



**UNIVERSITAS MERCU BUANA
PROGRAM PASCASARJANA
PROGRAM STUDI MAGISTER ILMU KOMUNIKASI**

**Nama : Susi Fatimah
NIM : 55217110064
Judul : The Winning Strategy of The Governor Candidate Ridwan Kamil-Uu Ruzhanul Ulum's Among The Millennial Voters in West Java Election 2018**

ABSTRACT

On June 27, 2018, Indonesia held a regional concurrent elections, one of which was the West Java governor election. The election was attended by four pairs of candidate, namely Ridwan Kamil-Uu Ruzhanul Ulum, Tubagus-Anton, Sudrajat-Ahmad Syaikhu and Deddy Mizwar-Dedi Mulyadi. Convincingly, it was won by Ridwan Kamil-Uu Ruzhanul Ulum. Admittedly, the succeseed of Ridwan Kamil-Uu Ruzhanul Ulum is interesting to be studied. Moreover, when they succeeded in gaining a significant number of millennial voters in West Java. The number of millennial voters in West Java reaches 12 million or 30% of the total voting rights. Therefore, the purpose of this research to find out the strategy of political victory carried out by Ridwan Kamil-Uu Ruzhanul Ulum in the West Java in 2018 and to find out the creative approaches that they took to attract millennial voters. This research was conducted using qualitative methodology and case studies method. The data collection use primary resources, the data collection use a primary sources; an interviews with a number of informants, and using secondary sources such as documentation from the winning team of Ridwan Kamil-Uu Ruzhanul Ulum's partner, mass media and Ridwan Kamil's social media official. In addition to this, after conducting the research, the results showed that the strategy of political succsessing was built up by eight stages of Ridwan Kamil-Uu Ruzhanul Ulum; research, product design, product adjustment, implementation, communication, election campaign and surrender. First of all, Ridwan Kamil-Uu Ruzhanul Ulum used a survey technique to find out the wishes and hopes of the people of West Java. Second, after the survey results were known, the winning team designed programs according to people's wishes and expectations. Third, the team then adjusts the program again if there is a program that is deemed inappropriate to apply. Fourth, supporting parties began to implement these programs internally. Fifth, the winning team disseminates the best programs to the community. Then sixth, the winning team is assisted by volunteers and sympathizers to carry out massive campaigns in the media and directly to the community. Seventh, the superior pair Ridwan Kamil-Uu Ruzhanul Ulum won vote support during the voting day, and Finally, after being elected the winner, they tried to keep caring for public by realizing the political promises and programs they promised.

Keywords: political marketing, campaign, electoral election, millennial voters



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Nama : Susi Fatimah

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Di Kalangan Pemilih Milenial Dalam Pilkada Jawa Barat 2018**

ABSTRAK

Pada 27 Juni 2018, Indonesia menggelar Pilkada serentak, salah satunya yaitu Pilkada Jawa Barat yang diikuti oleh empat pasangan calon; Ridwan Kamil-Uu Ruhzanul Ulum, Tubagus-Anton, Sudrajat-Ahmad Syaikhul dan Deddy Mizwar-Dedi Mulyadi. Pilkada Jabar dimenangkan oleh pasangan Ridwan Kamil-Uu Ruhzanul Ulum. Menariknya, pasangan ini meraih dukungan suara signifikan dari pemilih milenial di Jawa Barat yang mencapai 12 juta jiwa atau 30% dari total hak suara. Penelitian ini bertujuan untuk mengetahui strategi pemenangan politik yang dilakukan pasangan Ridwan Kamil-Uu Ruhzanul Ulum di kalangan pemilih milenial dalam Pilkada Jawa Barat 2018 dan untuk mengetahui pendekatan kreatif apa yang dilakukan dalam menarik pemilih milenial. Penelitian ini menggunakan metodologi kualitatif dengan metode penelitian studi kasus. Pengumpulan data menggunakan data primer yaitu wawancara dengan sejumlah informan dan menggunakan data sekunder yaitu dokumentasi yang berasal dari tim pemenangan pasangan Ridwan Kamil-Uu Ruhzanul Ulum, media massa nasional dan media sosial resmi milik Ridwan Kamil. Hasil penelitian ini menunjukkan, strategi pemenangan politik yang dilakukan pasangan Ridwan Kamil-Uu Ruhzanul Ulum yaitu menggunakan market oriented party (MOP) model Less-Marshment dengan delapan tahapan yaitu: riset, desain produk, penyesuaian produk, implementasi, komunikasi, kampanye pemilu dan penyerahan. Pertama, pasangan Ridwan Kamil-Uu Ruhzanul Ulum menggunakan survei untuk mengetahui keinginan dan harapan masyarakat Jawa Barat. Kedua, setelah hasil survei diketahui, tim pemenangan merancang program-program sesuai keinginan dan harapan masyarakat. Ketiga, tim kemudian melakukan penyesuaian program kembali jika ada program yang dirasa kurang sesuai untuk diterapkan. Keempat, para partai pendukung mulai mengimplementasikan program-program tersebut diinternal mereka. Kelima, tim pemenangan melakukan sosialisasi program-program unggulan kepada masyarakat. Keenam, tim pemenangan dibantu relawan dan simpatisan melakukan kampanye secara masif di media maupun secara langsung kepada masyarakat. Ketujuh, pasangan Ridwan Kamil-Uu Ruhzanul Ulum unggul meraih dukungan suara saat hari pencoblosan. Kedelapan, setelah terpilih menjadi pemenang, mereka berupaya tetap merawat harapan publik dengan merealisasikan janji-janji politik serta program-program kerja yang sudah dijanjikan.

Kata kunci: marketing politik, pemilu kepala daerah, kampanye, pemilih milenial