

## ABSTRACT

In 2014, Legislative elections opened opportunities for every community to vote and be elected, this elections can be seen with the rise of local actors who ran perform as legislative candidates. The appear of local actors marked by several former village head forward as candidates, the figure head of the village to attract people to choose it. Social capital is owned facilitate the political marketing. In this study, local actors who advanced from the Gerindra party made by researchers to become research subjects, the reason why choose this party because the party Gerindra get drastic sound in successfully delivering seven representatives serving on the council, as well as of the council to seven members, five of whom are ex- head of the village.

In this research, the writer used descriptive qualitative research methods. The writer chose informants considered able to answer and provide in-depth information related to the research problem. Among them are Widagdo (Jabon, Krembung, Porong, Prambon), Kayan (Balongbendo, Krian, Tarik), Matali (Sukodono, Tulangan, Wonoayu), M. Rifai (Taman, Waru), Sugianto (Buduran, Gedangan, Sedati). The data collection techniques of informants researchers used two methods; firstly, in-depth interview for the informant and secondly, investigation of written documents.

The results of this study indicate that the prospective candidate use of political marketing 4P model, namely; product, promotion, place, and price. Candidates indirectly have a strong social capital with honors ex-head of village. So, the people know the track record of the candidate. Political parties seem only be used as an administrative requirement in the nomination, after the candidate personally struggled with all his might in order to achieve maximum sound. To appeal to the masses, the campaign carried out by the candidate uses two ways to get door to door visiting constituents and utilization of successful teams. In a while to reach constituents target areas addressed by the candidate, based on the geographical location and demographic conditions, this is done because each region has different characteristics. In addition, the candidate is also use groups to gain a voice network, such as the network of farmers, fishermen, and a group of religious organizations.

Keywords: political marketing, candidates, elections