

**POLITICAL MARKETING STRATEGY OF HJ. BAIQ ISVIE
RUPAEDA, SH., MH IN FACING WEST NUSA TENGGARA
LEGISLATIVE ELECTION 2019**

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:

Lalu Rizki Ramadhani

20190530171

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

2022

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RESEARCH AUTHENTICITY STATEMENT PAGE

I, the undersigned below:

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Stating that the article entitled "Political Marketing Strategy Of Hj. Baiq Isvie Rupaeda, Sh., Mh In Facing West Nusa Tenggara Legislative Election 2019" 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

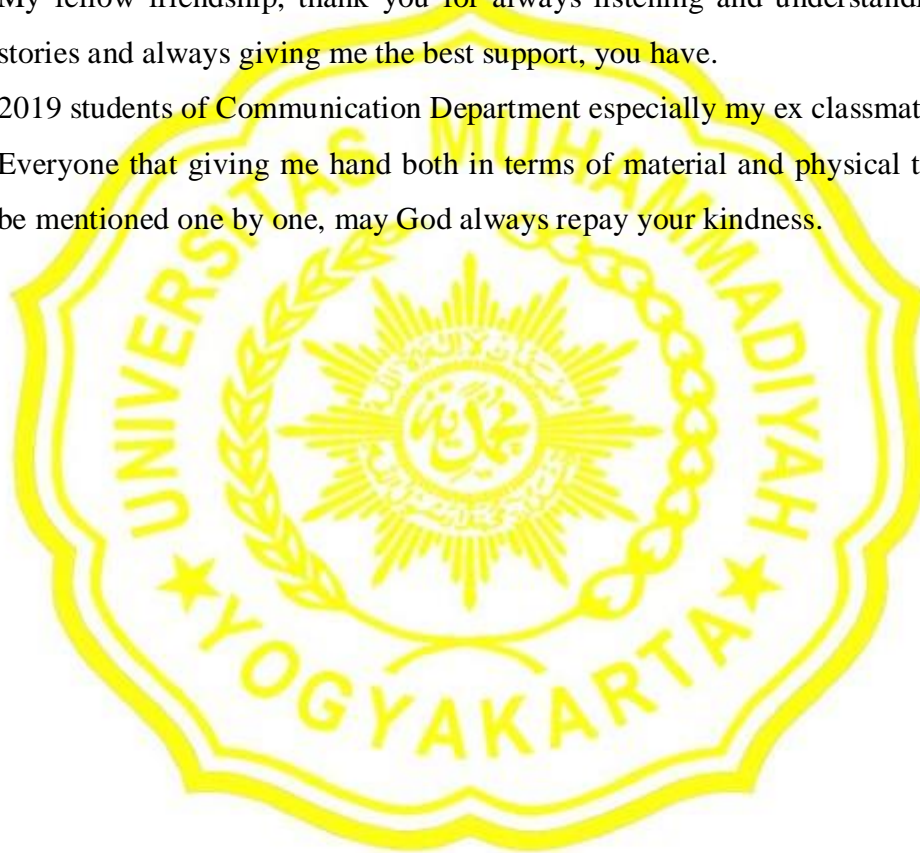


Lalu Rizki Ramadhani

PRESENTATION PAGE

I presented this article to:

1. My loved father and mother, thank you for giving so much support, pray, love, and patient, so I can get my bachelor's degree in Communication Department at University of Muhammadiyah Yogyakarta.
2. All my brother, thank you for all the support and advice on doing my bachelor's degree and this research. Hope you guys are always beside me, giving me advice for our best.
3. My fellow friendship, thank you for always listening and understanding all my stories and always giving me the best support, you have.
4. 2019 students of Communication Department especially my ex classmate.
5. Everyone that giving me hand both in terms of material and physical that 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 Strategy Of Hj. Baiq Isvie Rupaeda, Sh., Mh In Facing West Nusa Tenggara Legislative Election 2019”** 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 HJ Baiq Isvie Rupaeda, SH., MH in Facing Legislative Election of West Nusa Tenggara.

In addition, the author also wants to contribute to the academic study of political marketing communication strategies, especially in the election of participation women in parliament. 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 participation women in parliament.

The completion of this academic journal research paper could not be separated from the guidance of various parties, therefore on this occasion the author would also like to say many thanks to:

1. The Almighty God who has given His mercy, grace, and sustenance to me.
2. My dearest and greatest parents, Mr. Lalu Mulyadi who have raised, supported, and educated me patiently and lovingly.
3. Symposium of Literature, Culture, and Communication University of Ahmad Dahlan Yogyakarta who held the conference.
4. Mr. Dr. Fajar Junaedi, S.Sos., M.Si as the Head of Communication Science Department at the University of Muhammadiyah Yogyakarta who has provided convenience to me during the study period.
5. Mr. Nur Sofyan, S.I.Kom., M.I.Kom as my supervisor who has guided and provided during the process of completing this academic journal research paper.
6. All lecturers and staff of the University of Muhammadiyah Yogyakarta, especially lecturers in Communication Department of the Faculty of Social and Political Sciences.

7. Mrs. HJ. Baiq Isvie Rupaeda who has given me chance to do my research and gave much information for my research.
8. Reynaldi Arjuna, Adi Mariana, Faisal Bimo, and Yaiba Kallani as my fellow friends who was giving me so much support for doing this research and any other stories since we became friends.
9. Muhammad Naufal Reyhan, Puncak Abdi, Abi Pranaya as my fellow friends who was giving me so much support for doing this research and any other stories since we became friends.
10. All my dearest friends and college 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 want to thank everyone who has been involved in helping, so that I can become who I am today

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



Lalu Rizki Ramadhani

MOTTO

Falldown 7 times, get up 8

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