ABSTRACT

POLITICAL CAMPAIGN STRATEGY OF NASIONAL DEMOKRAT PARTY CANDIDATE ON THE PUBLIC OF ELECTORAL DISTRIC BOGOR CITY III

(Case Study Of Dodi Mulyawan's Politcal Campaign Strategy From Nasional Demokrat Party On The Public Of Electoral Distric Bogor City III As A Candidate For DPRD Bogor City In Preparation For Legislative Election 2014)

by ,
Muhammad Irsan Syahwildani
NIM . 41809014
This thesis under the guidance ,
Surya Eka Desayu , S.Sos . , M.Si

The purpose of the study to determine how the political campaigns of candidates of the National Democratic Party in the election of local communities Bogor III as a case study of a political campaign strategies of the candidates of the National Democratic Party in the election of local communities Bogor III . Sub focus of this study include the planning , formulation of message patterns , and dissemination of information about political candidates ' campaign strategies .
To answer the above purpose , the focus of the research is analyzed with sub campaign strategy planning focus , the pattern of message formulation and dissemination of information . Qualitative research method , the case study approach . Techniques of data collection , documentation , in-depth interviews , literature study , observation , and search online . Research informants as much as two and four informants supporting research using purposive sampling technique . Data analysis techniques include data reduction , data interpretation , deduction , and verification . Techniques include data validity extension participation , discussion techniques , and triangulation of data .
The results of the study are , planning is done in two stages before and after DCT appears . The pattern indicates that the candidate formulation message directing people to open the program as thoughts and information and dissemination of candidates is done in groups and use the media more conventional publications .
Conclusion The study shows Dodi Mulyawan campaign strategy is not based on the planning and formulation of the message, and only the reliable distribution.
Suggestions for this research is that, candidates must be able to provide programs with good planning and can also be used as a reference and guidance for improvement in the academic field.

Keywords : Strategy , Political Campaigns , Case Studies