

Pembentukan political branding partai baru (studi kasus partai Perindo) = Political branding of a new political party (case study of Perindo party)

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Abstrak

Abstrak Branding memiliki posisi sentral pada perkembangan pemasaran politik dewasa ini. Penelitian ini membahas pembentukan brand politik partai baru, yakni upaya menjual produk politik kepada target pemilih-nya. Penelitian bersifat kualitatif menggunakan metode studi kasus, dengan basis kerangka utama pemasaran politik model orientasi Product-Sales-Market Lees-Marshment, 2001.

Kesimpulan dari penelitian ini, partai baru Perindo menerapkan fungsi riset pasar model MOP bukan untuk menentukan desain produk, tetapi bertujuan merumuskan strategi komunikasi efektif bagi brand politik partai. Perindo menampilkan branding kompetensi ekonomi sehingga menjadi alternatif partai yang lepas dari stigma negatif partai mapan. Implikasi studi memperlihatkan penerapan model orientasi berbasis market oleh partai bersifat kontekstual.

Branding has a central positions in the study of political marketing nowadays. This research determines the new political party in Indonesia and how they effort to make their own political branding to be recognize and well known by the public, by selling their political product to the target market or potential voter. The study is qualitative research using the case study methods, the main framework are based on the model of political marketing of Product Sales Market orientation Lees Marshment, 2001.

The result is, new political party Perindo implementing the function of market intelligence from the MOP models, to create an effective communication strategy for the party rsquo s political brand, instead to make product design. Perindo focusing their branding on the party rsquo s competence to bring the solution of economy problem. This economy competence made Perindo become an alternative that release from the negative stigma of political parties, that tend to exist in the society. The study also showed the implementation of market based orientation are contextual.