

## ABSTRACT

Throughout history, Indonesia has hosted 11 times elections (elections), i.e. in the year 1955, 1971, 1977, 1982, 1987, 1992, 1997, 1999, 2004, 2009 and 2014. Ahead of the 2014 elections, political dynamics in Indonesia increasingly higher, given the 2014 general election schedule stayed a moment longer. Not only the President and Vice President candidates who enliven the political parties, but also the legislative candidates. Islamic political parties vote percentage have been mostly stable, either gradually increase or decrease. However, there is a very significant increase in the vote that is very interesting, which is the great increase of PKB's vote in 2009 and 2014. PKB had only 4.95% vote in 2009, but it suddenly rocketed up to 9.04% in the next five years.

That significant increase in the number of PKB votes in 2014 made the author become interested to research about the political marketing strategy of PKB. This thesis tries to research and analyze what the campaign strategy of PKB was and how PKB successfully snatched that achievement. Therefore, the researcher would like to propose a research under the title of "THE POLITICAL MARKETING STRATEGY OF THE NATIONAL AWAKENING PARTY (PKB) IN THE 2014 INDONESIAN LEGISLATIVE ELECTION".

The source of data for this research is the library sources. The data is collected by searching, selecting, and analyzing the related literatures. The main source of the data comes from the official electoral body of Indonesia (KPU), the official website of PKB, and national online news like kompas.com, tempo.co, and detiknews.com. The secondary data needed are the documents of election result, journals, and books that are related with the research.

The results of this research is in any variable that becomes the PKB Party strategy to get the most votes in the elections of 2014 have some advantages as well as disadvantages. According to researchers during the carrying out of an existing concept and then poured into the party political marketing strategy. PKB party itself according to researchers have many advantages as many successful achievements won by the party of PKB on Elections held in the year 2014. Each product, price and Promotion way through availability of funding campaigns and Placements can outperform the other political party. The vote tally nearly doubled over much of the earnings in the 2009 Elections is a major factor the researchers declared PKB has many advantages. Recommendations from this research is in the marketing of politics would be better if it is always through the right approach in accordance with each of the elements contained in the community and also the appropriate procedures which should be done. PKB party also needs to build more intensive communication and sustainable communities, i.e. relying on programs that are more creative. Due to the fact that the current method of direct selling and socializing done by parties that there are nearly the same kind.

**KEY WORD:** *Political Marketing, Marketing Mix, Party of PKB, Political Strategy Marketing*