

Nama Rumpun Ilmu: Ilmu Pemerintahan

**LAPORAN
PENELITIAN KEMITRAAN**



**PERAN MODALITAS DALAM PEMASARAN POLITIK KANDIDAT PASANGAN
SYAMSARI KITTA DAN AHMAD DG SE'RE DALAM PEMILIHAN BUPATI
DAN WAKIL BUPATI KABUPATEN TAKALAR 2017**

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RINGKASAN

The dynamics of local democracy in the form of local leaders' election contest is actually a competition of modality. The greater the modality accumulation owned by a candidate, the greater the chance to win the political contest will be. The victory of Syamsari Kitta and Achmad Daeng Se're in the local leaders' election of Takalar Regency in 2017 has been considered as mission impossible. This is due to the fact that Syamsari Kitta and Achmad Daeng Se're had competed with the incumbent candidate who was superior in terms of modality. The existence of an incumbent within the arena of political contest tends to be more superior as the candidate has modality supports, such as strong financial support, has the ability to drive formal and informal figures, and has government bureaucracy and society network. Specifically, this research aims at analyzing the role of modality in the strategy of political marketing using the theory of modality and political marketing. This research was descriptive-qualitative, in which the data collection was conducted through interview and documentation technique, followed by further analytical stages in order to generate a data which is accordance with the research objective. The result of this research shows that the modality of Syamsari Kitta and Achmad Dg Se're includes: political, economic and social modals. The political modal that consists of political parties, political elites and political volunteers functions as influencers in the push marketing activity. The economic modal plays the role in funding the marketing activities through media (pull marketing) and in funding the push marketing activities. The social modal that comprises trust, interaction and network has the role as platform and as influencer in the push marketing activity.

Key Words: Modality, Political Marketing, Local Election, Takalar