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**KOMUNIKASI *PUBLIC RELATIONS* POLITIK ANTARA PARTAI POLITIK
DENGAN ANGGOTANYA DALAM PENGAMBILAN PUTUSAN
REKOMENDASI CALON BUPATI. (STUDI KASUS : PEMECATAN KADER
PARTAI PDI PERJUANGAN DALAM PILKADA KABUPATEN WAKATOBI)**
Jumlah halaman : (i-xii) + (134 hal : 4 Lampiran
Daftar Pustaka : 34 acuan, Tahun 1998-2017

ABSTRAK

Setiap proses komunikasi politik di Indonesia ditandai dengan pelaksanaan pemilu legislative, pemilihan presiden dan pemilukada yang melibatkan seluruh rakyat, telah menyebabkan popularitas seseorang atau partai politik menjadi hal yang mutlak dalam setiap kontestasi. Membangun citra positif seorang calon legislative, calon presiden, calon gubernur, bupati dan walikota memerlukan strategi komunikasi politik yang tepat. Salah satu praktek komunikasi politik yang akhir-akhir ini berkembang dalam usaha membangun citra positif menghadapi kontestasi politik adalah *Public Relations Politik*.

Penelitian ini dilakukan untuk mengetahui latar belakang, motif, kepuasan diri, ambisi, kekuasaan dan perbedaan politik ketika melaksanakan aktifitas front stage dan back stage seorang kader partai. Dalam penelitian ini, peneliti menggunakan penelitian kualitatif deskripsi, dengan jenis pendekatan studi kasus, adapun teknik pengumpulan data dengan wawancara mendalam, observasi dan dokumentasi.

Hasil penelitian, membahas factor, motif dan pola komunikasi struktur partai PDI Perjuangan yang menjadi latar belakang kasus pemecatan seorang kader PDI Perjuangan. Strategi politik mempunyai pengaruh besar seorang kader partai dalam memainkan perannya sebagai seorang *public relations politik* agar selalu menampilkan kesan dan performance yang begitu baik dan hampir mendekati sempurna agar tetap dapat eksis dan dapat dukungan untuk meningkatkan karir politiknya, tentu saja untuk menampilkan kesan (*impresson*) sebaik mungkin didepan masyarakat (*front stage*).

Kata kunci: *Partai Politik, Komunikasi Public Relations Politik, Kekuasaan.*



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**POLITICAL PUBLIC RELATIONS COMMUNICATION BETWEEN
POLITICAL PARTIES WITH ITS MEMBERS IN THE REGISTRATION OF
THE REGIONAL CANDIDATE RECOMMENDATIONS. (CASE STUDY:
DISTRIBUTION OF KADER PARTY OF PDI STRUGGLE IN ELECTION OF
WAKATOBI DISTRICT)**

Number of pages: (i-xii) + (134 pages: 4 Attachments

Bibliography: 34 references, 1998-2017

ABSTRACT

Every political communication process in Indonesia is marked by the implementation of legislative elections, presidential elections and post-conflict local elections involving all people, has caused a person's popularity or political party to be absolute in every contestation. Building a positive image of a legislative candidate, presidential candidate, candidate for governor, regent and mayor requires the right political communication strategy. One of the political communication practices that has recently developed in an effort to build a positive image facing political contestation is Political Public Relations.

This research was conducted to determine the background, motives, self-satisfaction, ambition, power and political differences when carrying out the activities of the front stage and back stage of a party cadre. In this study, researchers used qualitative research description, with a type of case study approach, as for data collection techniques with in-depth interviews, observation and documentation.

The results of the study, discussed the factors, motives and patterns of communication of the PDI-P Party structure which became the background to the case of the dismissal of a PDI-P struggle cadre. Political strategy has a great influence on a party cadre in playing his role as a political public relations so that he always displays good and almost near perfect impressions and performances so that he can still exist and get support to improve his political career, of course to display impressions as well as maybe in front of the community (front stage).

Keywords: Political Parties, Political Public Relations Communication, Power.