

SUMMARY

PERANG TEMA DAN PSIKOLOGI PUBLIK : ANALISIS STRATEGI KOMUNIKASI PEMASARAN POLITIK PILKADA DKI JAKARTA 2007

Created by Bambang Sukma Wijaya

Subject : KOMUNIKASI PEMASARAN
Subject Alt : MARKETING COMMUNICATIONS
Keyword : PEMILU

Description :

Jakarta local elections in 2007 with the victory obtained Fauzi Bowo still left the stories and important lessons for the development of political marketing communications in the country. Fauzi-Prijanto supported by 20 parties against AdangDani

supported by

a party, but Fauzi-Prijanto

only got a narrow victory, 57% to 43%.

Why

did this

happen?

This article

analyzes

the

political

marketing communications strategies

both

candidates

and the anatomy

of

the

consumer

audience of

voters

based

on data

from

research

results

were

released

in the

Kajian

Bulanan Lingkaran

Survei

Indonesia

(LSI)

Issue

04-August 2007.

The authors
found that voters
in Jakarta tend to be more rational,
due to information
access is more
widely
open and easier,
so as to provide
good insight
for citizens.

Similarly,
the
tight
life
competition and better legal
awareness
made the
metropolitan
residents
tend
to
be more
courageous and critical voice
their
aspirations.

The
results
of
this

analysis
can
serve
as
a
lesson
and reference
to
political
contestants
for
the
next
campaigns.

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Contact Person :

Astrid Chrisafi (mutiaraadinda@yahoo.com)

Thank You,

Astrid (astrid.chrisafi@esaunggul.ac.id)

Supervisor