

MARKETING POLITIK PASANGAN ASSIFA: RELASI GENDER DALAM PEMILUKADA KABUPATEN SUMENEP 2010

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SUMMARY

In a patriarchal culture, women candidates would have to act more cautiously in convincing the electorate. Challenges faced by women in the popular vote gain in the moment of the election was more than just a mere institutional areas, and if the political marketing move from the objective to further systematize political campaign to become more effective and efficient, of course, this method should also help the campaign of women in the context keberempuannya. In the case of ASSIFA, carrying a pair of women representatives in the socio-religious and patriarchal culture turned out to bring the couple were able to pass the election until the second round. In the context of Sumenep election, this research ultimately asks political marketing effectiveness if applied to women candidates. Are these couples perform a particular political campaign strategy so as to increase their popularity and elektabilitas? Because in political marketing, marketing strategy should be better able to win over voters. This study chose the context of election studies in Sumenep. Sumenep considered capable of representing the story of the struggle of women candidates in the application of political marketing, first, because of the many competing candidates make competitions between pairs of candidates getting higher. Secondly, due to take place in the socio-religious culture of patriarchal society which tends to restrict women, but they managed to deliver the couple ASSIFA that carries the woman as his deputy, was able to escape until the second round. From this background, this research is about to find out: (1) As a couple candidates that sexist, how political marketing strategy ASSIFA, so as to qualify to the second round?. (2) As a couple candidates that sexist, whatever political campaign ASSIFA product mix?. (3) As a couple of sexist candidate, how was the political campaign ASSIFA product delivery to market their political? This research is based by a sense of concern about inadequate number of female legislators, who does not reach a minimum target of 30% quota yet. When the various constitutional constraints have been eliminated, including the application of the zipper system on the 2009 legislative election, in fact still not able to bring a woman to reach the minimum quota target. Therefore this research, the final results in this study are expected to offer a strategy for women in the face of obstacles at the election. The results of this study indicate that the marketing elements contained in the marketing process such as marketing strategy, product mix politics, and the delivery process does not run as an integral unit by a pair ASSIFA. Each element of political marketing tends to run together irrespective of one element with another element.

The lack of understanding of the political marketing process is adequate, then implicated in the award process is not optimal. Nevertheless, the pair backed ASSIFA two smaller parties in fact able to compete with a partner that carried the two major parties until the second round election. ASSIFA ability to compete because the figure is none other than Dewi Khalifah, as a woman, it turns Dewi Khalifah in the context of election districts Sumenep 2010 has been able to transcend the patriarchal culture in the region.

ABSTRACT

Political Marketing as a growing need for increasing levels of competition between political parties and between candidates. In relation to women candidates, whether the use of appropriate tools in political marketing was able to overcome various obstacles, so the campaign for women candidates can be more effective in achieving the award. In fierce competition, each candidate would increasingly need the right strategy, which can better ensure the effectiveness and efficiency. This study chose election in Sumenep as the location of the study, with a subjects of the research is ASSIFA pair (Azasi Hasan and Dewi Khalifah). Dewi Khalifah was the only female figure in this election battle, but she's emergence appears as an achievement in the history of the struggle of women candidates. This is due to socio cultural background of Madurese society with religious and patriarchal, which does not allow women to become political leaders. Interestingly, Dewi Khalifah had escaped twice, which was passed as the candidate of the party, and escaped to the General Election of the second round. This study used a qualitative approach which exploratory research (research excavation). Exploratory research is a type of research that seeks to find general information about topics or issues that have not been fully understood by researchers, or research topic under study is something new that is very difficult to determine where the research will lead to it. As a result of research, by looking at the overall processes in marketing strategy, product mix politics, and the delivery process of ASSIFA, revealing that Dewi Khalifah as a dominant figure as miners votes than her partner. During the election campaign, the figure of Dewi Khalifah, make it easy for this pair to gain votes which majority came from the networks of Dewi Khalifah. Her networks were not obtained for granted, but have been through a long process of political marketing is known as relational relationships with community constituents. This gives the reference, that women are also able to compete with men in a democratic manner.

Keywords: Marketing Politics, Gender, Campaign