

THE USE OF ARTIFICIAL INTELLIGENCE TECHNOLOGY IN POLITICAL DIGITAL MARKETING STRATEGIES

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Abstract: *This research aims to explore the latest developments in the use of Artificial Intelligence in political digital marketing strategies. The current advancement in AI technology offers digital solutions for effective and efficient marketing. Furthermore, the use of AI in political marketing needs to consider factors such as public trust and transparency. The research method employed in this study is a Literature Review, involving data collection through sourcing and reconstruction from various sources, such as books, journals, and existing research. The findings indicate that in the context of digital political marketing, AI is utilized to analyze voter behavior, create emotional connections between candidates/parties and the public, identify potential trends, develop effective campaign strategies, and target specific campaign messages. Some effective AI assistants in supporting political marketing include Cambridge Analytica, Chat GPT, GPT-3, Generative Adversarial Networks (GANs), Brandwatch, and MidJourney. However, challenges in implementing AI in digital political marketing include privacy concerns. Therefore, transparency, ethics, and data security should be prioritized to maintain public trust and protect the integrity of democracy when implementing Artificial Intelligence in political marketing.*

Keywords: *Artificial Intelligence, Politics, Political Marketing, Integrated Digital Marketing, Transparency*

INTRODUCTION

The rapidly evolving digital era of the last decade has introduced new dynamics into human life. The ever-evolving age has led humanity to experience the rapid growth of the internet, significantly altering various aspects of life. Digital transformation has consistently brought about longitudinal shifts in various fields, including marketing. The contemporary era of marketing is increasingly data-driven, automated, and intelligent, directly focusing on the impact of marketing efforts (Kumar, 2019).

The emergence of digital marketing is further driven by technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), and Big Data Analytics (BDA), offering digital solutions to attract and retain customers (Anshari, 2018). The advent of AI technology has improved operational efficiency, sound decision-making, and enhanced public services (Spring, 2017).

The rapidly advancing technology of Artificial Intelligence has not only made a concrete impact on business marketing but has also introduced a new dimension to digital political marketing. The growing demand for innovation and the use of cutting-edge technology to achieve success in campaigns seem to be the main driving factors behind the use of AI in political marketing. The convenience and effectiveness brought by Artificial Intelligence in the latest developments make it a valuable asset in digital political marketing strategies.

According to Roberts (2021), Artificial Intelligence is defined as a transformative technology that enables machines to perform tasks that were previously only achievable by humans. In the context of political marketing, the presence of Artificial Intelligence can bring a fresh perspective and shift the paradigm of political marketing. AI can be used to analyze voter data, predict voter behavior, manage digital advertising campaigns, and provide personalized content. The capabilities of Artificial Intelligence make digital political marketing strategies more effective, efficient, and relevant to target voters.

Several countries worldwide have implemented Artificial Intelligence in political marketing, including the United States and the United Kingdom. The United States is considered a pioneer in the use of AI in political marketing. During the 2016 presidential election, several campaign teams of presidential candidates, such as Donald Trump and Hillary Clinton, used AI technology to analyze voter data through the use of IBM Watson, identify trends using Cambridge Analytica, and formulate campaign strategies. They built predictive models and delivered customized campaign messages to gain electoral support, target precise advertising, and influence public perception through social media using Chatbots (Helberger, 2020).

In 2019, the Conservative Party, which held power in the United Kingdom, also implemented big data and machine learning technology in their 2019 election campaign. Through the use of collected voter data, they could identify potential target voters and tailor campaign messages to match their preferences and interests. Machine learning technology was used to automatically analyze data and identify useful patterns for campaign strategies. The data analysis and campaign strategy determination were aided by Cambridge Analytica. The success in shaping campaign strategies was expected to enable the Conservative Party to deliver relevant messages and trigger emotional responses from voters through their digital advertisements. When conveying information to voters, answering questions, and providing support, ChatGPT played a significant role (Bradshaw, S., & Howard, P. N., 2019).

Artificial Intelligence in marketing is currently considered the heart of business. Sophisticated and innovative AI-powered marketing solutions can quickly adapt to

changing business needs and provide essential and beneficial communication and solutions to relevant stakeholders (Epstein, 2018). According to communication and digital expert Anthony Leong, the digitally interconnected world has entered the political stage through the presence of Artificial Intelligence (AI). The presence of AI brings a new era to political marketing, allowing political actors to effectively connect with voters. According to him, the success of the U.S. presidential election with Cambridge Analytica should now be applied in Indonesia through positive narratives and content (Meoko, N., *teritorial.com*).

A similar opinion is expressed by Denny JA (2023), the founder of the Indonesian Survey Circle (LSI), who revealed that there is nothing more powerful in supporting the success of the 2024 presidential election in Indonesia than Artificial Intelligence (AI). AI-based assistants that facilitate political marketing or research include MidJourney, which helps create paintings, and ChatGPT, which assists in research. Additionally, artificial intelligence can benefit political marketing in four essential ways. First, artificial intelligence will predict voter behavior more quickly and accurately. Second, Artificial Intelligence will be faster and more comprehensive in personalizing candidate messages. By examining various factors, artificial intelligence can customize messages for each voter to the presidential candidate. Third, it simplifies the identification of the strengths and weaknesses of each candidate more quickly and accurately. Fourth, Artificial Intelligence can be used to study the character of influencers, trends, and social media sentiments. The ability to better understand voter preferences and social media reach can assist presidential candidates. The potential and benefits are now being realized by political stakeholders in increasing effectiveness and voter engagement (Lellolima, S., *jurnas.com*).

Not only from a positive perspective but there are also several aspects to be carefully considered when using AI. While AI offers advantages in campaign effectiveness and efficiency, its use must be balanced with transparency and accountability (Davis, 2021). On the other hand, public trust is a crucial indicator to consider in political marketing when using Artificial Intelligence. The opaque or manipulative application of AI can damage voter trust and jeopardize the integrity of the democratic process. Public trust is a valuable asset in political marketing through Artificial Intelligence (AI). Political parties must maintain transparency, explain the use of Artificial Intelligence, and ensure that voter data is treated securely and ethically to maintain public trust (Taddeo, 2018).

Furthermore, steps are needed to ensure transparency in the use of Artificial Intelligence in digital political marketing strategies, so that voters can understand how their data is used and trust the messages they receive. Additionally, vigilance is required to address bias and discrimination that may arise in the implementation of AI in political marketing. AI algorithms can be vulnerable to bias, which could influence campaign targets and messages. This can result in unfairness and discrimination against specific groups. Therefore, it is essential to evaluate and mitigate bias in the use of AI in digital political marketing strategies and ensure that decisions and actions taken do not harm

minority groups. Based on these background issues, the researcher aims to observe and explore the concept of using Artificial Intelligence technology in digital marketing strategies. The data collected in this research come from various references and relevant literature studies. Through a comprehensive literature review, the researcher will analyze and interpret relevant findings, providing a clear picture of the latest developments in the use of artificial intelligence technology in digital political marketing strategies.

METHOD

The method used in this writing is a Literature Research (Literature Review). This method involves the collection of scientific articles, books, and other reference materials relevant to the research focus. The data sources obtained from journals or articles were acquired from Google Scholars, Sinta Kemdikbud, Directory of Open Access Journals (DOAJ), Research Gate, and Scopus. According to Zed (2004), there are four steps: preparing the necessary tools for the process, creating a functional bibliography, scheduling time to read or record the required research sources. The article selection process was carried out in screening stages by the author, considering several indicators, such as reputable published journals, relevant topic scopes, language usage not limited, and research method not restricted. The analysis procedure is then carried out through data grouping and in-depth review of various found literature to support propositions and ideas in the writing.

RESULTS AND DISCUSSION

Political Digital Marketing Strategy

According to Lilleker, D.G (2018), Digital Marketing is the use of digital technology and social media to create a dialogue, mobilize the masses, and influence public opinion in a political context. The implementation of digital marketing strategies in politics aims to gain audience support through social media during political campaigns and elections. The use of Information and Communication Technology (ICT) applications such as websites, social media, AI-based mobile apps, and machine learning algorithms has significantly changed the way campaigns are prepared and conducted. According to Hemsley-Brown & Lee (2020), digital political marketing uses online data to target campaign messages to specific voter groups to influence their perceptions of a particular candidate or party.

Hemsley-Brown & Lee (2020) further emphasize that digital political marketing targets campaign messages to specific voter groups by analyzing the online behavior of internet users and providing recommendations to volunteers regarding the best target voters. This ensures that their time and effort are not wasted on less relevant or hard-to-reach targets.

However, as technology in digital marketing advances, so do the challenges. One of the major challenges is campaign teams' concerns about the privacy of internet user data. Many are worried that their personal data will be misused by campaigns to win

elections. Additionally, there are other barriers to implementing digital political marketing, such as the rapid spread of hoaxes and disinformation through social media platforms. These issues can significantly influence public perception and damage the reputation of specific candidates or political parties.

According to Liang (2019), success in digital political marketing also depends significantly on the campaign team's ability to tailor message content to voter preferences to create a better emotional connection between candidates/parties and the general public. Meeting this challenge requires a holistic approach to the implementation of digital political marketing, involving the coordination of various elements such as Artificial Intelligence (AI), social media, and their ethical and transparent use by campaign teams. In this regard, there are recommendations for business practitioners and regulators to pay attention to internet user data privacy issues and to raise public awareness of the importance of being skeptical about false information spread on social media (Cerf, 2013). According to Cerf, ensuring user data security is a crucial step in maintaining public trust in the digital platforms and services used.

Artificial Intelligence(AI)

According to McCarthy (in Basil, 2007), Artificial Intelligence (AI) is the science and technology used to create complex machines, especially those capable of learning and developing. Artificial Intelligence (AI) is the language used in computer programming, robotics, or applications or programs that work intelligently, similar to how humans operate. According to HA Simon (1987), Artificial Intelligence is the field of study, application, and instruction involving computer programming to perform tasks typically done by humans. The goals of creating Artificial Intelligence (AI) include:

- a. Creating expert systems, systems capable of executing intelligent behavior, learning, demonstrating, interpreting, and suggesting to users.
- b. Realizing intelligence not to humanize machines but to create machines capable of thinking, reasoning, learning, and acting like humans.

Language processing, speech recognition, robotics, and neural networks are some of the fields commonly influenced or dominated by Artificial Intelligence (Durkin, 1994). Artificial intelligence technology is used to solve problems by breaking down information and understanding it so that it can be easily accessed and comprehended. Furthermore, it can be easily modified to correct errors and applied in various situations.

The Concept of Using Artificial Intelligence in Digital Political Marketing

In the digital era, the importance of digital political marketing strategies as an essential indicator in political campaigns has become increasingly evident. The use of Artificial Intelligence (AI) technology has attracted attention in efforts to reach voter targets and influence public opinion. The use of Artificial Intelligence (AI) technology in digital policy has become a popular topic recently. AI allows political candidates and

parties to collect and analyze data more accurately. It also enables them to improve campaign effectiveness, increase employee personalization, and obtain more detailed information about voters (Johnson, 2021).

According to Hemsley-Brown & Lee (2020), the use of Artificial Intelligence technology in the context of digital politics can greatly benefit campaign teams and political candidates/parties. This technology helps campaign teams segment their target audience more accurately, ensuring that message characteristics for each segment are met. Here are some AI tools that can assist in political marketing for target segmentation: Cambridge Analytica, Target Smart, AdHive, Persado, AdHawk, CognitiveScale, and Pega.

From a business perspective, Dehghani Mohammad Abadi & Moghadamnia (2021) mention that Artificial Intelligence technology is currently used exclusively to optimize online advertising, make product recommendations based on previous consumer behavior, and predict future market conditions. The application of AI technology to digital marketing strategies can also increase engagement rates between voters and political candidates/parties through personalized messages or specific offers tailored to their needs. However, there are some considerations to be made when integrating AI into digital political strategies. The primary concern is related to internet user data privacy, so marketing teams must ensure that personal data used for segmentation and consumer analysis is not misused.

Rudra (2021) also states that another challenge in integrating Artificial Intelligence technology into digital policies is the lack of knowledge about how the technology works and the campaign team's capacity to access it effectively. Therefore, there is a need for specialized training for professionals in the field of digital marketing to effectively and efficiently utilize Artificial Intelligence technology.

In this regard, Mollah (2021) suggests that AI users must understand ethics to avoid violating public trust or endangering people's privacy. Furthermore, the human factor remains essential when implementing AI in digital policy because human intelligence is needed to analyze the results of the learning engine or machine learning to develop solutions with the help of business practitioners or regulators.

The Importance of Artificial Intelligence in Digital Political Marketing

The development of AI can make users realize that they have the potential to influence democracy beyond their normal reach. The internet's development as a result of the digitization of society has made it the focus of collective action, grassroots campaigns, and digital policy initiatives (Howard, 2013). The internet and social media, in particular, offer a new design for users to create and distribute content, demonstrating media production and cultural product creation.

Moreover, in the last decade, persuasive machines, a form of artificial intelligence convergence, have contributed to achieving commercial goals in world politics (Norbe, 2008). Artificial Intelligence (AI) brings significant opportunities to easily segment and target based on available data, allowing faster and more efficient data processing. This

can be achieved with the help of IBM Watson and Crimson Hexagon. According to Columbus (2016), AI provides a different perspective on political marketing. It has been found that a considerable amount of data generated by consumers can provide insights into their behavior. Customer analysis has found that 48% of sales and marketing use big data, highlighting new data sources about customers. Advertisers leverage this opportunity to use this data to personalize and target ads (Boerman, 2017).

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Additionally, artificial intelligence can facilitate human interaction via phone and apply specific methods to gather significant information for use in developing effective long-term strategies. These procedures can enhance the likelihood of a strong emotional connection between the parties involved, increase the public's likelihood of supporting the party's position in politics, foster a positive perception of the political system, and more quickly trigger the use of pick-your-own-action clauses than would otherwise occur.

The opportunities of Artificial Intelligence are not limited to advertising alone but offer several opportunities in improving campaign creation, planning, targeting, and evaluation. According to Lessig (2004), political activism has made media production more democratic and allows the general public access to content production as a key political principle. This raises the possibility that technology will be used to produce "remixing" content and media products that are common in today's internet culture, allowing anyone to produce quality content.

Discussion

Politicians in the digital era use social media and digital technology to create dialogue, mobilize the population, and influence public opinion in a political context. The implementation of digital strategies in policies, particularly in political campaigns and elections, is intended to garner support from the public through social media. Technological advancements in information and communication, such as the use of social media, AI-based mobile applications, and machine learning algorithms, have transformed the way campaigns are developed and launched in a more meaningful manner.

The use of Artificial Intelligence (AI) has become increasingly popular in digital political marketing. This is because it can enhance campaign effectiveness through better consumer target segmentation. Thus, messages can be tailored to the specific characteristics of each target segment. Moreover, AI can also make a significant contribution to the campaign team of candidates or political parties through personalized messages or specific offers as needed.

However, despite these benefits, there are also several issues with the development of digital technology, including the potential misuse of internet users' personal data by advertisers and the proliferation of fake news that can spread through social media platforms. Therefore, a holistic approach is needed when implementing digital political strategies, requiring coordination of various elements, such as artificial intelligence, social media, and their ethical and transparent use by campaign teams.

Artificial Intelligence is crucial in crafting digital policies, especially in improving campaign effectiveness through better consumer target segmentation, allowing messages to be tailored to the unique characteristics of each target segment. Additionally, AI offers ease in the data analysis process and can reduce political campaign costs by using human subjectivity communicated through social or digital media. These procedures will provide greater opportunities for the public to experience deeper emotional connections, increase public support for political engagement, and promote the proper use of voting rights.

In Indonesia, the upcoming 2024 Presidential Election (Pilpres 2024) is expected to be a highly competitive and challenging political event. Various efforts are being made to ensure victory in this once-every-five-years democratic celebration. In the upcoming 2024 election, candidates and political parties will increasingly rely on technology to reach potential voters and influence public opinion. The implementation of AI, which has become a global trend in the political arena, will optimize its presence in campaign strategies, understanding potential voter preferences, and responding quickly and accurately to changes in public opinion. According to Anthony Leong, a Communication and Digital Expert, AI's presence in political marketing in Indonesia during the upcoming 2024 Presidential Election is expected to be implemented in data analysis, message personalization, issue mapping, the use of chatbots, the use of AI-based political campaign platforms (MidJourney), and AI-based marketplace promotion strategies. Moreover, the implementation of AI in Indonesian political marketing also needs to consider several factors to ensure that its presence does not have a negative impact on the national political stage (Oswaldo, I. G., finance.detik.com).

Implementation of Artificial Intelligence in Political Digital Marketing

Artificial intelligence has become a key component of digital marketing strategies, including political campaigns. Its significance lies in the effectiveness and success of political campaigns. AI can help identify targeted voters, identify potential threats, and provide related recommendations. According to Choi (2020), AI algorithms can

efficiently collect and analyze social media data, enabling political campaigns to better understand voter preferences in a higher-quality manner.

The first implication of Artificial Intelligence in digital politics is the ability to personalize messages for each user. AI can analyze data from social media, business networks, and other sources to create detailed profiles for each voter, including their interests, values, and voting histories. According to Dubois (2018), the use of artificial intelligence (AI) in political campaigns can generate more individual and relevant information for participants, increasing their motivation and participation in the political process.

Another implication of AI in digital political marketing is the ability to assess the effectiveness of various messages. Artificial Intelligence (AI) can identify patterns and predict which message strategies are most effective with previous voter data analysis from previous campaigns. According to Hennig-Thurau (2020), the capacity of Artificial Intelligence to determine voter preferences can help political campaigns better understand these preferences, allowing them to deliver messages more effectively by maximizing message reach and impact.

Additionally, Artificial Intelligence can help political campaigns quickly identify potential issues and respond to them. AI can identify emerging issues and trends by monitoring social media and other sources, enabling campaigns to respond quickly and effectively. According to Almeida (2020), there is a critical need for rapid response from political campaigns to issues that capture public attention. Furthermore, artificial intelligence (AI) can assist political campaigns by enabling quick and accurate measurement of public sentiment.

Overall, Artificial Intelligence has the potential to revolutionize digital political marketing by providing powerful tools for candidates/political parties to target potential voters, optimize message delivery, and address emerging issues. Given that artificial intelligence (AI) technology is still evolving, we are likely to see more innovative uses of AI in political campaigns in the future. Below is a model presentation of the research findings designed by the author based on the identification of scientific articles conducted by the author.

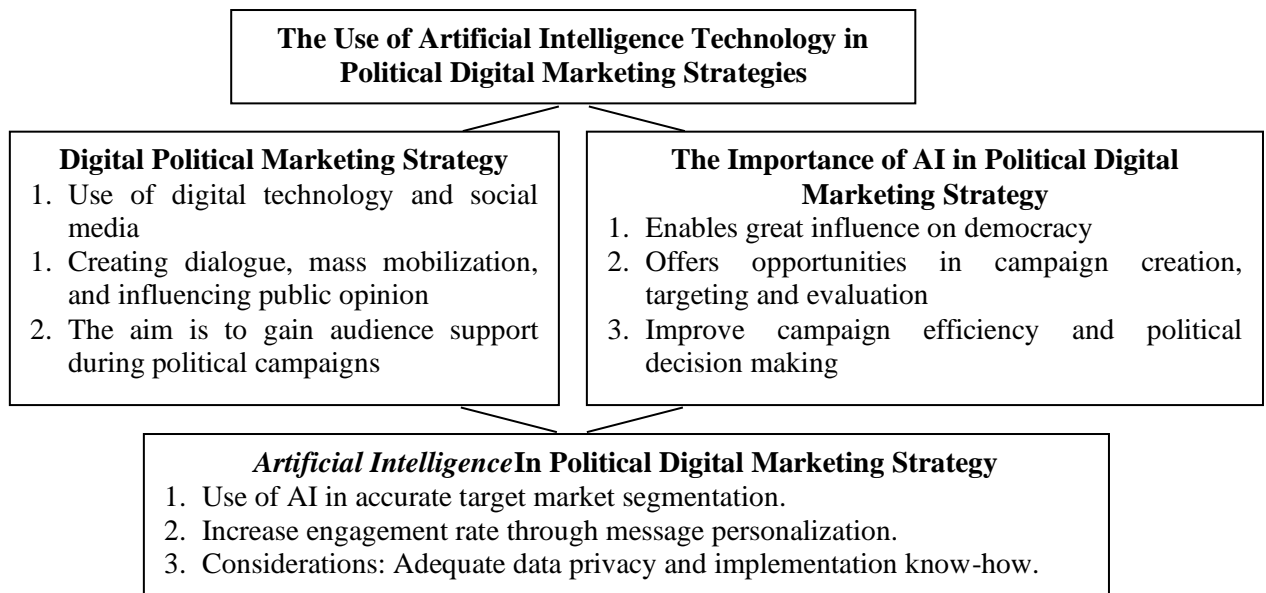


Figure 1: Chart of the Use of AI in Political Digital Marketing (Source: Author Analysis Results, 2023)

CONCLUSION

According to the findings of this research, technological advancements in the digital era have significantly altered political marketing strategies. The success of AI in political analysis, even in national defense in the United States and the United Kingdom, presents similar opportunities in Indonesia for the 2024 Presidential Election (Pilpres 2024). AI offers benefits in terms of effectiveness, efficiency, personalization, and emotional impact in political marketing, but it also raises concerns about data privacy and algorithmic bias. Therefore, transparency, accuracy, and bias mitigation are crucial in digital political strategies involving AI. Digital Political Marketing encompasses digital technology, social media, and AI to foster dialogue and mobilize the masses in a political context. The implications of this research are that the use of AI in political decision-making can provide significant benefits, contingent upon maintaining transparency, addressing bias, and building public trust. Furthermore, specific recommendations are available to assist relevant parties in effectively implementing AI while upholding optimal transparency, accountability, and public trust.

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