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Prabowo's Dialogue with Six Editors-in-Chief as a Political Marketing Strategy: A Preliminary Evaluation Using Social Exchange Theory

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ABSTRACT

The dialogue between President Prabowo and six leading media editors-in-chief (Dialog Presiden Prabowo Menjawab, PPM Dialogue) as a political communication and Prabowo's political marketing strategy can be seen as an exchange of resources between Prabowo as an actor in the government's political market arena and the editors-in-chief as actors in the media's political market arena. This study conducted a preliminary evaluation of the dialogue as political marketing using the Social Exchange Theory framework and political communication concepts. This study found that the exchange of resources took place under conditions of flexible and dynamic agreement with the power to determine the greater terms resting with Prabowo. Both actors expressed satisfaction with the ongoing exchange although public evaluations indicated that there were still aspects that needed to be improved. The greater imbalance gained by both actors in the exchange compared to the costs incurred, indicates that the Dialog PPM as political marketing has succeeded in achieving its objectives. Therefore, the prospect of continuing the open dialogue in the futures.

Keywords: Prabowo, Political Marketing, Presiden Prabowo Menjawab, Social Exchange Theory

INTRODUCTION

On April 6, 2025, President Prabowo Subianto held a dialogue with six editors-in-chief of leading media outlets at the Prabowo's private residence, the Garuda Yaksa Hambalang Padepokan, Bogor Regency, West Java Province. The dialogue, titled "President Prabowo Answers" (Presiden Prabowo Menjawab/PPM), was broadcast in full on various television channels and received extensive coverage from print, electronic, and digital media.

The media gave various terms to the event. Some called it an interview, while others framed it more sharply as an exclusive interview. Many called it a dialogue. Others called it a meeting. The more informal term, "ngobrol," was also used by several media outlets.

The editors-in-chief invited to this event were tvOne Editor-in-Chief Lalu Mara Satriawangsa, IDN Times Editor-in-Chief Uni Lubis, Narasi Founder Najwa Shihab, detikcom Editor-in-Chief Alfito Deannova Gintings, SCTV-Indosiar Editor-in-Chief Retno Pinasti, and Kompas Daily Editor-in-Chief Sutta Dharmasaputra. Valerina Daniel, a TVRI journalist, served as moderator.

The media generally viewed this event as special. Several reasons were cited. The dialogue was seen as having more significance than a typical dialogue or interview, including the lengthy meeting, which lasted four hours. This lengthy duration gave the editors-in-chief ample time to raise various public issues worthy of being addressed by the President. Furthermore, Prabowo also had the opportunity to explain his policies more comprehensively.

The PPM Dialogue was also considered special because of the freedom of the questions. Editors-in-chief were not restricted in asking questions about issues they deemed important. Furthermore, they were not required to submit written drafts of questions before the dialogue, an unusual practice for journalists intending to formally interview government officials.

The PPM Dialogue was further unusual because it claimed there was no censorship of either the President's questions or answers. The dialogue was broadcast in its entirety, as is, without any off-the-record broadcast.

According to the event's organizer, Deputy Minister of Communication and Information Technology, Angga Raka Prabowo, the PPM Dialogue aimed to communicate the government's achievements after 150 days in office. Furthermore, the dialogue was intended to improve the quality of the President's public communications (Detik, April 6, 2025).

Previously, much criticism had been leveled at the Prabowo Cabinet's public communications. Prabowo's choice of language in communication was seen as unfamiliar to the public and creating misunderstandings (Adhya, T., 2025). The Prabowo Cabinet was considered to be practicing tone-deaf communication, as if it prioritized public aspirations but ignored them (Silalahi, B.M., 2025). Officials often make controversial statements and are slow to provide clarification (Maksum, I., 2024).

The PPM Dialogue can be viewed as political communication. According to McNair (2011), following Denton and Woodward's definition, political communication is all forms of communication undertaken by politicians and other political actors to achieve their political goals. These forms of communication are not limited to verbal or written statements, but also include visual means such as dress, makeup, hairstyles, and logo designs, often referred to as political image or identity (McNair, 2011:4).

Providing interview opportunities, such as those in the PPM Dialogue, is positioned within political communication as part of public relations activities for media management (McNair, 2011:118). By providing interview opportunities, the media is expected to expose government policies with the aim of gaining public support.

Media coverage as a means of exposing government activities is considered more effective than other forms of communication such as advertising or sponsored messages. This latter message is seen as having a fundamental weakness, because to the recipient, the advertisement (or paid message) is perceived as 'propaganda' (in the negative sense), 'partisan,' and partial. These 'paid' messages are often perceived as politically charged, reflecting the interests, ideas, and values of the sponsor. For this reason, the effectiveness of political advertising as a means of persuasion is always limited. Knowing that a message is 'partisan' allows readers, viewers, or listeners to distance themselves from it—to ignore or even reject it (McNair, 2011: 119).

This is different from media coverage. Press coverage is perceived as freer because it provides a space and channel through which political actors can gain exposure and coverage, without payment. Politicians favor these unpaid media outlets because, unlike advertising, their role in them is not that of content creator. When a politician is reported on, editorial responsibility for the selection of the 'quotes' broadcast, and the interpretation given to them, is perceived to rest with the journalist (McNair, 2011: 119). However, media coverage is a double-edged sword. To the extent that a politician's appearance on a news or discussion program is completely outside of his or her editorial control, the scope for error (from the politician's perspective) is clear. Broadcast interviews can be both hostile and respectful. Misjudgments can occur regarding the impact of a political event once it is in the hands of the media (McNair, 2011:119).

Gaining media exposure as expected from the PPM Dialogue is also part of political marketing. According to Stromback (2010), political marketing is an exchange process in which political actors (including the government and the president) choose to shape their actions and products based on the needs and desires of selected target groups and stakeholders, in a way that attempts to balance strategic objectives across different arenas or markets (Stromback, 2010:17).

The media is one of the arenas or markets in political marketing whose needs and desires must be met by political actors. Media, as a market arena in the concept of political marketing, plays a crucial role because media, journalists, and online and social media users, as actors in this market, engage in political exchanges, interactions, and transactions (Ahmad, Nyarwi, 2017:106). As political news actors, "political opinion makers," and "influencers," they supply products and services in the form of news and opinion to other political market arenas. The way they cover and frame political actors likely determines how they are perceived by the public. This perception has a real impact on the development of levels of trust and support (Ahmad, Nyarwi, 2017: 109).

The PPM Dialogue, as a means of political exchange, interaction, and transaction, involves two actors: President Prabowo on one side and the media (in this case, the six editors-in-chief) on the other. Prabowo has an interest in conveying his government's messages through the media in the hope of influencing the public to support his political goals. Furthermore, Prabowo also needs to improve his image both in the eyes of the public and the media. On the other hand, the media has an interest in obtaining news material for their product. To obtain quality reporting, they must have good access to news sources within the government, especially the President. An exclusive interview with President Prabowo is one such product that will improve the quality of reporting and the image of the media and journalists.

Although the initiative for the PPM Dialogue originated with Prabowo, the event was also a response to numerous interview requests (Detik, April 6, 2025). This fact suggests that the PPM Dialogue was the result of "negotiations" between Prabowo and the editors-in-chief. Prabowo was interested in improving public communication through media channels. On the other hand, the editors-in-chief were interested in obtaining exclusive coverage or information about Prabowo. The relationship between Prabowo and the editors-in-chief within the context of the PPM Dialogue can be seen as an exchange of resources, namely information and publications.

One theory that explains communication as a means of exchanging resources is Social Exchange Theory (hereinafter referred to as Exchange Theory). This theory assumes that individuals in relationships will act to maximize interpersonal benefits and minimize interpersonal costs (Littlejohn and Foss, 2009: 782). Exchange Theory is based on the idea that humans base their relationships on the exchange of resources. Individuals calculate costs and compare them with the rewards they will receive from a relationship. If the rewards outweigh the costs, the relationship is considered positive (West and Turner, 2018: 156).

This paper aims to conduct a preliminary evaluation of the implementation of the PPM Dialogue as political marketing, using the Exchange Theory framework. The concepts of political communication and political marketing are used to identify potential rewards and costs for President Prabowo.

LITERATURE REVIEW

Political Communications. One variant of political communications is various forms of media management, namely activities designed to capitalize on the needs and demands of modern media and thereby maximize politicians' access to and exposure in the media. These activities primarily consist of creating mediality—media-friendly events that tend to attract the attention of media gatekeepers, in order to maintain public awareness of political actors. The goal of these activities is not only to maintain the

visibility of political actors but also to ensure that the definition of political problems and solutions are addressed. In this sense, media management can also be positioned as issue management (McNair, 2011: 122).

In this context, media management encompasses activities designed to maintain a positive relationship between politicians and the media, recognizing the needs of each party while leveraging the institutional characteristics of both actors to maximum advantage. For politicians, this requires giving media organizations what they want, in terms of news or entertainment, while exerting influence over how it is mediated and presented to audiences (McNair, 2011:122). The PPM dialogue, from a political communication perspective, is part of media management, namely how to utilize media to maximize the political goals of political actors while simultaneously avoiding the risks of media exposure.

Political Marketing. Political marketing aims to understand the complex processes of political exchange and interaction between political entities/actors, political organizations, and their environments, as well as among themselves within the political sphere, in the context of parliamentary marketing, government marketing, or electoral marketing (Ormrod et al., 2013). Furthermore, political marketing is also directed at capturing and developing the identity and image of political actors, including government leaders, as well as the creation and management of political actors (Nyarwi, Ahmad, 2017).

As an exchange process, political marketing helps political actors build actions and products based on the needs and desires of selected target groups and stakeholders, in a way that attempts to balance strategic objectives across different arenas or markets (Stromback, 2010:17). The PPM dialogue from a political marketing lens is an effort by a political actor (President Prabowo) to market his government's policies in the media market arena, with the actors being the editors-in-chief who are invited to the dialogue.

Social Exchange Theory. According to Social Exchange Theory, when deciding to engage in a relationship, individuals compare the rewards (benefits) and costs (losses) of the relationship. West and Turner (2018) formulate this as follows:

Worth = Rewards – Costs

According to Exchange Theory, when engaging in an interaction, an individual calculates the worth of the interaction based on the difference between the rewards and the costs incurred. Worth = Rewards – Costs. Costs, in this case, are elements of relational life that have negative value for an individual. Rewards are elements of the relationship that have positive value (West and Turner, 2018: 158).

Exchange Theory focuses on two concepts: the nature of the individual and the nature of the relationship between two individuals. Each individual evaluates their relationship with another individual by referring to whether they will remain in the relationship or leave it. This evaluation is based on two types of comparisons: Comparison Level (CL) and Comparison Level for alternatives (CLalt) (West and Turner, 2018: 161).

CL is a measure that represents what a person believes they should receive in rewards and costs from a particular relationship. The level of comparison varies among individuals because it is subjective. If the current relationship meets or exceeds CL, the theory predicts that the relationship will continue (West and Turner, 2018: 161).

According to Exchange Theory, people sometimes stay in relationships that are less than satisfactory. This inconsistency is explained by CLalt. A person will maintain a relationship with another person even if the

relationship is unsatisfying because the alternative (i.e., not having the relationship) is far worse. In other words, CLalt provides a threshold for evaluating a relationship in comparison to realistic alternatives to it (West and Turner, 2018: 162).

When people interact with others, they are goal-directed through a series of sequential actions. When engaging in this sequence of behaviors, each individual relies on their relational partner to some extent. This interdependence gives rise to the concept of power—the dependence on someone else to achieve an outcome. If A is more dependent on B to achieve rewards, A has more power than B in their relationship.

Exchange Theory is built on several assumptions. First, humans seek rewards and avoid punishments (costs). Humans are assumed to be rational beings; in taking actions, they calculate rewards and costs based on the limited information available and always adhere to these calculations. However, the standards used to evaluate rewards and costs vary over time and from person to person.

The PPM Dialogue is an exchange arena between two actors: Prabowo and six editors-in-chief. These two actors come from two different market arenas: the government market (Prabowo) and the media market. The PPM Dialogue represents an exchange of interests between the two actors. Prabowo seek to communicate his policies, while the media actors want to obtain information and news.

METHOD

This study employed a descriptive qualitative content analysis method with an Exchange Theory framework. To identify potential rewards and costs within the Exchange Theory framework, this study utilized the concepts of political communication and political marketing.

The research materials consisted of mass media coverage relevant to the research topic as primary data. Supporting literature sources served as secondary data.

This study employed four interactive steps in Huberman's data analysis technique. These steps are: (i) data collection, (ii) data condensation, (iii) data display, and (iv) conclusion drawing.

Data collection included research on relevant news coverage of the PPM Dialogue. The coverage came from print media, online media, and YouTube video clips. The news was collected and selected to align with the research topic.

Data reduction and summary were conducted by reading the news and grouping them thematically. The reduction and summarization were based on the concepts of political communication and political marketing to identify the potential rewards and costs that form the basis for the two political actors (President Prabowo and the editors-in-chief) to engage in resource exchange interactions.

Data presentation included a tabular grouping of rewards and costs. The presentation used a balance sheet approach, comparing the positive and negative aspects.

Conclusions were drawn by analyzing the results of the identification of potential rewards and costs, using the concepts of political communication and political marketing.

RESULTS AND DISCUSSION

Based on the concepts of political communication and political marketing, Prabowo and the six editors-in-chief expected rewards from the PPM Dialogue in at least two areas. First, publicity. Prabowo had the

opportunity to explain the progress achieved by his administration. The editors-in-chief, on the other hand, received rewards in the form of direct interviews with the president and broadcast exclusive information.

Second, image. Prabowo's image was expected to improve as a competent, transparent, and media-friendly leader through the PPM Dialogue. For the editors-in-chief, rewards in the image area included the reputation of the media outlets they led, in addition to their personal image.

Using the concept of political marketing, Prabowo's image was divided into two areas: Prabowo's image in public perception (the electoral market arena) and Prabowo's image in the media perception (the media market arena).

At the same time, potential costs also emerged. For example, an interview could backfire if the source, in this case Prabowo Subianto, was perceived as lacking expertise in the issue. Likewise, for editors-in-chief, a lack of agility in asking follow-up questions, for example, can damage their reputation.

Table (1) below identifies the rewards and costs Prabowo received from the PPM Dialogue.

Table 1. Potential Rewards and Losses for Prabowo in the PPM Dialogue

Rewards	Costs
Gaining media coverage and publication for free	The event is uninteresting due to its length
Full and comprehensive publication	The event is uninteresting due to its overly broad theme
Full publication without editorial framing	Backfires if questions are answered incorrectly.
Obtaining feedback from the media.	The PPM Dialogue is considered a pseudo-event.
Gaining image and impression as a transparent leader..	Discriminatory and elitist because it only invited six editors-in-chief
Image of a leader who is friendly with the media/press.	Only to enhance Prabowo's personal image.
Personal relationships with editors-in-chief.	

The PPM Dialogue is expected to provide positive value for Prabowo and his government in the form of widespread and free media coverage and publication. Another positive value is the opportunity to receive full, comprehensive publication, without intervention by media gatekeepers. With full, uninterrupted publication, the resulting news is expected to be free from media framing, especially negative framing.

Another positive value Prabowo hopes to gain from the PPM Dialogue is his image as a transparent leader. Furthermore, the PPM Dialogue, which has long been perceived as very distant from the media, is expected to erase this negative image.

On the other hand, the PPM Dialogue can backfire if the program is uninteresting and unwatched by the public. Factors that can trigger this unfavorable reaction include excessively long duration and discussing a wide range of issues.

Table (2) below presents the potential rewards and costs for editors-in-chief as a consequence of their involvement in political communication and political marketing with Prabowo.

Table 2. Potential Rewards and Costs for Editors-in-Chief in the PPM Dialogue

Benefit)	Costs
Obtaining exclusive coverage.	Reaping the boomerang effect if mistakes are made during the interview.
Obtaining extensive coverage.	Being perceived as less neutral because the dialogue is held at Prabowo's residence..
Questioning Prabowo directly.	Being perceived as subservient to the government because the dialogue is predominantly orchestrated by the government.
Enhancing the media's image and competitiveness.	Being perceived as elitist because the dialogue only involves editors-in-chief, not reporters who cover the news on a daily basis..
Enhancing self image as a competent journalist.	
Personal relationship with the president	

Resource Exchange Terms. According to Exchange Theory, the terms of resource exchange are established before the relationship occurs. This is intended to reduce uncertainty about the nature of the exchange. (Littlejohn and Foss, 2019: 895). However, the terms of exchange are dynamic. Each actor can change the terms of exchange during the relationship (West and Turner, 2018: 157).

The determination of the terms of exchange is closely related to the power of each actor. For example, if A is more powerful than B, then A can dictate the terms of exchange to B and influence B's behavior. This concept of dependency applies. (Ibid., 2009: 782, 882).

In the relationship between Prabowo and the six editors-in-chief in the context of the PPM Dialogue, the terms of the relationship between both parties are dynamic, but are determined primarily by Prabowo. The terms of exchange may change over the course of the relationship, but Prabowo is more active in setting terms than the six editors-in-chief.

This is evident, among other things, in the fact that the event format is entirely controlled by the Deputy Minister of Communication and Information Technology. Prabowo also had the final say in determining when the dialogue would take place, including postponing the schedule from before Eid al-Fitr to afterward. The decision to extend the dialogue's duration from two hours to four hours also rested with Prabowo. (Tribunnews, April 8, 2025).

The editors-in-chief requested that there be no requirement to submit a list of questions before the interview, but it was not clarified whether this was an absolute requirement or merely a suggestion. However, Prabowo complied with this requirement.

Actor Evaluation. Exchange Theory explains that the evaluation of exchanges in communication between two actors occurs in at least two stages. The first stage, before a relationship is established, is an effort to make a decision about whether or not to enter into an exchange. The PPM Dialogue, which took place on April 6, 2025, showed that in the first stage, both parties considered the dialogue to be a positive exchange. This means that the expected rewards outweighed the costs.

The second stage of evaluation is based on an assessment of the ongoing exchange. Based on observations from media coverage, the PPM Dialogue proceeded according to a resource exchange scenario. Prabowo

answered all questions posed by the editors-in-chief, and in return, the media published Prabowo's statement.

Another exchange of resources also took place in the form of mutual expressions of appreciation. Prabowo appreciated the editors-in-chief's willingness to conduct interviews, and the editors-in-chief expressed their respect for the opportunity to meet directly with the President. This created an image of Prabowo's close relationship with the media, and in turn, enhanced the reputations of the editors-in-chief. (Detik, April 7, 2025).

Table 3. Editors' Appreciation of Prabowo

No	Editor in Chief	Expression of Appreciation
1	Sutta Dharmasaputra (Kompas)	appreciated Prabowo's openness and spontaneity
2	Lalu Mara Satriawangsa (TV One)	considered the PPM Dialogue a means of communication for Prabowo to convey the good things the government has done.
3	Najwa Shihab (Narasi Citra Sahwahita)	appreciated Prabowo's willingness to answer various questions on the record.
4	Uni Z Lubis, (IDN News).	assessed that Prabowo answered questions quite comprehensively and that the PPM Dialogue was a signal of government openness.
5	Retno Pinasti (SCTV-Indosiar).	said the PPM Dialogue aims to improve government communication with the public..
6	Alfito Deannova Gintings (Detikcom)	stated that the PPM Dialogue is a model of transparency and hopes it will continue

Public Evaluation. The relationship between Prabowo and the six editors-in-chief is in the public sphere, opening up opportunities for public evaluation. Public evaluation contributes to the sustainability of the relationship because it determines both the rewards and costs of the relationship. For example, public evaluation contributes to Prabowo's image. If the public perceives Prabowo's image to decline after the PPM Dialogue, this could reverse the previously positive assessment.

As a proxy for public evaluation, this study uses data from Kompas Research and Development (Litbang Kompas) monitoring netizen reactions to the PPM Dialogue. The monitoring period was April 6-9, 2025. The platforms monitored included Instagram, TikTok, and X. (Kompas 12/4/2025).

Kompas Research and Development data identified the top 10 topics of discussion among netizens in response to the PPM Dialogue. Of the 10 topics, only one was a comment on the dialogue, namely the Journalists' Meeting in Hambalang. This topic generated 24% positive comments, 7% negative comments, and 70% neutral comments. This suggests that most netizens are still choosing to hold back their judgment, but those who have already made up their minds are more likely to express positive opinions.

The other nine topics are comments on the substance of the dialogue, particularly Prabowo's performance. Four topics generated predominantly positive comments, and four predominantly negative ones.

The four predominantly positive topics are as follows:

Table 4. Topics Generating Predominantly Positive Comments

No	Topics	Positive	Negative	Neutral
1	Poor government communication	80%	10%	10%
2	TNI Polri Law	56%	15%	29%
3	Potential for international power to divide and conquer	48%	41%	11%
4	Free nutritious meals , Kompas, April 12, 2025	47%	26%	28%

Source: Kompas Research and Development, April, 12th 2025.

The most dominant positive topic was "poor government communication." According to Kompas Research and Development, netizens' positive comments on this topic were driven by appreciation for Prabowo's stance, which, in the dialogue, took responsibility for the mistakes of his ministers and aides.

Meanwhile, the five topics with predominantly negative comments were as follows:

Table 5. Topics with Predominantly Negative Comments

No	Topics	Negative	Positive	Neutral
1	Omon-omon	90%	3%	7%
2	Demonstrations are not genuine, some people paid	98%	0	2%
3	Rupiah exchange rate weakens	69%	20%	23%
4	Corruption Eradication	36%	20%	44%
5	Construction of 3 million houses	24%	21%	55%

Source: Kompas Research and Development, April, 12th 2025.

According to Kompas Research and Development, negative comments were primarily driven by netizens' disbelief in Prabowo's explanations covering several issues, including the economic situation. The research findings indicate that netizens tended to evaluate the PPM Dialogue positively, but there was a balanced reaction between positive and negative responses to Prabowo's performance on certain topics.

Furthermore, this study, using Kompas monitoring data, measured Prabowo's rewards from the PPM Dialogue by converting predominantly positive comments into rewards and predominantly negative comments into costs. The results are as follows:

Table 6. Realized Rewards for Prabowo from the PPM Dialogue

Benefit	Realized
Media coverage and publication.	This reward was realized, as evidenced by the massive media publications.
The opportunity to fully explain government programs.	This reward was realized, Prabowo fully explained government programs.
The opportunity to explain government programs without editorial editing.	This reward was realized, as the broadcast was broadcast in its entirety.
Receiving feedback from the media.	This reward was realized, as the editor-in-chief conveyed the public's aspirations.
The image of a transparent leader in communicating policies.	This reward was only partially realized. Some members of the public were still unconvinced by Prabowo's explanations.

The image of a friendly leader with the media/press.	This reward was realized, as evidenced by the appreciation from various parties
Personal relationships with the editor-in-chiefs.	This reward was realized, as Prabowo and the six editor-in-chiefs appeared to be growing closer, and the editors-in-chief expressed their appreciation.

This table shows that Prabowo successfully realized most of the rewards from the PPM Dialogue. However, some rewards were not maximized. Prabowo successfully maximized the rewards in terms of media coverage and publication. These included the opportunity to fully explain government programs, the opportunity to explain government programs without editorial editing, receiving feedback from the media, the image of a leader who is friendly to the media/press, and improving personal relationships with editors-in- chief. However, the potential for enhancing the image of a leader who is transparent in communicating policies has not been fully realized.

From a political marketing perspective, the PPM Dialogue is a successful strategy in two market arenas: the public market (electoral market) and the media market. This strategy was particularly successful in the latter given Prabowo's previously less than positive image in this market.

Several comments by Prabowo—often portrayed as a militaristic-paternalistic leader—during the 2014 and 2019 presidential contests were negatively charged with the media. Reporting records from various media outlets show that Prabowo once called journalists "lackeys who want to destroy Indonesia," and therefore urged his audience to stop respecting them. (BBC Indonesia, December 7, 2018). Prabowo also said that journalists are easily bribed, so don't trust the media easily (IDN Times, December 5, 2018). He even mentioned certain media outlets as media outlets that no longer deserved attention (Ibid, 2018).

Prabowo also emphasized that he listed the names of media outlets deemed unfriendly to him (Ibid, 2018). These statements have been corrected on several occasions, and Prabowo apologized, saying his statements were misinterpreted (Tribunnews, February 6, 2020). The PPM Dialogue is seen as breaking assumptions or stereotypes about Prabowo as highly controlled and militaristic (Suwanti, N.C., 2025).

Based on Exchange Theory, Prabowo's party, as a political actor, is expected to choose to continue the PPM Dialogue program, considering the positive rewards received outweigh the costs. Meanwhile, the editors-in-chief who have expressed their appreciation for the dialogue indicate a willingness to continue exchanges through the PPM Dialogue in the future. In other words, the PPM Dialogue, as a political marketing strategy for Prabowo, is worth maintaining or continuing.

CONNCLUSIONS

The PPM Dialogue, as Prabowo's political communication and political marketing strategy, can be seen as an exchange of resources between Prabowo, as an actor in the government's political market, and the editors-in-chief, as actors in the media's political market. The exchange of resources took place under flexible and dynamic terms, with Prabowo having greater authority to determine the terms. Both actors expressed satisfaction with the exchange that took place through the PPM Dialogue, although public evaluation indicated that there were still areas for improvement. The greater rewards received by both actors in the exchange compared to the costs incurred indicate that the PPM Dialogue, as a form of political marketing, has successfully achieved its objectives. Therefore, there is a prospect for continuing the open dialogue in the future. This study has limitations in that the data examined are limited to media reports and literature studies. Data in the form of representative public opinion surveys and interviews with the political actors involved are recommended for future research.

Informed Consent Statement

All participants were informed of the purpose of the study, and informed consent was obtained prior to data collection. Participation was voluntary, and all responses were kept confidential and used solely for academic research purposes.

Disclosure Statement

No potential conflict of interest was reported by the author.

Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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Notes on Contributor

Eben Ezer Siadari is an author, certified writer-editor-trainer, writing coach, authorship helper, and now is pursuing master degree in communications at Paramadina Graduate School of Communications, Jakarta. He is a senior associate writer and editor at Rayyana Publishing. He writes on Authorship, Journalism and Humanity. As a chartered editor and writer, he works on biographies.

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International Conference on Democracy, Prosperity, Sustainability, and Peace: Problems & Prospects

Jakarta, 1st September 2025

LETTER OF ACCEPTANCE

Dear Eben Ezer Siadari

Thank you for submitting your abstract to participate in The International Conference on Democracy, Prosperity, Sustainability, and Peace, which will be held on October 1-2, 2025 We are happy to inform you that your abstract "Analysis of President Prabowo's dialogue with six chief editors of national media Using the social exchange theory approach "has been officially accepted. You will be able to present it at the conference in Jakarta. Congratulations!

You will see your session on the website in the coming weeks (https://paramadina.ac.id/icdpsp/).

Then you are expected to send the PPT and final article as the deadline.

Thank you. For further needs please do not hesitate to contact me.

Kindest regards,

Sunaryo

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