



Journal of Political Marketing >

Volume 19, 2020 - [Issue 1-2: Political Branding](#)


1,301 | 22

Views | CrossRef citations to date | 3

Altmetric

Articles

Symbolic Political Communication, and Trust: A Young Voters' Perspective of the Indonesian Presidential Election

Ihwan Susila, Dianne Dean , Raja Nerina Raja Yusof, Anton Agus Setyawan & Farid Wajdi

Pages 153-175 | Received 25 Mar 2019, Accepted 01 Aug 2019, Published online: 29 Aug 2019

 Cite this article  <https://doi.org/10.1080/15377857.2019.1652224>



Sample our
Politics & International
Relations Journals



>> [Sign in here](#) to start your access
to the latest two volumes for 14 days

 Full Article

 Figures & data

 References

 Citations

 Metrics

 Reprints & Permissions

[Read this article](#)

 Share

Abstract

Communication in political marketing plays an important role in political mobilization, building trust both in political actors and the government. Politicians construct their messages through careful branding as the power of the cultural symbols and signs conveyed through the brand are potent heuristic devices. This is particularly important in emerging democracies, where there is limited political knowledge and understanding. Therefore, this research explores how young voters understand the symbolic communication fashioned by political actors in Indonesia and how it relates to their brand. Indonesia is an interesting area for study; it is both secular and the world's largest Muslim democracy. Using a phenomenological approach, a total of 19 in-depth interviews with young voters were conducted to gain rich insight into perceptions of the

complexity of political symbolism, and trust among young voters. This study conceptualized political communication as a dual approach. The political brand promise is intrinsically linked to cultural references and conveyed through symbolic communication combined with a distinctive brand message. This builds trust, which then affects political participation. This conceptual framework provides insights into the importance of culture in branding which has implications for policy makers and actors in emerging and established democracies.

Keywords:

emerging democracies

Indonesian politics

political branding

political communications

young voters

Additional information

Notes on contributors

Ihwan Susila

Dr. Ihwan Susila is an Associate Professor in the Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Indonesia. He obtained his PhD at Hull University Business School, UK in Management. His research interests focus upon political marketing, electoral decision-making, and consumer behavior.

Dianne Dean

Dr. Dianne Dean is a Reader at Sheffield Business School, Sheffield Hallam University. She has published extensively in leading journals including European Journal of Marketing, Journal of Business Ethics, Journal of Business Research and the Journal of Marketing Management. She specialises in Political Marketing with a focus on propaganda and persuasion.

Raja Nerina Raja Yusof

Dr. Raja Nerina Raja Yusof is an Associate Professor in the Faculty of Economics and Management, Universiti Putra Malaysia, where she started her career as a Tutor in the faculty in 2000. She received her PhD in Management from the University of Otago, New Zealand. Her research interest is in the area of International Business Management focusing on multinational corporations, Islamic business practices, cross-cultural management and international marketing. She teaches Principles of Management, International Business and Entrepreneurship courses in the faculty. In addition, she serves as an Associate Editor for the Asian Journal of Case Research (AJCR) and has been actively writing cases for journals and case books, as well as doing external case study consultations for organizations such as CEDAR (SME Bank) and Lembaga Tabung Haji (Pilgrims Fund Board).

Raja Nerina has also authored and co-authored books and journal articles especially in the area of halal management and international business.

Anton Agus Setyawan

Dr. Anton A. Setyawan is an Associate Professor in the Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Indonesia. He earned his PhD in Management from Faculty of Economic and Business, Universitas Gadjah Mada, Indonesia. His research interests are in the area of marketing focusing on relationship marketing, consumer behavior and supply chain management. He has published several papers in Journal of Asia Business Studies, Journal of Competitiveness and Business; Theory and Practice.

Related Research Data

[Relational Leadership, Storytelling, and Narratives: Practices of Local Government Chief Executives](#)

Source: Public Administration Review

[Creating a political image: Shaping appearance and manipulating the vote](#)

Source: Political Behavior

Islam and Democracy

Source: The Political Quarterly

Indonesia's 2014 Elections: How Jokowi Won and Democracy Survived

Source: Journal of Democracy

Promoting Distrust? A Chronicle of the 2005 British General Election Advertising Campaigns

Source: Journal of Marketing Management

Trust, Social Capital, Civil Society, and Democracy

Source: International Political Science Review

Partisan Bonds

Related research

People also read

Recommended articles

Cited by
22

[Evolution of Political Branding: Typologies, Diverse Settings and Future Research >](#)

Christopher Pich et al.
Journal of Political Marketing
Published online: 27 Oct 2019

[Human Branding in Political Marketing: Applying Contemporary Branding Thought to Political Parties and Their Leaders >](#)

Richard Speed et al.
Journal of Political Marketing
Published online: 19 Mar 2015

[Introduction: Political Branding >](#)

Catherine Needham et al.
Journal of Political Marketing
Published online: 19 Mar 2015

[View more](#)

Information for

[Authors](#)

[R&D professionals](#)

[Editors](#)

[Librarians](#)

[Societies](#)

Opportunities

[Reprints and e-prints](#)

[Advertising solutions](#)

[Accelerated publication](#)

[Corporate access solutions](#)

Open access

[Overview](#)

[Open journals](#)

[Open Select](#)

[Dove Medical Press](#)

[F1000Research](#)

Help and information

[Help and contact](#)

[Newsroom](#)

[All journals](#)

[Books](#)

Keep up to date

Register to receive personalised research and resources by email



Sign me up



Copyright © 2026 Informa UK Limited [Privacy policy](#)

[Cookies](#) [Terms & conditions](#) [Accessibility](#)

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG



Taylor & Francis
by informa