

SUPPORTING FACTORS OF DONALD TRUMP VICTORY IN US PRESIDENTIAL ELECTION (2016)

by

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Abstrak

This study aims to find out the factors which caused Donald Trump's victory in The United State Presidential Election 2016. The method that writer used is *content analysis*. It is collecting the information needed by looking for the reference from book, journal and internet related to the data that support the writer's study. The type of data used is secondary data with various literature as a data source. To analyze this study, the writer used strategy concept and campaign issues to prove it.

The result of this study shows that the strategy bringing by Donald Trump during the campaign by using social media twitter was able to attract the United State voter, the effectiveness of twitter usage by Donald Trump got a good response from the public of America. Then, the issues brought by Donald Trump that caused controversy were able to attract the attention of United State voter because he was able to make the American public thought that the issues were right and He also brought an imigran issue, TPP in the right time when it became a sensitive issue in America. So, the strategy choosen and the right election issue are really influence to the victory of the candidate.

Keywords : US presidential election, Donald Trump, Campaign issues, Factors, Strategic