

ABSTRACT

Politics communication between political candidates with their constituents in recent era of mobile broadband, effectively by utilizing social media, if considering of speed, effectiveness, efficiency and measuring constituents' response of information transfer such campaign material, political programs, and images of candidates especially. The use of broadband technology which Telkomsel as one of broadband service provider, also need to consider what factors of election implementation 2017 that influence consumer behavior in the use of broadband service through big data, especially during election implementation in 2017.

The Main focus of this research is identify anomaly which occurred in broadband use during 2017 local election compared with normal period when there is no local election held, and also to analyse the relationship between local election and broadband use in mobile internet users.

The author process data aggregation of broadband use in distribution normal form into graph form including anomaly analysis using anomaly graph method. Dataset including identity variable such province, apps_name, total_hits dan payload_byte. Those data analyzed with Seasonal Hybrid ESD by doing statistical paramateric test therefore it can be conclude whether there is an anomaly pattern or not.

Theoretical approach in this research is political marketing with communication theory and digital marketing as supporting theory. With communication parameters used for research indicator are sender, message, receiver, media, effect as "broadband use" identities which measured by total_hits parameter as anomaly parameter test.

The Objective of this research is to build model that cover communication elements and consumer behavior aspects that indicates there are some unusual broadband use traffic during 2017 election events in Indonesia using graph based anomaly detection approach. Therefore, it can be some baseline in order to optimize broadband service marketing.

Data Collection Method is using Telkomsel broadband use historical data including pre-defined variable which already determined by telco historical data and then processed using anomaly detection algorithm to discover broadband use characteristic during 2017 election events.

Keywords : *political marketing, communication theory, mobile internet, seasonal hybrid ESD, consumer behavior, big data, graph based, anomaly detection*