

ABSTRACT

The Strategy of Winning a Pair of Adrian Soedrajad and Wilanda Rizki in the Selection of Governor of the Executive Agency of the Faculty of Social and Political Science University of Lampung in a Year 2014

By

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The great election (Pemira) of governors and vice governors BEM in FISIP UNILA was held on November, 5th 2014 the won was Adrian Soedrajad and Wilanda Rizki, they beat the pair of Bambang Irawan and Toto Sudiyanto. The victory was achieved by this couple because of strategies which formed with the team for general winning. The aim of this research was to understand the strategies used of partners Adrian Soedrajad and Wilanda Rizki and to find out the involvement of Islamic Students in the gubernatorial election politics BEM Unila in a year 2014.

The problem in this research was the rivalry between candidates cause to win the competition at an election governor politics BEM UNILA in a year 2014 both internally organization and external organization. So, the formulation of the research were; “1) How is the strategy for winning of partners Adrian Soedrajad and Wilanda Rizki in the election the executive students agency of the faculty of social and political science Universiy of Lampung in a year 2014 ?

2) Does the external organization are involved in strategies winning partners Adrian Soedrajad and Wilanda Rizki ?”

This research used qualitative and quantitative method (mixed method) and the theory used was the theory marketing strategies political (Political Marketing) consisting of three rounds namely segmentation , targeting and positioning then analyzed using the theory analysis SWOT to make it easier for writer to develop a strategy used of partners Adrian Soedrajad and Wilanda Rizki with their team. To apply that theory in obtaining data , the writer conducting close interviews and give questionnaire to people who are involved with the process of winning.

Based on the results of this research it can be concluded that, in the process of segmentation, targeting up to positioning were analyzed using the theory of the SWOT analysis, Adrian Soedrajad and Wilanda Rizki with their team have its own advantages and constraints. The next , there was no involvement in the HMI organization in winning partners Adrian Soedrajad and Wilanda Rizki. HMI only as a forum to evaluate, involved was the HMI cadre that formed the team winning patners Adrian Soedrajad and Wilanda Rizki .

Keywords : Strategy, Election, BEM