

## ARTICLE

# Money Politics vs Political Marketing

(Case Study: Legislative Election of the Pringsewu District Legislative Council Members for the 2019-2024 Period)

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**Abstract:** The meaning of "sovereignty is in the hands of people" namely that people have sovereignty, responsibilities, rights, and participatory political obligations to democratically elect a leader who can form a government to take care of and serve all levels of society, as well as electing people's representatives to oversee the running of the government. However, the phenomena that occur are democratic parties, presidential elections, elections, and legislative elections are always colored by systemic money politics. This research using the quantitative method. Primary data were obtained by survey. The writer then describes the public opinion about the Pringsewu District Legislative Council Members' election for the 2019-2024 period on political marketing and money politics. The results showed that 40.37% of voters gave support to legislative candidates for reasons of money.

**Keywords:** money politics; political marketing; legislative elections

## 1. Introduction

The 1945 Constitution of the Republic of Indonesia Article 1 paragraph (2) states that "Sovereignty is in the hands of the people and is implemented according to this Constitution." The meaning of "sovereignty is in the hands of the people" namely that the people have sovereignty, responsibility, rights, and participatory political obligations to democratically and critically elect rationally prospective leaders who can form a government to administer and serve all levels of community, as well as electing people's representatives to oversee the course of government. The realization of communities' sovereignty is carried out through elections as means for the people to elect leaders and elect legislative candidates who will carry out the oversight function, channel people's political aspirations, make laws as a basis for all parties in the Republic of Indonesia in carrying out their respective roles and formulating budgets and expenditure to finance the implementation of these functions (Djuyandi & Herdiansah, 2018).

By the provisions of Article 22E of the 1945 Constitution, general elections shall be conducted to elect the members of the DPR, DPD, the President and Vice-President, and the Regional People's Council (Dewan Perwakilan Rakyat Daerah or DPRD) Representative are held in a direct, general, free, secret, honest, and fair manner once every five years. Elections must meet the principles of independence, honesty, fairness, legal certainty, orderly, open, proportional, professional, accountable, effective, and efficient as stated in article 3 of Law Number 7 of 2017 concerning General Elections. Furthermore, the election participants are given the space and opportunity as regulated in article 1 paragraph 21 of the Election Commission Regulation Number 23 of 2018 concerning the General Election Campaign, which reads, voters by offering the vision, mission, programs, and self-image of election participants". Campaign participants are community members or Indonesian citizens who meet the voters' requirements as regulated in article 1, paragraph 25 of the Election Commission Regulation Number 23 of 2018. Furthermore, article 26 paragraph (3) of the Election Commission Regulation Number 23 of 2018 regulates that invited campaign participants at a limited meeting of 1,000 people at the district level.

Article 69 paragraph (1) of the Election Commission Regulation Number 33 of 2018 concerning the Second Amendment to the Election Commission Regulation No. 23 of 2018 concerning the General Election Campaign stipulates that the organizers, participants, and election campaign teams are prohibited from questioning the basis of the Pancasila state, Opening of the 1945 Constitution, and the form of the Unitary Republic of Indonesia; conduct activities that endanger the integrity of the Unitary Republic of Indonesia; insulting someone, religion, ethnicity, race, class, candidate and other election participants; black campaign; disturbing public order; threatening to commit violence or advocating the use of force on someone, a group of community members, and other election participants; damage the campaign participants' props; use government facilities, places of worship, and places of education; use government representative building facilities abroad; bring picture marks and attributes other than the picture signs of the relevant election participants; and promising or giving money or other material to campaign participants.

General election participants can distribute campaign materials as regulated in article 30 paragraph (1) of the Election Commission Regulation Number 23 of 2018. The campaign materials can be in the form of leaflets with a maximum size of 8.25 cm x 21 cm; brochure maximum size of 21 cm x 29.7 cm; the maximum size of pamphlets is 21 cm x 29.7 cm; maximum poster size of 40 cm x 60 cm; stickers maximum size of 10 cm x 5 cm; clothing (shirt, shirt, sarong, batik); head cover (veil, hat, cap); drinking/eating utensils (mugs, tumblers, plates, lunch boxes); calendar; name card; pin; and stationery as regulated in article 30 paragraph (2) of the Election Commission Regulation Number 23 of 2018. Whereas the nominal value of rupiah allowed to be distributed to eligible participants is regulated in article 30 paragraph (4) of the

Election Commission Regulation Number 23 of 2018, namely if converted into money, the maximum value is IDR 60,000. The installation of campaign materials was arranged in such a way; for example, stickers are forbidden to be posted such as in places of worship including courtyards, hospitals or health care facilities, government buildings or facilities, educational institutions (buildings and schools), protocol roads, highways, public facilities and infrastructure (markets, stations, terminals, airports), parks and trees as stated in article 31 paragraph (2) of the Election Commission Regulation Number 23 of 2018.

Election Commission regulations have set prohibitions and criminal sanctions for election participants who violate the provisions. In article 69 paragraph (2) of the Election Commission Regulation Number 33 of 2018 stipulates that campaign teams in campaign activities are prohibited from involving state civil servants, members of the TNI and the police of the Republic of Indonesia, village heads, village apparatus, members of village consultative bodies, and Indonesian citizens who do not have voting rights. Criminal sanctions are aimed at those who are supposed to be neutral; for example, every village head is prohibited from making decisions or taking actions that benefit or harm one of the election participants during the campaign period, being sentenced to a maximum of one-year imprisonment and a maximum fine of Rp 12,000,000 as stated in article 490 of Law No. 7 of 2017.

Regarding money politics, it has been arranged so that anyone who deliberately at vote time promised or gave money or gave other material to voters so as not to exercise their voting rights or elect certain eligible participants was sentenced to a maximum of three years imprisonment and a maximum fine of Rp 36,000,000 as stated in article 515 of Law Number 7 of 2017. More specifically, for the election campaign team, election campaign participants, and election campaign organizers who deliberately promise or give money or other material in return for election campaign participants are convicted with imprisonment a maximum of two years and a maximum fine of Rp. 24,000,000 provided for in article 523 paragraph (1) of Law Number 7 of 2017. While elected candidates for DPR or DPRD members proven to have committed election crimes in the form of money politics may be replaced by candidates who receive the second most votes as set in article 426 (1) of Law Number 7 of 2017, which reads, "Replacement of elected candidates for members of the DPR, DPD, Provincial DPRD, and Regency/City DPRD, shall be carried out if the selected candidate concerned: dies; resign; no longer meet the requirements to become a member of the DPR, DPD, Provincial DPRD and Regency/City DPRD; and proven to have committed a crime in the form of money politics." By using many methods, both individual, observational, and experimental techniques, the proportion of voters involved in money politics in the 2019 elections ranged from 19.4% to 33.1% (Muhtadi, 2019).

However, the phenomenon that occurs is the democratic party, the presidential election, and legislative members' election are always colored by money politics (Muhtadi, 2018). Money politics can be interpreted as a form of mobilization electoral by giving money, gifts, or goods to voters. Money politics is done with a retail strategy for vote-buying. In terms of time, it is usually done ahead of elections or what we are familiar with as "dawn attack." Sometimes done prepaid before the election day, sometimes it is also done post-paid. After that, support is given, among the elite, wholesale money politics strategy, collective, and more of a long-term nature to do with abuse programmatic policies like social assistance or grants, benefit electorally. The results of a poll according to the Kompas Research and Development as stated in Kompas, July 6, 2020, released that as many as 70.1% of respondents rated the holding of the simultaneous regional election Volume IV to be held December 9, 2020, potentially to encourage money politics, especially in the COVID-19 pandemic. Still, from the Kompas daily, July 6, 2020, data from the General Election Supervisory Agency (Bawaslu) stated that in the 2018 elections, 22 cases of money politics were decided by the court. Then, in the 2019 election, the number of money politics increased to 82 cases. Furthermore, in a poll conducted by Kompas Research and

Development, most of the public claimed that they had never seen money politics directly. Still, there were 36.7% of respondents who claimed to have received it. The modes vary, ranging from the distribution of necessities, cash, vouchers to social assistance in the form of BPJS, while 23% of other respondents encounter money politics practices ahead of voting.

Along with developing information and communication technology, today's society is more aware and knows how to do politics properly. The use of a marketing approach in politics is known as political marketing. In political marketing, the emphasis is on using a marketing approach to assist politicians and political parties in being more efficient and effective in building two-way relationships with constituents and society.

This study aims to describe the public opinion about the election of the Pringsewu District Legislative Council member for the 2019-2024 period on political marketing and money politics.

### 1.1. Political Marketing

The use of marketing approaches in politics is known as political marketing. Political marketing consists of two words, namely "political" and "marketing." According to Perdana (2014), political marketing refers to "political marketing is concerned with communicating with party members, media, and prospective sources of funding as well as the electorate." Whereas Wring in Perdana (2014) defines political marketing as "the party or candidate's use of opinion research and environmental analysis to produce and promote a competitive offering that will help realize organizational aims and satisfy voters' groups in exchange for their votes." In political marketing, what is emphasized is the use of marketing approaches to help politicians and political parties to be more efficient and effective in building two-way relationships with constituents and the public. Marketing that is adapted into politics can provide inspiration, conception, theory, and motivation about the way a candidate makes a product in the form of issues, opinions, and work programs based on the problems being faced by the community.

Firmanzah (2007) states that the four program consists of Product, Promotion, Price, and Place which are explained in the description below:

#### 1) *Product*

Niffenegger in Firmanzah (2007) divides political products into three categories, namely:

- a. party platform
- b. record
- c. personal characteristics.

The main product of a political institution is a party platform that contains the concept, ideological identity, and work program of an institution. Also, what political parties have done in the past has contributed to forming a political product. Finally, characteristics of a leader or candidate provide the image, symbol, and credibility of a political product.

#### 2) *Promotion*

In promoting their products, political parties or candidates (regional head candidates or presidential candidates) usually use mass media. Mass media such as television is the most appropriate tool to promote political products because almost all Indonesian people can now access all existing television programs. As for the village head candidates, the promotion they usually do is by attaching and posting photos of themselves with slogans held in every corner of the village.

#### 3) *Price*

Niffenegger in Firmanzah (2007) explains that prices in political marketing include economic, psychological, and national image prices. Economical prices are related to

costs incurred in a series of political marketing processes. Psychological price refers to the price of psychological perception, for example, whether the voter feels comfortable with the candidate's background (ethnicity, religion, education, etc.) of a candidate. The national image's price is whether the voter thinks that the candidate can give a positive impression of an area and be a source of pride.

#### 4) Place

The place is closely related to how present and distributing messages from candidates to the community as voters. Political parties and candidates (presidents and regional heads) distribute messages by visiting certain regions and places like traditional markets. Unlike the village head candidates, because they are already in the same area as the voters, direct visits to the homes of their citizens are distributed.

According to Nursal in [Perdana \(2014\)](#), there are three strategies to campaign for political marketing, namely:

- a. Marketing of political products directly to prospective voters (push political marketing),
- b. Marketing of political products through mass media (pull political marketing), and
- c. Product marketing through influential political groups, figures, or organizations (pass political marketing).

Political marketing is a combination of applying marketing science and applying political science. Political marketing began to develop in the 1980s. One example of political marketing began to be used when Margaret Thatcher became British Prime Minister in 1979 by radio and television campaigns. In Indonesia, the implementation of political marketing has been open since 1998. But the parties that passed the 1999 election were only 48 parties. In 2004, the number of political parties participating in the election shrank by half from the previous number of 24 parties. Depreciation of election participants is inseparable from each party's strategy to maintain and develop political parties in society ([Sherlock, 2009](#)). It is where political marketing plays.

According to [Ferza & Aulia \(2020\)](#), politics is a social activity domain that involves the struggle for and distribution of power. Here the political world has its characteristics as the domain of other social activities:

- a. Politics has a society that is involved both directly and indirectly in it.
- b. The political world has legal institutions that make up social interaction in it.
- c. The political world has legal and ethical rules that govern how political actors interact in it.

It becomes important given the frequent conflicts due to political competition. And this is still reasonable if it is still within certain limits. Understanding political marketing is always changing from time to time.

According to [Firmanzah \(2007\)](#), quoting Shama and Kotler's political marketing emphasizes more on the process of political communication that occurs between voters and candidates through the delivery of vision, mission, and programs. Furthermore, citing the opinions of O'Leary and Iredale, political marketing emphasizes the use of the marketing mix to promote political parties. While Lock & Harris' opinion (1996) suggested that political marketing pays more attention to the positioning process. And Wring put more emphasis on the use of opinion research and environmental analysis. From the four opinions above, Firmanzah concluded that political marketing is a tool or method for political parties to approach the public. Through political marketing information about political parties is more easily distributed to the public so that feedback or reciprocal relations occur between political parties and the public. Interaction between political parties and the community provides political learning to the community so that the democratic process will occur. Society chooses based on two orientations namely first, police problem solving which emphasizes cognitive aspects and secondly, an ideology that emphasizes affective and emotional aspects. Based on the two orientations above, the type of voter is divided into four categories, namely rational voters, critical voters, traditional voters, and skeptical voters.

Firmanzah (2007) stressed that political marketing approaches and methods are needed to help politicians and political parties be more efficient and effective in building two-way relations with constituents and the public. This relationship is broadly interpreted as a form of physical contact during the campaign to indirect communication through the mass media. Here the application of marketing is needed to expedite the political process. During its development, Firmanzah (2007) stated that political marketing experiences pros and cons. Some assumptions state that marketing science cannot be combined with political science because this will make politics biased. According to Firmanzah, this opinion departs from a skeptical understanding of political marketing that marketing is a science in the business world aimed at profit.

Next, Firmanzah (2007) stated the message to be conveyed in political marketing, namely:

- a. Voters as subjects are not party objects,
- b. Problems faced by voters are the main goal of the party to make the party's work program within the ideological frame of each party as also said by Dermody and Scullion,
- c. Political marketing does not guarantee victory but is a tool or media to maintain relations with voters so that trust is built which in the end the party will get support from them as well as said by O'Shaughnessy.

Based on the three opinions above, Firmanzah (2008) sees precisely where marketing plays a role in the political world by building public confidence in political parties. Of course, this process is carried out in the long run and continuously, and this is where the concept of political marketing is applied. Segment mapping is important because political institutions are always expected to be present in a society with various characteristics. The presence of political institutions of political parties during society is shown by the concern of political parties to the problems faced by the community so that with these problems, political parties can design work programs that relate to the conditions and needs of the community (Rich, 2017).

According to Firmanzah (2007), citing Smith and Hirst's opinion, political institutions need to do mapping for several reasons, namely:

- a. Not all market segments must be entered this case because the market has a different size and number, so that what is significant must be considered,
- b. Political party resources are limited so the party must carry out activities that take precedence,
- c. Related to the effectiveness and efficiency of political communication because each segment has different characteristics that require different approaches,
- d. It is necessary to do mapping in the strategy of competing with other political parties to facilitate the public in identifying and analyzing the parties they support.

Facing the above conditions, Firmanzah (2007) stated that the party needs to make an effort or strategy. Political marketing strategies teach parties how to differentiate their products and political image through a political marketing process. From the four marketing mixes in the politics of 4P, Firmanzah (2007) concluded from Lee Marshment's opinion that political marketing is comprehensive, not only limited to political communication and man. But political marketing involves a politician's instinct when formulating political products, compiling campaign publication programs, and political communication calculating the price of political products to segmentation strategies to meet the needs of society's layers by taking into account geographical and demographic conditions (Gonzalez-Ocantos et al., 2012). Given this condition, it is necessary to do mapping and political positioning.

## 1.2. Money Politics

Money politics is categorized as electoral corruption, said so because money politics are fraudulent acts in the election process that are honest, fair, quality, and with integrity; money politics is essentially the same as corruption (Estlund, 2012).

Regarding this money politic, it also occurred in the 2019-2024 legislative elections for the legislature members. Let alone in the Pringsewu District, almost all regions of the Republic of Indonesia occurred. In the United States, too. The United States is called the champion of democracy. The practice of money politics is a reality that is difficult to avoid. During the presidential election four years ago, the 2016 presidential election, a law teacher at Harvard Law School named Adrian Vermeule even called the US presidential election "Dollartocracy" (Sunstein & Vermeule, 2018). The essence of Vermeule's writing is that democracy in the US is considered to be acute because it has been infected and injected by various money political scandals as electoral corruption. The impact of Trump's presidential victory was cold and pessimistic by multiple groups. The point can be said that money politics is a disease of democracy in any country, including the US, though. If examined deeper, the nature of money politics is not in rhythm and compound with the three objectives of organizing elections, namely as follows:

- a. Strengthening the democratic state system,
- b. Realizing fair and integrity elections,
- c. Achieve effective and efficient elections.

Money politics clearly cannot strengthen the constitutional system because democracy is hijacked through electoral corruption. Also, electoral corruption can *mutatis-mutandis* not bring about fair elections, quality, and integrity, nor are they effective and efficient (Aspinall & Sukmajati, 2018). Because through money politics, it opens up the possibility of disputes that could lead to re-election, the consequence is a waste of state budget. The practice of money politics also erodes, distorts, and degrades democracy in any constitutional system. The strictness of money politics is the antithesis of the objectives, principles of direct, general, free, secret, honest, and fair elections, which are the ideals and agenda of reform in the political and legal fields in the Unitary State of the Republic of Indonesia.

## 2. Methods

This research used a quantitative method. Primary data in this study were obtained through survey techniques by distributing questionnaires to 270 respondents. This survey's sampling frame is the DPT (Permanent Voter List) at the General Election on April 17, 2019. The respondents' selection was carried out using a cluster random sampling method based on the village area in the sub-district in Pringsewu District (Adiluwih Subdistrict, Ambarawa Sub-district, Banyumas Sub-district, Gadingrejo Sub-district, Pagelaran Sub-district, Pagelaran Utara Sub-district, Pardasuka Sub-district, Pringsewu-Subdistrict, Sukoharjo-Subdistrict). The survey involved respondents (sample) as many as  $n = 270$ , 95% confidence level and margin of error  $\pm 5.96\%$ .

The survey was carried out on 4-11 July 2020. The secondary data in this study include the laws and regulations (1945 Constitution, Law Number 7 of 2017 concerning General Elections, Election Commission Regulation Number 23 of 2018 concerning Election Campaigns, and Election Commission Regulation Number 33 of 2018 concerning the Second Amendment to Election Commission Regulation No. 23 of 2018 concerning Election Campaigns), marketing management books, as well as prior research in the form of journal articles and theses.

## 3. Results and Discussion

Money politics studies in Indonesia have been carried out using a qualitative approach. In a national survey conducted by Muhtadi (2019) after the 2014 and 2019 elections, the questionnaire was deliberately designed to systematically answer how many voters in Indonesia were exposed to money politics with methodologies and questions compared with other countries. However, since political money incidents are more common in legislative elections (Muhtadi, 2019), this research will focus on

money politics data in the Pringsewu District Parliament's election. This study relies on the post-2019 election survey data conducted in 9 sub-districts in Pringsewu District on 4-11 July 2020, with the results summarized in [Table 1](#).

**Table 1.** Responses in the Survey

The Aspects Studied	Yes (%)	No (%)
Know that the election of DPRD members should be carried out using the principles of Direct, General, Free, Confidential, Honest, and Fair	63.33	36.67
Knowing that there are only 9 campaign materials that are allowed to be shared with the public	22.96	77.04
Know that 1 item of campaign material distributed if converted in rupiah must not exceed Rp60,000	10.74	89.26
Receiving distributions in the form of sugar, rice, and oil carried out by the successful team of candidates for the Legislative Council of Pringsewu District	47.78	52.22
Receive an envelope containing money from the winning team of one of the candidates or a legislative candidate for the Pringsewu Regency DPRD	80.37	19.63
Receiving envelopes from other candidates if they have received an envelope from one of the candidates	38.14	61.86
Candidates who share have done socialization in the form of campaigns	8.89	91.11
Get to know legislative candidates who give envelopes containing money	27.03	72.97
Keep coming to the polling station (TPS) if you don't receive an envelope containing money from one of the candidates	9.63	90.37
Agree that elections are synonymous with giving money	90.74	9.26
Agree that candidates who share and those who receive are subject to criminal sanctions	35.93	64.07
Knowing that distributing envelopes is a violation of the election	15.93	84.07
Candidates who distribute money are finally appointed as members of the Pringsewu District Legislative Council Members for the 2019-2024 Period	81.48	18.52
Selected candidates carry out vision-mission and program (Product aspects)	47.78	52.22
Candidates selected using campaign props and campaign materials to be known to the public (Promotion aspects)	83.70	16.30
Candidates prepare all accommodation, consumption, and distribute campaign materials (Price aspects)	97.78	2.22
Candidates selected are active, proactive, participatory in greeting (Place aspects)	82.22	17.78
Agree that candidates who can successfully sit as members of the Pringsewu District Legislative Council Members must have capital (cost political) between Rp600 million to Rp1 billion to be elected	97.04	2.96



Money politics is always associated with a negative stigma (Brusco et al., 2004). In this survey, respondents only need to answer "yes" or "no" to the 21 available questions. First of all, the writer wants to know whether the respondent understands that the People Representative members' election is carried out using the principles of Direct, General, Free, Confidential, Honest, and Fair as regulated in Law Number 7 of 2017 concerning General Elections. The result was 63.33% of the respondents claiming to know that the DPRD members' election was carried out using the principles of Direct, General, Free, Confidential, Honest, and Fair. It is hoped that this question can capture the phenomenon that more than 50% of the public is aware that elections are confidential and without intervention from other parties.

In the second question, the researcher wants to photograph whether the respondent knows that only nine campaign materials are shared with the public. The result was 77.04% of respondents claimed not to know. Thus, the researcher obtained the facts if the public did not know the campaign materials that were allowed to be distributed during the campaign period as stipulated in Election Commission Regulation Number 23 of 2018, of course, the public could not criticize and report to the General Election Supervisory Agency if they saw or received campaign material that was not appropriate.

Furthermore, in the third question, the researcher wants to know whether the respondent knows that 1 item of campaign material that is distributed if converted in rupiah cannot be more than Rp60,000. The result is 89.26% of respondents did not know about this rule. Through this question, caught the fact that the majority of people are skeptical of the laws of campaign implementation, the public tends to accept whatever the legislative candidate's success team gives without being critical whether the nominal estimate of campaign material is a violation or not. The researcher's hypothesis that the community tends to accept gifts from the victorious team is strengthened by the results of the fourth question item, which is as much as 47.78% of respondents claimed to have received sugar, rice, oil, which incidentally did not include campaign material according to General Election Supervisory Agency Number 23 of 2018.

Next, the survey results stated that as much as 80.37% of respondents claimed that they received an envelope containing money from the winning team of one of the candidates or a legislative candidate for the Pringsewu District Legislative Council. As for when they received it, as much as 54.81% of respondents claimed they received an envelope containing money during a quiet period, as many as 30.37% claimed to receive an envelope containing money on the day of voting, and 14.82% of respondents claimed to receive an envelope containing money during the period campaign. The researcher also wants to photograph the nominal amount that respondents get based on experience by making five categories, namely <Rp50,000, Rp51,000 - Rp75,000, Rp76,000 - Rp100,000, Rp101,000 - Rp200,000 and> Rp 200,000. As a result, 41.85% of respondents claimed to receive envelopes containing money in the nominal range of Rp76,000 - Rp100,000, as much as 20.74% of respondents received a nominal > Rp200,000, as much as 16.67% of respondents received a nominal Rp101,000 - Rp200,000, totaling 12.96% of respondents received a nominal of Rp51,000 - Rp75,000, and 7.78% of respondents claimed to receive a nominal <Rp50,000.

The survey results recorded the phenomenon that 72.97% of respondents who received an envelope containing money did not know the legislative candidate who asked for support to be punched. However, based on respondents' acknowledgment, as many as 81.48% stated that candidates supported based on the provision of envelopes containing money were successfully elected and inaugurated as members of the Pringsewu Regency DPRD Period 2019-2024. Also, 61.86% of respondents claimed that those who had received an envelope containing money from one candidate also continued to receive envelopes from other candidates. When asked, "is it true that candidates who can successfully sit as members of the Pringsewu District Legislative Council Members must have capital (cost political) between Rp600 million

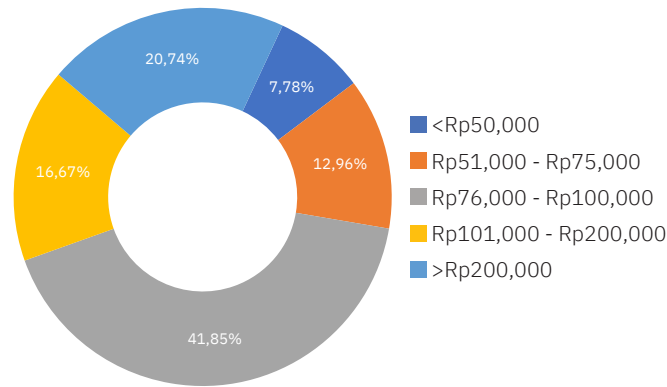


Figure 1. Diagram of Nominal Received by Respondents

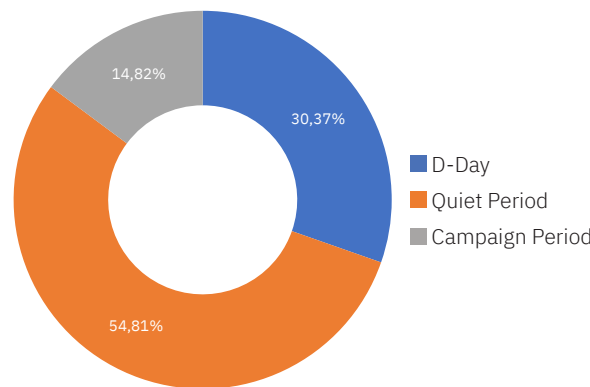


Figure 2. Diagram of Time Respondents When Receiving Money

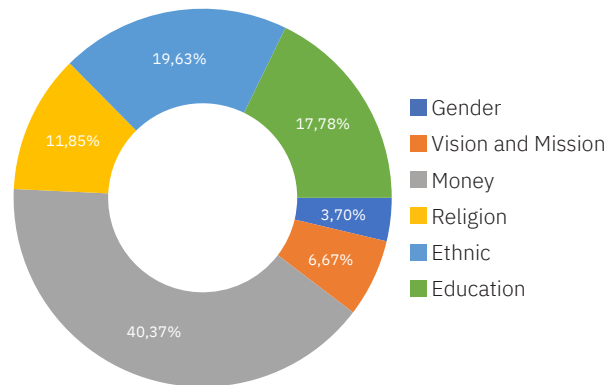


Figure 3. Diagram of Reasons for Respondents to Choose DPRD Candidates

to Rp1 billion to be elected?", The result was 97.04% of respondents said they were sure that a legislative candidate spent at least Rp600 million to Rp1 billion for capital campaign costs. Thus, as many as 90.74% of respondents agreed that the election was identical to "money-sharing," although 84.07% of respondents realized that the distribution of envelopes was a violation of the election. 90.37% of respondents were pragmatic, claiming that they did not go to the polling station to vote if they did not receive an envelope containing money from one of the candidates. However, as much as 64.07% of respondents agreed that candidates who shared and those who received were subjected to criminal sanctions.

After recording aspects of money politics' indicative practices, the researcher asked questions to record the political marketing carried out by the legislative candidate in the Pringsewu District Legislative Council Members during the campaign period. Regarding the product aspects, namely aspects of the delivery of vision and mission and programs, as many as 52.22% of respondents stated that the candidates, they chose did not directly deliver their vision and mission in socialization activities. Regarding the promotion aspect, which is using campaign props and campaign materials, as much as 83.70% of respondents stated that the candidates, they chose

used campaign props and distributed campaign materials to be known to the public. Furthermore, in the price aspect, which provides all accommodation, consumption, and distribution of campaign materials, 97.78% of respondents stated that the candidates they chose provided accommodation, transportation money, and consumption, as well as distributing campaign materials during the campaign period. Finally, the place aspect is the active and participatory aspects of legislative candidates, the results of which are 82.22% of respondents said that the candidates they chose were active and participatory in addressing the public for example, in the market, public events such as birthdays, marriages, deaths, and so on. From the survey conducted, researchers also obtained facts about the reasons for a voter to provide support to legislative candidates, the result of which was as much as 40.37% of respondents chose a candidate for money reasons, 19.63% of respondents chose a candidate for reasons of equality of ethnic origin, 17.78% respondents chose a legislative candidate for reasons of educational background (the higher the education, the more respect), 11.85% of respondents chose a legislative candidate for reasons of religious equality, and 6.67% of respondents chose because they were interested in the vision, mission, and programs delivered by legislative candidates during the campaign.

It is time for politicians and political parties to provide good political education. The concept of political marketing is essential to put forward to make changes in the world of politics to be able to return the world of politics to its original goal of absorbing and appreciating public opinion, not just a momentary transactional politics.

#### 4. Conclusion

Studies show that money politics practices and transactional politics have become commonplace and entrenched because "sellers and buyers" vote on the five-year political agenda. Money politics has become a strength. It defeats political marketing practices as an instrument for promoting the delivery of the vision, mission, and work programs that should be put forward and developed in a democratic state system. The study results also show a public opinion that money politics provides success for legislative candidates to sit as members of the Pringsewu District Legislative Council Member. Political marketing should be used as a campaign medium, effective and efficient.

Based on survey results, researchers have proven how central political money transactions in electoral competition. Studies show how sophisticated and truly extraordinary the phenomenon of money politics practices. Transactional politics has become commonplace and rooted because of the "seller and buyer" vote in the five-year political agenda. Money politics becomes a force that defeats political marketing as an instrument for the promotion of the delivery of the vision, mission, and work programs that should be more advanced and built-in a democratic state system. The use of a marketing approach in politics is known as political marketing. In political marketing, the emphasis is on the use of a marketing approach to assist legislative candidates and political parties to be more efficient and effective in building two-way relationships with constituents and society. This relationship is interpreted very broadly, from physical contact during the campaign to indirect communication through news coverage in the mass media. Marketing adapted to the world of politics. It can inspire how a candidate makes products in the form of issues and work programs based on the problems at hand public. This is real political education, not the practice of money politics.

Furthermore, as many as 40.37% of respondents chose legislative candidates because of money politics factors, 19.63% due to ethnicity similarity factors, 17.78% due to educational background factors and candidate track records, 11.85% due to religious similarity factors, and 6.67% due to the vision, mission, and work program. Candidates for the legislature should provide political education to citizens, not the other way around, namely carrying out transactional political practices. As a result, the

results of the legislative elections for the Legislative Pringsewu District held on April 17 2019, have not produced legitimate, credible, capable, and accountable legislative representatives who have failed to become instruments in applying the principles of direct, general, free, honest, and fair elections. Instead of elections being a means for the realization of good governance and free from corruption, the election becomes the initial source of damage to political quality, commitment, and integrity as well as weak law enforcement so that election results distort, revise and degrade justice, principles and electoral objectives.

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