

ABSTRAK

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TINGKAT KESADARAN PARA PEMILIH PEMULA DI JAKARTA PADA KEGIATAN *POLITICAL BRANDING* PARTAI NASDEM DALAM PERSIAPAN PEMILU 2014

(xx+115 halaman; 12 gambar; 40 tabel; 35 lampiran)

Kata kunci: *Brand Awareness, Political Branding*

Segala sesuatu dapat di-*branding* begitu juga dengan politik. Kegiatan *branding* di dalam dunia politik dikenal dengan *Political Branding*. Penelitian ini bertujuan untuk meneliti tingkat kesadaran para pemilih pemula di Jakarta terhadap kegiatan *Political Branding* Partai NasDem dalam persiapan Pemilu 2014.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei deskriptif, lalu peneliti membagikan kusioner kepada para pemilih pemula yang berusia 17-21 tahun dengan tingkat ekonomi menengah ke atas di tiga universitas mahal di Jakarta yaitu *President University, Swiss Germany University*, dan Universitas Pelita Harapan. Dari hasil penelitian ini, ditemukan bahwa tingkat kesadaran para pemula di Jakarta rendah terhadap kegiatan *Political Branding* Partai NasDem dalam persiapan Pemilu 2014.

Referensi: 26 (1989-2012)

ABSTRACT

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LEVEL OF AWARENESS OF THE ELECTORACETS AGAINST NASIONAL DEMOKRAT'S POLITICAL BRANDING ACTIVITIES IN PREPARATION FOR THE 2014 ELECTION.

(xx+115 pages; 12 pictures; 40 tables; 35 attachments)

Keywords: *Brand Awareness, Political Branding*

Everything can be branded, as well as political. Branding activities in the political world known as the Political Branding. This study examines the level of awareness of the electorates against Nasional Demokrat's Political Branding activities in preparation for the 2014 election.

This research uses quantitative way and descriptive survey method, and distributes questionnaires among electorates 17-21 years old with upper middle economic level in *President University, Swiss Germany University*, and Universitas Pelita Harapan. From these results, it was found that the level of awareness of the electorates against Nasional Demokrat's Political Branding activities in preparation for the 2014 election is low or not aware.

References: 26 (1989-2012)