

ABSTRACT

The application on political marketing in the process of practical politic has increased greatly nowadays. Understanding such application is very essential for effective and efficient use of marketing in politics and also for improvement in the delivery of the political offerings to society.

The purpose of this research is to analyze the effect of political products and pull marketing strategy on the voters' selection decision. This research focused on Jakarta's voters during the 2009 Presidential Election. Both primary and secondary data were obtained. Secondary data were obtained from various sources such as journal, and data-base from KPUD (Regional Electoral Commission) DKI Jakarta. Primary data were obtained by using questionnaire, which was directly sent or sent by email to the respondents. Target respondents were those of urban people and of at least diploma graduates. Using quota and convenience sampling techniques, a total of 100 responses were obtained. Data were examined using both descriptive and statistical analysis such as classical assumption test, and doubled linear regression analysis (Test F, Test T and Determination Coefficient).

The result of this research has shown that wholly or partially, that political product and pull marketing has significantly effect on voters' selection decision during the Indonesia's 2009 Presidential Election. But if compared between both subjects, politic product has greater effect than pull marketing. An other important finding is that the personal characteristic (product politic) and television commercial (pull marketing) are indicators on which being considered most by the voters in judging and choosing the right President and Vice President. Other than that, research on other variable, in which not research in this particular thesis, need to be conduct, This also to include, using more sample as the responder, to get more comprehensive result. However, this research supports the use of political marketing explanations in relation to voters, media, and products in the political election.