

**POLITICAL MARKETING COMMUNICATION STRATEGY OF DR.
H. MUCHAMAD NUR AZIZ, SP.PD – DRS. KH. M. MANSYUR, M.AG
(AMAN) IN MAGELANG MAYOR ELECTION 2020**

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree in
Communication Studies at the Communication Studies Study Program Faculty
of Social and Political Sciences University of Muhammadiyah Yogyakarta

Supervisor: Nur Sofyan, S.I.Kom., M.I.Kom



Arranged by:

Reynaldi Arjuna Dwi Wicaksono

20190530054

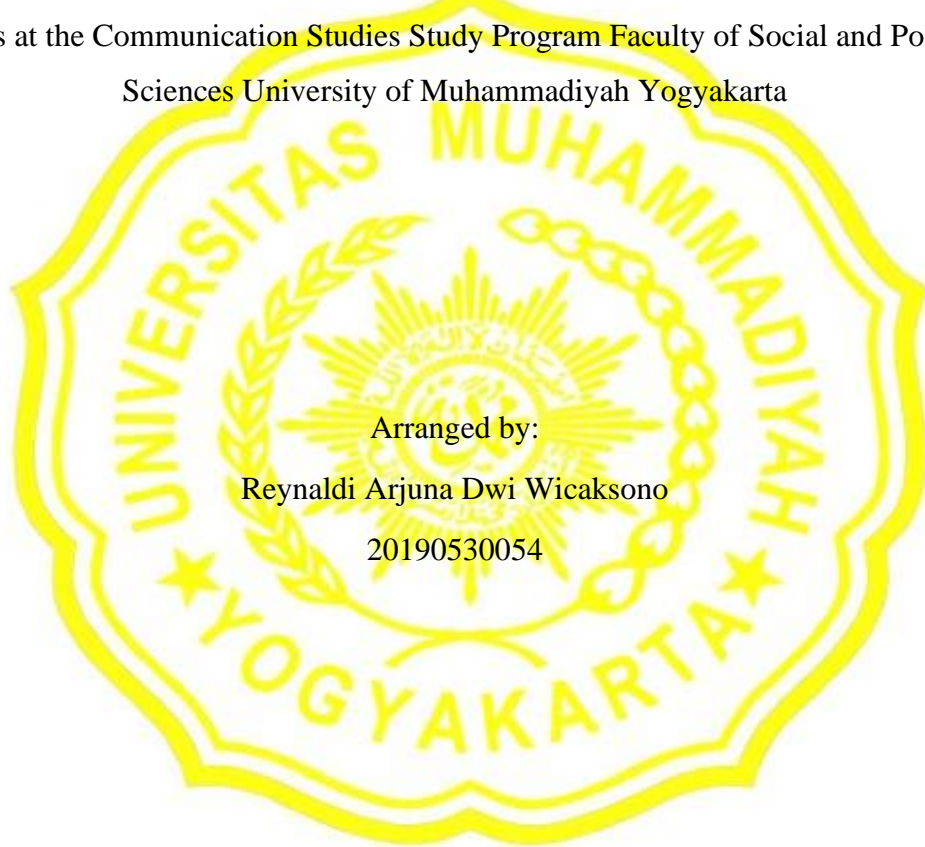
**COMMUNICATION DEPARTMENT
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2022

**TITLE PAGE
ACADEMIC JOURNAL RESEARCH PAPER**

**POLITICAL MARKETING COMMUNICATION STRATEGY OF DR. H.
MUCHAMAD NUR AZIZ, SP.PD – DRS. KH. M. MANSYUR, M.AG (AMAN) IN
MAGELANG MAYOR ELECTION 2020**

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree in Communication
Studies at the Communication Studies Study Program Faculty of Social and Political
Sciences University of Muhammadiyah Yogyakarta



Arranged by:

Reynaldi Arjuna Dwi Wicaksono

20190530054

**COMMUNICATION DEPARTMENT
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2022

RESEARCH AUTHENTICITY STATEMENT PAGE

I, the undersigned below:

Name : Reynaldi Arjuna Dwi Wicaksono

Student ID : 20190530054

Department : Communication Studies

Faculty : Social and Political Sciences

Stating that the article entitled **“Political Marketing Communication Strategy Of Dr. H. Muchamad Nur Aziz, Sp.Pd – Drs. Kh. M. Mansyur, M.Ag (Aman) In Magelang Mayor Election 2020”** is the result of my own work and that all sources that I have quoted and referred to have been stated correctly. If in the future my article is proven to be the result of plagiarism, I am willing to accept academic sanctions in accordance with those applicable at the University of Muhammadiyah Yogyakarta.

Yogyakarta, 2nd of November 2022



Reynaldi Arjuna Dwi Wicaksono

PRESENTATION PAGE

I presented this article to:

1. My beloved father and mother, thank you for giving me a lot of support, prayers, love, and patience, so that I can finish college and get my bachelor's degree in Communication Science, Muhammadiyah University of Yogyakarta.
2. All my brothers and sisters, thank you for all the support and prayers during this undergraduate education, especially research. Hopefully in the future it can always provide direction and guidance for me going forward. My fellow friendship, thank you for always listening and understanding all my stories and always giving me the best support, you have.
3. My comrades in arms, thank you for always listening, understanding and comforting me all my complaints and of course always providing support.
4. Students of the 2019 Communication Studies Department, especially the Public Relations concentration.
5. All parties who have given a helping hand both materially and physically cannot be mentioned one by one, may God always repay your kindness.

PREFACE

Assalamualaikum,

Praise and gratitude I pray to the almighty God for His mercy and grace that I was able to complete this final project entitled ***“Political Marketing Communication Strategy Of Dr. H. Muchamad Nur Aziz, Sp.Pd – Drs. Kh. M. Mansyur, M.Ag (Aman) In Magelang Mayor Election 2020”*** as a condition for obtaining a bachelor’s degree in the Communication Studied Program, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta.

The author took this topic in the hope of providing knowledge or information about the Political Marketing Communication Strategy of dr. H. Muchamad Nur Aziz, Sp.PD – Drs. KH. M. Mansyur, M.Ag (AMAN) in the 2020 Magelang Mayor Election

In addition, the author also wants to contribute to the academic study of political marketing communication strategies, especially in the election of regional heads. This research will offer new wealth in political marketing communication strategy research considering the lack of research related to political marketing communication strategies that focus on regional head elections.s

The completion of this academic journal research paper could not be separated from the guidance and support of various parties, therefore on this occasion the author would also like to express his gratitude to:

1. God Almighty who has given His grace, bounty, and sustenance to me.
2. My dear parents, Mr. Agung Sugiharto and Mrs. Sri Catur Dianawati, who have raised, supported, and educated me with patience and love.
3. Symposium on Literature, Culture, and Communication at Ahmad Dahlan University Yogyakarta which held the conference.
4. Mr. Dr. Fajar Junaedi, S.Sos., M.Si as the Head of the Department of Communication Science, University of Muhammadiyah Yogyakarta, who has made it easy for me during my study period.
5. Mr. Nur Sofyan, S.I.Kom., M.I.Kom as my supervisor who has guided, supported and provided during the process of completing this academic journal research paper.
6. All lecturers and staff of Universitas Muhammadiyah Yogyakarta, especially lecturers in the Department of Communication, Faculty of Social and Political Sciences.

7. Mr. Adi Candra, a representative of the National Awakening Party (PKB) who has given me the opportunity to do research and provided a lot of information for my research.
8. I Ketut Adi Mariana, Raihan Herdiansyah, Izza Khalifah, Said Zaidan, Habib Rifqy, Arkhan, Tama, Humam, Erva, and Fella as comrades in arms and friends who helped in completing this research. these and other stories since we were friends.
9. Then Rizki Ramadhani, Muhammad Naufal Reyhan, Faishal Bimo, Puncak Abdi, Abi Pranaya as friends in arms who have provided a lot of support and direction for this research and other stories since we were friends.
10. All my dear friends and college students who cannot be mentioned one by one. Thank you for your support so far until this final project is declared complete.
11. Last but not least, I would like to express my deepest gratitude to myself for being enthusiastic and working continuously to complete this course and of course also complete this research. There are many trials and obstacles that must be faced in the future, with this graduation I hope that I will become someone who is more prepared and more enthusiastic in achieving a successful future and certainly can uphold the good name of the family.

In closing, the writer realizes that in this academic journal research paper there are still many things that need to be improved. Therefore, critics, suggestions, and further research development are needed.

Yogyakarta, 2nd of November 2022

A handwritten signature in black ink, consisting of several overlapping loops and a long, sweeping tail that ends in a sharp point.

Reynaldi Arjuna Dwi Wicaksono

MOTTO

رَبِّ أَوْزِعْنِي أَنْ أَشْكُرَ نِعْمَتَكَ الَّتِي أَنْعَمْتَ عَلَيَّ وَعَلَى وَالِدَيَّ وَأَنْ أَعْمَلَ
صَالِحًا تَرْضَاهُ وَأَدْخِلْنِي بِرَحْمَتِكَ فِي عِبَادِكَ الصَّالِحِينَ

*Rabbi aw zi'niy an asykura ni'matakallatiy an'ama 'alayya wa'ala waalidayya wa an
a'mala shaalihan tardhaahu wa adkhillniy birahmatika fiy 'ibadikashshaalihiin.*

“My God, give me inspiration to continue to be grateful for Your favors which You have bestowed on me and my two parents and to do good deeds that You are pleased with; And enter me by Your mercy into the ranks of Your pious servants”.

(Q.S. An-Naml : 19)

TABLE OF CONTENT

TITLE PAGE.....	ii
RATIFICATION PAGE.....	iii
RESEARCH AUTHENTICITY STATEMENT PAGE.....	iv
PRESENTATION PAGE.....	iv
PREFACE.....	v
MOTTO.....	vii
TABLE OF CONTENT.....	viii
Political Marketing Communication Strategy of dr. H. Muchamad Nur Aziz, Sp.PD – Drs. KH. M. Mansyur, M.Ag (AMAN) in Magelang Mayor Election 2020.....	1
I. INTRODUCTION.....	1
II. RESEARCH METHOD.....	3
III. FINDINGS AND DISCUSSION.....	4
A. Political Marekting Communications.....	4
B. Political Marketing Communication Strategy.....	4
IV. CONCLUSION.....	5
V. ACKNOWLEDGMENT.....	5
VI. REFERENCES.....	6