

ABSTRACT

POLITICAL IMAGING OF PDIP 2012 (A Study of Political Communication)

This political imaging based on dynamics development of PDIP's as an political party institution. strategy stage of PDIP's political imaging which has been done and successfully made PDIP and megawati laid in a great position. In this research, the writer also got a concrete answer that the image of megawati is more popular than PDIP. From the result of the research, we can see that the supporting factors is still clinging to herself until now, while PDIP as a party institution consists of a lot of element such as cadres, leaders, and sympathizers.

From the result of the research that use constructivist paradigm and case study method, the writer found some implications of the theory. (1) Strategy steps of political imaging which has been done, has successfully improve the image and electability of PDIP and Megawati. (2) Megawati's figure which very well known by public, that caused high popularity and electability, exceed the popularity and electability of party that she lead. (3) The result of the research proved that political imaging wether it's called directly as a political imaging or through action and political attitudes is needed wether by party institutions, a leader figure or elite party