

ABSTRACT

**POLITICAL STRATEGY IN WINNING WOMEN CANDIDATE
IN GENERAL ELECTION OF LEGISLATIVE 2014
(Study on PKS, PDI-P and NasDem Bandar Lampung City)**

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The purpose of this reserch was to determine how the strategies of political parties in winning female candidates for the legislative elections legislative 2014. The research method used was a qualitative research method, which is used to know the winning strategies of political parties in the legislative members of female candidates in the 2014 legislative elections.

The reserch showed: 1) Strategy will be undertaken by all three political parties are making policy, providing infrastructure and provide a network for female candidates. The strategy to overcome the limitations of funds, lack of courage, lack the skills in the field of politics and the lack of a network which is owned by women candidates. 2) The difference in the strategy will be undertaken by a third party: Party PKS as Islam-based party cadres and prioritize the development of its cadres in particular by establishing a cadre of women to foster women's empowerment program people, especially women and referring to the al-quran and hadith. PDI-Perjuangan Party as a populist party to prioritize the work directly to the public, especially the poor. NasDem party as a new party formed

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department of womanhood as a central activity of the party's national to the regional level.

Keywords: strategy, political parties, and the winning female candidates