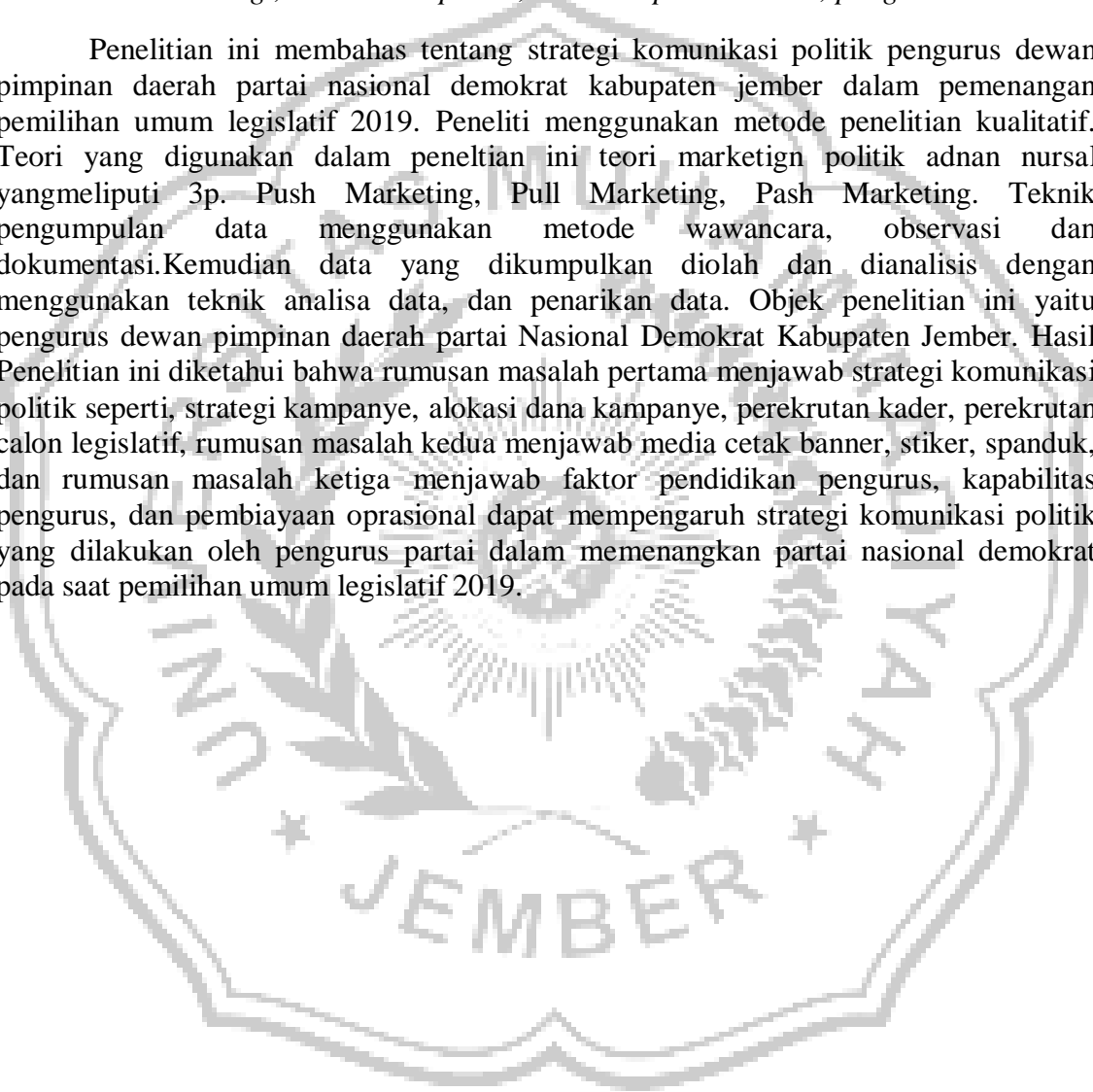


ABSTRAK

Syaifan, Robit, 2022. *Strategi komunikasi politik pengurus dewan pimpinan daerah partai nasional demokrat kabupaten jember dalam pemenangan pemilihan umum legislatif 2019*. Skripsi, program studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing : Ir.H.M.Thamrin, M.Si

Kata Kunci : *Strategi, komunikasi politik, dewan pimpinan daerah, pileg 2019.*

Penelitian ini membahas tentang strategi komunikasi politik pengurus dewan pimpinan daerah partai nasional demokrat kabupaten jember dalam pemenangan pemilihan umum legislatif 2019. Peneliti menggunakan metode penelitian kualitatif. Teori yang digunakan dalam penelitian ini teori marketing politik adnan nursal yang meliputi 3p. Push Marketing, Pull Marketing, Push Marketing. Teknik pengumpulan data menggunakan metode wawancara, observasi dan dokumentasi. Kemudian data yang dikumpulkan diolah dan dianalisis dengan menggunakan teknik analisa data, dan penarikan data. Objek penelitian ini yaitu pengurus dewan pimpinan daerah partai Nasional Demokrat Kabupaten Jember. Hasil Penelitian ini diketahui bahwa rumusan masalah pertama menjawab strategi komunikasi politik seperti, strategi kampanye, alokasi dana kampanye, perekrutan kader, perekrutan calon legislatif, rumusan masalah kedua menjawab media cetak banner, stiker, spanduk, dan rumusan masalah ketiga menjawab faktor pendidikan pengurus, kapabilitas pengurus, dan pembiayaan operasional dapat mempengaruhi strategi komunikasi politik yang dilakukan oleh pengurus partai dalam memenangkan partai nasional demokrat pada saat pemilihan umum legislatif 2019.



ABSTRACT

Syaifan, Robit, 2022. *Political communication strategy for the regional leadership council of the national democratic party of Jember in winning the 2019 legislative general election. Thesis, Communication Studies study program, Faculty of Social and Political Sciences, University of Muhammadiyah Jember. Supervisor : Ir.H.M.Thamrin,M.Si*

Keywords: Strategy, political communication, regional leadership council, 2019 legislative elections.

This study discusses the political communication strategy of the regional leadership council of the Jember Regency National Democratic Party in winning the 2019 legislative general election. The researcher uses qualitative research methods. The theory used in this research is the theory of political marketing and nursal which includes 3p. Push Marketing, Pull Marketing, Pash Marketing. Data collection techniques using interviews, observation and documentation. Then the collected data is processed and analyzed using data analysis techniques, and data collection. The object of this research is the management of the regional leadership council of the National Democratic Party of Jember Regency. The results of this study note that the first problem formulation answers political communication strategies such as campaign strategy, campaign fund allocation, cadre recruitment, legislative candidate recruitment, the second problem formulation answers banner printing media, stickers, banners, and the third problem formulation answers the management education factor, capability management, and operational financing can influence the political communication strategy carried out by party administrators in winning the national democratic party during the 2019 legislative general election..