Technology as Political Brand Strategy in 2019 General Election: Partai Solidaritas Indonesia

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Abstract
This study aims to see how a party uses technology as its party's political brand strategy in welcoming the upcoming 2019 General Election. The object of the study in this study is the Indonesian Solidarity Party or otherwise known as PSI. Indonesian Solidarity Party is a new party in Indonesia. The party carries the brand of its political party as a youth party and a party that defends women. PSI releases the jargon of "open, progressive, it's us!" And always emphasizes anti-corruption and anti-intolerance brand message in every activity. This party was born out of a desire to change the existing view in society that politics is dirty, cunning, and fraudulent due to the many cases of corruption in Indonesia committed by politicians. So, this party exists as a manifestation of millennials who want to change that view. Changes in a country will occur if the younger generation participates in politics. The young generation is a generation that is close to the technology. Therefore, a number of strategies exist within this party are trying to maximize the use of technology in an effort to prevent corruption and realize the value of openness as one of the identity of the PSI party. The method used in this research is qualitative, that is by doing data collection technique obtained through observation, literature study, and also in-depth interview to some workers and members of PSI party management. Through these methods then obtained the results in this study that is a number of strategies using technology performed by PSI. These strategies include the recruitment of legislative candidates using online systems and live interviews that can be viewed live streaming; party branding strategy carried out in various social media; making mobile performance apps
of party members; crowdsourcing; and party funding systems that use crowdfunding methods.

Keywords: Organization, Political Communication, Political Party, Strategy, Technology

Introduction
Politics according to Harold Laswell is the issue of “Who gets what, when, and how?” (Nugroho, 2011). This shows that in politics, there are elements of power and strategy that must be played in order to meet the desired goals. According to Adrian Lefwich, politics is the center of all collective, formal or informal social activities or activities, public or private, in all groups, institutions and human societies (Maicas, 1995). The Party is one of the important political means in aspiring the wishes of society. The party belongs to the category of organization, but in this case the party is not an organization that produces goods. Party is an organization that produces ideas and ideas. Political parties are the main pillar of democracy in a country. Indonesia's current political conditions are interesting because this year Indonesia will face a year of regional head elections and next year will face a presidential election. This year, many new parties have emerged that will enliven the democratic party in Indonesia. There is a party that has the same ideology as the previous party, which was founded by party politicians that have existed before, but there are also new parties where members have never been involved in politics at all by bringing new cultures and ideas. One of the most attractive parties in Indonesia today is the PSI. PSI is a new political party, with different visions, missions, programs, management and strategies from previous parties that have existed in Indonesia.

Every organization should have the goals to be achieved and strategies to make it happen. In order to achieve the desired political goals, the strategy carried out by the party must be carried out and properly socialized. This can happen if political parties have good communication with the community. Political communication according to Manuel Pares I Maicas is communication that is directly related to the political dynamics of a social system, regardless of political actors, and whether they behave as communicators or recipients (Maicas, 1995). Maicas emphasizes that political communication is always persuasive and intentional, and sometimes also into manipulation. Political communications are also all forms of communication by political actors to achieve their goals and are primarily concerned with voters and the media (McNair, 1995). So, it can be concluded that, political parties must have good communication in order to achieve its objectives. Political communication is also closely related to political marketing. The concept of image has an important position in the marketing perspective so that the implementation of political marketing puts the image as an integral part of the political process (Salamah, 2014). The assumption that each
organization basically has products, consumers, and marketing instruments (Kotler & Levy, 1969), also makes political parties have a number of strategies to market their political brands. This is also what happened to the PSI party. Because of the rapid development of technology today, as well as communication and information become part of millennials' life, in this research, will explore how technology is used as a strategy of PSI party's political brand in welcoming the 2019 General Election.

**Political Organization of Partai Solidaritas Indonesia**

The Indonesian Solidarity Party, or abbreviated as PSI, is a political party that was established on November 16, 2014. PSI was then designated as the only new party that passed the verification of political parties in the Ministry of Justice and Human Rights on October 7, 2016. PSI was founded by Grace Natalie, King of July Anton, Isyana Bagoes Oka, and Sumardy. They all joined in membership in the DPP along with 5 others. This party emerged based on the existing understanding in society that politics is something dirty and cunning. This was reinforced by the rampant acts of corruption and bribery in media reports carried out by party politicians and even regional heads and ministers in the cabinet ranks. It is not surprising then that this gave rise to public distrust of political parties. Political parties are considered to represent only certain interests. Interests are trends that include goals, values, desires, expectations, and other orientations and trends that direct a person to act in one way rather than another (Morgan, 2006). However, the PSI here present wants the public to see that politics is actually something good.

PSI as an organization, releases the jargon of "open, progressive, it is us!" And always emphasizes anti-corruption and anti-intolerance in every activity. According to the OECD (2008) Public organizations should create and support an open culture of communication and familiarize themselves for dialogue on integrity and the struggle to advance integrity (Haryatmorko, 2015). Corruption is understood as a threat that decimates society through the misuse of entrusted power (Haryatmorko, 2015). Corruption behavior is contrary to what is called integrity. Integrity means not corrupted, pure, whole, honest, straight, and trustworthy or dependable (Haryatmorko, 2015). In addition to corruption, violations of integrity include acts such as bribery, nepotism, cronyism and clientelism. Weak integrity and rampant corruption must have caused public distrust of politicians. Politicians are regarded as people who are only concerned with certain interests and do not look at the public interest. The PSI with its jargon seeks openness or transparency in any political program they do with a good intention to slowly the country is in progress. To support the integrity of the nation, the PSI also seeks to combat corruption and intolerance that starts within the party itself. PSI has the assumption that if you want to change a State must start from its political party.
PSI as a new party, carrying the image as a political party of young people. This is evidenced by the regulations issued by the PSI that party members must be under 45 years of age, no more, and that is evidenced by 100% party membership all of whom are under 45 years of age. So, the PSI party is also known as the millenial generation party. To keep the name as a new party anyway, the PSI will only recruit party members who have never been day-to-day administrators of other parties. The PSI with the image of the youth political party also establishes the identity that all the ideas and ideas in the PSI are new things. Because of the 'novelty', the PSI will not be burdened by old political interests, poor track record of politicians, or burdened by the bad image of existing political parties. PSI considers that the political system in Indonesia has been so feudal that it is difficult to come up with new ideas and ideas. Political parties in Indonesia usually only have one main figure or a handful of people from the party.

PSI carries itself as a youngster with the intention that young people will bring change for this country. To run these new ideas requires the participation of the community, especially young people of Indonesia. In its programs and policies, the PSI then makes a number of strategies that demand the participation of young people in them. Millennium generation in Indonesia is now the biggest concern of political parties because of the amount that exceeds half the number of voters who should participate in issuing their votes during the election of regional head or presidential election takes place. The PSI also portrays its party as a party that defends women. This is evidenced by the data obtained from the PSI party, that there are 66.66% of the total number of female members at the central level, and 42% of the number of female members at the national level. Six of the nine board members of the DPP PSI are women. Chairman of PSI itself is a woman, namely Grace Natalie.

*Organization Characteristic of Partai Solidaritas Indonesia*

The PSI has four basic values that characterize this party (Partai Solidaritas Indonesia, 2016). The PSI considers the transformation of the Indonesian state to be initiated through these four basic values, the first being virtue. PSI views that politics is a virtue and a source of goodness for the benefit of the people. Democracy places the central role of political parties as an institution in charge of listening and channeling the aspirations of the people, including being the womb that gives birth to community leaders. Therefore, the whole orientation and political work of the PSI is focused on initiating and deciding public policies that bring good to the people.

Second is diversity. PSI seeks to reinforce the principle of diversity as a source of Indonesian power. Within diversity, the solidarity values that attach citizens are not just emotional bonds to their own groups derived from religious, ethnic, linguistic and historical experience. Moreover, the gluten of solidarity is a sense of interdependence that bridges the inter-group, inter-religious, inter-ethnic and inter-lingual relations.
The third is openness. The PSI upholds the values of openness, both in relation to the outside world and openness in governance. Openness is a key principle that enables Indonesia to become an equal citizen and equally contribute to world prosperity and peace. Openness allows Indonesia to be able to cooperate and learn from each other and at the same time provide a place to continue to criticize and reform. The value of openness will also underlie the PSI's struggle in realizing transparency and accountability in governance.

Fourth is meritocracy. PSI's struggle is also based on meritocracy values. PSI seeks to realize conditions that enable everyone to achieve and obtain something in accordance with ability and business. The value of meritocracy rewards performance and gives a fair chance for everyone to work in reaching infinite possibilities. The application of meritocracy values in public affairs frees from the bondage of corruption, collusion and nepotism.

Organization Goals of Partai Solidaritas Indonesia
Like other organizations in general, PSI also has organizational goals (Partai Solidaritas Indonesia, 2016). First, in the field of economy and development. Second, in the field of public welfare. Third, in the field of education, science and technology. Fourth, in the social, cultural and religious fields. Fifth, in the field of energy and natural resources. Sixth, in the field of environment and tourism. Seventh, in politics, law, and human rights. Finally, the eighth is in the field of foreign relations. These goals have their own strategies and focus for the PSI.

Literature Review
Political Brand
According to the American Marketing Association, the brand is a name, sign, symbol, or design or a combination of all that is intended to identify goods or services from one seller or group of sellers and to distinguish them from those competitors (Keller, 2008). Brand can be a single product or multiple products consisting of several categories, but essentially consists of a soul, a different identity, and an image that resonates with the consumer and goes beyond the physical representation in terms of product form (Batey, 2008). The brand concept in this study is a brand in the political sphere, namely the PSI party brand. In the midst of the current Indonesian political struggle, it is important to consider how parties form brands as distinct identities from other parties. In other words how the political brand is produced so that highlighted is the advantage of the other party. Identity according to Kornberger indicates a difference with the others. A brand gets an identity by name, associated with cultural significance, dissemination through mass campaigns and advertisements, and other strategies that provide cultural relevance (Kornberger, 2010). Therefore, political
branding is the transfer of concepts of branding defined in the realm of marketing and applied in the political sphere (Salamah, 2014).

The PSI in its political communications has done a lot of persuasion in social media. This is because the image of PSI as a party of young people and members of young people. Today, the young generation is a generation close to technology. This generation is also categorized as the generation of millennials, Y generation, or Net Generation (Tapscott, 2009). Don Tapscott defines, Millennials are those born from January 1977 to December 1997. In addition to millennials, there are also subsequent generations born from January 1988 to the present, which is called generation Z by Don Tapscott. This millennial generation assimilates technology as they grow with it. The technology by millennial generation absorbs along with other influential things in their lives. In his book (Tapscott, 2009), Tapscott writes that there are eight characteristics of generations of millennials, one of which they are people who want freedom of expression in everything they want. They can take advantage of technology to meet their needs. In this case the PSI signifies its party's identity as a youth party or millennials generation close to the technology.

**Strategic Fit**

In an organization including political organizations, certain strategies must be in place. The strategy according to Mary Jo Hatch aims to develop guidelines that will lead to what the organization aims for. Strategies are linked to appropriate and active handling in achieving competitive advantage, which ensures the survival, profitability, and reputation of an organization. Therefore, organizational strategy can be understood as a means for or plan to achieve organizational goals, where the organization usually sets its goals first to determine what steps or strategies to be undertaken. **Strategic fit** (Hatch, Organization Theory: Modern, Symbolic, and Postmodern Perspective, 1997) defined as a successful strategy brought by an organization to fit the needs and demands of its environment. Strategic fit is the success of a strategy in an organization. In this study, PSI certainly has a number of goals and strategies in its political organization.

In a rational model (Hatch, Organization Theory: Modern, Symbolic, and Postmodern Perspective, 1997), Organizational strategy is described through 3 stages: analysis, formulation and implementation. Analysis is the initial stage of strategy formation. At this stage the analysis was performed using the SWOT method (Strengths, Weaknesses, Opportunities, Threats). By using this method of analysis, it can be seen how the strengths and weaknesses of the PSI party and how its opportunities and threats that may occur, so it can give birth to the strategy of his party. Strenghts and Weaknesses are internal analytics based on PSI's party organization, while Opportunities and Threats are analyzes based on the party's external environment. The combination of internal and external judgments and interpretations within the
organization then gives the PSI party strategists basic input for management issues, definitions of environmental needs and demands, assessment of organizational competence, and also the formation of the party’s vision and mission. The next stage after the analysis is the strategy formulation.

Formulation when referring to rational models is to find ways to take advantage of opportunities. Every organization has a different formulation. The formulation here means formulating. At this stage, PSI formulated by looking at the SWOT analysis that had been done previously. What are the internal strengths and weaknesses of the party, and what opportunities and threats will be faced. These strategies are formulated according to what the party’s main objectives are to be achieved. We have previously explained the main objectives of PSI and the characteristics of the PSI. One of the characteristics of PSI is openness. According to PSI, openness is the main principle that allows Indonesia to become an equal citizen of the world and equally contribute to world prosperity and peace. Openness allows Indonesia to be able to cooperate and learn from each other and at the same time provide a place to continue to criticize and reform. The value of openness will also underlie the PSI’s struggle in realizing transparency and accountability in governance. Because these values are related to the general objectives of the party, strategies are formulated to achieve these goals. In addition, as a party of young people, the PSI needs to characterize itself with an identity that indicates that the formulated strategies are those that signify millennials.

The stage after the strategy is formulated is the implementation. Referring to the rational model, in an organization usually occurs the separation between the parties who formulate the strategy and who implement the strategy. Implementation if referring to the rational model, implementation is the way in which strategies can be implemented. Implementation tools and techniques of PSI strategies, basically refers to all internal aspects of the organization but one of which is discussed in this research is a branding strategy using technology.

**High Technology and Core Technology**

The world is changing very rapidly, and the technological revolution influences the way of life and behavior of individuals and our organizations. Within organizations, technology is an important part of it. Each organization uses a specific technology, or interrelated technology group, which is defined as a means to convert input into a product or service (Hatch, Organization Theory: Modern, Symbolic, and Postmodern Perspective, 2013). Technology is anything that is used to achieve a result, or a desired goal, usually conceptualized with a product or service (Hatch, Organization Theory: Modern, Symbolic, and Postmodern Perspective, 1997). Technology today is an integral part of young people. Hatch then divide the technology divided into three forms, they are:
1. Physical object or artifact, which refers to the product or tools used in production. Associated with technology as a strategy in this study, PSI uses various physical technologies such as computers, laptops, tablets, and so forth. This is also what Milan Zeleny said as high technology (Hatch, Organization Theory: Modern, Symbolic, and Postmodern Perspective, 1997), where this high-level technology can change the organizational system itself by changing the nature of the task, performance, interconnection and its natural physical properties, as well as the flow of energy and information. The SAKTI card in PSI is also a form of technology in the crowdfunding method.

2. Activity or process, which includes methods in production. By using physical technology, the activities referred to here can also mean activities carried out in the internet world when informing party activities on social media for example, or when conducting live streaming in the recruitment of legislative candidates.

3. Knowledge, which are needed to develop and apply the tools and methods in producing certain outputs. Knowledge of strategy can be obtained through training on creating infographic content in social media for example as a PSI branding strategy. Or knowledge of how to create party performance apps or software.

**Internet**

Internet presence is important in democracy and can have important political implications (Gainous, Wagner, & Gray, 2016). In developing countries, political actors typically develop strategies for using and mastering technology in political activities with the aim of forming political power (Gainous, Wagner, & Gray, 2016). The internet is a new way of gathering information and participation that can be out of government control and provides many mechanisms by which people can influence political outcomes, including the distribution of information or news that is not available, coordinate political activities, and create a place to join, participate with, and engaging like-minded people (Wagner & Gainous, 2013). The internet is a new forum for political discussion and interaction, because the internet provides an open forum for political actors, interest groups, and is a new place for interaction and information dissemination. The internet influences the development of political attitudes therefore, the internet can be a significant driver of changes in attitude, ideology, and ultimately institutional (Gainous, Wagner, & Gray, 2016). Internet technology within this PSI organization can fit into the core technology category. This is because almost daily internet technology is part of PSI activities. The Internet is part of producing this party ideology.

**Social Media**

In the context of this research, there are various kinds of technology on the internet, one of which is social media. Social media now plays an important role in
people’s daily lives and certainly for companies and organizations. Social media is not the least that plays marketing activities. Social media is an internet-based platform that emphasizes human interaction (Lin, Li, & Wu, 2015). Social media is an important source for people to get information. Social Media has become a major platform in the exchange and communication of personal information today. For the PSI, social media play an important role in the process of disseminating information. Some social media platforms that are often used by PSI are like Facebook, Instagram, Youtube, and Twitter.

**Application**

Later, another strategy of the PSI in realizing the value of openness through technology strategy is creating applications to assess the performance of party members. Applications are software developed and encoded with certain operating systems (Wong, 2012). The user must download it before use. Through an app, users can still access network information connected by the app. Mobile apps can be an opportunity to increase interaction with customers, create brand awareness, and even create additional revenue (McWherter & Gowell, 2012). In this case the application is used by PSI to assess the performance of its party members. With this application, participation from all levels of society and members of the PSI party is expected. Interaction is necessary.

**Crowdsourcing and Crowdfunding**

The last PSI strategy is to use crowdsourcing and crowdfunding. Crowdfunding according to Lambert and Schwienbacher (Kim, Por, & Yang, 2017) is an open call, essentially via the Internet, for the provision of financial resources in the form of rewards or in return for some form of appreciation and / or voting power to support initiatives for a particular purpose. In other words, crowdfunding is a fund-raising practice for different types of business, whether it is a product idea, a business, or an activity, of which funds are derived from public donations and often have a good reward in the form of goods or services (Young, 2012). The crowdfunding concept is part of crowdsourcing (Rosalina, Handoko, & Wibowo, 2015). However, both are different things. Crowdsourcing comes from the word crowd and outsourcing. Crowdsourcing means unlimited engagement and regardless of educational background, citizenship, religion, amateur or professional, to any person who wishes to contribute or to a solution thrown by individuals, corporations or institutions, whether paid by royalty or otherwise -just. In crowdsourcing, the people involved display the phenomenon of participatory culture. Participatory culture enables increased access that can produce content and circulate online.
Methodology

The method used in this research is qualitative. Qualitative research is a method to explore and understand the meaning that a number of individuals or a group of people perceive as coming from social or humanitarian problems (Creswell, 2014). Qualitative research is developed in social science to study cultural and social phenomena (Myers, 1997). This study focuses on how the strategies used by the PSI in achieving its goals and political goals by using innovations in current technological developments.

The object in this study is the party organization namely the Indonesian Solidarity Party, which is commonly abbreviated as PSI. PSI has an office located at Jl. KH. Wahid Hasyim No.186-188, RT.13 / RW.8, Kp. Bali, Tanah Abang, City of Central Jakarta, Special Capital Region of Jakarta 10250. PSI has an official website which can be accessed at the URL https://psi.id. This type of research is explorative because researchers here gather as much information as possible so that they can answer research questions using a number of concepts in the field of communication and politics and organizational theory. Data collection techniques in this study include the observation, literature study, and in-depth interviews. Observations were made at the DPP PSI office to see how the organization culture through the situations and interactions of workers and party members who carried the image as the youth party. Literature study is carried out using literature studies sourced from various scientific books, scientific journals and various articles from the internet or website. Then the last one is an in-depth interview. In-depth interviews were conducted on three informants, one of nine DPP PSI managers who were marketing communications experts, then personal assistants of the PSI party chairman, and the last was a member of the PSI party research team.

Discussion and Results

In branding itself, PSI has a number of strategies using technology. A number of these strategies are obtained from the SWOT analysis as follows:

♣ Strengths
- PSI is a new party. Amid the current political and economic conditions of Indonesia, the PSI comes up with new ideas and ideas to enliven the political ideology of pre-existing parties.
- PSI carries the image as a party of young people. Demographics of the number of voters who will participate in the 2018 election and 2019 presidential elections are more than half dominated by millennials.
- PSI carries the image as a party that defends women. Six of the PSI DPP administrators are women. In every program and policy, PSI will usually consider or prioritize women’s interests.
- As a party dominated by millennials or young people in its stewardship, the PSI is more adaptable to current technological developments.
- Carrying open and progressive jargon, in every program and strategy PSI emphasizes the existence of transparency to the public.
- Emphasizing aspects of anti-corruption and anti-tolerance, where corruption and tolerance are two things that have become the focus of Indonesia in recent times.

♣ Weaknesses
- High ideals and equal ego as youth in organizations sometimes create internal conflict.
- Political statements issued by the party are sometimes immature.
- As a new party, its organizational structure has not been neat so its coordination line is sometimes unclear.
- Being familiar with current technological developments, demanding that all members and workers have access to the internet and good knowledge of technology. Both those who live in urban and remote areas.
- The absence of major party funders, making PSI have to find its own party funding sources.

♣ Opportunities
- The value of openness as a characteristic of this party is one of them is open to technological innovation as well as new ideas.
- Adaptive to various knowledge and use of technology that is developing at this time.
- fishing for the participation of young people and women to engage in political activities.

♣ Threats
- As a new party and youth party, it is considered not to have sufficient political experience in political participation in Indonesia in the upcoming 2019 election.
- Do not have a main figure in the party.

From the SWOT analysis above, we can see what are the weaknesses and strengths of this party. The weaknesses among others are those in weaknesses and threats, that is: not having a main figure in the party, considered not to have sufficient political experience in political participation in Indonesia in the upcoming 2019 election, internal conflict due to high idealism and equal ego its members, do not have the main funders, as the bar party the coordinating list is still unclear, and because many use of technology requires internet access and also demands on the ability of cadres and their members to use technology. Behind the weakness, PSI also has a number of strengths,
including: PSI is a new party considered to enliven the political dynamics of Indonesia today and also bring change, PSI is a party consisting of millennials generation in which voters in the 2019 election is dominated by millennials, emphasized the jargon and emphasized the anti-corruption and anti-intolerance aspect as has always been the spotlight in Indonesia lately, the latter being that the members are millennials then they are better able to adapt and use the technology. These forces then formed the political brand of the PSI party and became a marker that the PSI is different from other parties already existing in Indonesia today.

“We also have activities that show young people’s parties, divided into two simple categories, activities that interact with young voters, namely content and context. If the content is like graphic design training, to communities on campuses, discussions about start-ups and technology. If from context, we have kopdarda, kopdarwil, it is like a substitute for congress, regional land coffee and regional ground coffee, we usually make it at cafes” (Sumardy, 2018). Sumardy is one of the nine administrators of the PSI DPP. According to PSI activities in content and context shows that this party is a party of young people, with a culture commonly owned by young people.

The SWOT analysis above also shows that the use of technology that is the main focus of PSI as the current branding strategy is in the recruitment of legislative candidates using online system and direct interviews can be viewed live streaming; party branding strategies carried out in various social media; making party members’ mobile performance applications; crowdsourcing; and party funding systems that use crowdfunding methods. These strategies require community participation. "One of the important agenda of PSI is to involve public participation, this is important!” (Sumardy, 2018).

1. The first PSI strategy is through political recruitment breakthroughs. According to PSI, one of the root causes of corruption in Indonesia is a closed system of recruitment of legislative members that allows for nepotism and political transactions. Such methods sometimes ignore competent people, have a good track record and who have high integrity towards the country. The political transaction in question is like an agreement between legislative and party candidates in terms of numbering and closed zone of electoral district. This then led to speculation in the community that there was generally a "dowry" agreement in every nomination of legislative members. Whereas legislative members should have high integrity because it will determine the direction of the country for the better. Therefore, from the beginning the PSI recruitment process emphasized openness and transparency to the public.

"PSI does not do propaganda, young people have to get into politics when the party does not give a chance to young people. The performance of the old party failed, the recess was not carried out, the bad of the old party was not allowed. In every PSI communication, PSI is the antithesis of the existing parties, PSI always challenges the
old parties. Well, to prevent the existence of corruption hence PSI recruit candidates with interviews openly " (Sumardy, 2018).

Online forms of recruitment have actually been carried out in Indonesia, but to recruit volunteers for politicians who will run in elections, not to recruit party legislative candidates. In Indonesia, PSI is the only party that first recruited legislative candidates online. Breakthrough recruitment in the PSI party, starting with open registration and can be registered online through the official PSI website at the URL https://psi.id/registrasi-caleg-2019/. All information regarding the requirements for nominating legislative members from the district or city DPRD level, the provincial DPRD, to the DPR-RI can be clicked on the content of "legislative candidate registration guidelines". Then the next step if you want to register can be clicked on the "registration form" content. At this stage, registrants are required to fill out forms online and download various requirements files online too. If you pass at this stage, the registrant will be called for an interview at certain hours and days. The jury who will judge two people usually come from independent, one person comes from the internal party. The interview process is carried out somewhere openly and in documentation using a smartphone. Interviews last for 20-30 minutes to see the candidate's vision and mission. During the interview, people can see live streaming on PSI party social media, such as Facebook and Instagram. All candidates in the interview process have their respective videos which can be seen at any time on Facebook and Youtube social media.

2. The second strategy is branding on social media. There are various platforms used by PSI in branding strategies on social media. The platforms include Facebook, Instagram, Twitter and Youtube. PSI chooses not to use mass media with the consideration that young people use social media more often. In other words, the objectives of PSI will be easily accessible through social media. However, each social media platform also has a number of advantages and disadvantages of each other. PSI recognizes that all party activities are informed on all of these platforms. But the most frequently used is Facebook. Of all platforms, Facebook has the largest number of users worldwide. Data on Facebook is more targeted, clear, and accurate. When people create a Facebook account, it will be tighter than other platforms. Political activities are more friendly on Facebook because Facebook is more open to political parties. Instagram that is part of Facebook is also often used, but because of its more features for video and photos, Facebook remains more central to PSI activities in social media.

“The activities of the PSI such as press conferences, press releases, or meetings of party members who are named as "ground coffee", are usually posted into social media. This is so that the community knows all the activities and performance that PSI has done, not only at the central level but also to the city and district level. With branding on social media, young people are more touched, decision-making is quicker, and responses are also becoming quicker on emerging issues” (Sumardy, 2018).
3. Next strategy is to make an application. This kind of application ever existed in India under the name CRC or Citizen Report Card. CRC is a kind of citizen survey or assessment card on government performance. Here is needed the participation of the community in providing comments or value of satisfaction with what has been done by the government. Innovation in this application is the first in Indonesia. This application is called the Solidarity application. Currently this application is in the process of being made. This application aims to assess the performance of PSI party members. The trick is that every member of the PSI party is required to report on what political activities are conducted every day. This application can be owned by all people so that people can see the performance that has been done by this party. In the end, there will be a review or assessment in each of these posts.

4. Basically, PSI allows participation from all parties, especially young people. Therefore, crowdsourcing and crowdfunding methods exist as an effort to emphasize the value of openness, in which the two methods are increasingly familiar used to provoke community interaction and participation. "The PSI videos are mostly participation, PSI just love the brief, the people are the volunteers, we just guard and keep the content" (Sumardy, 2018). PSI also receives all assistance, both material and non-material. With crowdsourcing, PSI receives assistance such as in the branding strategy of creating content on social media. Young people who feel they have one ideology and common goals with many PSI who then participate in helping PSI in promoting PSI activities on social media and also creating content. In this procedure, of course the PSI is involved as a supervisor so that the purpose of the content remains in its corridor. Crowdsourcing also allows outsiders who want to become members or volunteers of PSI to register online through the official PSI website. in the process of filling out forms online, self-identification files can be downloaded online then prospective members or prospective volunteers can choose to participate in the fields provided, including: organizations, financial support, campaign management, supporting social media, creative support (design), community development, and other participation. Candidates are allowed to choose more than one.

5. The last strategy is crowdfunding. With crowdfunding, anyone can provide financial assistance to the PSI regardless of background or importance. The PSI assumes that if party funding depends only on one side, then there will be an interest there. Therefore, in emphasizing the value of openness, PSI opens opportunities for public participation in funding his party. The public can participate in having a "PSI share" by donating memberships regularly once a year by purchasing a card called the SAKTI Card. To raise funds, each party member must sell cards called SAKTI Cards (Anti-Corruption Solidarity and Anti-Intolerance). In strategy theory, this strategy fits into the concept of strategic as symbolic action, where the SAKTI card can characterize the PSI identity. The current pattern of financial transaction transactions makes the PSI then make the SAKTI card as well as a multifunction non-cash prepaid tool known as e-
money. SAKTI cards are issued by banks that already have permission from Bank Indonesia as a substitute for cash for payment transactions. The SAKTI card has an initial balance of zero and can be used as a payment transaction tool. The SAKTI card can be refilled via a bank, ATM, or outlet that provides e-money card refill services such as a mini market. Such are the various branding strategies used by PSI in portraying itself as a millennials party.

Conclusion

Technology in the development of life of millennials plays an important role, including in political activities. Millennials generation assimilates technology because they grow with it, and this technology develops and absorbs along with other influential things in their lives. Millennials are people who want freedom of expression in everything they want. They can utilize technology to meet their needs, the rapid development of technology today, as well as communication and information are part of the life of the millennial generation. PSI, which is dominated by millennials, utilizes technology to play a role in various political branding strategies as a millennials party, and in an effort to realize its organizational values and brand message “open, progressive, we are!” As the only party that carries the brand as a party of young people and a party that defends women, the strategy adopted by PSI is an example that young people can also participate in politics in the development of society today. That young people can express themselves and with their ideals they hope to change the openness system in political parties in Indonesia a little now.

References


