

**FAKTOR-FAKTOR KEMENANGAN PARTAI SYRIZA PADA PEMILIHAN
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ABSTRAK

SRYZA, the coalition of the radical left, rose to prominence in Greek politics by successfully placing itself as the main opposition party in Greek's Hellenic Parliament by June 2012. Shortly follows though, it came as surprise that SYRIZA would finally rule Greece for the first time in history by winning 36.34% of vote in 2015 Greek election, held on January 25th, 2015. Its winning marked the first ever winning of left, as well as party outside the dominating players, which are the then former ruling party, New Democracy, and Panhellenic Socialist Movement (PASOK). It raises a question on how SYRIZA could beat its two main opponents and emerged as the winning party for the first time.

This research aims to answer such question by using Marketing Politics, completed with qualitative method. The research concluded that SYRIZA's winning factors are related to its strategic program, leadership, and the ability to sway those who gets disappointed with the previous government administration.

Keywords: Greece, Politics, Marketing Politics, SYRIZA

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