

## Compliance gaining dalam pemasaran politik (studi compliance gaining pada Pilkada DKI Jakarta 2017) = Compliance gaining in political marketing study of compliance gaining on 2017 the Jakarta regional head election

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### Abstrak

Penelitian ini menemukan bahwa expertise paling banyak digunakan di putaran kedua Pilkada DKI Jakarta, sedangkan rewarding paling banyak digunakan di putaran pertama. Punishing paling sedikit digunakan di kedua putaran tersebut. Rewarding, expertise, dan moral persuasion terbukti berpengaruh terhadap preferensi pemilih. Ketiga strategi ini signifikan pengaruhnya bagi seluruh pasangan di putaran pertama dan signifikan pula pengaruhnya hanya bagi pasangan Anies Baswedan-Sandiaga Uno di putaran kedua. Punishing di putaran pertama hanya signifikan pengaruhnya terhadap peluang memilih bagi pasangan Basuki Tjahaja Purnama dan Djarot Saeful Hidayat tetapi tidak untuk kedua pasangan penantang lainnya. Dan, di putaran kedua tidak terbukti pengaruhnya terhadap preferensi pemilih bagi penantang maupun kompetitor. Variabel kontrol berupa pemimpin non muslim cukup baik menjelaskan peluang memilih Basuki Tjahaja Purnama dan Djarot Saeful Hidayat di putaran kedua Pilkada DKI Jakarta 2017. Kata Kunci: Compliance Gaining, Pemasaran Politik, Rewarding, Punishing, Expertise, Moral Persuasion, dan Preferensi Pemilih.

.....The Jakarta Regional Head Election This research result reveals that expertise was most used in the second round of DKI Jakarta Election, meanwhile rewarding was mostly used in the first round election. Punishing is the least used in both round elections. Rewarding, expertise, and moral persuasion had been proven to have an effect on voter preferences. The three of those strategies have significant influence to all the candidates in the first round election and they have also significant influence to Anies Baswedan Sandiaga Uno in the second round election. Punishing in the first round election had only significant effect on opportunity of voting behavior for the pair candidate, Basuki Tjahaja Purnama Djarot Saeful Hidayat but it is no longer for two other candidates pairs. The non Moeslem Leader as control variable is more reasonable to explain the voting opportunities of Basuki Tjahaja Purnama Djarot Saeful Hidayat in the second round of 2017 Jakarta Election. Key Words Compliance Gaining, Political Marketing, Rewarding, Punishing, Expertise, Moral Persuasion, and Voter Preferences.