

Kemenangan Raja Sapta Oktohari (RSO) dalam pemilihan ketua umum Badan Pengurus Pusat (BPP) Himpunan Pengusaha Muda Indonesia (HIPMI) pada musyawarah nasional 2011 : studi sukses political marketing = The victory Raja Sapta Oktohari (RSO) in the selection of the Executive Chairman of the Board (BPP) Indonesian Young Entrepreneurs Association (HIPMI) at the National Convention of 2011: Political Studies Marketing Success

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Abstrak

Penelitian ini membahas strategi tim sukses dalam memenangkan pemilihan ketua umum BPP HIPMI periode 2011-2014. Narasumber yang dipilih peneliti antara lain adalah RSO, tim sukses, sekretaris BPP HIPMI dan juga Pria salah satu kandidat ketua umum BPP HIPMI 2011-2014.

Slogan "Bergerak bersama daerah" merupakan tools penentu yang membedakan RSO dengan ketiga calon yang lain. Slogan ini mempunyai makna bahwa RSO ingin merangkul seluruh daerah di setiap provinsi di seluruh Indonesia agar bersama-sama membangun perekonomian melalui HIPMI.

Dalam tesis ini peneliti mengulas strategi yang konsultan politik gunakan mulai dari push political marketing, pull political marketing, pass political marketing, door to door campaign, personal branding, dan pendekatan pada media. Tesis ini kental dengan teori komunikasi politik dan political marketing.

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This study discusses the strategy of a successful team in winning the general election of chairman of the BPP HIPMI 2011-2014 period. Researchers selected interviewees include RSO, a successful team, secretary of the BPP HIPMI and one man also chairman of the BPP candidate HIPMI 2011-2014.

The slogan "Moving with the area," a critical tool to distinguish the three candidates with the RSO. This slogan to mean that the RSO wants to embrace the whole area in each province in Indonesia to jointly build the economy through HIPMI.

In this thesis the researcher to review the strategy from the use of political consultants, push political marketing, pull political marketing, pass political marketing, door to door campaign, personal branding, and approach to the media. This thesis is thick with theories of political communication and political marketing.