

ABSTRACT

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**Pull Marketing Implementation of Joko Widodo-Basuki Tjahja Purnama
Candidate For Winning The Regional Election of Jakarta on 2012**

Year : 2013, 165 pages + attachments

**Refrence : 31 books (1997-2012) + 14 sites + 3 news papers + 1 magazine + 2
thesis**

The victory of Jokowi-Ahok (Joko Widodo-Basuki Tjahja Purnama) on Regional Election of Jakarta 2012 is an integrated political marketing activity that very accentuate their pull marketing strategy. Jokowi-Ahok using the media because media was very quickly provide information to the Jakarta communities. This research aims to determine how the implementation of Jokowi-Ahok's pull marketing to win Election in Jakarta 2012. Pull marketing is a part of nine elements on political marketing that consist of pass marketing, push marketing, presentations, figures of candidate, party, polling, positioning and policies. The research also aims to see the extent of pull marketing element used in the other political marketing strategy. This research using qualitative descriptive method, that discribes how the implementation of Jokowi-Ahok's pull marketing and how they implementing in to the other factors.

In political marketing there is nine important element. Pull marketing is part of nine elements which has very important rule for Jokowi-Ahok candidate's. From the result analysis of data which obtained of this researches shows that pull marketing is using dominant. Pull marketing succes because there is combination between figure character and campign ways that always be informed by media.

Using media on Regional Election of Jakarta is part of important instrument. For middle class information is one of their daily needs that makes be the way for pull marketing strategy to make the candidate be fomous. From the result of the data which done by researcher for Jokowi-Ahok's victory show that pull marketing strategy done well. Combination between figure, media and campaign way and be one strategy wich making Jokowi-Ahok defeated their rival.

Key Words : pull marketing, media, regional election