# ANSAR AHMAD AND NYANYANG HARIS PRATAMURA'S VICTORY STRATEGY IN THE 2024 RIAU ISLANDS PROVINCE GUBERNUAL ELECTION

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**Abstract**

*This research analyzes the winning strategy of Ansar Ahmad and Nyanyang Haris Pratamura in the 2024 Riau Islands gubernatorial election through a political marketing approach. Using qualitative descriptive methodology with case study strategy, the study applies Firmanzah's political marketing framework encompassing product, price, place, and promotion (4P). The product strategy highlights the candidates' vision, mission, programs, and Ansar Ahmad's experienced leadership profile. Price management involved efficient utilization of approximately IDR 2.5 billion campaign funds alongside emotional and ideological commitments from dedicated volunteers. Place strategy featured region-specific campaign distribution, strengthening traditional strongholds (Natuna, Lingga, Anambas) while intensively mobilizing strategic areas like Batam and Tanjungpinang. Promotion employed diverse creative approaches including social media campaigns, door-to-door outreach, face-to-face meetings, open dialogues, and community activities such as e-sports tournaments and cultural events. The promotional strategy was segmented for different voter demographics, incorporating local figures and youth engagement through both rational and emotional communication. This structured, adaptive approach is effectively aligned with the Riau Islands' regional segmentation and sociopolitical context, contributing to their electoral success.*

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## INTRODUCTION

Regional head elections (Pemilukada) are a manifestation of popular sovereignty in determining leaders at the regional level, as well as a means of conveying political messages from candidates and their supporting political parties. The presence of regional heads is expected to establish effective local power based on the principles of democracy and popular sovereignty. The shift from a representative system to a direct election system has encouraged political parties to adjust their strategies to achieve success in regional political competition.

Gubernatorial elections (Pilgub) are a crucial agenda in Indonesia's democratic system, particularly at the provincial level, as they not only determine regional leaders but also reflect local political dynamics. The Riau Islands Province has experienced several leadership periods since its formation in 2002, starting with Ismeth Abdullah (2005-2010), Muhammad Sani (2010-2015), Nurdin Basirun (2015-2020), and finally Ansar Ahmad, who was elected in 2020 and successfully retained his position for the 2024-2029 term.

Since the enactment of Law Number 23 of 2014 concerning Regional Government, the Regional Head Election has been held directly through a simultaneous system. Constitutional Court Decision Number 60/PUU-XXII/2024 changed the threshold for nominating regional heads from 20% to 6.5-10% of the number of seats in the Provincial DPRD, which aims to open up greater opportunities for small political parties to nominate candidates. Based on Article 40 paragraph (1) of Law Number 10 of 2016, with the number of permanent voters in the Riau Islands Province of 1,559,727 people, a political party or coalition of political parties must obtain a minimum of 10% of valid votes to nominate a governor.

The 2024 Riau Islands gubernatorial election contest is contested by two candidate pairs: Ansar Ahmad-Nyanyang Haris Pratamura, supported by a coalition of 11 parties with a total of 32 DPRD seats (71%), and Muhammad Rudi-Aunur Rafiq, supported by a coalition of 4 parties with 12 DPRD seats (27%). Electability dynamics show tight competition, where the Indonesian Concept Institute survey in the early period placed Rudi-Rafiq ahead with 47.2% compared to Ansar-Nyanyang with 37.7% (Sucipto, 2024) . However, the Indikator survey for the period of October 7-14 showed a reversal of position with Ansar-Nyanyang leading with 48.7% and Rudi-Rafiq with 40.8% (Setiawan, 2024) .

**Table 1. List of Permanent Voters for the 2024 Riau Islands Gubernatorial Election**

| Regency / City | Number of Districts | Number of Villages/Sub-districts | Number of polling stations | Number of Voters |
|---|---|---|---|---|
| Bintan Regency | 10 | 51 | 270 | 126,709 |
| Karimun Regency | 14 | 71 | 426 | 194,290 |
| Natuna Regency | 17 | 77 | 142 | 57,632 |
| Lingga Regency | 13 | 84 | 233 | 74,103 |
| Anambas Islands | 10 | 54 | 112 | 35,145 |

| | | | | |
|---|---|---|---|---|
| Batam City | 12 | 64 | 1,821 | 899,666 |
| Tanjung Pinang City | 4 | 18 | 323 | 172,182 |
| Total | 80 | 419 | 3,327 | 1,559,727 |

Source (KPU, 2024)Processed by researchers, 2025

**Table 2. Results of vote acquisition in each district/city in the 2024 Riau Islands gubernatorial election**

| Candidate Pair | Bintan | Karimun | Natuna | Phallus | Anambas | Tj. Pinang | Batam | Amount (percent) |
|---|---|---|---|---|---|---|---|---|
| Ansar-Nyanyang | 41,109 | 49,774 | 32,367 | 35,462 | 18,372 | 55,063 | 217,962 | 450,109 (55.06%) |
| Rudi-Rafiq | 31,503 | 52,899 | 13,969 | 16,881 | 9,565 | 38,930 | 203,620 | 367,367 (44.94%) |

Source: (KPU Kepri), Researcher processing, 2025

The diverse characteristics of the Riau Islands electorate, comprising various ethnicities such as Malay, Javanese, Minang, Bugis, and Chinese, create unique dynamics of identity politics. Previous research shows that a candidate's victory is not determined solely by Malay ethnic identity, but rather by the candidate's ability to identify with Malay values and commitment to regional development (Kustiawan et al., 2020) . Political parties, as coalitions, form alliances of various interests to build majority power, with behavior influenced by office-seeking and vote-seeking efforts (Budiatri, 2018; Labolo, 2015) .

Ansar Ahmad's success in retaining his gubernatorial seat for a second term raises questions about the political strategy employed. This study aims to analyze the winning strategy of the Ansar Ahmad-Nyanyang Haris Pratamura ticket in the 2024 Riau Islands gubernatorial election using a political marketing approach. This study is expected to provide theoretical contributions to the development of political marketing strategies as well as practical references for campaign teams, political parties, and the public in understanding the dynamics of regional elections in Indonesia.

## REVIEW LIBRARY
### Strategy Concept

Strategy is a long-term plan used to achieve an organization's primary objectives through high-level decision-making focused on overall direction and objectives within the context of competition, resources, and market opportunities (Riswanto, 2024) . According to the Big Indonesian Dictionary (KBBI), strategy is defined as a tactic or science in facing war, an advantageous position in battle, and a carefully formulated plan to achieve specific goals. In general, strategy can be interpreted as an individual or group effort in designing an arrangement to achieve desired targets by utilizing capabilities and resources effectively and efficiently.

Experts provide various definitions of strategy. Pearce and Robinson (1994) define strategy as a comprehensive general plan of the main actions used by a company to

achieve long-term goals in a dynamic environment. Kuncoro (2005) explains strategy according to Itami as establishing a framework for a company's business activities that serves as a guideline in coordinating various activities. Hamel and Prahalad (1995) in Sudarmo (2011) define strategy as a gradual and continuous action, which is formulated based on estimates of what customers want in the future, with a focus on possibilities that will occur rather than just the current situation.

**Political Strategy**

Political strategy is an analysis of how political parties or prospective leaders win elections to gain the greatest power and influence among their constituents (Repi, 2021) . According to Miriam Budiarjo (2018) , political strategy is defined as the steps and approaches used by political actors to obtain, maintain, or expand power within a political system. Acung Marijan (2010) in (Muthar, 2024) explains that strategy in politics is how a group with its adopted political ideas can win political battles in situations where many parties want the same thing.

Newman and Sheth in Sahea et al., (2018) identified four main political strategies: a reinforcement strategy to prove political promises through pro-public policies; a rationalization strategy when performance does not align with the built image; an inducement strategy to improve public perception through a persuasive approach; and a confrontation strategy when major changes in image and performance are needed. The stages of strategic management according to Hermawan & Sriyono (2020) include strategy formulation, strategy implementation, and strategy assessment which serve as evaluation tools for timely improvements or adjustments.

**Political Marketing Strategy**

Political marketing is defined by Savigny (2011) as the application of marketing principles and practices to political theory and practice Priyowidodo et al. (2020). O'Cass (2001) interprets political marketing as a process of analysis, implementation, planning and selection aimed at developing and maintaining mutually beneficial relationships between political subjects and voters to achieve desired political goals. Butler and Collins emphasize that political marketing is a permanent concept that must be carried out continuously by political parties or contestants in building public trust and image Firmanzah (2012).

The 4P concept in political marketing according to Jobber includes: product (political products in the form of candidate figures, logos, visions, missions, and work programs), price (economic, psychological, and national image prices), promotion (campaigns through various media to introduce candidates), and place (positioning oneself and distributing the candidate's presence in communicating with voters). Marketing strategies according to Firmanzah (2012) must consider the problems and objectives set by applying the STP concept (segmentation, targeting, and positioning) to identify and categorize the community based on certain characteristics, determine regional priorities or strategic groups, and create unique perceptions in the minds of voters.

**Regional Head Elections (Pilkada)**

After the end of the New Order, Law Number 22 of 1999 concerning Regional Autonomy brought changes in the implementation of regional government from a

centralized to a decentralized nature. Law Number 32 of 2004 concerning Regional Government then regulated the mechanism for direct regional head elections and was considered more democratic because it provided the broadest possible opportunity for citizens to elect and be elected as regional heads directly (Mirasuddin, 2022) . Changes occurred with Law Number 23 of 2014 which regulated indirect elections, but was later revoked through Law Number 1 of 2015 which returned the direct election system.

Simultaneous regional elections technically mark progress in electoral democracy in Indonesia, but in terms of substance, the quality of democracy still needs to be studied more deeply (Haris, 2017) . Direct regional head elections are regulated based on the principles of direct, general, free, secret, honest and fair, with two main principles: constitutionality as regulated in Article 18 Paragraph (4) of the 1945 Constitution of the Republic of Indonesia and the principle of regional autonomy which began to be rolled out in 1999 (Siboy, 2022) . Regional elections are a symbol of people's participation in determining their regional leaders and are a demonstration of political civility in respecting differences in choice, not just winning or losing Priyowidodo et al. (2020) .

**Incumbent**

An incumbent is a regional head candidate who held office during the previous term and will run for reelection in the next term. Incumbents typically have a greater chance of winning votes than new candidates because they are widely known by the public and their performance can be directly assessed based on the previous term, thus eliminating the need for extensive campaigning. The incumbent's success is inseparable from the political strategies implemented at each election to win the contest and retain constituents or voters (Nasiruddin et al., 2022) .

The incumbent's political position in regional elections tends to be more advantageous due to their control of strategic political resources, such as access to budgets and bureaucracy. Incumbents are often targeted by political parties for coalitions and have the opportunity to build political relationships with various community organizations during their term. Accumulatively, all of these aspects give the incumbent a greater political investment than the challenger, making them a formidable opponent in local political contests (Agus, 2021) .

**METHOD STUDY**

This study uses a qualitative descriptive approach that allows researchers to interact directly with research subjects to explore informants' responses and views in depth (Moleong, 2004) . The object of the study is the winning strategy of Ansar Ahmad and Nyanyang Haris Pratamura in the 2024 Riau Islands gubernatorial election, with a focus on analysis using the 4P political marketing theory (product, price, place, promotion), especially during the campaign period. The research location was carried out in a location easily accessible to informants or mutually agreed upon to facilitate the optimal data collection process. The research data is sourced from primary data through in-depth interviews and field observations, as well as secondary data in the form of documentation, official archives, and literature studies from related agencies (Sugiyono, 2012) . The data collection technique uses structured interviews with question guidelines to gather information about the political strategies implemented (Utama et al., 2023), and documentation to obtain historical data through searching for relevant documents and photos (Fadilla et al., 2023) . Informants were selected using a purposive sampling

technique including the Chairperson of the Winning Team (Dr. Ade Angga, S.IP., MM), the Golkar Party DPD (Abdul Rasyid), the Gerindra Party DPC (Surya Admaja), the National Successor Volunteers (Alfi Riyan Safutra), and the Raja Haji STISPOL Academic (Drs. Zamzami A Karim, MA) who are considered to have a deep understanding of the campaign strategies studied (Sugiyono, 2012). Data analysis used descriptive qualitative techniques through a process of description, classification, and interconnection of phenomena with existing concepts (Rofiah, 2022). The stages of data analysis followed Ahmad Rijali's model in Saadah et al. (2022), which included: data reduction through the process of selecting, focusing, and simplifying raw data from field notes; data presentation by systematically organizing information to enable conclusions to be drawn; and drawing conclusions continuously throughout the research, with a provisional, open, and critical nature. This process enabled researchers to build a deep understanding of the implemented political strategies and connect them to relevant political marketing theories.

## RESULTS AND DISCUSSION
### Product
The product-based political marketing strategy employed by Ansar Ahmad and Nyanyang Haris Pratamura in the 2024 Riau Islands gubernatorial election combines the strength of the candidates' personalities with the substance of their work programs. The vision of "Riau Islands Advanced, Prosperous, and Equitable" is accompanied by five strategic missions, including improving the maritime economy, equitable infrastructure, human resource development, clean governance, and preserving Malay culture. Flagship programs focus on optimizing maritime potential, accelerating infrastructure development, quality economic transformation, technology-based bureaucratic reform, and religious development. However, the main attraction is not just the programs themselves, but the strength of the two candidates' personalities.

The incumbent, Ansar Ahmad, possesses political capital in the form of experience as a two-term Regent, a member of the Indonesian House of Representatives (DPR RI), and Governor, demonstrating an image as a religious and people-oriented leader. His track record during his first term demonstrates concrete achievements in economic development, infrastructure, and community empowerment programs such as free uniforms and educational assistance. Meanwhile, Nyanyang Haris Pratamura is positioned as a representative of the younger generation with legislative experience as a member of the Provincial DPRD, strategically selected to strengthen his support base in Batam City. This combination of executive and legislative experience is a key strength offered to the public.

Although the vision, mission, and programs were structured, in practice, the majority of voters were more interested in the candidate's figure than in the program's substance. The Riau Islands community's tendency to be figure-centric made the power of personal branding a dominant factor in political marketing strategies. The winning team, supporting parties, and volunteers built a narrative of success and program sustainability, by creating the image of Ansar Ahmad as the "Father Architect of Riau Islands Education." This pair's product strategy successfully integrated a strong figure image with a sustainable program, which was disseminated widely to shape positive perceptions among voters.

*Price*

The political marketing strategy implemented by Ansar Ahmad and Nyanyang Haris Pratamura in terms of price encompasses three main dimensions: economic, psychological, and national image. Economically, the total reported campaign funds reached Rp 2,608,385,055, far more efficient than their political opponents, who spent nearly Rp 6 billion. Funds were strategically managed based on surveys and regional mapping, with a focus on efficiency and targeted engagement. The coalition parties did not provide direct financial support but instead mobilized networks of organizations and cadres for mass mobilization. Volunteers even mobilized independently and cooperatively, demonstrating ideological rather than transactional support.

The psychological dimension is reflected in the emotional comfort and trust built among voters. As the incumbent, Ansar Ahmad has the advantage of not needing to develop a new narrative; he can simply reinforce the achievements already felt by the public. This creates a psychological perception that re-electing this pair is a safe and sustainable decision. The sacrifice of time and energy from various parties, including young volunteers willing to leave their primary activities, demonstrates a strong emotional investment in the candidate pair's leadership vision.

From a national image perspective, support for the Ansar-Nyanyang ticket is based on the perception that their leadership is capable of elevating the prestige of the Riau Islands at the national level. Their proven track record of leadership, which has brought regional progress, is a key asset in building community pride. Although the reported official funding is relatively small, the complex geography of the Riau Islands, which comprises many islands, requires significant logistics and transportation costs. The implemented pricing strategy successfully optimized resource utilization by involving collective participation from various elements of society, ensuring that the economic burden is not solely borne by the candidate pair but is also distributed through mutual cooperation.

**Promotion**

Promotion is a crucial political marketing strategy implemented by the winning team of Ansar Ahmad and Nyanyang Haris Pratamura in the 2024 Riau Islands gubernatorial election. Based on an interview with the Head of the Winning Team, Ade Angga, the promotion was carried out through a multi-channel approach that included door-to-door campaigns to 400,000 homes in Batam, face-to-face dialogic meetings, and the use of social media such as TikTok and Instagram while ignoring Facebook due to its rife with smear campaigns. The team utilized the narrative of Ansar's success as an incumbent by adjusting audience segmentation - young people were approached with their style, mothers with a different approach, as were religious figures. The Golkar Party and Gerindra as the supporters mobilized all wing organizational structures such as AMPI, Kosgoro, MKGR, and SOKSI to spread the narrative of Ansar's leadership achievements in the previous period.

This promotional strategy was reinforced by volunteer movements such as Penerus Negeri, which focused on youth issues through creative campaigns such as Mobile Legend and PUBG game tournaments, song creation, and collaborations with influencers and content creators to brand Ansar as the "Father of the Riau Islands Education Architect." The media used included Instagram as the main platform, TikTok, Facebook, an official website, strategic billboards, and news media coverage to reach

various levels of society. According to academic Zamzami A Karim, the shift in political promotion to social media has proven effective in shaping public perception, especially in introducing the previously little-known figure of Nyanyang. This combination of digital and conventional approaches has succeeded in drastically increasing electability, especially in competitive areas like Batam, by combining the emotional power of direct interaction with massive reach through digital technology.

**Place**

Place is a fundamental strategy in the campaign of Ansar Ahmad and Nyanyang Haris Pratamura in the 2024 Riau Islands gubernatorial election, which requires careful geographic mapping given the nature of the scattered islands. Based on an interview with the Head of the Winning Team, Ade Angga, the main focus was directed to Batam City, which has the largest number of voters and is the base of political opponents, by deploying all forces through door-to-door campaigns reaching up to 400,000 homes and intensive face-to-face meetings. Meanwhile, Ansar's traditional base in coastal areas such as Natuna, Anambas, Lingga, and Bintan was maintained through a personal dialogical approach that leveraged long-established emotional closeness. KPU data shows the distribution of 277 campaigns, with Batam receiving the largest share (141 campaigns), followed by Karimun (42 campaigns), and Bintan (40 campaigns), reflecting a priority strategy based on voter turnout and level of competition.

The Golkar party structure and the coalition of nine supporting parties form the backbone of campaign distribution down to the grassroots level, with each party responsible for disseminating narratives within its respective bases. Gerindra DPC Secretary Surya Admaja revealed the division of regions into three zones: a strong zone (Bintan, Tanjungpinang), a contested zone (Batam), and a weak zone (Karimun) with different approaches but a unified narrative. The Relawan Penerus Negeri (Nation Successor Volunteers) focused on urban areas such as Batam and Tanjungpinang through youth-based creative community activities, while in Karimun, which is controlled by political opponents, a cautious but consistent approach was maintained. According to academic Zamzami A Karim, the geographical challenges of the archipelago require a well-thought-out placement strategy that takes into account sea transportation access and weather conditions. Therefore, campaign distribution must be based on field data analysis rather than just political perception, ensuring that every presence is targeted and has a significant impact on electoral victory.

**CONCLUSION**

Based on an in-depth analysis of interview data, field observations, and official documentation for the 2024 Riau Islands gubernatorial election, the winning strategy of Ansar Ahmad and Nyanyang Haris Pratamura has been proven to be systematic through the implementation of an adaptive and data-driven political marketing mix (4P). Their success does not rely solely on formal political power, but rather on a combination of credible political products between experienced figures and relevant concrete programs, an efficient pricing strategy through survey-based budget management and the sacrifice of volunteer idealism, integrated promotion using narratives of previous period successes packaged emotionally through social media and face-to-face campaigns, and careful distribution of venues that take into account the political power map and local characteristics. A strategic focus on key regions such as Batam and Karimun while

maintaining traditional bases in coastal areas, supported by the synergy of the winning team, coalition party structure, and volunteer movements that carry out a uniform narrative but different approaches according to audience segmentation, makes this strategy comprehensive and responsive to the electoral dynamics of the Riau Islands.

The elected pair is expected to realize flagship programs such as shelters, interest-free MSME assistance, and educational scholarships to maintain public trust, while the winning team, coalition parties, and volunteers need to maintain data-based strategies, door-to-door campaigns, and social media optimization for the upcoming election while maintaining the spirit of collective work after the election. The public is expected to remain active in monitoring the performance of the elected leader not only during the campaign but throughout the term as a balance of power, while future researchers are advised to study the comparative strategies of several candidates in one region or add dimensions of digital strategy analysis, the strength of volunteer networks, and voter perceptions of personal branding to enrich the insight of political communication studies.

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