POLITICAL CAMPAIGN STRATEGY IN WINNING PRESIDENT AND VICE PRESIDENT ELECTION IN 2014 (A CASE STUDY OF SUCCESS TEAM OF JOKOWI-JK IN BANDAR LAMPUNG)

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ABSTRACT

Campaign for president and vice president election in 2014 was different with the same campaign 5 years ago, and even 10 years ago. In 2014, presidential campaign was conducted by only two candidates of president and vice president, so that the competition to win public sympathy was so tight. There are many black campaign to Jokowi-JK, so it is need the good political campaign strategy.

The objective of this research was to explain and analyze political campaign strategy in winning president and vice president election in 2014 (a case study of success team of Jokowi-JK in Bandar Lampung). This was a qualitative research with 8 informants.

The focus of this research was political campaign strategy conducted by success team of Jokowi-JK in Bandar Lampung in winning president and vice president election in 2014, including the used communication forms and reasons to use these forms of communication. The results showed that success team of Jokowi-JK in conducting political campaign strategy was by establishing objective and goal, formulating actions and strategies of responses, and by using effective communication. Used communication form included interpersonal communication, organization communication and mass communication. Reasons in using these communication forms were that these were effective communication according to groups of public targets with their respective weaknesses and advantages. Among these communication forms, interpersonal communication was the most used and then followed by mass communication.

The researcher expects that this research results will be able to support politicians in using political campaign strategy in get society support.

Keywords : strategy, political campaign, election winning.