

ABSTRACT

POLITICAL MARKETING OF RIDHO FICARDO AND BACHTIAR BASRI COUPLE IN GOVERNOR ELECTION OF LAMPUNG YEAR 2014

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Competition and rivalry among the candidates to win the election is a reality that can not be avoided, so that each pair of candidate campaign team must have a good marketing strategy to gain political voice as much as possible in order to achieve victory in the elections.

The purpose of this research was to describe political marketing of Ridho Ficardo and Bachtiar Basri Couple in Governor Election of Lampung Year 2014. This type of research is qualitative, with the winning team taking informants pair Candidates for Governor and Vice Governor Muhammad Ridho Ficardo and Bakhtiar Basri. Data was collected through interviews and documentation. Data were then analyzed qualitatively through the stages of data reduction, data display and conclusion.

The results of this study indicate that political marketing of Ridho Ficardo and Bachtiar Basri Couple in Governor Election of Lampung Year 2014 has been implemented successful, namely: (1) in push marketing strategy, Team Success political campaign directly to the segment of the voting public, namely in the form of campaign rallies, performance art and popular entertainment, lectures, and social

events. Push marketing strategy is the dominant strategy in the implementation of the campaign. (2) In pull marketing strategy, Team Success political campaign using the media campaign which presents material on the vision and mission of the Governor partner to persuade the public to vote for Couple M. Ridho Ficardo and Bachtiar Basri (3) In pass marketing strategy, Team Success in a relationship and coordination with the parties that have influence in the community, such as religious leaders, community leaders and youth leaders with the intention that they can invite people in their area to pair M. Ridho Ficardo and Bachtiar Basri.

Keywords: Political Marketing, Election Governor