
SEGMENTATION OF POLITICAL PARTICIPATION BASED ON POLITICAL MARKETING

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ABSTRACT

The purpose of this study is to analyze the segmentation of political participation based on political marketing. Political participation is an activity that involves the role of the community, both directly and indirectly, aimed at influencing government policies for the public interest. To be able to encourage participation, political marketing is needed. Currently, political marketing is not only used for business, but also for all fields, one of which is politics. Various candidates or political actors use various forms of political marketing to increase public participation. However, the resulting level of political participation is not uniform. Differences in political marketing strategies received by the public give rise to diverse responses, forming different political participation segmentations. The research method used is quantitative by distributing questionnaires to respondents. The population in this study is the community registered in the 2024 permanent election. The sample collection technique uses non-probability sampling with a convenience approach. The sample used in this study was 384 respondents. The data obtained were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) and Finite Mixture Partial Least Squares (FIMIX-PLS) approaches. The results of this study indicate that marketing communication, advertising, and visibility influenced online participation by 41.4%, but this influence was still limited and failed to significantly increase offline political participation by only 0.7%. The segments were divided into three, with Segment 1 being the largest (41.8%), Segment 2 (40.7%), and Segment 3 (17.5%).

Keywords: Segmentation, Political Participation, Political Marketing

INTRODUCTION

Democracy is a system of government that gives the people supreme power to determine their policies and decisions through political participation. In a democracy, every citizen has the right to participate in politics freely and fairly, either directly or through elected representatives. (Napitupulu, 2024). One of the countries that uses a democratic system is Indonesia, the main instrument in democracy is the General Election (Pemilu) such as

giving the right to vote or express opinions, as well as being involved in political participation. (Amrullah et al., 2023).

Political participation is the active involvement of citizens in the implementation and decision-making process within the political process. Law No. 7 of 2017 states that Indonesian citizens aged 17 or older, married, or previously married, can participate and exercise their right to vote. To exercise their right to vote, Indonesian citizens must be registered voters. However,

citizens whose voting rights have been revoked cannot participate in elections.

Political participation is also an activity that involves the role of society, both directly and indirectly, which aims to influence government policies for the public interest. Political participation is a crucial factor in determining the success of democracy. A higher level of participation indicates that citizens follow, understand, and involve themselves in state activities. Conversely, low political participation can be caused by various reasons, such as a lack of political awareness, limited access to information, and low public trust in the political process, which ultimately encourages the emergence of white groups (*golput*) in general elections. (Iqbal, 2020).

Indonesian citizens' participation in general elections is a manifestation of their responsibility in the life of the nation and state. The phenomenon of political participation in Indonesia varies from one election to the next, with an average increase, decrease, or even a constant level. According to data from the General Elections Commission (KPU) (2019), voter participation in 2019 experienced a significant increase of 81.9%, meaning that 158,012,506 people exercised their right to vote out of a total of 199,987,870 voters on the Permanent Voter List (DPT).

However, based on KPU data, the participation rate in the 2024 presidential election decreased, to only 81.78% or 164,227,475 votes out of a total of 204,807,222 on the Permanent Voter List (DPT). This figure is still far from the KPU's target of 85%. (Faturahman, 2025) Meanwhile, according to KPU data for regional elections, voter participation in the Bogor City regional

elections was only recorded at 63%, with only 524,249 people exercising their voting rights out of a total of 815,249 people registered for the permanent elections. (Ruby & Maullana, 2024). Low political participation is caused by apathetic attitudes such as a lack of awareness, public concern, and less than optimal political socialization, which encourages people to choose to abstain from voting. (Ekasari et al., 2024) This condition is also influenced by disappointment over unfulfilled political promises, which reduces trust in candidates and the political process, as well as the perception that elections have no real impact on social and economic conditions, coupled with limited access to information and infrastructure that hinder voter participation (Ramadhani et al., 2024).

The problems arising from this phenomenon lie not only in the low or high levels of political participation, but also in the uneven forms and levels of public participation. Within political participation, some people actively participate, others only participate by exercising their right to vote, and some remain passive in political participation activities. These differences in participation levels demonstrate the heterogeneity of public political participation and the distinct segmentation of the population.

In line with this, political actors are also utilizing political marketing to increase political participation. Previously, marketing was only used for business purposes, aiming to offer and promote products and as a tool to compete with competitors from other companies. However, today, marketing is no longer just about selling a product; it can be used in the political realm,

commonly referred to as political marketing. (Sutrisno et al., 2024) Political marketing communications are promotional activities aimed at selling political products. These marketing activities encompass ideas, issues, ideologies, leadership characteristics, and implemented work programs. (Gautama & Kusuma, 2024).

Political marketing can also help create an identity, image and reputation for politicians, which aims to build relationships between politicians and the public and to differentiate one politician from another. (Nurhidayat, 2023). The political marketing process carried out by candidates or political actors by using direct marketing strategies to the public, such as visiting, socializing face to face with the public, marketing through mass media that can reach a wide audience, in addition to carrying out marketing activities through certain groups, traditional figures, community leaders or through influential organizations. (Yesi et al., 2025). With the various forms of marketing implemented, the resulting public responses vary, thus forming different segments of political participation.

Political segmentation is the process of dividing or grouping society based on the goals, characteristics, and level of political participation of each individual or group. The segmentation approach is used to recognize that society does not exhibit a uniform pattern of participation, but rather differs in the manner and level of their involvement in political activities. (Ndenda & Tokan, 2020). The differences in responses in society towards political marketing form the level of political participation which is grouped into several segments,

namely active participation, moderate participation, and passive participation.

This research focuses on people aged 17-70, who are in the productive age group and have the right to vote in the political process. This group encompasses several generations: Generation Z, Millennials, Generation X, and Baby Boomers. Each generation has different characteristics and levels of political participation, as evidenced by the data. 2024 General Election Commission, the level of election participation is dominated by the younger generation, namely the Millennial Generation with an age range of 28-43 years with 67,909,820 voters (33.44%) and Generation Z with an age range of 17-27 years with 50,645,669 voters (24.94%), so that the total of both reaches 58.38% of the total voters. Meanwhile, Generation X with an age range of 44-59 years numbered 54,917,385 voters (27.05%) and Baby Boomers with an age range of 60-78 years with 26,557,170 voters (13.08%). The differences in characteristics between these generations indicate the existence of diverse political participation segmentation. The older generation tends to have longer political experience, while the younger generation is more dominant in number and more adaptive to the development of digital media, thus becoming a strategic group in the political marketing process. (Setiawati, 2023).

Several previous studies have examined the same topic as the study by (Jayawinangun & Nugroho, 2019) which analyzed the typological segmentation of first-time voters based on access to political news on social media. The results of this study indicate that the characteristics of first-time

voters in Bogor Regency are predominantly female, have a high school education, and do not participate in organizations. Furthermore, research by (Febrianti et al., 2025) analyzed groups of young voters in Binjai City based on their interests and attendance in the General Election and Regional Election using the K-Means Clustering algorithm. (Purba, 2025) analyzing the segmentation of political participation of first-time voters in the 2024 general election at GKPI Padang Private High School.

Based on several previous research results, there is a research gap that differentiates these studies from this study. The difference between this study lies in the use of a latent heterogeneity-based segmentation approach through the FIMIX-PLS method, which has not been widely used in political participation research at the local level, especially in the Bogor region. This study also differentiates online and offline participation so that it can find differences in community responses in participating in depth. This study aims to determine the segmentation of political participation based on political marketing using the lens of the theory of political communication effects. This theory was chosen because it explains how political marketing delivered through various forms of communication channels can have different effects on society, namely the cognitive effect of increasing public knowledge and understanding of political messages, the affective effect of forming attitudes, interests, or emotions towards political messages, and the conative effect that shows changes in community behavior in participating online and offline. These differences in

the effects of public political communication are what form the segmentation of political participation. The focus of this study is to test the hypothesis of political marketing variables (marketing communication, advertising, and visibility) on online and offline political participation variables, in addition to identifying the number of latent segments formed from the characteristics of each segment, and determining effective political marketing strategies according to the segment results. Thus, this research is expected to be able to provide a contribution in the form of implications for political marketing strategies that are adapted to the characteristics of each segment, not just using a uniform approach.

LITERATURE REVIEW

Marketing communication (marketing communications) is a medium used by companies to convey information aimed at introducing goods or services to target audiences through various communication media, such as advertisements, billboards, newspapers, radio, email marketing, and social media. (Firmansyah, 2020) The marketing concept is not only used in business institutions, but can be used in various fields, one of which is politics, commonly known as political marketing. (Yesi et al., 2025).

Political marketing is a tool used by candidates or political parties to build an image, convey a vision and mission, and influence voter perceptions and behavior through various communication channels aimed at reaching a wide audience. (Kango, 2020) Political marketing is also used to promote political products to attract public interest in providing support and

increasing political participation.(Rizkia et al., 2022)To achieve this goal, a political marketing process is carried out by delivering marketing messages directly face to face, through socialization, or through mass media.(Amalia, 2021).

Advertising is a mass media used to convey political messages to a wide audience. *Advertising* is a form of non-personal communication carried out by an organization to convey information about the products offered to the target audience on a paid basis, with sponsor support (Ilyas in(Thariq, 2021)The use of advertising is the main solution in addressing the low level of political participation, because political advertising has an important role in political communication to increase knowledge, attitudes, and encourage public awareness to participate actively while also being the most efficient way for candidates to convey their vision and mission and be recognized by the wider community.(Pradana, 2024).

In line with this, candidate visibility is a determining factor in political participation, because voters tend to vote for figures they recognize, their ideology, and feel their presence, both in person and through digital media.(Prasetyo, 2020). *Visibility*It also refers to the level of presence or visibility of a candidate or political party in the public sphere, both directly and through various media. Visibility reflects how often and to what extent a candidate or party appears, is recognized, and is noticed by the public, such as through attendance at social activities, open campaigns, media coverage, and activity on social media.(Çağlar & Akbiyik, 2023).

Political participation is the activity of individuals or groups of respondents to actively participate in political activities, such as electing a national leader who can directly or indirectly influence government policy. This activity includes voting in general elections, attending public meetings, becoming a member of a party or interest group, establishing relationships with government officials or members of parliament, and so on.(Sutami et al., 2022)Political participation is divided into two categories: online participation and offline participation. Online participation is public involvement in voting through digital media or the internet.(Sahid, 2011)states that indicators of online political participation include voting, informal groups/social media, direct contact, and protest activity. Meanwhile, offline participation refers to public involvement in direct, face-to-face political activities. Gill de Zuniga et al. in(Anwar et al., 2024)states that offline participation includes offline voting, political discussions, campaign activities, petition submissions, demonstrations, and confrontations.

RESEARCH METHODS

This research uses a quantitative approach. Quantitative methods are research methods based on the philosophy of positivism, used to examine specific samples and populations. Data collection utilizes research instruments and quantitative (statistical) data analysis is used to test established hypotheses.(Sugiyono, 2020)This research was conducted in Bogor City and Bogor Regency, West Java Province. The study was conducted over three months (July–September

2025). The population in this study was 4,741,329 people registered in the 2024 permanent elections in Bogor City and Regency.(Setiawan, 2024). In this study, the Lemeshow formula was used to determine the number of samples with an error of 5% and a confidence level of 95% for a sample size of 384 respondents.

The sampling method used in this study is a non-probability technique. Non-probability is a sampling technique that does not provide an equal opportunity for each respondent in the population to be selected as a sample.(Sugiyono, 2020)The sampling technique used was convenience sampling, a technique used to reach respondents with easy access during the study. The inclusion criteria for respondents were domiciled in Bogor City or Bogor Regency, registered as permanent voters in the general election, and at least 17 years old or married. Data collection was conducted through the distribution of questionnaires online through social media and offline at several crowded points in the Bogor area. Although the initial sample size was determined using the Lemeshow formula to ensure a sufficient number of respondents, the researcher realized that the use of convenience sampling has the potential for bias. The study sample tended to be dominated by the 17–27 year old age group due to the higher level of accessibility of online questionnaires in that age group. Therefore, the results of this study only describe the characteristics and level of political participation of respondents who were successfully reached, and are not intended to be probabilistically generalized to the entire voter

population in Bogor City and Regency. In this study, there are three independent variables: marketing communication (X1), advertising (X2), and visibility (X3) using a Likert scale. While the dependent variable uses two variables: online participation (Y1) and offline participation.

Data analysis was conducted using the Structural Equation Modeling Partial Least Squares (SEM-PLS) method combined with Finite Mixture Least Squares (FIMIX-PLS) to identify voter heterogeneity and segmentation. The analysis procedure began with the evaluation of the Measurement Model (Outer Model) to ensure data validity through validity tests (loading factor > 0.7 ; AVE > 0.5) and reliability (Composite Reliability > 0.7). Discriminant validity was also ensured using the Heterotrait-Monotrait (HTMT) ratio below 0.90. The next stage was the evaluation of the Structural Model (Inner Model) to test the strength of the relationship between variables through the R^2 , f^2 values, and hypothesis testing using the bootstrap resampling method with the criteria of t-statistic > 1.96 and p-value < 0.05 . Finally, the FIMIX-PLS estimation was used to group community segments based on the conditional multivariate normal density function.

RESULTS

Respondent characteristics are the groups of individuals who are the objects of the research. In this study, the respondents were residents of Bogor City and Regency who were registered for the permanent elections. Respondent characteristics in this study were grouped based on age, gender, domicile, occupation, and voting experience as follows.

Table 1.Respondent Characteristics

Respondent Characteristics	Amount	Percentage
Age		
17 – 27	195	51%
28 – 38	96	25%
39 – 49	69	18%
50 – 60	21	5%
61 – 70	3	1%
Gender		
Man	174	45%
Woman	210	55%
Domicile		
Bogor City	182	47%
Bogor Regency	202	53%
Work		
Doesn't work	8	2%
Student	112	29%
Housewife	3	1%
Private Employees	203	53%
Businessman	40	10%
Pension	2	1%
Laborer	15	4%
Marital status		
Not married yet	176	46%
Married	205	53%
Widower/Widower	3	1%
Participation in the 2019 Presidential Election		
Not Yet Eligible to Vote	100	26%
No Choice	39	10%
Participate in Voting	245	64%
Participation in the 2024 Presidential Election		
Participate in Voting	346	90%
No Vote	38	10%
Participation in the 2024 Gubernatorial Election		
Participate in Voting	298	78%
No Vote	86	22%
Participation in the 2024 Regent Election		
Participate in Voting	289	75%
No Vote	96	25%
Total	384	100%

Based on research data on 384 respondents, the majority of respondents are dominated by the 17-27 year age group, which is the largest

group with 195 respondents (51%), followed by the 28-38 year age group with 96 respondents (25%), 39-49 year age group with 69 respondents (18%), while respondents aged 50-70 years old only make up 6%. Female respondents tend to be more numerous, reaching 210 respondents (55%) compared to male respondents who number 174 respondents (45%). This is also supported by data from the Central Statistics Agency.(BPS, 2024), with a female population of 139,907,921, while the male population was 142,569,663. Although there were more males, females were more responsive when filling out the questionnaire.

Geographically, the respondents' domiciles were fairly evenly distributed between Bogor Regency (202 respondents (53%) and Bogor City (182 respondents (47%). This is further supported by data from the Central Statistics Agency (BPS).(BPS, 2024a), it is known that the population of Bogor Regency is greater than the population of Bogor City, which is 5,682,303 people. The respondents' occupational background is dominated by private employees with a total of 203 respondents (53%) and students with

112 respondents (29%), while other job categories such as entrepreneurs, laborers, and housewives have a much smaller representation. Furthermore, the respondents' marital status is divided into two large groups, namely the married group with 205 respondents (53%) and unmarried with 176 respondents (46%), and respondents with widower or widow status only 1%. Furthermore, there is a significant increase in voter participation in the respondents' voting awareness. In the 2019 Presidential Election, 245 respondents (64%) voted, while 100 respondents (26%) were not yet eligible to vote at that time. However, in the 2024 Presidential Election, the participation rate jumped sharply to 346 respondents (90%) who voted, with only 38 respondents (10%) who did not use their voting rights. This participation pattern remained quite high at the 2024 regional election level, where participation in the Gubernur Election reached 298 respondents (78%) and the Regent Election reached 289 respondents (75%), although the number of absentees at the local level was slightly higher than in the national election.

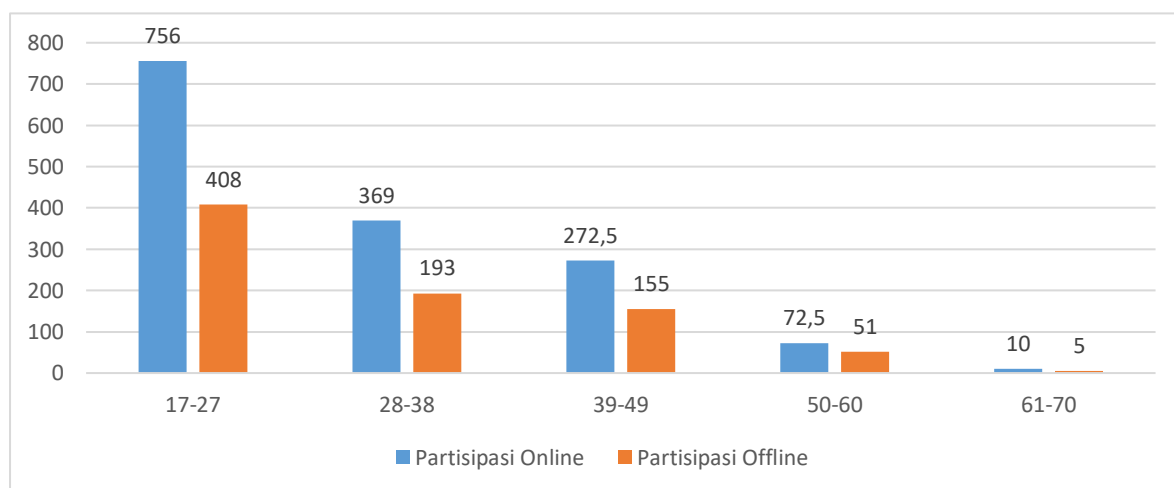


Figure 1. Level of Political Participation Based on Age

Source: Author's Data Processing Results

The data above shows the participation rate based on age group, it can be seen that the 17-27 year old age group has a higher online participation rate of 756 compared to offline participation of only 408. This shows that this age range is dominated by the younger generation who are active in digital media. Furthermore, the 28-38 year old age group also has a higher online participation rate of 369, while offline participation is only 193. The 39-49 year old age group also has higher online participation of 272.5 compared to offline participation of 155. The next age group is also in the 50-60 year old range, online participation is higher at 72.5 compared to offline participation of

only 51. Finally, the 61-70 year old age group also shows a higher online participation rate than offline participation, although with a relatively low number, namely online participation of 10 and offline participation of 5.

Overall, the data shows that all age groups have higher levels of online participation compared to offline participation. This is also supported by research.(Ansar & Hashmat, 2025)which states that current developments in the modern era influence patterns of political participation, where online activity tends to be higher than offline participation.

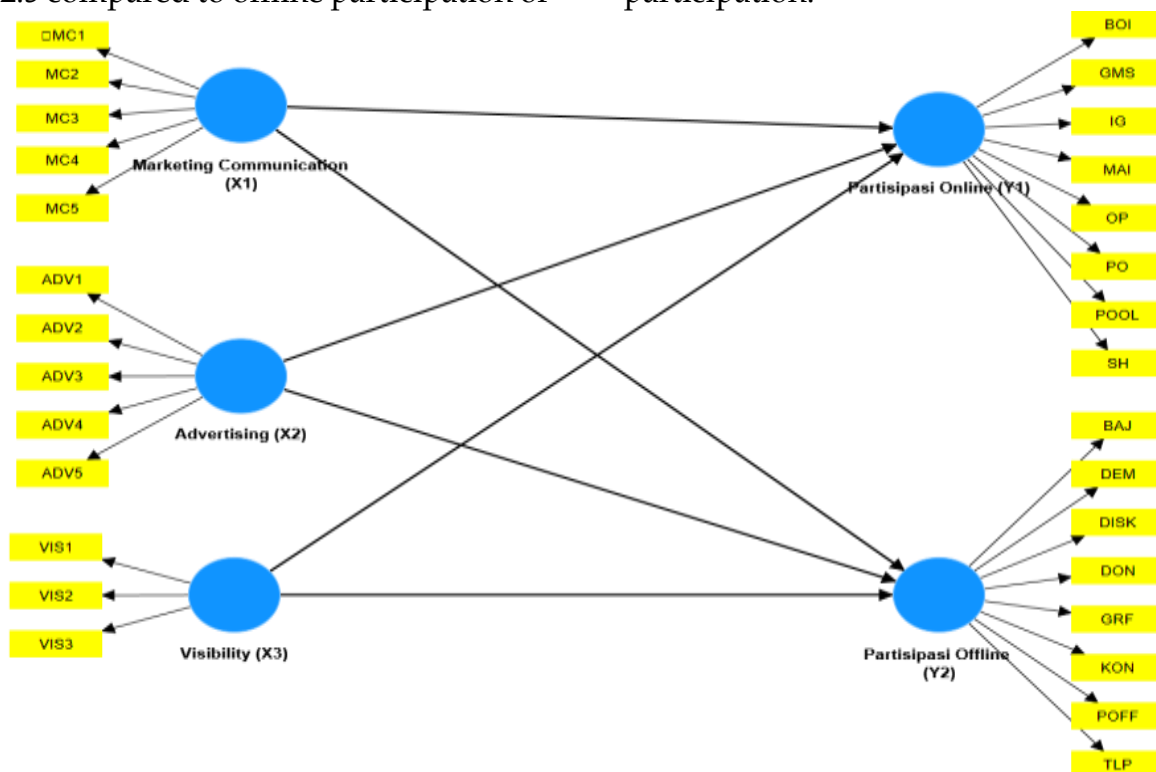


Figure 2. Initial Research Model

Source: Author's Data Processing Results

This research model is formed based on indicators and path relationships, showing that there are 29 indicators that form latent variables and 6 path

relationships that connect political marketing with political participation. The model to be analyzed is the influence of marketing communication

(X1), advertising (X2), and visibility (X3)
on online participation (Y1) and offline
participation (Y2).

Table 2.Initial Measurement Model

Item	Mea n	Std	Excess kurtosis	Skewne ss	Factor Loadin g	Cronbachs' a	CR	AVE
Message/S MS (MC1)	3,409	0.821	0.045	-0.230	0.482	0.495	0.644	0.300
Poster (MC 2)	3,349	0.822	0.392	-0.159	0.524			
Socializati on (MC 3)	3,604	0.807	-0.453	-0.117	0.244			
Souvenirs (MC 4)	3,958	0.844	-0.508	-0.417	0.889			
Jingle (MC 5)	3,750	0.807	-0.072	-0.261	0.376			
Newspape r (ADV1)	3,714	0.814	-0.771	0.105	0.659	0.602	0.751	0.411
Public Transporta tion Advertise ment (ADV2)	4,036	0.759	-1,061	-0.133	0.720			
Television Advertisin g (ADV3)	4,034	0.885	-0.457	-0.587	0.744			
Outdoor Advertisin g (ADV4)	3,622	0.666	-0.437	0.288	0.133			
Social Media Advertisin g (ADV5)	4,010	0.757	-0.959	-0.126	0.728			
Debate Event (VIS 1)	3,422	0.813	0.104	-0.272	0.521	0.383	0.617	0.401
Music Concert (VIS 2)	3,591	0.815	-0.481	-0.107	0.250			
Religious Events (VIS 3)	3,930	0.840	-0.539	-0.369	0.932			

Online Petition (PO)	3,792	0.713	-0.858	0.242	0.489			
Online Poll (POOI)	3,440	0.716	0.289	0.190	0.432			
Boycott (BOI)	3,833	0.769	0.124	-0.187	0.112			
Email Message (MAI)	3,914	0.771	-0.935	-0.022	0.681			
Social Media Group (GMS)	3,716	0.669	-0.655	0.299	0.356	0.601	0.713	0.264
Follow Social Media Groups (IG)	3,839	0.645	-0.409	0.050	0.407			
Share (SH)	3,763	0.713	-0.984	0.382	0.617			
Opinion (OP)	3,841	0.766	-1,190	0.244	0.731			
Offline Petition (POF)	1,885	0.867	0.619	0.897	0.773			
Letter/ Telephone (TLP)	2,029	0.958	0.116	0.816	0.774			
Demo (DEM)	2,133	1,063	-0.192	0.763	0.873			
Discussio n (DISK)	2,029	1,037	0.543	1,013	0.860			
Graffiti (GRF)	1,997	0.964	0.934	1,020	0.812	0.941	0.948	0.698
Political Attributes (BAJ)	2,034	1,039	0.386	0.995	0.893			
Political Donations (DON)	2,010	1,033	0.768	1,117	0.912			
Political Events (CON)	2,443	1,173	-0.998	0.318	0.774			

Based on the initial measurement model table, the mean value for the political marketing indicator is in the range of 3.34 - 4.03, indicating that respondents are quite frequently exposed to political marketing activities. Indicators MC4 (3.95), ADV2 (4.03), ADV3 (4.03), ADV5 (4.01), and VIS3 (3.93) indicate that political marketing received a fairly high rating from respondents. The mean value for online participation is also quite high, in the range of 3.44 - 3.91 with fairly high indicators MAI (3.91) and OP (3.84). However, the offline participation indicator has a lower mean value with a range of 1.88 - 2.44. The standard deviation value is in the range of 0.645 - 1.173, indicating that the variation in respondents' answers is still within reasonable limits. The skewness value ranges from -0.587 - 1.117, indicating that the data distribution tends to be symmetrical and can still be considered close to normal. The excess kurtosis value ranges from -1.190 to 0.934, indicating that the data distribution is neither too sharp nor too flat. Validity and reliability results indicate that not all indicators meet the criteria above 0.70 in the initial model. In marketing communication, only indicator MC4 (0.889) has a high loading, while the other indicators are still below the recommended limit. A similar condition also occurs in Visibility, where VIS3 (0.932) shows a very strong contribution, while VIS1 and VIS2 have relatively low loadings. Meanwhile, advertising and offline political participation show better measurement quality because most indicators have factor loading values above 0.70.

The Cronbach's Alpha value indicates that the marketing communication (0.495) and visibility (0.383) constructs still have low internal consistency in the initial model. Advertising (0.602) and online political participation (0.601) are at a moderate level of reliability, while offline political participation (0.941) shows excellent reliability. The Composite Reliability (CR) value strengthens these findings, where the offline political participation construct has a high CR value (0.948). Furthermore, the Average Variance Extracted (AVE) value indicates that most of the constructs in the initial outer model have not met the convergent validity criteria, because their values are still below 0.50, such as Marketing Communication (0.300), Advertising (0.411), Visibility (0.401), and online political participation (0.264). Only offline political participation (0.698) has met the AVE criteria, indicating that this construct is able to explain the variance of its indicators well. Overall, the initial outer model results indicate that some constructs do not meet adequate validity and reliability criteria, particularly for Marketing Communication, Visibility, and some online participation indicators. Therefore, further evaluation is needed by eliminating indicators with low factor loadings and conducting retesting to obtain a more valid and reliable final measurement model.

Based on the results of the retesting, the final research model was formed by retaining the indicators that met the validity and reliability criteria. As follows.

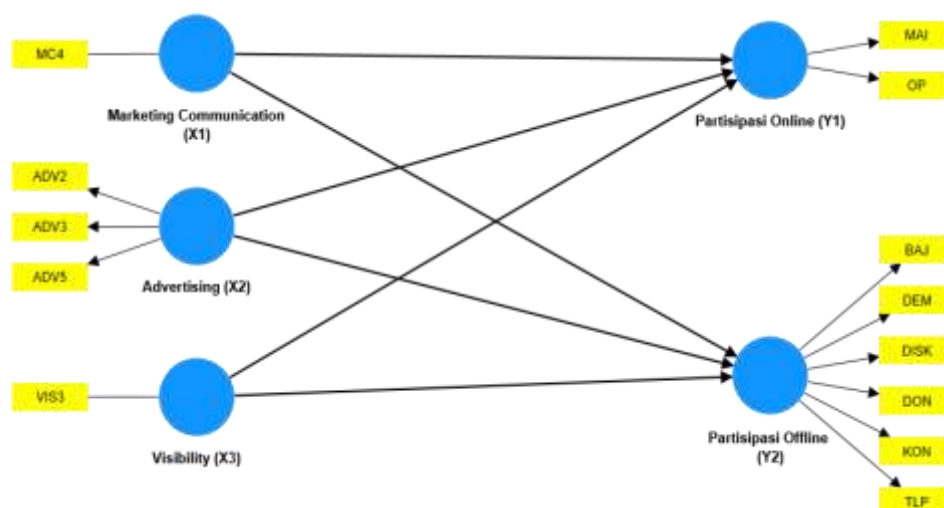


Figure 3. Final Research Model

Source: Author's Data Processing Results

This research model is formed based on indicators and path relationships, showing that there are 13 indicators that form latent variables and 6 path relationships that connect political marketing with political participation.

The model to be analyzed is the influence of marketing communication (X1), advertising (X2), and visibility (X3) on online participation (Y1) and offline participation (Y2).

Table 3. Final Measurement Model Results

Item	M ea n	St d	Excess kurtosis	Ske wnes s	Factor Loadin g	Cronb achs'a	C R	A V E
Souvenirs (MC4)	3,9 58	0. 84	-0.508	- 0.417	1,000	1,000	1, 00	1, 00
Public Transportation Advertisement (ADV2)	4,0 36	0. 75	-1061	- 0.133	0.808			
Television Advertisement (ADV3)	4,0 34	0. 88	-0.457	- 0.587	0.788	0.760	0. 84	0. 65
Social Media Advertising (ADV5)	4,0 10	0. 75	-0.959	- 0.126	0.823		8	0
Religious Events (VIS)	3,9 30	0. 84	-0.539	- 0.369	1,000	1,000	1, 00	1, 00
Email Message (MAI)	3,9 14	0. 77	-0.935	- 0.022	0.821	0.525	0. 80	0. 67
		1					8	8

Opinion (OP)	3,8416	0.76	-1190	0.244	0.826			
Letter/Telephone (TLP)	2,0298	0.95	0.116	0.816	0.903			
Demo (DEM)	2,1333	1.06	-0.192	0.763	0.877			
Discussion (DISK)	2,0297	1.03	0.543	1,013	0.857			
Political Attributes (BAJ)	2,0349	1.03	0.386	0.995	0.913	0.930	0.940	0.725
Political Donations (DON)	2,0103	1.03	0.768	1,117	0.818			
Political Events (KON)	2,4433	1.17	-0.998	0.318	0.725			

Based on the table above, the mean value for the political marketing indicator is in the range of 3.93 - 4.04, indicating that respondents are quite frequently exposed to political marketing activities. Indicators MC4 (3.96), ADV2 (4.04), ADV3 (4.03), ADV5 (4.01), and VIS3 (3.93) indicate that political marketing received a fairly high rating from respondents. The mean value for online political participation is also quite high, with MAI (3.91) and OP (3.84). However, the offline political participation indicator has a lower mean value, with a range between 2.01 - 2.44. The standard deviation value is in the range of 0.757 - 1.173, indicating that the variation in respondents' answers is still within reasonable limits. The skewness value ranges from -0.587 - 1.117, indicating a fairly normal data distribution. The excess kurtosis value is in the range of -1.190 - 0.768, which

indicates that the data is neither too sharp nor too flat, and tends to follow a normal distribution. For validity and reliability results, all indicators have factor loadings above 0.7, with the highest values in VIS3 (1.000) and MC4 (1.000), and the lowest value in KON (0.725). This indicates that these indicators can represent the latent construct well. The Cronbach's Alpha value shows good reliability for the Advertising construct (0.760) and Offline Political Participation (0.903), although the OP construct has a lower Cronbach's Alpha value (0.525), indicating lower reliability. Composite Reliability (CR) for all constructs is in the range of 0.808 - 0.940, indicating good reliability. The Average Variance Extracted (AVE) value meets the convergent validity criteria with a value of more than 0.5 for most constructs,

such as ADV2 (0.650), MAI (0.678), and OP (0.725).

Table 4.Fornell Larcker

	X1	X2	X3	Y1	Y2
Marketing Communication	1,000				
Advertising	0.382	0.806			
Visibility	0.925	0.348	1,000		
Online Participation	0.603	0.438	0.547	0.823	
Offline Participation	-0.001	-0.079	0.006	0.013	0.851

Based on the table above, it shows that the value on the main diagonal is the square root of the Average Variance Extracted ($\sqrt{\text{AVE}}$) of each construct, while the value outside the diagonal indicates the correlation between constructs. The discriminant validity criteria are met if the $\sqrt{\text{AVE}}$ value on a construct is greater than its correlation with other constructs. The results of the analysis show that there is a very high correlation between Marketing Communication (X1) and Visibility (X3), which is 0.925 because each variable only has one indicator. This correlation value is greater than the $\sqrt{\text{AVE}}$ value on

both constructs, thus indicating that the discriminant validity between X1 and X3 has not been optimally fulfilled. This shows that the two constructs have very strong conceptual closeness and tend to overlap. In contrast, the correlation between Advertising (X2) and other constructs is relatively lower, so the discriminant validity of X2 is still acceptable. In the political participation construct, the correlation between online participation (Y1) and offline participation (Y2) is very low, which shows that the two forms of participation are different constructs and do not replace each other.

Table 5.Heterotrait Monotrait (HTMT)

	X1	X2	X3	Y1
Marketing Communication				
Advertising	0.404			
Visibility	0.925	0.371		
Online Participation	0.831	0.623	0.755	
Offline Participation	0.021	0.070	0.024	0.070

The Monotrait Heterotrait (HTMT) value must be below 0.9 to ensure discriminant validity between two reflective constructs. The table above shows that the HTMT value of each variable is below 0.9, meaning that the construct has been valid in the

discriminant validity test based on the HTMT calculation. The results of the analysis show that the HTMT value between Marketing Communication (X1) and Visibility (X3) is 0.925, which exceeds the limit of 0.90. This indicates that the discriminant validity between

X1 and X3 has not been met, so that the two constructs have a very high level of similarity and have the potential to measure the same concept. This condition also indicates a multicollinearity problem in the measurement model. Meanwhile, the HTMT value between Marketing Communication (X1) and Advertising (X2) is 0.404, and the HTMT value between Advertising (X2) and Visibility (X3) is 0.371. Both values are far below the threshold of 0.90, so it can be concluded that the discriminant validity between X2 and X1 and X3 has been met. In the relationship between

political marketing variables and political participation, the HTMT value of X1-Y1 is 0.831, X2-Y1 is 0.623, and X3-Y1 is 0.775, all of which are still below the criterion limit. This indicates that each political marketing construct can still be conceptually distinguished from the online political participation construct. In contrast, the HTMT value between the political marketing variable and offline participation (Y2) is relatively low, namely X1-Y2 of -0.021, X2-Y2 of -0.070, and X3-Y2 of 0.024, which indicates a very weak relationship and does not indicate a discriminant validity problem.

Table 6. Inner VIF

	Online Participation	Offline Participation
Marketing Communication	7,154	7,154
Advertising	1,171	1,171
Visibility	6,953	6,953

Based on the results of the VIF data test, it shows that variable X1 has a VIF value of 7.154 and variable X3 6.953, both values of these variables are greater than 5.00 because variables X1 and X3 only have one indicator each.

Therefore, there are symptoms of quite large multicollinearity. Meanwhile, variable X2 has a value of 1.171, the result is below 5.00, meaning there is no multicollinearity.

Table 7. R-squared & Q-squared tests

	R Square	R Square Adjusted	Q Square
Online Participation	0.414	0.410	0.237
Offline Participation	0.007	-0.000	0.001

(Purwanto & Sudargini, 2021) states that the R Square value of 0.75, 0.50, and 0.25 indicates that the model is strong, moderate, and weak. Based on the table, the R Square value for variables X1, X2, and X3 against Y1 is 0.414. This shows that the distribution of variable Y can be explained by variables X1, X2, and X3 by

41.4%. The rest, namely 58.6%, is explained by other variables not examined in this study. While the results of the R Square value for variables X1, X2, and X3 against Y2 are 0.007, this shows that the distribution of variable Y can be explained by X1, X2,

X3 by 0.7%, this value is included in the weak category because it is below 0.25.

The Q-square test results are used to assess the accuracy of the model's observed values. The Q-square criterion is that if $Q^2 > 0$, the model has a relevant

predictive value. The table above shows that the Q^2 value for variable Y1 is 0.273, while the Q^2 value for variable Y2 is 0.001. It can be concluded that the Q-square results in this study have a relevant predictive value.

Table 8.Hypothesis Test Results

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEF)	T Statistics (IO/STDEF)	P Values	Information
Marketing Communication -> Online Participation	0.567	0.568	0.115	4,948	0,000	Accepted
Marketing Communication -> Offline Participation	-0.008	-0.014	0.183	0.043	0.966	Rejected
Advertising -> Online Participation	0.243	0.245	0.047	5,205	0,000	Accepted
Advertising -> Offline Participation	-0.091	-0.083	0.076	1,190	0.234	Rejected
Visibility -> Online Participation	-0.061	-0.062	0.112	0.547	0.584	Rejected
Visibility -> Offline Participation	0.044	0.047	0.190	0.234	0.815	Rejected

(Purwanto & Sudargini, 2021)states that if the p value is below 0.05 then H_a is accepted. Conversely, if the p value is above 0.05 then H_o is rejected.

1. Marketing Communication (X1) has an influence on Online Participation (Y1)

Based on the table above, it shows that X1 marketing communication has a significant effect on online participation with a T statistic value of $4.948 > 1.96$ and a P Value of $0.000 < 0.05$. This shows

that the marketing communication carried out is effective in encouraging people to participate online.

2. Marketing Communication (X1) has no effect on Offline Participation (Y2)

Based on the results of the table above, it shows that X1 marketing communication has no effect on offline participation with a T statistic value of $0.043 < 1.96$ and a p value of $0.966 > 0.05$. This shows that the

political marketing received by respondents is not strong enough to encourage offline participation.

3. Advertising (X2) has an effect on online participation (Y1)

Based on the results of the table above, it shows that X2 advertising has an effect on online participation with a T statistic value of $5.205 > 1.96$ and a p value of $0.000 < 0.05$. This shows that advertising can encourage online participation.

4. Advertising (X2) has no effect on offline participation (Y2)

Based on the results of the table above, it shows that X2 advertising has no effect on offline participation with a T statistic value of $1.190 < 1.96$ and a p value of $0.234 > 0.05$. This

shows that the advertisements received by the public have not significantly encouraged them to participate offline.

5. Visibility (X3) has no effect on online participation (Y1)

Based on the results of the table above, it shows that X3 visibility has no effect on online participation with a T statistic value of $0.547 < 1.96$ and a p value of $0.584 > 0.05$.

6. Visibility (X3) has no effect on offline participation (Y2)

Based on the results of the table above, it shows that X3 visibility has no effect on offline participation with a statistical T value of $0.234 < 1.96$ and a p value of $0.815 > 0.05$.

Table 9.F Square Test

	Online Participation	Offline Participation
Marketing Communication	0.077	0.000
Advertising	0.086	0.007
Visibility	0.001	0.000
Online Participation		
Offline Participation		

(Purwanto & Sudargini, 2021)states that the f-square value of 0.02 means small, 0.15 means medium, and 0.35 means large. Based on the table, the influence of X1 on Y1 has a moderate level of 0.077. The influence of X2 on Y1 has a moderate level of 0.086. The

influence of X3 on Y1 has no impact or contribution because the resulting value is below 0.02, namely 0.001. X1, X2, and X3 on Y2 have no impact or contribution because the results are below 0.02, namely 0.000.

Table 10.Fit Model

	Saturated Model	Estimated Model
SRMR	0.082	0.083
d_ ULS	0.619	0.627
d_ G	0.547	0.547
Chi-square	1013,583	1014.052
NFI	0.745	0.745

(Purwanto & Sudargini, 2021)states that the SRMR value is still acceptable if

the value is below 0.10. Based on the table, the SRMR value is 0.082, which indicates that the model is suitable.

Table 11.Anova

	Cluster		Error		F	Sig .
	Mean Square	df	Mean Square	df		
Advertising	65,869	2	.662	381	99,471	.000
Marketing Communication	146,029	2	.242	381	604,515	.000
Offline Participation	26,304	2	.870	381	30,245	.000
Online Participation	79,948	2	.588	381	135,982	.000
Visibility	134,319	2	.381	381	443,626	.000

Based on the results displayed, all research variables – namely Advertising, Marketing Communication (MARKOM), Offline Participation, Online Participation, and Visibility – showed a high F-value with a significance level of 0.000 ($p < 0.001$). This finding indicates that there is a very strong difference in the average value of each variable between clusters, so that each variable has a significant contribution in differentiating the characteristics of the respondent segments.

The MARKOM and Visibility variables showed the highest F-values, at 604.515 and 443.626, respectively. This indicates that these two variables are key discriminators in the cluster formation process. In other words, perceptions of integrated marketing communications and the level of brand visibility play a dominant role in grouping respondents into different segments. This finding confirms that responses to communication strategies

and brand exposure are not homogeneous among respondents.

Furthermore, the Online Participation and Advertising variables also showed relatively high F-values, at 135.982 and 99.471, respectively. This indicates that the level of digital engagement and response to advertising contribute substantially to differentiating characteristics between clusters. Thus, differences in the intensity of online participation and sensitivity to advertising are important factors in explaining variations in respondent behavior in each segment.

Meanwhile, the Offline Participation variable had the lowest F-value compared to the other variables, at 30.245, but still showed a very high level of significance. This finding suggests that despite its relatively smaller contribution, offline participation still plays a role in differentiating respondent segments, particularly in identifying groups with a direct or physical involvement orientation.

Table 12.Final Cluster Centers

	Cluster		
	1	2	3
Advertising	-.50	.75	-.43
Marketing Communication	-1.29	.89	.06
Offline Participation	-.16	-.33	.50
Online Participation	-.87	.73	-.11
Visibility	-1.25	.83	.08

The final cluster centers analysis results showed the formation of three groups with very contrasting characteristics based on the standard deviation values of the five variables tested. Cluster 2 emerged as the group with the most superior profile because it had high positive central values in almost all variables, especially in Marketing Communication (0.89), Visibility (0.83), Advertising (0.75), and Online Participation (0.73), although this group had the lowest interest in Offline Participation (-0.33). Conversely, Cluster 1 can be identified as the group with the lowest or passive profile, because it recorded negative values in all variables with very low scores in Marketing Communication (-1.29), Visibility (-1.25), and Online Participation (-0.87), which indicates their lack of exposure or involvement in

marketing and communication activities carried out.

Meanwhile, Cluster 3 exhibits unique and specific characteristics where this group is the only one with a significantly positive value for Offline Participation (0.50), but tends to be neutral or slightly below average for other variables such as Advertising (-0.43) and Online Participation (-0.11). This difference in patterns indicates that Cluster 2 is a segment that is highly responsive to modern digital marketing and communication channels, while Cluster 3 is a more traditional segment because it prioritizes direct offline interactions. Thus, this data provides a clear picture for policymakers to adjust communication strategies, where Cluster 2 is the main target for digital campaigns, while Cluster 3 requires a physical or face-to-face activity-based approach.

Table 13.FIMIX (Finite Mixture)

	Segment 1	Segment 2	Segment 3
AIC3 (Modified AIC with Factor 3)	1,995,317	1,869,326	1,355,646
AIC4 (Modified AIC with Factor 4)	2,003,317	1,886,326	1,381,646
BIC (Bayesian Information Criteria)	2,018,922	1,919,487	1,432,363
CAIC (Consistent AIC)	2,026,922	1,936,487	1,458,363
MDL5 (Minimum Description Length with Factor 5)	2,209,342	2,324,130	2,051,230
EN (Entropy Statistics (Normed))	0.000	0.651	0.729

Based on the model fit criteria data presented, the analysis results show that

Segment 3 is the most optimal number of segments to choose compared to

Segment 1 or Segment 2. This conclusion is based on the statistical principle that states that the best model is the model with the lowest information criteria value. When looking at all the main indicators such as AIC3, AIC4, BIC, and CAIC, Segment 3 consistently records a much smaller number than the other segments, with a BIC value of 1,432,363 which indicates the best balance between model fit and parameter complexity.

Furthermore, the quality of the separation between groups is strengthened by the Entropy Statistic (EN) value, where Segment 3 has the highest value of 0.729. This entropy

value close to one indicates that the division of objects into three segments has a high level of classification accuracy and minimal overlap between groups. Conversely, Segment 1 with an entropy value of 0.000 indicates failure in data separation, while Segment 2 (0.651) is still below the performance of Segment 3. Overall, the use of three segments in this study is strongly supported by information metrics (such as BIC and CAIC) and classification metrics (Entropy), so that the clustering results in Segment 3 are considered the most valid and stable for use in further analysis.

Table 14. Segment Sizes

	Segment 1	Segment 2	Segment 3
%	0.418	0.407	0.175

Based on the results of the table above, it shows that Segment 1 is the largest group with a proportion of 41.8% of the total respondents. This indicates that almost half of the respondents are in this segment, the characteristics and behaviors in Segment 1 have an important role in describing the pattern of political participation in general. Segment 2 has an almost equal proportion, namely

40.7%, which shows that the number of respondents in this segment is also quite dominant and relatively equal to Segment 1. Meanwhile, Segment 3 has a smaller proportion, namely 17.5% of the total respondents. Although the number is smaller, the existence of this segment remains significant because it reflects a group with more specific or different characteristics than the other two segments.

Table 15. Fimix PLS Results

Segment Size	Segment 1	Segment 2	Segment 3
X1 -> Y1	0.744	-1,846	0.266
X2 -> Y1	-0.305	0.002	0.865
X3 -> Y1	-0.247	2,840	-0.161
X1 -> Y2	-0.021	-1,937	-0.021
X2 -> Y2	-0.038	-0.202	-0.075
X3 -> Y2	0.007	2,086	0.031
R2	Segment 1	Segment 2	Segment 3
Y1	0.293	1,000	0.795
Y2	0.002	0.033	0.007

Based on the results in the table above, segment 1 shows that online participation is primarily strongly and positively influenced by marketing communication ($X1 \rightarrow Y1 = 0.744$). This means that this group is responsive to structured and persuasive political communication messages and strategies to encourage their involvement in the digital space. In contrast, advertising ($X2$) and visibility ($X3$) have a negative impact on online participation, and have almost no effect on offline participation, indicating that this segment tends to be selectively active online and is less motivated to directly engage in offline activities.

In Segment 2 shows a different and most contrasting pattern compared to other segments. In this segment, visibility ($X3$) is a very dominant and positive factor for both online participation (2,840) and offline participation (2,086). This indicates that the level of visibility of candidates, figures, or political activities greatly determines the involvement of this

group, both in the digital world and in direct political activities. Meanwhile, marketing communication ($X1$) has a fairly strong negative effect on both forms of participation, and advertising ($X2$) has relatively no effect. Thus, this segment can be categorized as a group that is very responsive to the existence and real presence of political actors.

Segment 3 is characterized by the strongest and most positive influence of advertising ($X2$) on online participation (0.865). This indicates that this group is easily motivated to engage digitally through advertising or political promotional content. However, the influence of other variables on online participation is relatively weak, and almost all variables show very little influence on offline participation. This condition indicates that segment 3 tends to be a passive digital participant group, who react more to advertising exposure without being directly involved in politics.

Table 16. Fimix Segmentation

	Proportion (%)	The Influence of Marketing Communication ($X1$) on Online Participation ($Y1$)	The Influence of Advertising ($X2$) on Offline Participation ($Y2$)	The Effect of Visibility ($X3$) on Offline Participation ($Y2$)
Segment 1	41.80%	0.744 (Positive)	-0.305 (Negative)	0.007 (Not Significant)
Segment 2	40.70%	-1,846 (Negative)	0.002 (Not Significant)	2,086 (Positive)
Segment 3	17.50%	0.266 (Positive)	0.865 (Positive)	0.031 (Not Significant)

The research results show that political marketing plays a different role in influencing public political participation, both online and offline.

This finding confirms that public responses to political marketing strategies are not uniform, but rather form diverse participation patterns

according to the characteristics and preferences of each group. Overall, political marketing in this study was more effective in encouraging online political participation than offline participation.

Marketing communication has been shown to have a significant impact on online political participation. This indicates that political messages delivered consistently, informatively, and persuasively can encourage people to engage in digital political activities, such as participating in political discussions, disseminating information, or showing support through social media. These findings reinforce the view that well-planned political communication can build public engagement, particularly in the context of digital spaces that are increasingly intertwined with people's daily lives. However, the lack of a significant impact on offline participation indicates that political marketing communication is not yet strong enough to encourage public involvement in face-to-face political activities.

Advertising also demonstrates a positive and significant influence on online political participation. Political advertisements distributed through various media, particularly digital media, are able to attract public attention and trigger initial political engagement. However, this influence does not translate into offline

participation. This indicates that political advertising tends to serve as a trigger for initial awareness and interest, but is not yet capable of directly encouraging more active and sustained political action.

Unlike the previous two variables, visibility did not significantly influence political participation, either online or offline, in the overall model. This finding suggests that the level of visibility of a candidate or political actor in general does not necessarily encourage public engagement. Visibility without relevant messaging and perceived community engagement tends to be less effective in increasing participation.

Segmentation analysis using FIMIX-PLS provides a more in-depth overview of the differences in community political participation patterns. The results of this study indicate that Segment 1, with the largest number and highest level of dominance, plays a significant role in describing the general pattern of community political participation. This finding confirms that political marketing in Indonesia is currently more effective in building digital-based political participation than face-to-face participation. Therefore, political marketing strategies need to be tailored to the characteristics of each segment to increase political participation more equitably and sustainably.

Table 17 Multi-Group Analysis

	Original al (Male)	Original (Female)	Original difference	Permutation mean difference	Permutation p-value
X1 -> Y1	0.493	0.674	-0.180	0.005	0.502
X1 -> Y2	0.164	-0.266	0.429	0.000	0.273

X2 -> Y1	0.188	0.284	-0.096	-0.004	0.335
X2 -> Y2	-0.151	0.038	-0.189	-0.000	0.201
X3 -> Y1	0.070	-0.212	0.281	-0.003	0.262
X3 -> Y2	-0.145	0.305	-0.450	0.001	0.244

Based on The results of the permutation test data in the multi-group analysis (MGA) showed that there was no statistically significant difference between the male and female groups in all the relationship paths tested. This is because the Permutation p-value for each relationship (X1 to Y1, X1 to Y2, X2 to Y1, X2 to Y2, X3 to Y1, and X3 to Y2) was above the significance value of 0.05, with the lowest value of 0.201 on the X2 to Y2 path and the highest of 0.502 on the X1 to Y1 path.

This condition is reinforced by the range of confidence intervals (2.5% to 97.5%) which in each path still includes the number zero, so that the original coefficient difference (Odd Difference) that is seen numerically is not considered a real difference in the population. Although there is a fairly large difference in coefficient values on the path X3 to Y2 with a difference of -0.450, the permutation procedure proves that this variation is most likely due to chance factors and not due to the moderating influence of gender. Thus, this result is stable or invariant in both groups, which means that the effect of variable X on variable Y works in a similar way for both men and women.

CONCLUSION

Research results from the segmentation of political participation based on political marketing using

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quantitative methods indicate that marketing communication has a dominant influence in influencing political participation, especially in encouraging online political participation, but has not yet encouraged direct offline participation. This is because online participation has easy access, is effective and time-efficient, and can be accessed anywhere and at any time, allowing people to participate without obstacles and time constraints.

Segmentation analysis shows that public political participation is heterogeneous and divided into three main segments. The largest segment shows that online participation is primarily influenced by marketing communications. The second segment is more responsive to the visibility of political actors both online and offline. While the third segment tends to be influenced by advertising in encouraging online participation. Based on these findings, political actors or prospective candidates are advised to implement more relevant, interactive, and segment-based political marketing strategies to increase political participation more effectively and sustainably. Further research is recommended to add other variables to explain the still low offline political participation.

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