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ICon-LBG 2016

The Third International Conference on Law, Business and Governance

PROCEEDINGS

Hosted by
**Faculty of Law, Faculty of Economics and Faculty of Social Science
Bandar Lampung University (UBL)**

Icon-LBG 2016

The Third International Conference On Law, Business and Governance 2016

20, 21 May 2016
Bandar Lampung University (UBL)
Lampung, Indonesia

PROCEEDINGS

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PREFACE

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the Third International Conference on Law, Business and Governance (3th Icon-LBG 2016) organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participans. It is noteworthy to point out that about 46 technical papers were received for this conference.

The participants of the conference come from many well known universities, among others : International Islamic University Malaysia, Unika ATMA JAYA, Shinawatra University, Universitas Sebelas Maret, Universitas Timbul Nusantara, Universitas Pelita Harapan, Universitas Bandar Lampung, Universitas Lampung.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also gratefull to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

Bandar Lampung, 21 May 2016

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20,21 May 2016

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Table Of Content

The Third International Conference on Law, Business and Governance
(Icon-LBG 2016)
Bandar Lampung University (UBL)
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POLITICAL MARKETING AND COMMUNICATION STRATEGY TO WIN LEGISLATIVE NOMINEE'S COMPETITIONWITHIN GOLKAR PARTY IN GENERAL ELECTION 2014

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Abstract

Political marketing and political communication can't be separated when it was conceived as "product" in the marketplace. Political nominee or candidate from political parties can be perceived as product offered to consumers. Based on that premise this article to explain how politician from Golkar party at KabupatenSragen could win this competition among competitors inside party or outside parties. By focusing to those who win the competition in general election 2014 in Golkar party at KabupatenSragen, this research can expose the ways the candidate operated the political communication as political marketing. This research was a qualitative research by focusing to nominee who win the competition in Golkar party. By in depth interviewing, analyzing campaign material and programs as well as several efforts to convince the constituencies, for instances face to face communication, creating social networking, and pursuing high of acceptability, these described some of political communication strategy as political marketing to win competition in general election 2014. The result showed us that winning of competitions must integrate some ways. First, the way politician to get acceptability and positive images among constituencies. Second, involve intensely to social moment and event in society. Third, doing campaign and creating social networking. Finally, support them by giving rewards if they give their votes to candidates. The results also indicated that marketing political and political communication were intertwinted each other. One dimension support the other dimension.

Keywords: Political communication, political marketing, general election, strategy, Golkar party.

1. INTRODUCTION

In a democratic political system, general election is one of most important parameters to identify whether or not the rule has been undertaken legitimately. General election is a method by which every citizen has a right to compete openly for occupying political posts. Indonesian political history is divided into four periods: Liberal Democracy (1949-1958); Guided Democracy (1959-1965); Pancasila Democracy (1966-1998) and Reform (1998-now) periods.

In all of those periods, general election has been conducted 10 times: once during Liberal Democracy period in 1955; 6 times during Pancasila Democracy period (in 1971, 1977, 1982, 1987, 1992, and 1997). The rest was held during Reform period in 1999, 2004, 2009, and 2014 (Ananta, Arifin and Suryadinata, 2005). During general election in 1955, 52 political parties participated in general election to compete for winning this fight. In this general election, four big political parties appeared as the winner of general election: *Partai Nasionalis Indonesia* (Indonesian Nationalist Party); *Majlis Syuro Indonesia* (IndoesianSyuro Chamber), *Nahdatual Ulama*and*Partai Komunis Indonesia* (Indonesian Communist Party). Those four parties got 22%, 20%, 18% and 16% of votes, respectively (Ananta, Arifin and Suryadinata, 2005:3).

During Guided Democracy period, Soekarno reduced the number of political parties from 40 into 10. Ten political parties resulting from reduction conducted by Soekarno were: PNI, NU, PKI, Perti (*PergerakanTarbiyahIslamiyah*), PSII, PartaiMurba, Parkindo, PartaiKatholik, Partindo, and IPKI (Ananta, Arifin and Suryadinata,2005: 10-11).

In this period no general election was held, even there was a hard ideological fighting between PKI and military, particularly Army. This competition finally overthrew Soekarno from his presidential chair related to what made by *Gerakan 30 September 1965* (An Action on September 30, 1965). Such the incident led military to controlling power. Soeharto controlled political party minus PKI. The next measure that Soeharto took was to create *SekretarisBersamaGolonganKarya* (Mutual Secretary of Functional Groups).

In 1971, the first general election was held in Soeharto's reign. In such general election, Golkar appeared as the winner with the largest vote, 62.8% or 236 out of 360 parliament seats. Golkar always got winning. General election on May 1997 was the last one for New Order overthrowing Soeharto's reign and brought Golkar into a very worrying critical condition.

During reform period, general election had been conducted 4 times: 1999, 2004, 2009 and 2014. In general election during this period, Golkar was very different from that during New Order regime. This new Golkar has incarnated into a political party independent of ruling extension and became an independent political party.

Amid many people's prediction during political transition period in the first decade since 1998, Golkar until today remains to be a political party determining significantly the dynamics of national-scale political life, including that in Sragen regency. AmienRais has ever stated that with Soeharto's fall from national political stage, Golkar automatically will become smaller and disperse (Tanjung, 2008: 10).

In general election ever held since the 1998 reform period, in 1999, 2004, 2009, and 2014, Golkar remained to be present and to get significant vote. Golkar's success as a political party to survive and to get second largest vote support in the 1999 election and to be the winner in the 2004 election is an interesting phenomenon in political and party areas. In the 1999 election, Golkar got the largest vote (23,741,749 votes or equal to 22.4%).

Table 1. Top Three-Vote Gain in the 1999 Election

Political Party	Vote Gain		Parliamentary Seat Gain	
	Number	Percentase	Seat	Percentage
PDI-P	35,689,073	33.74	153	33.12
Golkar	23,741,749	22.44	120	25.97
PKB	13,336,982	12.61	58	12.55

Source:Suryadinata, 2001 and kpu.go.id accessed on March 23, 2015.

In the 2004 election during Reform era as the second general election, Golkar political party won the election.

Table 2. Top Three-Vote Gain in the 2004 Election

Political Party	Vote Gain		Parliamentary Seat Gain	
	Number	Percentase		Number
Golkar	24,480,757	21.58	128	23.27
PDI-P	21,026,629	18.53	109	19.82
PKB	11,989,564	10.57	58	10.55

Source: Wiratma, 2004

Unfortunately, Golkar Party's winning in the 2004 election was not followed with that in presidential election. Golkar Party only put its best candidate onto vice president position.

Table 3. Top Three-Vote Gain in the 2009 Election

Party Name	Vote Number	Percentage
Partai Demokrat	21,703,137	20.85
Partai Golkar	15,037,757	14.45
PDI-P	14,600,091	14.03

Source: kpu.go.id. Accessed on April 14, 2015

Golkar Party decreased in its vote gain in the 2009 General Election relative to the appearance of *PartaiDemokrat* (Democrat Party) led by SBY, the president at that time. Although in 2009 general election, *PartaiDemokrat* won the election, but in 2014 election, it was thrown away from the first position it had ever reached in 2009. In contrast, Golkar Party had very consistent gain in the second position. Here is the vote gain in 2014 general election:

Table 4. Top Ten-Vote Gain in the 2014 Election

Party Name	Vote Number	Percentage
PDIP	23,681,471	18.95%
Partai Golkar	18,432,312	14.75%
Gerindra	14,760,371	11.81%

Source: bbc.co.uk/Indonesia/berita_indonesia, accessed on April 13, 2015

What Golkar has achieved as an indisputable political party cannot be apart from change and new paradigm. Golkar's idea as political party with new paradigm was suggested by Akbar Tanjung who nominated himself to be the President of Golkar in *Munaslub* (Extraordinary National Meeting) in 1999 (Tanjung, 2008: 97). Golkar as a political party, according to Tanjung, should be built on new values in line with Reformation soul.

In line with such the desire, there is linearity between party's and politician'sinterests that want to jump down into political competition. In other words, what each party's cadre wants to achieve regarding political position, should improve the party's credibilityas much as possible. This political competition may occur at some levels: firstly, the competition occurring between political parties; secondly, competition occurring at individual level; thirdly at individual level as politician, what his motivation is as a legislator or people's representative in state institutions like DPRI RI or DPRD, like or not, should confront political opponents.

In the attempt of winning such condition and situation, communication problem becomes very important. Imaging, personalization, imagination, persuasion, and the attempt of convincing people over the existing political party morality and politician are a guarantee that future is better. For that reason, communication controls the objectives to be achieved.

Political communication planning, policy and political communication strategy become very crucial to win the competition. In political development occurring, during 2014 election, for example, many political message, either through street banner, billboard, sticker, calendar, newspaper, internet or television media, reflect on creative and smart way and message, but some others tend to be less meaningful, misdirected, and use inappropriate strategy.

In this condition, this research wants to analyze the competition occurring between Golkar Party's politicians in winning the legislative general election on April 9, 2014 in Sragen Regency. This research wants to find out what Golkar politicians did in winning the legislative election, what principle and strategies were developed and designed to win the political competition occurring in Sragen Regency. Meanwhile, Golkar Party got 6 seats in 2009, and 8 sets in 2014 general elections. Even in 2011 local leader election, although Golkar party only got 6 seats, in fact, AgusFatchurahman, the Chairman of Golkar Party, could win the local leader election to occupy Regent position in Sragen Regency.

In Sragen Regency, Golkar Party encountered an interesting political dynamic. In its relation and position relative to other political parties, the strongest rival it should face is *PartaiDemokrasi Indonesia-Perjuangan*. In 2014 election, there were 45 best cadres of Golkar party nominating themselves as legislator for Local People Representative Council of Sragen Regency distributed in 6 Electoral Areas (thereaftercalled *Dapil*).

Table 5 Political Party Seat Gain of Sragen Regency in 2014 Election

Political Parties	Number	Percentage
PDIP	11	24.4
Golkar	8	17.7
PKB	7	15.5

Source: General Election Commission of Sragen Regency

Considering the elaboration above, this research looks at the following problems: What are political communication strategies the Golkar Party's Legislative Nominee takes in winning the competition of Legislative General Election in 2014 based on an effective and efficient political communication principles.

2. LITERATURE REVIEW

The development of political communication study can be traced to cross-disciplinary studies occurring in 1950s. In Dan D. Nimmo and Keith R. Sanders's (1981) perspective, the emergence of political communication study in 1956 is an instructive and prophetic statement.

Meanwhile, Eulau (1956) explained about developmental phases of political communication based on publication of three case studies. The first case study is post-facto experiment research examining the television effect in president election in 1952. The second case is field study evaluating the effectiveness of propaganda techniques and the third case study was content analysis on political language.

This classical attention still affected subsequent researches. For example, Steven Chaffe (1975) looked at political information diffusion: Karen Siune and F. Gerald Kline (1975) addressed communication, political behavior of mass society; Doris Graber (1981) still suggested the importance of political languages: Linda KeeKaid (1981) addressed political advertisement; Cliff Zukin (1981) examined the role of mass communication and public opinion process; Richard Hoffstetter and Roy Miller (1981) warned that content analysis and experiment are very substantial parts of contemporary political communication researches; and Paul Chilton (2004) looked at political discourse.

Jay Blumler and Dennis Kavanagh (2007) argued that political communication study has arrived at the third period revealing the presence of communication instrument proliferation, abundant media, and technology development including internet. Ralph Nagrine and James Stanyer (2007) had revealed the experts' scope and focus in political communication study. They stated that, political communication can be seen from the involvement of three elements: actors, media institution and political and public institutions.

Meanwhile, political communication development as study field in Indonesia can be observed from M. AlwiDahlan (1990)'s writing in Journal of Political Sciences suggesting that political activity occurs in various social condition as indicated through debate or dispute. Is this condition is a very wide area like nation, small group or even merely limited to two persons. Such the politic is like communication, the process involving talking (conversation) Nimmo, 1978:7). Mark Roelofs (Nimmo, 1978: 7) stated that the essence of political experience is a communication activity between political actors. Meanwhile, Negrine and Stanyer (2007) confirmed that political communication is any communication between social actors over political issues either interpersonally or through media.

Austin and Pinkleton (2001: 11) explained how to embark on a strategy. They stated that strategy starts with formulating objective, that is, what objective to be achieved. In politics, objective to be achievedis generally to get the people's trust by voting for it.

In turn, this political communication strategy involves common procedure and activity in business and trading realm. In the winning process in this competition, the assumptions used were that in marketing. As we know that in marketing there is a term *Marketing Mix* (4P): *Product, Price, Place and Promotion*. In political context, what a product means is nominees and candidates competing. These nominees are assumed as a product. The most important aspect in marketing is promotion. Promotion is essentially how to convey message about product quality, price and quality, as well as other characteristics differentiating it from another.

In this analogy, what the marketing manager does is eventually conducted by prospect legislator. They make campaign, talk each other personally, hold press conference, make publication in media, and make advertisement in newspaper, posting outdoor advertisement billboard, sticker, t-shirt, and various television program events and use new media/online media. All of these are conducted to get sympathy, attention, willingness to introduce their potential nominee, tendency to elect and during election has made decision to elect the known nominee through political marketing area.

In political marketing perspective, political area is considered as an activity related to belief, principle, idealism and debate about how all activity are held well, including winning general election and getting intended power allocation (Marshment and Lees, 2009:5).

These marketing principles then are applied in politic life. Political marketing location included any aspects of politics like a candidate, political party, and government. A candidate can be perceived as a product. It is because the product should be introduced to consumer.

Marketing method leads the politician to hear what the community wants so that the prospect candidate can correct and improve the policy and apply his/her program and policy. Consumer behavior can help checking the political elite behavior.

In its development, a political marketing study or practice has broad dimension and scope. For example, Ormrod (2005) emphasized on political marketing orientation. Lylod (2005) studied political branding and product. Bannon (2005) studied political membership. Lilliker(2003) studied local political

marketing. Meanwhile, Cosgrove (2007) studied political branding. Political marketing involves a number of activity but more importantly the problem of strategy in this case the strategy applied by candidate, politic party and government to achieve the formulated political marketing objective.

Kotler and Levy (1969) limited the marketing to more general and open one. As such, this definition includes that of political marketing. Marketing, according to Kotler and Levy, is the function of organization that can maintain its proximity to consumer constantly, reading what it needs, developing product, uniting needs and building a communication program to find the organization's objective.

More firmly, Kaid stated (2004: 18), the application of principles and procedure to political campaign in various ways by individual and this organization can include its analysis, development, implementation and management of strategic campaign by candidates, political parties, government, lobbyists, and interest group encouraging and triggering public opinion, expanding ideological perspective, winning the election, and passing successfully the legislator election and getting referendum from necessary groups or communities.

What should be touched and spurred in marketing communication activity aimed at the public? Kaid (2004:20) stated that there are five distinctive cognitive domains that can encourage the public to vote for certain candidate. The first one is political issues. Political issues are the representation of candidate in voicing and struggling for certain thing when he/she is elected. Candidate determines the certain issue options to be offered to the public. Candidate promised something when he/she win in the election.

The second is social imagery, in which candidate represents certain stereotype to stimulate the electorates by establishing association between candidate and certain social imagery relevant and most appropriate to him/her and the public. This component is closely related to the effect of political party affiliation and other social network that can shape the electorate's behavior.

The third is candidate personalization, that is, how the candidate's character and personality should be developed in such a way that helps and solidifies an imaging in the electorates' mind. This personalization can be developed, for example, his character and personality has sensitivity to the public. He has life network and experience as ordinary people and then he becomes a successful one. For that reason, he builds this personalization by developing an image partial to and sensitive to the people's fate.

The fourth is situational contingency meaning to represent the electorates' thinking dimension that can be affected by conditioning certain situation. Candidate can build a certain necessary condition to lead the electorates determine their choice of certain candidate rather than others. The fifth is epistemic value representing a dimension generating certain taste over electorates to elect the candidate. The contesting candidates are promotional element itself (Nickels, 1984:22). The public's psychological understanding is very important as well because this knowledge is related to the message to be developed, to the emotional aspecttouched, and the need.

The attempt of influencing the members of society's political choice is often attributed to various demographic and psychographic characteristics. For example, knowledge to influence the community members to vote by understanding a certain social class (Knutsen, 2007). Some others see it from religious effect on political choice (Esmer and Petterson, 2007). And still some others see ethnicity and race in considering political behavior and choice (Saggar, 2007).

Communication is believed as having power to influence, to change, to persuade, and to determine certain political behavior. For that reasons, the management of political communication elements is conducted to integrate political communication power for political objective. Communicator, message, media, understanding on political audiences and objective of communication activity should be in a series of communication management itself. Therefore, a study on political communication management should be conducted in Golkar party's politicians in Sragen Regency, in relation to the strategy taken by the party in winning the 2014 general election.

And Nimmo (1978: 24) stated that in the most general sense, we are all communicator involved in various interactions and occupying position as communicator in alternately. From the position and effect aspect, they are elite undertaking political functions, monopolizing power and enjoying certain interest (Bottomore, 1976: 9). As political communicator, they have opportunity of expressing themselves, by means of negotiating and expressing their interest in political interaction they undertake. In political context, their position as politic communicator, there are three large groups, in which they are in politician, professional and activist groups (Nimmo, 1978: 26).

3. METHOD

This research employed a qualitative approach that was interpretative in nature attempting to see how political communication strategy is taken by prospectlegislative of Golkar Party in Sragen Regency in 2014 general election. Political communication made by prospect legislatives of Golkar Party in Sragen Regency is individual personal experience.

This research was intended to build and to reveal an understanding , meaning, and interpretation on activities the prospect legislator of Sragen Regency's DPRD (local legislative assembly) existing in Golkar Party in a political competition in 2014 general election.

The data source used includes: Golkar Party of Sragen Regency's chairman, administrator, politicians nominating themselves as legislator, political activities, political meetings, document, archive, files, and publication material, and other relevant recording materials used to restrict a study on political communication strategy used in winning general election in 2014. The data was explored through three techniques of collecting data including interview, observation and document analysis.

Data analysis process was conducted using an interactive data analysis suggested by Sutopo (2002). From this data analysis, the author in data collection process should make data reduction and display. The author organized brief formulations, definition details found, understanding on any definition of event and incident that was then studied in data reduction.

4. RESULT AND DISCUSSION

There was an important relationship suggested by personal characteristics and message characteristics conveyed. The relationship between personal and message characteristics conveyed by communicator is something new. The personality of prospect legislators reflects on certain assessment in their position as communicator. BambangWidjoPurwanto is known as a person willing to advocate the middle-lower society's interest.

HeruAgusSantoso, ToharAhmadi, and Pujono have education background, experience, skill, moral value and certain principles in treating constituent. The smoothness and fluency in communication, is dependent on certain topic and issue mastery, in addition to knowledge, experience and mental when encountering diverse constituent. These three prospects are based on experience, knowledge and ability of articulating its idea, determined by constituent entity they encounter.

ToharAhmadi is accustomed to communicating to society in an event, attempts to attract attention and to give good message to the public when he appears and presents himself as MC in the existing events within society. His habit and ability in using "*kromo*" Javanese language suggests that in communicating, he is accustomed to be structured and to consider the audience context faced. Javanese language stratification differentiating its use in certain status and position seem to contribute to how he communicates to his constituent.

Similar to Ahmadi, HeruAgusSantoso presents himself when dancing, singing and becoming *cucoklampah*. Its experience, as Art Council of Sragen Regency's Chairman, in welcoming and making speech before the public, is the part of experience determining an individual to be a political communicator. Similarly, Pujono with his experience as street vendor (*asongan*), having relation to many people in market, having loud voice, persuades and influence the consumer to buy his merchandise.

In political context, this ability should be transformed to interest related to creating image, popularity, acceptability and electability. How do constituent and prospect electorate associate them with something as the prospect legislator's want.

Popularity refers to the extent to which an individual know the prospect. Meanwhile, acceptability pertaining to whether or not in that imaging and popularity, there are resistance voices against the candidate that determine the quality of candidate to be accepted or to be refused by the public. If it is illustrated, it would suggest the relationship and the effect of decision making in voting.
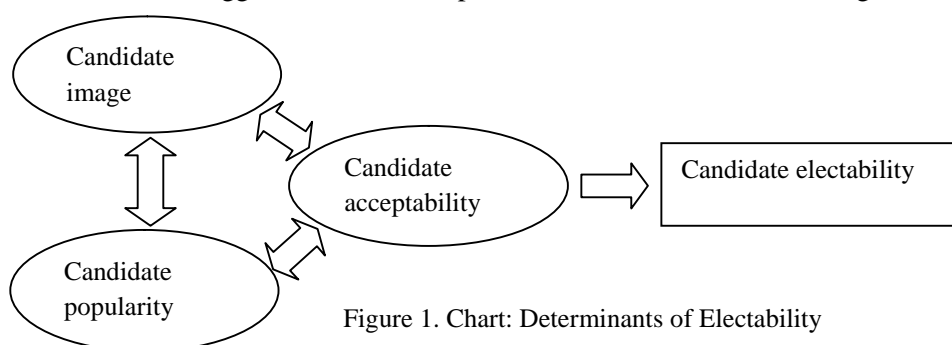

Figure 1. Chart: Determinants of Electability

Out of eight prospect legislators winning the 2014 election accustomed to communicating to the public, some have limitation in articulating their idea clearly, chronologically and obviously. Tri Handoko, the prospect legislators for Electoral Area (*Dapil*) II, as communicator, shows his extraordinary attempt of conveying political idea. It can be stated that he has limited vocabularies. But his strong willingness compensates this limitation so that the constituent can receive his message.

The functional use of message in communication is to convey the communicator's objective. The message delivers meaning and certain intended objective leading to certain impact or effect on the society. Nevertheless, the political messages conveyed have never been apart from assessment and examination on public's perception. Meanwhile, the public as reader community of message, like or not, will look for reference from the experience with the messages.

In the constellation of political messages against other political message, it is possible for political message to confront opinion of disliking group or political rival. Through market analogy, these political messages are contesting in "marketplace" in which consumer will check whether or not the political message conveyed is consistent with the offered "ingredient".

Even to achieve the success, in which consumer segment, this message will be conveyed. Which are the primary target and which one is the secondary target? Similarly, who are the decision makers. Can they affect the decision making process.

Regarding the objective of political messages, including time availability, time taken to convey the message, the way of organizing message, and readability and meaning resulting from the message developed, at a glance most prospect legislators make generalization. It means that there is hardly serious conversation or brainstorming in formulating an effective political message, and conversation occurs rarely to see the electorate behavior based on strong data base. Each of them works based on assumption and intuition they have. The objective of marketing suggesting different variation and strategy has not been implemented completely.

Generally, political messages are directed to four things: popularity, imaging, acceptability, and electability. For example, political branding focuses on two things: popularity and imaging. Overall, they have understood that an individual's electability in general election is not created by itself, but should pass through a process. The first process that should be passed through pertains to popularity, an individual's popularity degree in a certain area.

Mental representation of legislator candidates in packaging political message is an important key to understanding why the political messages are packaged in certain ways. It is similar to Pujono and ThoharAhmadi. In ThoharAhmadi case, his contribution in Javenese culture represents cultural message. In his message, he conveyed: "*Kembang waru podho mekar, pengin maju pilih Thohar*" (*Waru flower is blooming, if you want to go forward, vote for Thohar*").

In other words, the message conveyed cannot be apart from the context of target faced or determine as working area to be done to get constituent's trust. Based on daily life experience, intuition, intercourse, political knowledge, certain motivation, political communication message strategy is not too far from personal expectation in putting his position amid society.

Radio, television, newspaper, sticker, billboard, banner, tabloid, private vehicle, public transportation, and the development of commando post (*posko*) to make candidate branding cannot meet all of functions. There is a communication channel posted in large size so that it is readable and visible.

There are two things they consider in seeing the use of channel for the political messages they convey. Firstly, how this message can reach the constituent as broadly as possible. Constituent behavior in using communication media has quality, intensity and pattern difficult to determine.

The heterogeneity of constituents, ranging between 17 years old and above, suggests diversity and uncertainty in using communication media. Communication media using behavior in urban area is different from that in rural area. Those with farmer as livelihood will use communication media differently from the civil servants will.

Communication media meet the different need for information functionally from education knowledge, daily events and entertainment. Considering this, they generally talk about number/quantity, that is, how many media is used and how many channel is produced. Sometimes these communication channels are selected only based on consideration as public space. They post mmt, poster, and banner in crowded, open, visible and readable area where many people pass.

From quantity aspect, for example, the candidate develops and uses t-shirt as political communication channel; so that the question is how many candidates do make t-shirt. How many banners will be posted. How many billboards will be posted in highway and how many public transportation vehicles will carry branding sticker.

Secondly, where the political communication message will be conveyed. Sticker, t-shirt, and tabloid are printed by themselves, conveyed by means of distributing to the coming constituent or when the candidate attends the existing meeting. Some other media are put on strategic points in Protocol Street of regency.

Not all prospect legislators of Golkar Party winning the general election use all of existing communication media channel. Newspaper and broadcasting radio are used less maximally to convey their political messages. Even some of them do not newspaper, local television and radio at all. They doubt the effectiveness of message conveyed with the spent cost based on the characteristic of constituents they know. Those not using communication media are Tri Handoko, Edi Harjono, BambangWidjoPurwanto, and Muhammad Haris Effendi.

Idea of media use as political message channel is developed widely by focusing on outdoor media use and media use in below-the-line category. Sticker, t-shirt, mmt production, brochure printing, tabloid production and billboard posting are carried out on main streets in individual electoral areas and on private vehicle, city transportation and rural public transportation.

In general understanding, it can be found that face-to-face communication is the form of communication and does not belong to communication channel. Face-to-face communication is a form of direct communication in which prospect legislator has opportunity of communicating directly to the constituents in certain occasion.

As explained earlier, such the meeting is used by prospect legislators to build relationship (*silaturahmi*) to introduce them, to convey the purpose and objective of their nomination, their vision, mission and program and why the constituent should vote for them and its implication.

For constituent, the meeting occasion is used to recognize the candidate who will fight for their aspiration in government, to find out their vision, mission, and program, as well as human relation and communication abilities conveying their expectation and build a mutually supporting and beneficial cooperation.

In the context of political communication strategy, the meeting can be considered as communication channel. Meanwhile, communication form that can be applied is face-to-face or direct communication. In some occasions and observable experiences, the legislative candidates find the form and configuration of power in this direct channel and communication form.

Firstly, in this communication channel and form, candidate and constituent in certain degree are on certain level of involvement. Just like marketing, consumer has certain occasion to see, to feel, and to consider the product used more intensively, in-depth, carefully, and closely. In marketing there are terms *high involvement* and *low involvement*.

In such the marketing context, voting for candidate is the manifestation of decision making in purchasing. Constituent is faced with products of legislative candidates offering "product benefit" – functional use of product and "added values" when the constituents have make decision to vote for the legislative candidate.

A variety of "political product" offerings has been presented in political market in political market competition. Persuasive advertisement, promises conveyed, and performance against the candidate are presented and marketed in such away. The forms of advertisement include: *Jujur, Berani dan Amanah*(honest, brave, and trustable)*; Emoh Janji, Sing Penting Bukti, Wis Teruji* (not promising, the evidence is important, has been proven; *Bersama Asongan Membangun Sukawati* (along with street vendor building Sukawati). *Mbelani Wong Cilik*(supporting grass root)*;'Jujur, Adil dan Sejahtera*(honest, just, and prosperous), *; Nggawea DPRD Dewe* (establishing Local Legislative Assembly alone)*; Muda, Jujur dan Berani* (young, honest, and brave)*; Tulus Niate, Alus Dalane* (sincere intention, smooth way)*; Jejeg Jujur lan Adil* (stable, honest, and just).

"Product benefit" offered in "political market" tending to be idealistic and utopian is certainly tested and synchronized with the reality they feel. Long experience, knowledge they have, and stories they hear, contribute to their perception and assessment. For that reason, no legislative candidate of Golkar party winning the 2014 election ignores and relieves the most important opportunity of their political communication strategy in winning the competition in general election.

Secondly, building emotion, empathy, and sympathy from constituents. Direct meeting and face-to-face communication also generates proximity, build joint emotion, triggering empathy and sympathy. In simple aphorism it is called: *TakKenalmakaTaksayang* (You will not love someone if you don't know him/her). The presence of candidate in direct meeting and communication proves that legislative candidate has sincere and straightforward intention.

Thirdly, building trust in both legislative candidates and constituents. Each of them can use direct meeting to build trust. From the legislative candidate side to constituents, the legislative candidates expect commitment that they will vote for them. Meanwhile, from constituent side to the legislative candidate, the constituent can use it to get legislative candidates' commitment to their expectation when the nominees successfully become a legislator in parliament.

5. Conclusion

Considering the fact above, this research can draw on some conclusion from the research findings:

a) Legislative candidate's success in general election suggested by eight legislative candidates of Golkar Party in Sragen Regency during 2014 election came from social, art, cultural and religious powers they have previously.

b) Popularity, image, and accessibility of individual legislative candidates winning the 2014 general election from Golkar Party have been created first.

c) Functionally, the political communication made by legislative candidate winning the 2014 general election from Golkar Party served to confirm and to reinforce positioning they have had.

d) Political communication message strategy and design taken by legislative candidates winning the 2014 general election from Golkar Party tended to confirm self-representation and presentation the community has perceived.

e) Functional use of political communication channel is to improve popularity, imaging, and accessibility escalation.

f) Social group and social forum are considered more as channel and infrastructure having determinant encouraging the society in decision making to vote for them.

g) Economic or financial strength is needed to fund and political cost to be spent.

From the result and conclusion of research mentioned earlier, the following recommendations can be given:

a) Everyone involved in political communication development and strategy should understand that successful political communication serves not as a power separated from the existing condition and situation, moreover position and entry-point that every competing candidate has.

b) Decision to nominate to be a legislator should be based not merely on financial ability, but also on contribution and interaction with wide society.

c) Problems of involvement level, interaction quality, emotional relation, and proximity become an important way in the attempt of developing political communication design providing more success. For that reason, when nominating to be legislative member, individual legislative candidate should be a part of certain social group or community.

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