

ABSTRAK

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ANALISIS FAKTOR UTAMA PEMILIHAN MEDIA KOMUNIKASI PERSUASI DALAM KAMPANYE PDIP (STUDI KASUS REKLAME PUAN MAHARANI DI KOTA BOGOR)

(12 + 42 halaman: 6 gambar; 0 tabel; 5 lampiran)

Indonesia sebagai Negara demokratis mengikut sertakan rakyat dalam proses pemilihan umum. Berdasarkan hal tersebut PDIP mendirikan reklame sebagai upaya mempersuasi khalayak. Pesatnya perkembangan media digital tidak menggoyahkan PDIP dalam memilih media konvensional seperti reklame sebagai media komunikasi persuasifnya. Bermunculannya reklame Puan Maharani berbanding terbalik dengan hasil penelitian terdahulu yang menyatakan rendahnya kemampuan media massa dalam mempengaruhi khalayak khususnya dalam kemajuan teknologi yang ada. Melalui penelitian kualitatif berdasarkan metode studi kasus, penelitian ini dilakukan dengan tujuan menganalisis strategi PDIP dalam memilih media komunikasi persuasif dalam kampanye Puan Maharani di Kota Bogor. Data primer penelitian ini diperoleh dengan teknik wawancara mendalam kepada tiga orang informan yang berkaitan langsung dengan proses kampanye PDIP. Data yang didapatkan telah melalui proses triangulasi sumber, yang juga diproses dengan tahapan reduksi dalam penyajian dan penarikan kesimpulan serta verifikasi sehingga tercapai kesimpulan. Hasil penelitian menunjukkan bahwa stimulus yang diberikan merupakan tanggung jawab kader dan simpatisan, diluar wewenang PDIP pusat, sehingga pemilihan reklame sebagai media kampanye Puan Maharani merupakan stimulus yang diupayakan oleh kader dan simpatisan demi tercapainya kesesuaian respon yang diinginkan. Penelitian selanjutnya diharapkan dapat meneruskan penelitian ini dengan mengukur keberhasilan respon dari stimulus yang diberikan kepada organisme.

Kata Kunci: Komunikasi Persuasif, Reklame Politik, Kampanye PDIP

Referensi: 32 Referensi (1991-2021)

ABSTRACT

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ANALYSIS OF MAIN FACTORS FOR CHOOSING PERSUASIVE MEDIA COMMUNICATION IN PDIP CAMPAIGN (CASE STUDY OF PUAN MAHARANI'S ADVERTISEMENT IN BOGOR CITY)

(12 + 42 pages; 6 figures; 0 tabel; 5 appendices)

Indonesia as a democratic state puts the people in the electoral process. The involvement of the people voice in an election has triggered PDIP conducting the persuasive communication through the media ads to affect Indonesia's people. For the rapid development of digital media did not shake PDIP in choosing the conventional media as like billboard for their persuasive communication media. The emergence of ads of Mrs. Puan Maharani inversely proportional to the results of previous research said the low mass media ability to influence the people in particular in the progress of the technology advances. Through the qualitative study based on a method of case studies, the research was performed with purpose to analyze what is the main factor that made mass media persuasive communication is choosen in PDIP's campaign with a case study billboard Mrs. Puan Maharani in Bogor City area. The primary data is obtained by research techniques in depth interviews to three informant who relates directly to the process of the campaign in PDIP. Data that gather already passed source triangulation, then the data that gathered were continued to process by data reduction step, presentation and conclusion draw as well as conclusions verification so that conclusions are reached. Result from researcg shown that stimulus given is on responsibly by their cadre and symphatizers, outside authorization of PDIP central, so that the selection of billboards as Puan Maharani's campaign media is a stimulus that is sought by cadres and sympathizers in order to achieve the desired response suitability. Further research is expected to continue to measure the success of the response from the stimulus given to the organism.

Keywords: Persuasive communication, Political campaign, PDIP campaign

Reference: 32 references (1991-2021)