

DAFTAR PUSTAKA

- Baines, P.R., Lewis, B.R. and Yorke, D.A. (1999c). Marketing planning for UK political parties: coordinated local campaigning. Proceedings of the Academy of Marketing Conference, July 1999. University of Stirling. Stirling.
- Baines, Paul R.; Harris, Phil & Lewis, Barbara, R., (2002). The Political Marketing Planing Process: Improving Image and Message in Strategic Target Area. *Marketing Inteligence and Planning*, 1 20, 1, 6-14.
- Ben-ur, Joseph and Newman, Bruce I (2002). *Motives, Peceptions and Voting Intention of Voters in the 2000 U.S. Presidenti-al Election*. *Psychology & Marketing*, Vol. 19(12): 1047–1065
- Ben-ur, Joseph and Newman, Bruce I (2010) *A marketing poll: an innovative approach to prediction, explanation and strategy*. *European Journal of Marketing*, Vol. 44 Iss 3/4 pp. 515 - 538
- Bimber, Bruce, (2014). Digital Media in the Obama Campaigns of 2008 and 2012: Adaptation to the Personalized Political Communication Environment. *Journal of Information Technology & Politics* , 11:2, 130-150,
- Butler, P. and Collins, N. (1996). Strategic analysis in political markets. *European Journal of Marketing*, 30, 10/11, 32-44.
- Cwalina, Wojciech and Falkowski, Andrzej (2014). Political Branding: Political Candidates Positioning Based on Inter-Object Associative Affinity Index. *Journal of Political Marketing*, 14:1-2, 152-174.
- Cwalina, Wojciech and Falkowski, Andrzej, Newman, Bruce I (2010). *Towards the develop-ent of a cross-cultural model of voter behavior Comparative analysis of Poland and the US*. *European Journal Of Marketing*, pp. 351-368.
- Dharma, Tintri Ediras; Rahayu, Dewi A.; Natalina, Ary; and Widya, winda. (2013). Political Marketing Strategy of Jakarta Governor Election in Th2012s, *Procedia - Social and Behavioral Scences* 81, 584 –588
- Falkowski, Andrej and Cwalina, Wojeich (2012), Political Marketing : Structural Model of Political Advertising influence and voting behavior, *Journal of Political Marketing*. Vol 11 : 8-26.
- Firmanzah. (2008a). *Marketing politik, antara pemahaman dan realitas*. (Revised Edition). Jakarta. Yayasan Obor Indonesia (Chapter 1,2,3).

- Firmanzah, (2008b). Mengelola partai, komunikasi dan positioning ideologi politik di era demokrasi. (Revised Edition). Jakarta. Yayasan Pustaka Obor Indonesia. (Chapter 1,2,6).
- Firmanzah.,(2010). Persaingan, legitimasi kekuasaan, dan marketing politik. (1st Edition). Jakarta. Yayasan Pustaka Obor Indonesi. (Chapter1,5).
- Hair, Joseph F, *et al.*, (2015), *Multivariate Data Annalysis*. Pearson New International Edition.
- Harris, phill & Andrew Lock (2001), Establishing the Charles Kennedy Brand: A Strategy for an Election the Result of which is a Foregone Conclusion, *Journal Of Marketing Management*, 17,943-946
- Harris, Phill & Andrew Lock (2010), “Mind the gap”: the rise of political marketing and a perspective on its future agenda, *European Journal Of Marketing*, Vol, 44 pp 297-307.
- Jain, Varsha; Meetu Chawla; Ganesh, B.E & Pich Christopher.(2018), Exploring and consolidating the brand personality elements of the political leader, , *Spanish Journal of Marketing ESIC Vol. 22 No. 3*, pp. 297-320
- Kotler, P, (1982). *Marketing management*, (10th edition). New Jersey. Prentice Hall International. (Chapter 1,2,4).
- Kern, Montague. (1989). 30-second politics: Political advertising in the eighties New York: Praeger.
- Lock. A & Harris, P., (1996). Political marketing vive jla difference!. *European Political Marketing*, 30, 10/11, P 21-31.
- Marland,Alex; Giasson,Thierry & Jennifer Lees-Marshment (2012), *Political Marketing in Canada*. UBC Press, 2012.320 pp. ISBN 9780774822299
- Newman, B. I. and J. N. Sheth. (1985). A model of primary voter behavior. *Journal of Consumer Research*, 12(2), 178–187. Nielsen, Sigge Winther (2015), *Measuring Political Brands:An Art and a Science of Mapping the Mind*, *Journal of Political Marketing*, ISSN: 1537-7857
- Newman, B.I. and Sheth, J.N. (1987), “A review of political marketing”, *Research in Marketing*, Vol. 9, pp. 237-67.
- Newman, B.I. (2002). *Testing a Predictive Model of Voter Behavior on the 2000 U.S. Presidenti-al Election*. *Journal Of Political Marketing* 1:2-3, 159-173
- Nielsen, Sigge Winther, Larsen, Martin Vinaes (2014). Party Brands and voting, *Electoral Studies*, 33, 153-65

- Peng, Norman and Hackley, Chris (2012), Are voters, consumers? A qualitative exploration of the voter-consumer analogy in political marketing Marketing Intelligence & Planning, Vol.12 No.2, pp171-186.
- Peng, N. and Hackley, C. (2007), "Political marketing communications planning in the UK and Taiwan-comparative insights from leading practitioners", Marketing Intelligence & Planning, Vol. 25 No. 5, pp. 483-98.
- Syamsi, Ibnu, (2003), Pengambilan Keputusan dan Sistem Informasi, Jakarta: Bumi Aksara.
- Sekaran, Uma. 2015 *Metode Penelitian Untuk Bisnis*. Jakarta : Salemba empat.
- Serazio, M. (2015). Managing the Digital News Cyclone: Power, Participation, and Political Production Strategies. International Journal of Communication 9(2015), 1907–1925
- Serazio, M. (2014). Emotion, authenticity, and the marketing culture of American political communication. Journal of Consumer Culture, Boston College University Libraries.
- Scammell, Margareth (2007), Political Brands and Consumer Citizens: The Rebranding of Tony Blair, American Academy of Political and Social Science, 611: 176
- Schwartz, Tony. (1973). The responsive chord. Garden City, NY: Anchor Press.
- Thongteerapharb, Wissawas, (2014). A study on Thai voters' attitude towards Political marketing and branding: a case of the Democrat and Pheu Thai parties Thailand, WEI International Academic Conference Proceedings.
- Vercic, Dejan, Verdink, Iztok (2002) Models of Voter Behavior: The 2000 Slovenia Parliamentary Elections. Journal Of Marketing Politic.
- William, Christin B (2017), Introduction: Social Media, Political Marketing and the 2016 U.S. Election, Journal of Political Marketing, 16:207–211..
- Wring, D. (1997). Reconciling Marketing with Political Science: Theories of Political marketing. Proceeding of the Academy Conference, Manchester. Metropolitan University.