

**UNDERGRADUATE THESIS**

**THE VICTORY OF MUHAMMADU BUHARI ON NIGERIAN  
ELECTION 2015**



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**2015**

## STATEMENT OF ORIGINALITY

With this I certified that this undergraduate thesis entitled “The Victory of Muhammadu Buhari in Nigerian Election 2015” is my own work and this undergraduate thesis never been submitted for any degree or other proposes in University of Muhammadiyah Yogyakarta or the other universities.

This undergraduate thesis contain information, facts and data from publications by other authors which have contributions inside this undergraduate thesis and it has been highly appreciated by attaching clear identification in every works cited and quoted inside this undergraduate thesis. With this I also certify that the content of this undergraduate thesis are fully my responsibility.

I sincerely wrote this Statement of Originality and if in the future the content of this Statement proved to be wrong, as consequence I will take my responsible through academic sanction based on the rule and regulations which implemented in the University of Muhammadiyah Yogyakarta.

Yogyakarta, August 31, 2015

Author,



Novita Permata Aji

QUOTATION

***“Don’t stop believing”***

- **Journey**

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*For Ma, Dad, Dea, and Zhaky*

## 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.*

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