

Upaya kampanye nonkonvensional Donald Trump dalam meraih popularitas di kalangan voters kulit putih 2015-2016 = Donald trump's unconventional campaign efforts in gaining popularity among white voters 2015-2016

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Abstrak

Tesis ini membahas tentang upaya nonkonvensional yang dilakukan oleh Donald Trump selama masa kampanye Pemilihan Presiden Amerika Serikat 2015-2016 dengan menggunakan konsep dan teori politik kampanye dan teori American exceptionalism. Penelitian menggunakan metode kualitatif secara deskriptif analitik untuk memberikan gambaran terkait dengan judul tesis ini. Proses pengumpulan data dilakukan melalui studi kepustakaan dan wawancara dengan narasumber yang relevan dengan kebutuhan penelitian. Hasil penelitian menemukan bahwa Donald Trump menggunakan upaya-upaya secara nonkonvensional yang berimplikasi meningkatkan elektabilitas dalam Pemilihan Presiden Amerika Serikat 2015-2016. Salah satunya ialah dengan menggaungkan slogan Makes America great again yang dianggap mampu membangkitkan semangat American exceptionalism kepada warga Amerika Serikat pada umumnya, kepada pendukung Donald Trump yang berasal dari kalangan ras kulit putih pada khususnya. Donald Trump dikenal sebagai sosok yang rasis, diskriminasi dan anti-imigran dalam penelitian ini ditemukan fakta-fakta yang menunjukkan popularitas Donald Trump meningkat di kalangan warga Amerika Serikat yang berpaham konservatif.

.....This thesis discusses the nonconventional efforts made by Donald Trump during US Presidential Election campaign in 2015 2016 using the campaign politics concept and theory and American exceptionalism theory. This research used qualitative method with descriptive analytics. The process of data collection was conducted through literature study and interviews with resource persons relevant to the research needs. This study is limited to only one year period which covers the US Presidential Election in 2015 2016. That one year period was the campaign period of Donald Trump as a Republican candidate. The corpus object of research is Republican Platform because the platform allows Author to analyze the use of Donald Trump 39 s unconventional efforts during the campaign period and to answer two research questions. The research found that Donald Trump was using nonconventional efforts to increase his electability in US Presidential Election in 2015 2016. This study shows that Donald Trump's racist, discriminatory and anti immigrant tendency has promoted his popularity among White American conservatives. Some of these unconventional efforts include demagoguery, voter 39's suppression and the slogan Makes America great again which was thought to be able to arouse the spirit and value of American exceptionalism39's white supporters in particular.