SUMMARY

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

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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
The authors found that voters in Jakarta tend to be more rational, due to information access being 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 of 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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