

**MARKETING POLITIK PASANGAN CALON GENIUS UMAR -
MARDISON MAHYUDDIN DALAM PILKADA KOTA
PARIAMAN TAHUN 2018**

TESIS

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2020**

ABSTRAK

Nama : Rifka Septriani

Program Studi : Magister Ilmu Komunikasi

Judul : *Marketing* Politik Pasangan Calon Genius Umar - Mardison
Mahyuddin Dalam Pilkada Kota Pariaman Tahun 2018

Penelitian ini dilatarbelakangi banyaknya hambatan yang dialami pasangan calon Genius Umar - Mardison Mahyuddin dalam kampanye Pilkada Kota Pariaman Tahun 2018 lalu. Mulai dari konflik personal dengan penguasa, diserang *blackcampaign* secara *massive*, terjadinya perpecahan suara, hingga aturan KPU tentang pembatasan dana kampanye. Anehnya justru paslon yang paling banyak diterpa hambatan inilah yang berhasil memenangkan Pilkada tersebut dengan satu kali putaran. Permasalahan yang diangkat adalah bagaimana *marketing* politik yang dilakukan pasangan Genius-Mardison dalam Pilkada Kota Pariaman Tahun 2018, ditinjau dari pendekatan *push marketing*, *pull marketing*, dan *pass marketing*.

Penelitian ini menggunakan metode kualitatif deskriptif, dalam penentuan informannya menggunakan teknik purposif. Data yang didapat bersumber dari studi pustaka, studi lapangan melalui observasi, wawancara mendalam, dan dokumentasi.

Hasil penelitian ini menunjukkan *marketing* politik yang dilakukan Genius-Mardison melalui pendekatan *push marketing* yaitu berupa kampanye *door to door*, kampanye terbuka seperti seminar dan forum diskusi, pendekatan langsung terhadap warga seperti ikut olahraga pagi, mendatangi rumah duka, hajatan, rumah ibadah, dan sebagainya. Pendekatan *pull marketing* yakni berupa pemanfaatan media cetak, media elektronik, media luar ruang, dan media sosial untuk menaikkan citra diri kandidat dan mengonter isu negatif/ *blackcampaign*. Pendekatan *pass marketing* yakni dengan menggaet *ninik mamak*, kepala adat/ tokoh adat, tokoh politik, tokoh intelektual dan pemuka lainnya untuk memobilisasi suara kelompoknya masing-masing.

Simpulan penelitian ini bahwa *marketing* politik yang dilakukan Genius-Mardison beserta tim sukses sudah memenuhi ketiga unsur pendekatan dalam *marketing* politik tersebut dan terbukti berhasil memenangkan Pilkada Kota Pariaman Tahun 2018 lalu, hanya saja ada beberapa unsur pendekatan *marketing* politik yang apabila dimaksimalkan maka bisa memberikan hasil yang jauh lebih efektif.

Kata Kunci: *Marketing* Politik, *Push Marketing*, *Pull Marketing* dan *Pass Marketing*

ABSTRACT

Name : Rifka Septriani

Major of Study: Master of Communication

Title : Political Marketing of Genius Umar - Mardison Mahyuddin as a Candidate Pair in The 2018 Pariaman Election

This research is motivated by the many obstacles experienced by the candidate pair of Genius Umar - Mardison Mahyuddin in the 2018 Pariaman City Election campaign. Starting from personal conflict with the authorities, black campaign was attacked on a massive scale, there was a split of votes, to the KPU's rules regarding restrictions on campaign funds. Strangely, it was precisely the candidate pair that was hit the most by these obstacles that won the election with one round. The problem raised was how political marketing carried out by the Genius-Mardison couple in the 2018 Pariaman City Election, in terms of the push marketing, pull marketing, and pass marketing approaches.

This study uses descriptive qualitative methods, in determining the information using purposive techniques. The data obtained sourced from literature study, field studies through observation, in-depth interviews, and documentation.

The results of this study show that political marketing conducted by Genius-Mardison through push marketing approaches in the form of door to door campaigns, open campaigns such as seminars and discussion forums, direct approaches to citizens such as participating in morning sports, visiting funeral homes, celebrations, houses of worship, and so on . The pull marketing approach is in the form of the use of print media, electronic media, outdoor media, and social media to enhance a candidate's self-image and counter negative/ black campaign issues. The pass marketing approach is by attracting ninik mamak, customary leaders/ traditional leaders, political figures, intellectual figures and other leaders to mobilize the voices of their respective groups.

The conclusion of this research is that political marketing conducted by Genius-Mardison and his success team has fulfilled all three elements of the approach in political marketing and has proven successful in winning the 2018 Pariaman City Election, only that there are a number of elements of political marketing approach which, if maximized, can provide results much more effective

Keywords: Political Marketing, Push Marketing, Pull Marketing and Pass Marketing