

ABSTRACT

Elections using an open-list proportional system, has led to a change in the behavior of candidates. Candidates who tend to be passive and dependent on party candidates may turn out to be more active and more independent. Changes in behavior patterns of these candidates is the reason researchers to clicking-useful analysis of how the strategies used by the candidates in order to get a share of the chairs as a member of the legislature. Gerindra party candidates is that made by the researcher as a subject of study in this research, the reason why chose this party because this party's history of involvement in the organization of elections for two periods backwards pretty phenomenal, especially in East Java.

The method used in this research is descriptive qualitative research methods. Researchers using method to select informants who are considered able to answer and provide in-depth information related to the research problem. Among them are Ach. Firdaus Febrianto (Gresik-Lamongan), MH. Rofiq (Bojonegoro-Tuban), Hidayat (Blitar-Kediri-Tulungagung), and Imam Ghozali Aro (Jember-Lumajang). As for the technique of collecting data from informants researchers used two methods, namely in-depth interviews (in-depth interviews) to the informant and examination of written documents.

The results of this study reveal that the candidates by using marketing strategies politics conducted by the method of 4Ps, namely positioning, policy, party, and presentation which is based on the base voters of each legislative candidate (market segmentation). Thus, in determining the award of the target region in the Regional elections (electoral district), respectively, East Java Gerindra candidates using a centralized marketing strategy (concentrated strategic marketing), which is a strategy used to target one or several market segments. In addition, this study also found or confirmed that the role and contribution of political parties to the candidates in accommodating the needs of its electoral degraded and replaced by personal political strategy candidates. Political parties seem only used as an administrative requirement, after it was abandoned by the party and the candidates who are actively engaged private network candidates. In the end, candidates struggled personally with all his ability to get votes for himself.

As for the challenges and barriers faced by more candidates to the rigors of competition between candidates in the party's internal, openness to be targeted voter mobilization, as well as the voters who still perceive the electoral arena as an opportunity to acquire the material as much as possible.

Keywords: election, strategy, marketing politics, candidates