ABSTRACT

THE WINNING STRATEGY OF LEGISLATIVE OF REGIONAL HOUSE OF REPRESENTATIVE ELECTION IN LAMPUNG PROVINCE IN 2014
(A Study on NasDem Party Regional Leader Board in Lampung Province)

By

ANBEJA KIRSY

The objective of this research was to find out the winning strategy of legislative of regional house of representative election in Lampung province in 2014. This was a descriptive qualitative research. Data were collected by using deep interview and documentation. Data were processed with processes of editing, categorizing, and interpretation. Data analysis steps were data reduction, data presentation and data verification.

The result showed that winning strategies conducted by NasDem political party in Lampung province in Regional House of Representative election in 2014 were two; the internal and external strategies. Internal strategy was conducted by recruiting candidates of legislative members who had good financial strength and high popularity and electability, forming locomotive of legislative candidates who cooperated in national to regional levels, educating legislative candidates about mapping, estimation and maintaining votes. The external strategy was conducted by building images through characterization of youth and characterization of figures in the past, and by using mass media as political campaign device.

Political marketing conducted by Regional Leader Board of NasDem political party in Regional House of Representative election in 2014 included political product imaging, recruiting public figures in campaign, using financial strength and political networks of legislative members in campaign process, and selecting beginner voters and youngsters as segmentation targets.

Keywords   : strategy, political party, legislative election