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Strategi Marketing Komunikasi Politik yang Dilakukan O3 Media
Dalam Pemenangan Kandidat Yusril Ihza Mahendra Pada Pra-Pemilihan Kepala Daerah
DKI (Daerah Khusus Ibukota) Jakarta Raya Februari 2017
(Studi Kasus di O3 Media (Out Of Ordinary) Creative Advertising Agency
Periode Maret – Desember 2016)
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ABSTRAK

Strategi marketing komunikasi politik adalah hal yang esensial dalam usaha pemenangan kandidat dalam kompetisi politik yang sangat dinamis. Sebagai konsultan politik, O3 Media memegang peran strategis dalam menyusun strategi marketing komunikasi politik kandidat Yusril Ihza Mahendra dalam pencalonan dirinya dalam masa pra pilkada DKI Jakarta 2017 periode maret hingga juni 2016. Proses formulasi strategi dan *raison de etre* (alasan logis) penentuan strategi yang dilakukan O3 Media merupakan fokus penelitian ini. Tujuan strategi marketing komunikasi politik ini adalah untuk meningkatkan popularitas kandidat dan menjadi tokoh yang disukai serta didukung oleh *voters* DKI Jakarta.

Proses penentuan strategi dalam penelitian ini dapat dijelaskan dengan model teori Newman tentang *Political Marketing*. Newman menyatakan bahwa *marketing campaign is the heart of political marketing* karena merupakan *marketing tools* yang digunakan dalam serangkaian tahapan seperti *market (voter) segmentation*, *candidate positioning*, dan *strategy formulation and implementation*. Paradigma penelitian ini adalah kualitatif deskriptif atau konstruktivisme, dengan metode studi kasus melalui teknik pengumpulan data seperti observasi (partisipan dan non-partisipan), *in depth interview* dengan subyek penelitian yaitu Adam Cullen (Managing Director O3 Media) dan Guna Adiluhur (Creative Director), analisis teks pemberitaan di media online dan media sosial-Twitter (*digital anlysis* 1 Maret-23 Maret 2016), dan data dokumentasi lainnya serta studi literatur.

Hasil penelitian ini membahas mengenai analisis voters, analisis kompetitor, analisis kandidat, dan perumusan strategi *positioning* yang merupakan *repositioning* bagi kandidat YIM (Yusril Ihza Mahendra) sebagai *brand/politisi* yang sudah memiliki reputasi dalam market politik. Strategi *repositioning* ini bersifat ideologis, substil pada tahap awal, menyasar emosional *voters* berdasarkan *proximity* ideologis tersebut dan memiliki skema untuk jangka panjang yang dapat dijelaskan dengan *triangulation model positioning (image dan policy development)* oleh Robert M. Worcester dan Dick Morris dalam menyiasati polarisasi *voters*.

Penelitian ini menyimpulkan bahwa strategi yang didesain oleh O3 Media melalui beberapa tahapan analisis-analisis dan berangkat dari polemik dalam mayoritas *voters* muslim yang mengarah kepada polarisasi *voters*. Kandidat Yusril diposisikan sebagai jawaban atau alternatif terhadap polemik tersebut dan sebagai *antithesis* terhadap *strong incumbent* Ahok. Strategi dilakukan dengan pendekatan *pull marketing*, *push marketing* dan *pass marketing*.

Kata Kunci: Strategi Marketing Komunikasi Politik, *Political Marketing*, *Political Communication*, *Political Marketing Communication*





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ABSTRACT

The strategy of political marketing communication is an essential thing in term of winning a candidate in a dinamic political competition. As political consultant, O3 Media held a strategic role on designing of Yusril Ihza Mahendra's political marketing communication strategy, who was stepping forward during the pre election of DKI Jakarta of Governorship (march until june in 2016). The process of formulation strategy and raison de etre of determining strategy by O3 Media are the focus of this research. The objective is to increase the popularity of candidate with a strong positioning strategy, integrated, and intens, therefore gaining DKI Jakarta of voters' favorability and support.

The process of designing strategy on this research can be explained by a model of Newman theory on Political Marketing subject. Newman infers that 'marketing campaign is the heart of political marketing', because it possesses a set of marketing tools which are used to get the candidate successfully through the stages of the political campaign, such as market (voter) segmentation, candidate positioning, and strategy formulation and implementation. The paradigm of this research is descriptive qualitative or constructivism, with case study method by way of collecting data technique such as observation (participant and non-participant), in depth interview of two subjects research, they are Adam Cullen (Managing Director of O3 Media) dan Guna Adiluhur (Creative Director of project), analysis of news text (online media and social media-Twiter /digital anlysis 1 March-23 March, 2016), data documentation, and literature study as well.

The result of this research describes a set of data of voters anlysis, competitor analysis, candidate anlysis, and formulating strategy of positioning which is repositioning towards the reputation candidate-Yusril Ihza Mahendra is already exist on the political market. The repositioning strategy is ideologically trait, subtle at the beginning, targetting to voter's emotional based on that ideologically proximity, and contains a scheme in long term which can be explained by triangulation model positioning (image and policy development), it's aim to avoid the voter's polarization and enlarge the segment of supporter. The theory was postulated by Robert M. Worcester and Dick Morris.

The research infers that the strategy has been designed by O3 Media took several certain stages of analyses. It derives from the polemic of moeslim as of majority voters that drive to voters polarization. The Candidate-Yusril is going to be positioned as the clear answer or an alternative to the polemic it self, and as antithesis toward the strong incumbent-Ahok. This strategy would be conducted through some market approaches such as pull marketing, push marketing and pass marketing.

Key Words: Political Marketing Communication Strategy, Political Communication Strategy

