

## ABSTRACT

"This thesis is studied about political strategy that used by the winning team of candidate in election of mayor / vice mayor in Surabaya at 27 June 2005. This thesis used approach qualitative for describing and analysing data. The theory that used in this thesis adopting from many theory likes theory planning of political strategy, theorys marketing of political party, political communication theorys and theorys of elite (elite strategic).

Some indicator which used in studying the political strategy of the winning team are *first*, formation/structure of the winning team. *Second*, political parties coalition and also the element of other stalwart. *Third*, program for campaign. *Fourth*, financing / fundraising. *Fifth*, consultant performance.

Bambang D.H-Arif Afandi were won in pilkada because of they are more eminent than the other candidate in political strategy that used by the winning team of Bambang D.H-Arif Afandi according to indicator that mentioned above."

**Key Words:** Political Strategy, The Winning Team, Voting Behavior.