

Strategi pemasaran politik politisi pendatang baru di Indonesia dalam era masyarakat jejaring (studi kasus strategi pemasaran politik Fahira Idris dalam kampanye pemilu 2014) = Political marketing strategy of new comer politician in Indonesia in network society era case study of political marketing strategy of Fahira Idris in general election campaign 2014) / Rifa Mulyawan

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Abstrak

[<b>ABSTRAK</b><br>

Studi ini menganalisa strategi pemasaran politik oleh politisi pendatang baru di Indonesia dalam era masyarakat jejaring, dengan menggunakan studi kasus strategi pemasaran politik oleh Fahira Idris dalam Pemilu 2014. Studi ini menggunakan metode penelitian kualitatif dan menjelaskan masalah secara deskriptif-analitik. Studi kasus strategi pemasaran politik Fahira Idris dalam Pemilu 2014 dianalisa menggunakan konsep Market Oriented Candidate yang dikemukakan oleh Iordanis Kotzaivazoglou berdasarkan pengembangan konsep Market Oriented Party dari Jennifer Lees-Marshment. Studi ini selain menyimpulkan bahwa strategi pemasaran politik Fahira Idris sesuai dengan strategi pemasaran politik politisi pendatang baru di era masyarakat jejaring, juga menyimpulkan bahwa dalam masyarakat jejaring, media sosial dapat dimanfaatkan oleh politisi pendatang baru untuk membangun entitas dirinya.

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<b>ABSTRACT</b><br>

This study analyzes the political marketing strategy by new comer politician in Indonesia in network society era, uses case study of Fahira Idris' political marketing strategy in General Election 2014. This study uses qualitative method and analyzes the case analytic-descriptively. Case study of Fahira Idris political marketing strategy was analyzed by Market Oriented Candidate concept by Iordanis Kotzaivazoglou, which was developed from Jennifer Lees-Marshment's Market Oriented Party concept. This study concludes Fahira Idris's political marketing strategy is matched to political marketing strategy of new comer politician in network society era, as well as the social media also could be optimized by new comer politician to build his/her entity., This study analyzes the political marketing strategy by new comer politician in Indonesia in network society era, uses case study of Fahira Idris' political marketing strategy in General Election 2014. This study uses qualitative method and analyzes the case analytic-descriptively. Case study of Fahira Idris political marketing strategy was analyzed by Market Oriented Candidate concept by Iordanis Kotzaivazoglou, which was developed from Jennifer Lees-Marshment's Market Oriented Party concept. This study concludes Fahira Idris's political marketing strategy is matched to political marketing strategy of new comer politician in network society era, as well as the social media also could be optimized by new comer politician to build his/her entity.]