

Komoditas fetisisme dalam iklan politik Pemilukada Kota Bengkulu

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Abstrak

This research aim to determine the commodity of fetishism in political advertisement which used by the mayor candidates of Bengkulu city who entered into the second round in the regional election in Bengkulu, 2012. Using a qualitative approach, the data were collected through observation and deep interviews. In addition, a political advertisement was also considerably important as a data, it was taken from printed and electronic media at both local and online media. The informants in this research were the voters in the city of Bengkulu who have used their right of vote to choose one of the candidates for mayor of Bengkulu city. Moreover, the key informants also played important role in this research, they were not only the professionals and political figures but also some of media crews who followed and involved as long as the election process took place. The result showed that the commodity of fetishism in the political advertisement of the mayor candidates who entered into the second round are so prominent and less of creativity. Instead of using some political communication media to increase their image, just some of the candidates who used the advertisement as an advertising media. Furthermore, among four of political communication media, such as organizational, interpersonal, mass media and group of interest, almost all candidates who advertised themselves in the official released of KPU did not use all of the political communication media, as a result there are no significant and dramatic advertisement made by the candidates.