

Perencanaan program marketing public relation untuk meningkatkan awareness terhadap Partai Solidaritas Indonesia = Marketing public relation design program to raise awareness of Partai Solidaritas Indonesia

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Abstrak

Modernisasi membawa kebutuhan adanya pembukaan saluran-saluran aspirasi politik baru termasuk partai politik baru. Terlihat dari perkembangan partai politik yang tidak konstan. Banyak partai politik lama dan baru yang hilang muncul sejak pemilu tahun 1955. Salah satu partai yang muncul pada tahun 2014 adalah Partai Solidaritas Indonesia.

Partai Solidaritas Indonesia (PSI) merupakan partai politik baru yang menargetkan anak muda yang termasuk dalam generasi Y atau Millenials sebagai pemilih dan partisan politiknya dalam pemilu 2019. Namun berdasarkan Survei Nasional Saiful Muljani Research and Consulting, hanya 50.6 persen anak muda yang memiliki kepercayaan terhadap partai politik dan hanya 49.8 persen yang memiliki partisipasi politik yang tinggi (berdasarkan riset Lembaga Kajian Demokrasi dan Hak Asasi Demos Indonesia).

Penulisan karya akhir ini bertujuan untuk merancang serangkaian kegiatan marketing public relation melalui kegiatan special event yang dapat meningkatkan awareness publik terhadap Partai Solidaritas Indonesia.

Modernization brings the need of new political aspirations channel including a new political party. Seen from the development inconsistency of political party. Many old and new party that shrink and appear since 1955. One of the party that emerged in 2014 is Partai Solidaritas Indonesia.

Partai Solidaritas Indonesia (PSI) is a new political party that targets young people who belonged to the generation Y or Millenials as voters and participants politics in election 2019. However, based on the National Survey Saiful Muljani Research and Consulting, only 50.6 percent of young people who have trust in the party politics and only 49.8 percent have high political participation (based Research Institute for Democracy and Human Rights Demos Indonesia).

This thesis aims to design a series of marketing public relations activities that can increase public awareness of the Solidarity Party of Indonesia.

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