

Strategi political marketing partai politik baru: studi kasus kemenangan partai Perindo menuju Pemilu 2019 = Political marketing strategy new political party: case study party success Perindo towards elections 2019

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Abstrak

Penelitian ini bertujuan untuk mengetahui strategi political marketing Partai Perindo sebagai partai politik yang relatif baru dengan tujuan partai yang cukup fantastis yaitu memenangkan Pemilu 2019 dan mengajukan ketua umumnya maju sebagai calon presiden, serta bagaimana peran kepemilikan media oleh ketua umum dalam strategi partai tersebut. Penelitian kualitatif ini menggunakan kerangka konsep political marketing LeesMarshment (2001), kemudian strategi kampanye partai politik Nursal (2004) serta penerapan 4Ps bauran marketing Firmanzah (2008). Kesimpulan utama dari penelitian adalah Partai Perindo lebih dekat dengan penerapan sales oriented party dan lebih banyak menggunakan pull political marketing dalam menyampaikan pesan-pesan politik partainya. Namun demikian dalam perkembangan politik di Indonesia, Partai Perindo ternyata tidak dominan dan signifikan pull political marketing, karena proses perekrutan dan pesan partainya juga mengedepankan push dan pass political marketing. Sehingga penelitian ini dapat melengkapi strategi political marketing Partai Perindo yang ada saat ini

.....This study aims to determine political marketing strategy Perindo Party as a political party that is relatively new to the party just fantastic goal that won the 2019 general election and submitted its chairperson forward as a presidential candidate, as well as the role of media ownership by the general chairman of the party's strategy. This qualitative study using the framework of the concept of political marketing Lees-Marshment (2001), then the political party's campaign strategy Nursal (2004) and the implementation of 4Ps marketing mix Firmanzah (2008). The main conclusion of the study is Perindo Party closer to the implementation of a sales oriented party and more use political pull marketing to convey messages of political parties. However, in the political developments in Indonesia, Perindo Party was not dominant and significant political pull marketing, because the recruitment process and also promote the party's message using pass and push political marketing. So this study can complement the political marketing strategy Perindo Party that exists today.