ABSTRACT

STRATEGY OF POLITICAL MARKETING
RIDHO FICARDO - BAKHTIAR BASRI
THROUGH PRESSED MEDIA
ON LAMPUNG’S GOVERNOR ELECTION PERIOD 2014-2019
(Study On Lampung Post and Radar Lampung)

By

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The number of readers of print media has declined raises its own concerns for candidates to promote themselves. Many other more modern media such as the internet which can be used by candidates as media campaigns more effective. The purpose of this study was to determine what political marketing strategy used by Ridho Ficardo and winning team as a candidate for Governor of Lampung period 2014-2019 conducted by Daily Post and Radar Lampung Lampung. This type of research in this study was a descriptive study with a qualitative approach.

The results showed that Ridho Ficardo - Bakhtiar Basri and the winning team use some political marketing strategies include media selection strategy (Post and Radar Lampung Lampung), brand building strategy and tagline (the use of clothing and jargon typical of "giving and serving") and strategy news writing (a. Strategy publication by disseminating information through a news or an activity, aim to make people become familiar with the figure of the candidate, so
choosing the candidates in the election, b. Strategies persuasive done to persuade and encourage people to vote for candidates by making positive public opinion so favorable to the candidate, c. Strategies argument is made in anticipation of negative news published about the candidates, so that public opinion remains in a favorable position, d. Strategy imaging is made to keep the image remains good candidates so that the public interest in terms of emotional to vote on the selection of candidates.

Key-words: political marketing, governor election, pressed media.