

**MARKETING POLITIK: STRATEGI MARKETING POLITIK KH. ABUYA BUSYRA KARIM DAN Ir. SOENGGKONO SIDIK (ABUSSIDIK) SEBAGAI PASANGAN CALON BUPATI DAN CALON WAKIL BUPATI KABUPATEN SUMENEP 2010-2015**

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**POLITICAL MARKETING STRATEGY**

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**SUMMARY**

Sumenep Election has been completed, the result is a couple who joined in the stands Abussidik managed to win in the local political contestation. Abussidik it self is an abbreviation of Abuya Busyra Karim and Soengkono Sidik, who is a candidate Regent and Vice Regent Sumenep the period 2010-2015. Of the eight pairs of candidates, Abussidik is at number two. The coalition that developed between the PKB and the PDI P decided to recommend the candidate from each party. Abuya it self departed from the convention held by PKB and then recommended. And Soengkono go through PDI P. Indeed, Soengkono not a party cadre, he was a pure bureaucrat who has held various important positions in Sumenep. Finally he served as Head of Bappeda Sumenep. Abuya is itself a culturally bound figure with NU, so that his devotion to the organization also brings it to the structure of the PKB. In fact, he has served as Chairman of the PKB Sumenep. In addition, Abuya also once served as the Chairman of Parliament Sumenep for two consecutive periods. The coalition that produced this pair of Ulama and Ulama, bringing a positive value in it self. Society has historically Sumenep still can not leave an sich in the tradition of his clergy. Number of boarding schools and strong tradisional culture, making the role of a cleric becomes very important. This figure represents Abuya. Bureaucracy also get a role that is also very crucial to the local administrative system. Those who served as head of the particular Service, the elite get their own tribute, especially for the bureaucrats. Determination of this pair is not without consideration, their tracks are recorded in the research results obtained from Proximity. Although the percentage, this pair has a relatively low electability of the other figures are cross-matched with each other. For example Abuya with Nyai Eva, when paired they both have the highest percentage. In spite of it all, there must be the right strategy to be used to boost their voice within the framework electability. Moreover, the image of both of them 'played' by his political opponents. Abuya systematically considered the most responsible figures in the corrupt purchase of vessels crossing inter-island transportation. Systematic, because he never did counter the issue of expanding the notion of society. In addition, Abuya elitisty in blending in with society is still deeply felt. I think people respect that is directed against the figure Sumenep scholars have made it so. Soengkono exposed to regional issues, historically Soengkono was born in Jember, but have long 17 years Soengkono devoted himself in work and build Sumenep. His status is not the original person in question and made the land Sumenep negative campaigns by other candidates. Building Abussidik imaging should be well planned and effectively as possible. Back up full of Proximity as a political consultant of Abussidik, they can plan strategies effectively. Even through research data released by the proximity, can be measured

maximizing support for each node that is declarative support Abussidik. As a back up in the pan voice, Abussidik invite some influential nodes in Sumenep. They, Kiai, head of the village and Blater. Kiai as mentioned above, has its own place as a medium of personal influence obeyed by most Sumenep people. Meanwhile, the village chief, obeyed because administratively they figure closest to the community. Some of them are also Blater, the man who respected his courage, but not in a positive connotation. They can be a murderer, thief or other negative things. Quantitatively, the role of the node which towed by Abussidik was not significant influence. At the level of scholars, the most influential is Kiai Thaifur of Ambunten which from the beginning has been declared to support Abussidik. To the village chief, chairman of AKD Sumenep Kiai Farqi also a figure who has a strong influence on Lenteng. For Blater, they are not monitored the significance of his support, but a statement from the Rasul Junaidi, Chairman of the Abussidik Success Team, they contribute more to keep the base from attacks of political opponents, especially Money Politics. It's not easy to build a positive image for Abussidik, in addition to the support of some nodes, support Said Abdullah as the owner of Madura Channel became an important weapon in doing imaging through visualization. Some advertising products that provide the image Abussidik populist and elitist are not recorded in the ad that contains Abussidik talking to farmers and traders in the market while shaking hands. In addition, advertising is also produced testimony from several influential figures in Sumenep which stated its support for Abussidik. In addition to television, radio and newspapers is also a media campaign Abussidik. Said Abdullah himself is a member of the House of Representatives electoral district of Madura who depart from PDI P. Support not only the media, but also full support in terms of material, including invites Proximity Abussidik joined as a consultant. Another strategy is initiated, conducted face-to-face campaigning is limited. Or the so-called straight down to the bottom. Format campaigns such as parades, grand campaign in the field are not taken Abussidik as media campaigns, because according to the Proximity of the most desirable form of campaigning by community Sumenep is dropped directly into the community socializing. For that, Abussidik doing campaign in villages that have been defined previously, which is input by multiple parties. However highest portion is input from the consultant. Each entry in one village, Abussidik is equipped with the material expectations of what became their most dominant aspiration. That way, Abussidik regarded as a figure who understands the problems the village, which in turn can give people there an alternative choice candidate Regional Head who have high integrity. Campaigns in this format quantitatively significant influence in the victory Abussidik. Of course, figures like Said Abdullah also provide role as endorcer which has a large constituency in Sumenep. Quantitative data back up from Proximity also can not be viewed lightly, because that is where Abussidik directed on effective strategies and targeted, so that people easily affected by the influence of the imaging process performed by Abussidik. So they are also an institution also has a crucial influence in their victory.

## ABSTRACT

Sumenep region has accomplished regional election steps conducted in June 2010. It is interesting to be research subject, as there are lot of scholar took part in the election. Sumenep regional election was conducted in it's geographic condition with numerous islands, it's unique and impressive to observe. Abussidik is one of the 8 region chief candidates participated in the election. Scholar and bureaucrats figur drwan by this candidate couple, Abuya represented scholar figure and Soengkono from bureaucrat attached to this pair, the representation of the figure Abuya Soengkono kiai and bureaucrats side. Started with their negative image, this thesis is made. The negative image which never consulted to the mentioned candidate, it became public deep issue among the society. This research is to observe Abussidik strategy to build their outstanding image, using indepth interview with various stake holders, including succes team and the party, supported by quantitatif data through Proximity process, Abussidik political marketing strategy can be drawn clearly. In this aspect, a political marketing strategy designed by Abussidik sistematically focused on imaging through the media, especially television, and direct imaging with the format of dissemination to the public. These two significant influence on Abussidik victory.

*Key Word: political marketing strategy, imaging, direct socialization*

