

Keberhasilan marketing politik dalam memenangkan kursi di DPR RI (studi kasus kampanye partai GERINDRA dalam PEMILU 2009) = Effectiveness of political marketing in the winning of seats in the DPR-RI (Case study of the GERINDRA party campaign and the 2009 General Election)

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Abstrak

Kemerdekaan Republik Indonesia yang telah diraih semenjak 1945 masih menempuh jalan panjang untuk membawa masyarakat Indonesia mencapai kesejahteraan sosial sebagai cita-cita nasionalnya sebagaimana termaktub dalam UUD 1945, Perkembangan dan kemajuan ekonomi, politik dan budaya belum benar-benar mendekati kata baik, dan bahkan dalam hal-hal tertentu, menunjukkan kemunduran dari era-era pemerintahan sebelumnya. Sebagai partai baru GERINDRA telah memperoleh 4,6% perwakilan dan lolos batas minimal parliamentary threshold. Ini merupakan kebanggaan bagi GERINDRA sebagai keberhasilan melaksanakan strategi komunikasi politik kontemporer (meskipun sebagian pimpinan puncak Partai GERINDRA menganggap 4,6% terlalu rendah).

GERINDRA dalam melakukan pemasaran politik didukung dengan 3 institusi yaitu: (1) Humas GERINDRA; (2) GERINDRA Media Centre (GMC); dan (3) Konsultan Komunikasi. Ketiganya berkolaborasi sinergis demi terciptanya strategi komunikasi politik yang tepat dan efektif yang meraih voters sebanyak-banyaknya.

Secara ilmiah penelitian ini bertolak berdasar paradigma subjektivisme. Pendekatan penelitian ini adalah penelitian kualitatif, bersifat deskriptif yang ditulis dalam bentuk sebuah narasi pada bagian analisis informan. Penelitian ini menggali data empirik melalui in-depth interview dengan mekanisme probing. Teknik pemilihan informan adalah purposive judgement artinya peneliti memilih sendiri informannya yang dirasa memiliki pengetahuan yang menarik dan memiliki pengetahuan yang terkait dengan penelitian. Penelitian ini akan pula mengungkap di antaranya fungsi kehumasan Partai GERINDRA, fungsi konsultan politik GERINDRA. Strategi kampanye Partai GERINDRA, pencitraan Prabowo Soebianto. pemasaran pesan-pesan politik GERINDRA. Peran Gerindra Media Centre (GMC) dalam berkampanye politik melaksanakan media relations dan community relations, disertai upaya pengemasan isu-isu politik Partai GERINDRA.

Penelitian ini menjadi jawaban dari pertanyaan bagaimana upaya marketing politik yang dilakukan GERINDRA mampu memenangkan kursi di DPR RI 4,6%. Dalam penelitian ini ditelaah lebih jauh lagi upaya-upaya teknik pemasaran politik, political advertising dan political public relations.

Secara implisit tesis ini mengandung hipotesa: makin efektif melaksanakan political marketing makin banyak meraih suara. Hipotesa ini tidak terbukti, karena asumsi ceteris paribus (terutama profesionalisme KPU) tidak terpenuhi dan munculnya fenomena "black swan" ini tidak terbayangkan.

.....The Independence of the Republic of Indonesia that was proclaimed in 1945, still had a long way to go for bringing the Indonesian people to the goal of realizing social justice, as contained in the 1945 Constitution. The achievements thus far attained in the economic, political, and cultural fields have not yet approached the stipulated goal, and in certain aspects, had become worse than in the previous government.

As a new party, GERINDRA has gained 4.6 percent of the parliamentary seats and had passed the parliamentary threshold requirement. This is indeed a grand achievement for GERINDRA that has been made possible by conducting a contemporary political communications strategy (in spite of some of the top leaders of the GERINDRA Party thinking that 4.6 percent is too low).

In conducting of political marketing, the GERINDRA Party is supported by 3 institutions, namely (1) the Public Relations of GERINDRA; (2) the media Centre of GERINDRA; and (3) the Communication Consultant. All three institutions have in synergy collaborated for attaining the right and effective political communication strategy that is directed at attracting the largest number of voters.

Scientifically, this study is based on the subjectivism paradigm. The approach of this study is qualitative and descriptive, that is written in the form of a narration in the informant analysis section. This study collects empirical data from in-depth interviews with a probing mechanism. The informant selection technique is purpose judgment, in the sense that the researcher himself selects his informant, who is believed to have an attractive information and has the knowledge that is related to the study.

This study will also reveal the public relations function, and the political consultant function of the GERINDRA Party. The campaign strategy of the GERINDRA Party covers the imaging of Prabowo Subianto and packaging of political messages of GERINDRA. In the political campaign, the role of the Gerindra Media Centre (GMC) is to conduct media relations and community relations, and to package political issues brought to the surface by the GERINDRA Party.

This study provides the answer to the question on how the political marketing of GERINDRA has been able to win 4.6 percent of the DPR-RI seats. This study first looks at the technical means in political marketing, political advertising, and in conducting political public relations.

This thesis implicitly contains the hypothesis that: the more effective the political marketing efforts, the greater number of votes is obtained. This hypothesis has not been proven because the assumption on the *ceteris paribus* (mainly professionalism of the KPU/General Election Commission) is not met and the appearance of the "black swan" was not taken into account.