

ABSTRACT

This dissertation addresses the phenomenon of political marketing in Indonesia, following the 2024 simultaneous general and regional elections, where there is a fluctuation in political participation, peaking in 2024. In addition, there is the phenomenon of invalid ballots, which are part of political participation but do not result in representation for a particular candidate. This paradox is complemented by empirical findings shown in previous research, where the relationship between political knowledge and political participation often varies. To address these phenomena and research gaps, this study proposes a novel construct, namely the capability to innovate in politics, as a central mediating variable. The theoretical framework is based on Mediamorphosis Theory (Fidler, 1997), which explains media transformation and how adaptation to this media evolution can serve as a foundation for the capability to innovate in politics, particularly in the context of political marketing in Indonesia.

This explanatory quantitative research examines a comprehensive conceptual model of the relationships between political knowledge, proactive market orientation, and resource capacity on political participation, both directly and indirectly through the mediation of political innovation capability. A total of ten hypotheses were formulated to test these relational pathways. Primary data collection was conducted through a questionnaire survey of a purposive sample of registered voters (DPT) in Central Java Province, a region chosen due to its high demographic and electoral complexity. Data analysis was carried out using Structural Equation Modeling (CB-SEM) techniques to confirm the validity of the model and test the significance of relationships between variables.

The results show that proactive market orientation, political knowledge, and resource capacity support the strengthening of innovative capabilities in politics and political participation. There is also a finding that high innovative capabilities in politics do not necessarily strengthen political participation. In the mediation analysis, proactive market orientation does not play a maximal role when influenced by mediation. Practically, the results of this study are expected to serve as a reference for political parties, political marketing practitioners, and election organizers in formulating more innovative, responsive, and effective communication strategies and policies to encourage higher quality and sustainable political participation, especially in facing the 2029 Simultaneous General and Regional Elections.

Keywords: political participation, political knowledge, political innovation capability, political marketing, mediamorphosis theory