

CHAPTER V CONCLUSION

Democracy should represent the interest of the people, and the United States conducts elections to accommodate it all. This is the reason why contributions by the corporations were prohibited. However in the United States presidential election 2012, the winning candidate had opted-out public funding and choose to source the campaign contributions from private financing.

Among the highest contributors were corporations, especially MNCs. It is because they have more power than the majority of citizens. They have more extensive resources, where they generated their money from than the domestic corporations, organizations, or the majority of citizens, besides the fact that corporations and foreign nationals were strictly prohibited to finance a campaign. The regulation prohibits a corporation from donating campaign from its general treasury. However, the corporation may use its general treasury to establish PACs, where it can solicit money from the individuals (the wealthy tiny elites) in the corporation. These tiny elites were dominating the source of contributions to the campaign. It has been proved by the data that showed most of Barack Obama source of the campaign come from individual contributors, where those contributors were the part of the MNCs. Therefore, individuals of the MNCs considered as elites dominating a democratic society.

Barack Obama needs the campaign to introduce himself to the voters. It includes creating good images of himself, his track record, party platform and also plans if he elected. Due to the length of the campaign period and the vast area to visit during the campaign, the campaign needs much money. Most of the campaign money spent on media such as publication and advertising.

Contributions to Barack Obama were higher than to Mitt Romney. The highest MNCs contributing to Barack Obama came from media and information company, he got more access in dominating the airwaves. Higher contributions led to his capability of dominating the media, recruiting more staffs, conducting effective research on media mapping, and tackling the attacking campaign from the opponents. By this effort, he gained more voters than Mitt Romney, and also the opponent from the third parties that had no sufficient fund to be more dominant.

Therefore, campaign financing has a vital role in the campaign. It enabled candidate to reach the voters. Barack Obama needs campaign as a fundamental process to disseminate information about him to the voters, thus he also needs money to finance the campaign. Without money, he will not be able to perform a campaign. And without the campaign, candidates will not be able to win the election.