THE WINING OF PHEU THAI PARTY OVER DEMOCRATIC DEMOCRAT PARTY ON THAILAN GENERAL ELECTION IN 2011

Undergraduate Thesis

Submitted as the Requirements for Attainment of the degree of Sarjana Ilmu Politik (S.IP) in the International Relations Department, Social and Political Science Faculty Universitas Muhammadiyah Yogyakarta



Written by:

<u>AIDDARIS BUDIAH</u> 200110510261

INTERNATIONAL CLASS OF INTERNATIONAL RELATIONS DEPARTMENT

POLITICAL AND SOCIAL SCIENCE FACULTY
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2014

ENDORSEMENT PAGE

This under graduate thesis entitled:

THE WINING OF PHEU THAI PARTY OVER DEMOCRATIC DEMOCRAR PARTY ON THAILAND GENERAL ELECTION IN 2011

Written by:

AIDDARIS BUDIAH 200110510261

This undergraduate thesis has been examined and endorsed by the board of examiners from the Department of International Relations, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta on:

Day/Date: October 30, 2014

Time: 01.00 PM

Place: Examination Room Lab HI

Acknowledged by:

Chef of examiner

Dr. Surwandono, S. Sos., M.Si

Advisor/Examiner I

Examiner II

Takdir Ali Mukti., S,Sos M.Si

Dian Asmawati, S. IP., M.A

STATE OF ORIGINALITY

This is certify that to the best of my knowledge, the content of this thesis my own work. This thesis has not been submitted for any degree or other purpose.

I certify that the intellectual content of this thesis is the product of my own work and that all the assistance received in preparing this thesis and sources have been acknowledged.

Yogyakarta, 30 October 2014

Aiddaris Budiah

MOTTO



Never stop trying. Never stop believing.

Never give up. Your day will come!

Insha'Allah

The future is depends on what we do in

The present

..อนาคตนั้นขึ้นอยู่กับสิ่งที่เราทำอยู่ในปัจจุบัน..

When I look back on my life, I see pain, mistake and heart ache. When I look on the mirror, I see strength, learned lesson, and pride in myself.

ACKNOWLEDGEMENT

THIS THESIS PAPER I DEDICATE TO MY FAMILY, FATHER (SAMSUDIN BUDIAH) MOTHER (SHOFIA BUDIAH), THANKS FOR YUR AFFECTION, YOU ARE MY INSPIRATION, I LOVE YOU MAM AND DAD

MY OLDER SISTER (CHAREEFAH BUDIAH) MY OLDER BROTHER (ALEE BUDIAH) MY OLDER SISTER (SAHARA BUDIAH)

MY BIG FAMILY (SAMSUDIN AND SHOFIA), (ALEE AND CHAREEFAH), (ALEE, LATIKAH AND NADEROH), (MANOP, SAHARA AND MUKVARIN) AND AIDDARIS BUDIAH, ...

THANKS TO

Alhamdulilah hirabbil'alamin, highest praise and thanks to Illahirobbi, because of Him I can pass all these and finish the final duty which entitles "The wining of Pheu Thai Party over democratic Democrat Party on Thailand 2011 general election" well.

My deepest appreciation goes to Prof. Dr. Bambang Cipto, MA. (The head of Universitas Muhammadiyah Yogyakarta), Dr. Ali Muhammad, S,IP. (The dean of Social and political science faculty), Dr. Nur Azizah, M, Si. (The head of International relations department), Siti Muslikhati, S.IP, M.Si (The secretary of Internatioal relation department), Mr. Takdir Ali Mukti,S.Sos, M.Si (The advisor),

The grateful thanks to my family. My beloved parents (Mr.Samsudin Budiah and Mrs. Shofia Budiah) who have been whole heartily love me and totally struggle for my living and future, so that I can reach to this level. There is no enough word to describe my thankful to you, and I pray to Allah to love you both and make you happy till the end, Amin. For my sweeter brother and sister (Chareefah, Alee and Sahara).

Huge thanks to my friends and community especially Thai student community (THA STUDENT ASSOCIATION CENTER IN YOGYA-JATIM AND SANTAI STYLE UMY-UAD). The big family of International Class Community especially classmate in IC 2011, thank you for the wonderful days, precious experiences and lessons, the laugh and sad that we have share together for almost three and half years, the support and motivation to improve myself. Say thank you

all of G.3 Muhammadiyah scholarship as my friends come to Indonesia together.

And thank you so much to Lutfee Abdulmani, who have been with me through the hard times and hard road, and laugh and sad that we have share together for almost three and half years we will never be apart.

ABSTRACT

This Undergraduate Thesis will describe about Thailand general election

in 2011, focus on two big parties in Thai general election between Pheu Thai

party and Democrat Party by showing about the campaign of both parties to the

people in society and how both parties can dominate the people in society to

believe their party to develop the country in the future. Thai political system is

unstable take a long time because there are protests from the people in Thailand

especially the protest from "People's Alliance for Democracy" and "United Front

for Democracy against Dictatorship" this is the big impact to the people in society

because the decrease of the economy or the decrease of the education etc. So, this

thesis will show you about Pheu Thai Party and Democrat party policies to solve

the problem and the ways to inform the campaign to the people in society to

believe their party and give vote to that party on Thailand general election in

2011. In this research, the writer use an extensive of relevant published materials

such as books, journals, reports, newspaper, official website and other sources a

wide variety of topics related with the subject of the topic.

Keywords: Pheu Thai Party, Democrat Party, Campaign, General Election.

viii

TABLE OF CONTENT

COVER PAGE i
ENDORSEMENT PAGE ii
STATE OF ORIGINALITY iii
MOTTO iv
ACKNOWLEDGMENTS v
THANKS TO vi
ABSTRACT viii
TABLE OF CONTENTS ix
LIST OF TABLE xii
LIST OF PICTURE xiii
LIST OF APPENDIXxiv
CHAPTER I INTRODUCTION
A. Problem background
B. Research question
C. Objective of research
D. Theoretical framework
➤ Theory of General wining strategy 9
➤ Theory of Campaign and Political Party

> Theory of campaign strategy
E. Hypothesis
F. Rang of Research
G. Method of research
H. System of writing
CHAPTER II THAI POLITICAL GOVERMENT SYSTEM, AND
THE PROFILE OF DEMOCRAT PARTY AND PHEU THAI PARTY
A. Governance system
B. Democrat Party 19
➤ B.1 Party Structure and Decision-Making
➤ B.2 The basic Ideology of Democrat Party
C. Pheu Thai Party
➤ C.1Party Structure and Decision-Making
> C.2 The basic Ideology of Pheu Thai Party
> C.3 Thai Rak Thai 28
> C.4 People's Power Party 29
CHAPTER III THE DYNAMIC OF THAI POLITICAL AND ELECTION
SYSTEM

A. The Thiksin Era 32
B. Constitutional Referendum
C. Election Laws and Campaign Finance
D. Vote Buying and Electoral in the Campaign
E. December 2007 Elections 38
E.1 Protests Continue
F. The failed of Democrat Party 41
CHAPTER IV THE STRATEGY COMPARISON BETWEEN PHEU THAI
PARTY AND DEMOCRAT PARTY IN THE DOMISTIC ISSUSE
A. Democrat Party
➤ G.1 Democrat Party Policy
B. Pheu Thai Party
➤ H.1 Pheu Thai Party Policy
C. The Comparison of Between Election Campaign of Both Party 51
D. Election Day and Consolidation of Results
CHAPTER IV
CONCLUSION 61
REFRENCES 66

LIST OF TABLE

Table 1.1: 2011 Prime Minister Election Result	7
Table 3.1: Summary of the 23 December 2007 House of representative	of
Thailand Thai general election result	38
Table 4.1: Seat Allocation Totals by Region Show Thorough Divide	57
Table 4.2: Party-List Vote & Seat Totals	58
Table 4.3: 2011 Final Vote Totals	59

LIST OF PICTURE

Picture 2.1: Democrat Party symbol	20
Picture 2.2: Pheu Thai Party symbol	25

LIST OF APPENDIXES

A. Map of Thailand	70
B. Image of military	71
C. Image protest between yellow shirt and red shirt	71
D. Image comparison between Democrat party and Phey Thai Party	72
E. Image of result of Thailand 2011 general election	75