

## Abstract

Muhammadu Buhari is the winner of Nigerian Election 2015. Previously, Muhammadu Buhari was the leader of Nigeria once in 1980s and experienced a *coup d' etat* by his colleagues. Muhammadu Buhari then ran in several Nigerian elections in 2003, 2007, and 2011 but lost in all of them. Under a new union of opposition parties named All Progressive Congress (APC), Muhammadu Buhari ran in 2015 election and finally won. It is really interesting regarding the fact that the winner of Nigerian election in 2015 came from the opposition party and successfully defeated the incumbent president, Goodluck Jonathan.

This undergraduate thesis will analyze the victory factors of Muhammadu Buhari in Nigerian Election in 2015. It will include strategies used by Muhammadu Buhari and his party in the campaign, involving the campaign strategy theory as well as theory of political participation to understand the condition of the voters in Nigeria and other factors such as the cooperation with other countries through the concept of international cooperation.

### *Keywords:*

*Muhammadu Buhari, All Progressive Congress, Nigeria, Election, Campaign, Strategy, Participation, International Cooperation.*