

ABSTRACT

CAMPAIN STRATEGY OF CANDIDATE FAIR BACHTIAR BASRI AND UMAR ACHMAD IN HEAD DISTRICT ELECTION AT WEST TULANG BAWANG REGENCY 2011

By

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Strategy is series activity that chosen with pay attention strengthen and weaknesses to get success. Almost in every activity belongs political activity in this case head district election uses strategy. Campaign strategy is series of activity which done by candidate fair of head district and deputy of head district and the campaign team in their socializing and their program in society, by many methods and steps that appointed before and have the aim to get support and get voice as much as possible in doing balloting. In that election, candidate fair Bachtiar Basri and Umar Achmad and their team had used campaign strategy to their victory. Even though it is not only caused by campaign strategy.

The aim of this research is to know and describe campaign strategy that used by candidate fair Bachtiar Basri and Umar Achmad in head district election at west Tulang Bawang regency.

Research type of the writer in this research is qualitative with informant Bachtiar Basri and his team in campaign. Theory that used is marketing strategy.

This research showed that campaign strategy that used by candidate fair Bachtiar Basri and Umar Achmad are (1) Segmentation is group formation that consist of contestant support group (the main support that come from political party and non political party); group mass float and competitor supporter group. (2) Targeting is focused on that groups to do training and approaching to give support and doesn't turn away in other candidate pair. (3) Positioning is doing socialize vision and mission by APBD wisdom pro-society and their work as long as that candidate fair still hold a position as regent and chairman DPRD at west Tulang Bawang regency.