

**THE TITLE OF THE PAGE**

**POLITICAL MARKETING STRATEGY  
OF THE NATIONAL AWAKENING PARTY (PKB)  
IN THE 2014 INDONESIAN LEGISLATIVE ELECTION**

**UNDERGRADUATE THESIS**

Submitted to Satisfy the Requirement of Attaining the Degree in Political  
Science of International Program For Government Affairs and  
Administration, Faculty of Social and Political Science, Universitas  
Muhammadiyah Yogyakarta

**Written By:**

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**ENDORSEMENT PAGE**

**This undergraduate thesis entitled:**

**Political Marketing Strategy of The National Awakening Party (PKB)**

**In The 2014 Indonesian Legislative Election**

**Written by:**

**Muhammad Ras Aditaro Ginting**

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This Undergraduate Thesis has been Examined and Endorsed by The Board of Examiners from Department of Governmental Studies, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta on:

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## THE STATEMENT PAGE

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This statement page is to certify that the content of this Undergraduate Thesis is originally my work result. There are no other works that ever been proposed to gain Bachelor Degree in any Universities. All the assistance received in preparing this Undergraduate Thesis and sources have been acknowledged. There is also no working result that ever published in the reference list. Moreover, if someday there are certain parties were feeling pain and report. I will responsible and overcome all the consequences.

Yogyakarta, 18 April 2018

Muhammad Ras Aditaro Ginting

## PREFACE



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Yogyakarta, April 18<sup>th</sup> 2018

Muhammad Ras Aditaro Ginting

*“Sometimes you’ve got to get through  
your fear to see the beauty on the other  
side” (The Good Dinosaur)*

## DEDICATION PAGES

*To my beloved parents*

*(Alm. Muhammad Rajin Ginting.S), the  
reason of what I become today. Thanks for  
countless love, never ending support,  
continuous care, and prays.*

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