ABSTRACT

POLITICAL MARKETING IN ELECTION OF PRESIDENT AND VICE PRESIDENT CAMPAIGN 2009 IN LAMPUNG

By

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Campaign is a period of election which is used for persuading and socializing. In limited time and bound regulation, election campaign is expected reach maximal result, win the competition. Hence, it is needed effective method to get public support. This thesis gives an overview of the political marketing made by three couples of candidates of president and vice president, Mega-Prabowo, SBY-Boediono, and JK-Wiranto. Campaign activities undertaken by the candidate directly or teams of each campaign in the province of Lampung on the presidential election campaign and vice president in 2009, which includes campaigns product offerings, the ways people approach it takes to capture the voters, and the reason why these method do. This research is expected give contribution in political science especially political local, thinking contribution for political parties, politicians and societies hence they will be wiser in elections. This research used qualitative descriptive method and data collection obtained through interviews with key informants, observation notes writer, and study documents in the newspaper coverage of the campaign activities of candidates and their teams. The research results showed that: (1) Political marketing was done by the three pairs of candidates with emphasizing candidate figure as political product was offered than others; (2) Push Marketing was much used than pass marketing and pull marketing. It was done because confession of voters through directly interaction can create sturdy emotional bond, hence, it was more effective to influence voters mind; (3) Political product which was emphasized and push marketing method were done for positioning, in order to the candidates got sympathy from society. In its implementation, The Campaign Team of Megawati-Prabowo were facing shortage of human resources in the implementation of socialization and persuasion that can only sustain their constituents but can not influence the floating masses and sympathizers of other candidates. While, The Campaign Team of SBY-Boediono can maintain the support by coordination and consolidation, and strengthening the commitment of party supporters or sympathizers of the organization intensively. But Campaign Team of JK-Wiranto
admitted lack of coordination and consolidation among the supporters and the party machine was less used.

Keywords: campaign, political marketing, positioning