

## **THE ROLE OF PERSONAL BRANDING IN MEDIATING THE INFLUENCE OF SOCIAL MEDIA ON DECISIONS TO SELECT LEGISLATIVE CANDIDATES**

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### **ABSTRACT**

Legislative candidates or legislative candidates are candidates for people's representatives who will sit in the honorable council, namely the People's Representative Council (DPR), be it DPR Level II, DPR Level I and Central DPR. In order to be able to sit in a seat in the DPR, you need to take part in the legislative candidate election contest which is held every 5 years. The objectives of this research consist of 3 (three), namely the first is to determine the impact of social media on the decision to elect legislative candidates, the second objective is to determine the impact of social media on personal branding, and the third objective is to determine personal branding on the decision to elect legislative candidates. The entire Permanent Voter List (DPT), totaling 662,664, is the population in this study. The sample was determined as 100 respondents using the Slovin Formula. To find out the respondent's description, descriptive analysis was used. So that the questionnaire used is valid and reliable, validity and reliability tests are carried out. In order for the influence of the independent variable on the dependent variable to be known, it is necessary to test the research hypothesis. The research results show that there is an influence of social media on the decision to choose legislative candidates, there is an influence of social media on personal branding and finally there is an influence of personal branding on the decision to choose legislative candidates.

**Keywords:** Decision to Select Legislative Candidates, Personal Branding, Social Media.

### **INTRODUCTION**

Current marketing strategies do not only target companies that produce goods or services (Qomariah, 2016). Marketing strategies can be utilized by prospective legislative members to gain votes in order to win the legislative candidate election contest. As time goes by, the marketing function also focuses on all service lines, such as services to win certain candidates in the national political arena in the election of council members. The marketing function shifted to political marketing with the implementation of general elections, both Presidential Elections and Legislative Elections. A prospective legislative member must understand political marketing. There is a need for consultants to win votes in certain areas so that the whole community decides on certain legislative candidates in an electoral area. The public's decision in choosing a legislative candidate is something that needs attention for a legislative candidate. The decision to purchase a product or service has implications for the sale of a product or service from a company. This purchasing decision is so important because it will have an impact on the survival of a business. The public's decision in choosing legislative candidates in the election arena will also have an impact on the future of

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legislative candidates. Legislative candidates will try to attract the public to elect themselves legislative candidates so that they can qualify and occupy seats in the honorable people's representative council. Purchasing decisions are consumers' efforts to decide which product or service to choose and which can meet their needs (Kotler & Armstrong, 2020). Therefore, product or service providers must know what consumers need, so that consumers will decide to buy products or services from that company. Any factors that can influence consumers in deciding on a product or service must also receive attention. With current technological developments, social media is increasingly becoming an alternative for introducing products or services to consumers. Self-introduction through personal branding can also improve people's decisions in choosing products or services. Social media is currently a means for companies or organizations to introduce products or services to consumers or the public. According to "We Are Social" records, there are 139 million social media user identities in Indonesia as of the end of January 2024, this number is around 49.9% of the total national population. According to Databox records, it can be seen that Instagram occupies and then those who use Telegram are 61.3%, and X (formerly Twitter) 57.5%. Seeing conditions like this, companies or organizations will clearly use social media to introduce their products or services to the public. Activities like this are not only carried out by companies providing products or services but also by legislative candidates in introducing programs that will later be implemented when they become members of the legislature. By utilizing social media as a means of introducing products or services, it is hoped that people will be interested in the product or service so that they will decide to choose and then make a purchase. The research results show that the variables content creation (X1), content sharing (X2), connecting (X3), and community building (X4) can increase consumer purchasing decisions (Mileva & DH, 2018). Social media has a significant direct influence on Cherie's consumer purchasing decisions, which is the result of research (C. S. Putri, 2016). Apart from that, research (Putra, 2014), (Qomariah & Zaman, 2020), (Rahmi & Yogia, 2015), (Nurgayatri, 2016), (Prasetyo et al., 2016), (Dewi, 2018), (Khoernnikmah & Widarko, 2018), (Mileva & DH, 2018) all of which utilize social media in order to increase purchasing decisions by consumers. The results of research (Hamdani & Mawardi, 2018) also show that social media has a positive impact on a buyer's decision.

With the existence of social media currently available such as WhatsApp, Instagram, Facebook, Tiktok, Telegram, Twitter, product and service providers can use these media for branding. Introduction of products and services can be done via existing social media with various existing social media options. Thus, it can be stated that social media can improve the branding of a product or service. Research (Virginia & Ahmadi, 2023) states that social media Tiktok has quite a strong influence on personal branding in terms of information and identity. Another research, namely (Putri, 2020) states that there is an influence of the effectiveness of Instagram social media on Bintang Emon's personal branding of 64.3%. On the other hand, research by: (Karaduman, 2013), (Bahar et al., 2022), (Ruth & Candraningrum, 2020), (Hendra, 2020), (Petruca, 2015) also states that social media has an impact on the personal branding of a product or services. Personal branding can also be used as a medium to introduce oneself to the public so that they choose themselves to be a role model or role model. If someone is already interested in a certain brand, usually all their needs will be met by the brand they like. In this way, personal branding can have an impact

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on a person's decision to choose a particular product or service according to the brand they like. Personal branding can be interpreted as a process of forming people's perceptions of someone who is seen as a brand by the target market (Lair et al., 2005). Personal branding is about how someone makes an unforgettable first impression. It is not only about a person's technical abilities and expertise, but also about how a person markets himself as a unique brand (Peters & Robert H. Waterman, 1985). A person's decision in choosing a product or service will also be influenced by one of them, namely personal branding. Usually, personal branding is related to the election of potential leaders who are chosen by popular vote, so that the voting public knows the figure they will elect, personal branding is necessary. Research by (Indah, 2020) states that BTS personal branding has a positive and significant impact on purchasing decisions with a calculated  $t$  of 0.421 with a significant value of 0.681 which is greater than 0.05. Meanwhile, research from (Pranadewi et al., 2024), (Lapian & Jan, 2024), (Dermawan et al., 2020), (Yang et al., 2024), (Ashraf et al., 2017), (Mei et al., 2024) al., 2024) gives results where personal branding that is done correctly and well will have a positive impact on the decision to choose the product or service needed by consumers. Meanwhile, research with the results that personal branding cannot improve purchasing decisions was conducted by (Romadhon & Hakimah, 2021). Jember Regency is one of the districts in East Java which will also take part in the legislative elections in 2024. With the largest population number 3 (three), there is great potential for legislative candidates to be elected and become the people's choice as honorable council members. With the largest population number three, it can become a source of votes for legislative candidates to win. Regarding the Jember Regency KPU's Permanent Voter List (DPT), it is presented in Table 1.

**Table 1. Jember Regency KPU Permanent Voter List (DPT).**

| Year | Man     | Woman   | Total     |
|------|---------|---------|-----------|
| 2004 | 756.974 | 770.720 | 1.527.694 |
| 2009 | 792.952 | 816.968 | 1.609.920 |
| 2014 | 868.085 | 881.831 | 1.749.916 |
| 2019 | 904.063 | 928.079 | 1.832.142 |
| 2024 | 997.449 | 974.767 | 1.972.216 |

**Source: Jember Regency KPU, 2024.**

Based on Table 1., and also information from the Jember Regency KPU, community involvement in the 2024 elections is 75%. The high level of community participation in Jember Regency makes all candidates for Jember Regency DPRD members make optimal efforts to achieve the most votes. Based on theories regarding the role of social media and personal branding which are related to the decision to elect legislative candidates. Thus, the aim of this research is to determine the impact of social media on personal branding and also the decision to elect legislative candidates.

### LITERATURE REVIEW

#### Buying decision

Many factors can influence a person's decision to choose which product or service to fulfill their life needs. According to experts (Stanton, 2011), what is meant by a purchasing

decision is a process of purchasing a particular product or service that must go through several stages. Someone who decides to buy usually needs to evaluate several existing alternatives related to the product or service being offered. According to (Armstrong, 2019), the decision-making process will go through a specific sequence of events starting from recognizing the problem of needs, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behavior.

### Personal Branding

According to (Lair et al., 2005), personal branding can be interpreted as something about how to take control over other people's assessments of someone before there is a direct meeting with someone. Personal branding is a person's personal brand in the minds of everyone they know. Personal branding will make everyone look at someone differently and uniquely. People may forget someone's face, but someone's personal brand will always be remembered by others. Therefore, consistency is the main prerequisite for strong personal branding.

### Social Media

According to (Boyd, 2000), the definition of social media is a collection of software that can enable individuals and groups to gather, share, communicate, and in certain cases collaborate or play with each other. A group of internet-based applications built on the ideology and technological foundations of web 2.0 that enable the creation and exchange of user-generated content such as. What is said to be a medium is that it can be an introduction to communication to channel messages from various message sources to message recipients. What is considered social media today includes not only social networks such as Facebook, Twitter, and Instagram, but also communication platforms such as WhatsApp, Telegram, and Line, as well as video sharing platforms such as YouTube and TikTok.

### CONCEPTUAL FRAMEWORK

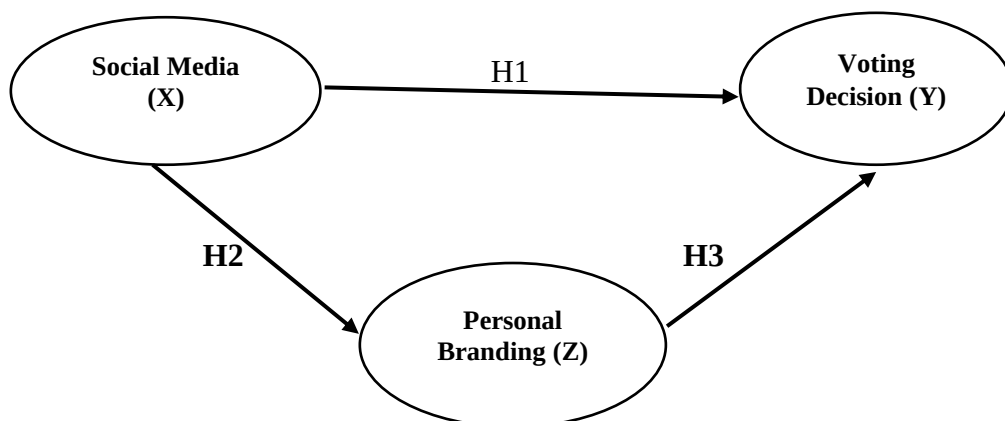


Figure 1: Conceptual Framework

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### RESEARCH HYPOTHESIS

1. Social media has an impact on the decision to choose legislative candidates.
2. Social media has an impact on the personal branding of legislative candidates.
3. Personal branding of legislative candidates has an impact on the decision to choose legislative candidates.

### RESEARCH METHODS

The aim of this research is to determine the impact of social media on the decision to elect legislative candidates with the mediation of personal branding in the 2024 Election in Jember Regency. Thus, this research is included in the quantitative descriptive research category. According to (Sekaran, 2016), quantitative descriptive research can be said to be research that collects structured data through measurement instruments. The entire Permanent Voter List (DPT) in Jember Regency with a total of 662,664 people (33.6%) out of a total population of 1,972,216 people is the population for this study. The sample was determined as 100 respondents using the Slovin Formula with an error of 10%. With the existence of 3 types of variables, namely independent variables (social media), intervening variables (personal branding) and dependent variables (choice decisions), this research uses descriptive analysis, validity test analysis and reliability test and the last is hypothesis testing.

### RESULTS

#### Descriptive Analysis Results

The results of the descriptive analysis related to the education of respondents show that the number of respondents based on high school education was 56 people (56%), those with a Diploma education were 18 people (18%), those with a Bachelor's education were 21 people (21%), and Those with Masters and Doctoral degrees are 5 people (5%). Based on the occupation of the respondents, the research results show that the respondents' occupations are as students, namely 38 people (38%), ASN, namely 18 people (18%), private employees, namely 21 people (21%), entrepreneurs, namely 11 people (11%), Housewives, namely 12 people (12%).

#### Results of Validity Test and Reliability Test of Measuring Instruments

After carrying out validity tests and reliability tests, the results are presented in Table 2 and Table 3.

**Table 2. Validity Test Results**

| Variable         | Indicator   | Construct Validity Value | Results |
|------------------|-------------|--------------------------|---------|
| Social Media (X) | Indicator 1 | 0.740                    | Valid   |
|                  | Indicator 2 | 0.741                    | Valid   |
|                  | Indicator 3 | 0.711                    | Valid   |
|                  | Indicator 4 | 0.703                    | Valid   |
|                  | Indicator 5 | 0.770                    | Valid   |
|                  | Indicator 6 | 0.776                    | Valid   |

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| Variable                     | Indicator   | Construct Validity Value | Results |
|------------------------------|-------------|--------------------------|---------|
| <i>Personal Branding (Z)</i> | Indicator 1 | 0.739                    | Valid   |
|                              | Indicator 2 | 0.836                    | Valid   |
|                              | Indicator 3 | 0.823                    | Valid   |
| Voting Decision (Y)          | Indicator 1 | 0.851                    | Valid   |
|                              | Indicator 2 | 0.732                    | Valid   |
|                              | Indicator 3 | 0.731                    | Valid   |
|                              | Indicator 4 | 0.846                    | Valid   |

**Table 3. Reliability Test Results**

| Variable              | Cronbach's Alpha | Results  |
|-----------------------|------------------|----------|
| Social Media (X)      | 0.735            | Reliable |
| Personal Branding (Z) | 0.753            | Reliable |
| Voting Decision (Y)   | 0.761            | Reliable |

Based on the results of data analysis for the validity test and data reliability test presented in Table 2 and Table 3, a conclusion can be drawn that for the validity test all constructs have a value above 0.7 so they are considered valid. Meanwhile, for the data reliability test, all variables have a Cronbach's alpha value above 0.6 so that all variables are said to be reliable.

### Research Hypothesis Testing

This research hypothesis test will test the impact of the independent variable (social media) and the intervening variable (personal branding) on the dependent variable (voting decisions). The results of this research hypothesis testing are presented in Table 4.

**Table . Hypothesis Test Results**

| Variable                            | Variable Coefficient | P-Values | Results        |
|-------------------------------------|----------------------|----------|----------------|
| Social Media → Voting Decision      | 0.590                | 0.001    | H1 is accepted |
| Social Media → Personal Branding    | 0.248                | 0.005    | H2 is accepted |
| Personal Branding → Voting Decision | 0.161                | 0.048    | H3 is accepted |

## DISCUSION

### The Influence of Social Media on Voting Decisions

Statistical analysis states that the coefficient value of the social media variable is 0.590 with a significance level of 0.001. Seeing that the coefficient value is positive, so the first hypothesis (H1) is accepted. Currently, social media has become an opportunity to introduce products or services for those who want to offer products or services. By looking at social media, people can choose anything that can fulfill their needs. People can take advantage of existing social media such as WhatsApp, Telegram and Line, as well as video sharing platforms such as YouTube and TikTok to see the products and services offered. Social media will be a consideration for people in choosing the products and services they

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need. Because product and service providers can take advantage of this social media. The results of this research state that social media has an impact on the decision to choose legislative candidates in the 2024 elections in Jember Regency. Research that is in line with this research is conducted by: (Nurgayatri, 2016), (Putra, 2014), (C. S. Putri, 2016), (Dewi, 2018), (Qomariah & Zaman, 2020), (Khoernnikmah & Widarko, 2018), (Bagaskara et al., 2021), (Faradis et al., 2024).

### **The Influence of Social Media on Personal Branding**

The results of path analysis in the t test on the second hypothesis (H2) show that social media has an effect on personal branding by looking at the significance level, which is 0.005. The relationship shown by the regression coefficient is positive, meaning that the higher the level of social media, the more personal branding will increase (H2 is accepted). Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media (website-based applications). Social media has changed the way we communicate and how we share information and interests. About 75% of people have used social media to search for information before making a purchase. (A. S. K. Putri, 2020), (Virginia & Ahmadi, 2023), stated that social media has a significant influence on personal branding. Research (Karaduman, 2013), (Bahar et al., 2022), states that social media can influence personal branding, this is because the convenience of social media makes people rely on it, for example when they want to find out information or convey information, ideas, notions, and the like. The results of this research are in line with previous research conducted by (Ruth & Candraningrum, 2020), (Hendra, 2020), (Petruca, 2015), stating that social media has a significant influence on purchasing decisions.

### **The Influence of Personal Branding on Choosing Decisions**

The results of path analysis in the t test on the third hypothesis (H3) show that personal branding influences voting decisions by looking at the significance level, which is 0.048. The relationship shown by the regression coefficient is positive, meaning that the better the personal branding, the more likely the choice decision will be (H3 is accepted). This is due to the existence of personal branding aspects related to the decision to select legislative candidates in Jember Regency. Personal branding can make people persuaded by the brand attached to a person. Many legislative candidates are artists who can win political contests in the country. This is because artists already have personal branding among the public, so that people can easily make choices during legislative election events. Research (Pranadewi et al., 2024), explaining the relationship between personal branding and voting decisions, states that personal branding has a significant influence on voting decisions. Research from (Indah, 2020), also supports research studies which state that personal branding has an impact on voting decisions. The results of this study are in line with previous research conducted by research (Mei et al., 2024), (Yang et al., 2024), (Ashraf et al., 2017), (Dermawan et al., 2020), (Lapian & Jan, 2024), which states that personal branding has a significant influence on voting decisions.

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### CONCLUSION

Social media used by legislative candidates in the 2024 elections has a positive influence on voting decisions. Social media used by legislative candidates in the 2024 elections has a positive influence on the personal branding of a legislative candidate who will take part in political contestation. The personal branding of a legislative candidate in the 2024 elections can have an influence on the public to choose legislative candidates who the public thinks are worthy of being elected.

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