

## BAB IV

### CONCLUSION

#### **i.A. Summary**

According to the theory of Firmanzah, we can see the 4 variables of political marketing strategy and the 4 variables, they are : Product, Promotion, Price and Place. PKB made the 4 variables to success the legislative election on 2014. And the variable are:

- 1) On the variable of product it have a party platform indicator, track record, and personal characteristics. From the third indicator of this, PKB have a stronger indicator which in indicator personal characteristic. The reason is because PKB released figures and the artist, Mahfud MD, Rhoma Irama, JK who already know by Public. Beside of that, PKB is also released Krisna Mukti for the parliamentary candidates and as we know Krisna Mukti is a artist and also presenter. PKB is also presenting citizens of NU for the Regonal level.
- 2) The second variable is Promotion. Promotion variable consists of indicators which is advertising and publication. From this indicator PKB helpfully by advertising and publication. For advertising PKB make a concept that invited Famous singers one of them is Al Ghazali. Al Ghazali is a son of a legendary artist Ahmad Dhani. Rhoma and sonnet Champaign for 21 days in every region. PKB did another promotion in Facebook, Instagram, etc. for the publication PKB has prepared Muhaimin Iskandar to do the communication with the other parties.
- 3) The third variable is price, which is have the indicator there are economic price, psychological price, national image price. Especially from the figures who released by PKB as the candidates of election 2014 and almost of the candidates already

known by public, such a legislative Candidate from among artists namely Krisna Mukti whereas parliamentary candidates from among the activists who is widely known by the public, namely Dr Zainal Arifin Noor.

- 4) Last is place, as we can see from the personal marketing program and volunteer program both of this indicator are still weak. This happened because PKB is more focusing to create the image for every Presidential Candidates and Legislative Candidates, than create a great program to make PKB intensive to public. The most activities carried by another political parties which also carried out by PKB. Such as attending studies and improvements in recruitment mechanism of candidates.

From Fourth strategy of the theory of marketing mix (4P), third of the variables that determine the stronger and the high voted PKB in the elections of 2014 in Indonesia such as product, price and promotion.

While the place can be seen from the personal marketing program and volunteer program both of this indicator are still weak. This happened because PKB is more focusing to create the image for every Legislative Candidates, than create a great program to make PKB intensive to public

#### **i.B. Recommendation**

Based on the results of this study, we can take recommendation there are in the political marketing would be better if it always doing the programs to make it more intensive to the public and also according to the right procedures. PKB is also need to build a good communication with the public such as they should find and make creative programs

and if it works they will get a good communication and automatically get more intensive with public.