampanye Politik	konten Kampanye	Pendistribusian konten berpegaruh terhadap Kampanye Politik	H2
5	(Hari Setiawan., 2017)	Target Market dan cara promosi berpegaruh positif dan signifikan terhadap Kampanye Politik	Target berpegaruh terhadap Kampanye Politik	Market Kampanye	Trik marketing berpegaruh terhadap Kampanye Politik	H3
6	(Indrayani, I. I., 2009)	Target Market dan Kandidat berpegaruh positif dan signifikan terhadap Kampanye Politik	Target berpegaruh terhadap Kampanye Politik	Market Kampanye	Pendekatan media berpegaruh terhadap Kampanye Politik	H3

Discussions

Based on the theoretical study, the discussion of this literature review article is to review relevant articles, analyze the influence between variables and conceptually think about a research plan:

The Influence of Digital Platforms on Political Campaigns.

Digital Platform is an online or online container or place that can be used for interaction and transactions between people. Digital Platform principles or concepts are guidelines and guidelines that can develop and operate digital platforms. The general principles of digital platforms are value, connection, consumption and compensation (Drewel et al., 2021). Digital platforms have an effect on political campaigns, if digital platforms are well perceived then political campaigns will be well perceived and vice versa. That wise selection of digital platforms can help the success of political campaigns.

Factors that influence the Digital Platform are content quality, target market suitability, and message consistency that can affect campaign effectiveness (Fadhila Amri, 2023). To improve political campaigns by paying attention to digital platforms, what management must do is choose the right digital platforms, where these platforms can increase the formation of public awareness and can help increase the promotion of diversity of political views (Agis Dwiyantri et al., 2023).

Digital platforms have an effect on political campaigns, this is in line with research conducted by: (Agis Dwiyantri et al., 2023), (Komariah & Kartini, 2019), and (Eribka et al., 2017).

The Effect of Content Quality on Political Campaigns.

Content quality is a standard or certain criteria for content (material). The quality of the content is very important and has an impact on the audience. Quality content can provide good output if the content has relevance for audiences. Principles or concepts Content quality is originality, relevance, production quality and platform suitability.

Content quality affects political campaigns, if the quality of the content is perceived well, political campaigns will also be perceived well, and vice versa. This can be explained that the quality of content can affect political campaigns, the quality of content can have a significant impact on political campaigns if the content that is distributed has relevance to the audience.

Factors that influence Content Quality are visual images, messages conveyed, and authenticity and originality. Content Quality plays a role in Political Campaigns, this is in line with research conducted by: (Ferdiana et al., 2013), (Wirga, 2017), and (Nufian S.Febriani, 2020)

The Effect of Target Market on Political Campaigns.

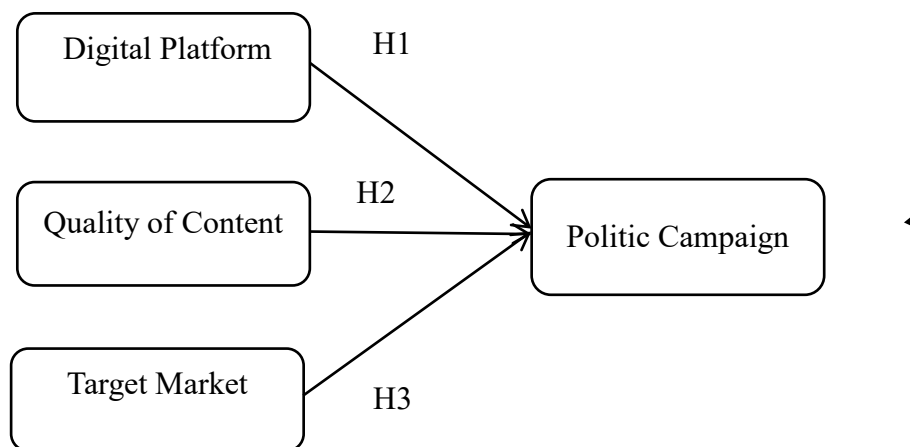
Target market is a potential group targeted by a company, in this journal the company is called a party. Where the group can be seen from demographics and behavior. Target market principles or concepts are market segmentation, targeting, profiles, ways of communication and relevant offers.

The target market influences political campaigns, if the target market is well perceived then political campaigns will also be perceived well, and vice versa. This can be explained that the target market plays an important role in political campaigns. Factors that influence the target market are demographics, prikography, audience behavior, technology and trends (Kango Andries, 2014).

The target market plays a role in political campaigns, this is in line with research conducted by: (Hurasan et al., 2022) and (Nufian S. Febriani, 2020).

Conceptual Framework

Based on the formulation of the problem, discussion and relevant research, the conceptual framework of this article is obtained as shown in Figure 1 below:



Gambar 1. Rerangka Konseptual

Based on the conceptual framework image above, then: Digital Platform, Content Quality, and Target Market have an effect on Political Campaigns. Apart from the three exogenous variables that affect political campaigns, there are many other variables, including:

1. Party: (Komariah & Kartini, 2019), and (Milana Robby & Muksis Nani Nurani, 2021).
2. Candidates: (Milana Robby & Muksis Nani Nurani, 2021) , (Sunarwan & Pieter Surlia, n.d.), and (Dahlan Ritonga & Putra Adela, n.d.).
3. Environment: (Komariah & Kartini, 2019) and (Martha Layung Paramesti et al., 2015).

CONCLUSION

Based on the objectives, results and discussion, the conclusion of this article is to formulate hypotheses for further research, namely: 1) Digital Platforms affect Political Campaigns; 2) Quality of content influences political campaigns. and 2) The target market influences political campaigns.

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