



## ABSTRACT

Ari as'Ari, **Political Marketing Strategies in the Constituent Vote Assembly in 2009 legislative elections (Successful study of DPC Hanura Ketapang, West Kalimantan in winning the political seats)** under the guidance of Dr. umaimah Wahid and Heri Budianto, S.sos, M.si

This research was inspired by Hanura's achievement as the new party which does not have a figure who is widely well known in Ketapang area. The vote achievement of Hanura's party in Ketapang for 2009 election was surprising many party, from six constituencies won five electoral votes and gain seats. Hanura finally regarded as the party which has great potential in the political arena in the future. The votes have become phenomenal because in Ketapang area Golkar has a political machine in the low level which is in the country side and domineering the vote. This is the specific record of Hanura in Ketapang area, as a new party that can reach the seats in 2009 legislative elections.

The focus of this research lies in how the application of marketing concepts and strategies of political parties in gathering the constituent's votes of Hanura in the effort to win the 2009 election. And also the reasons of political marketing strategies applied in gathering the constituent's votes in 2009 election, so that they are interested and certainly with the hope to vote in elections. The focus of this research is to understand how the political marketing strategies of Hanura in gathering a constituent's vote. The purpose of this study is to identify and analyze the political marketing strategies of DPC Hanura Ketapang in 2009 election.

This study uses a qualitative approach with case study of descriptive method. In where the data were collected through interviews, document analysis, then analysed.

The results showed that the marketing strategies which were done by the method of door to door proved effective, this method is also done as the forum for dialogue with the community. Besides that the placing of legislative candidates as a political product is proved appropriate with the public expectation, it because the offered candidates is known in the community. Then the political issues which are built also meet the public expectation. To see the effectiveness of political marketing can be measured by one of them with the success in achieving the vote and seats obtained. This is proved successful with the vote achievement get from the six electoral districts, DPC Hanura Party won five seats.

As a suggestion, DPC Hanura should be more careful in designing goals and objectives to be achieved. Because as the new party, the goal will be an achievement and challenges in facing the political competition for the next election.