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Political Strategy in the Election Winning (Case Study of M. Ridwan Kamil and Oded Danial Winning in Bandung Mayor Election in 2013)

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Abstract: This study aims to identify and analyze on (1) Political Campaign Strategies conducted by RK-Oded campaign team to win Bandung mayor election in 2013; (2) The strategy of political marketing, political communication strategy and campaign model to date; conducted by Ridwan Kamil and Oded M Danial to influence and win the sympathy of the public; (3) The strategic steps and what conditions are being made by the Party coalition partner bearer RK-Oded Danial which are embodied in the campaign team and successful team in the process of winning RK-Oded elections in Bandung, 2013. This study used a qualitative descriptive method with case study approach. Data retrieval will be carried out by a group of primary data and secondary data, through deeper observation from respondents, as well as in the analysis constructively and produce a conclusion. The results of this study concluded that RK-Oded campaign team has been successful (1) exploring aspects of creativity in marketing vision, mission, ideas and programs, as well as the political engine optimization PKS and Gerindra Bandung and reinforced by volunteers; (2) applying the “hide the symbol of the party” in the campaign, to put forward the figure and the figure of the candidates. (3) Ridwan Kamil and Oded political communication at all levels to develop imaging politics through social media such as twitter, Facebook, Line, Instagram etc. (4) The application of marketing techniques politics to take the hearts of voters in the city of Bandung through approaches that refer to Mix Marketing is known as the 4Ps (Product, Promotion, Price and Place), coupled with a strategy of political marketing Islamic law characterized by *Rabbaniyah*, *Akhlaqiyah*, *Ahwaqiyah* and *Insaniyah*.

Keywords: Political Strategies, Marketing Mix, Political Communication Strategies, Campaigns Models up to date.

1. INTRODUCTION

The change is very significant to the development of democracy in the region in accordance with the demands of the regional head and deputy head of the regional (elections) directly, and no longer done by the election in parliament. With the enactment of Law No. 32 of 2004 on Regional Government, the

election is turned into direct elections (Yahyaet *al.*, 2017). Direct elections held in Bandung became interesting to examine because apart followed by many couples also have given rise to a new phenomenon in which a young couple is relatively new and can beat some couples incumbent relatively more senior and more experienced in government.

From the various phenomena, there is a pretty fantastic breakthrough in the elections, in which the election is only in one round. Then a young couple who has limitation both experience and financially is able to carry out an effective campaign to “win” the hearts of the people among many couples who have a lot of experience, are strong financially and support the political elite huge national. They were Ridwan Kamil and Oded M Danialin 2013 Bandung Mayor Election who are not predicted previously. This pair initially has a low electability, minimal financial and inexperience, but they have a successful creative team to the public market in Bandung. Thus it attracts the researchers to conduct an in-depth research to find a winning political strategy.

Ridwan Kamil known by the citizens of Bandung as an architect by training, and continued S2 in the department of Urban Design at UCLA, Berkeley. He has a lot of work in the field, such as a tsunami museum in Aceh, and a mosque of Al Irsyadin Bandung. Moreover, in the last ten years, he became the driving BCCF (Bandung Creative Community Forum), a container Bandung youth who also has produced a variety of large-scale event in Bandung.

Ahead of the election’s implementation of Bandung, this figure appears to be a candidate for mayor of Bandung, which is supported by Gerindra party that only has 3 seats in parliament. On the other hand, the PKS has 9 seats and can easily nominate themselves as candidate cadre’s mayor, considering the nomination minimum limit enough 8 seats in order to advance alone. But in the final seconds of the race, finally appeared a couple phenomenal, namely Ridwan Kamil, as a candidate for mayor, and Oded of PKS as Deputy Mayor. From that fact alone, we can see that the PKS was not confident enough to go ahead with its cadres, so willing to form a coalition with Gerindra to nominate Ridwan Kamil.

The research focus is on winning political strategy Ridwan Kamil - Oded in mayor election in 2013 by using the approach of mix-marketing strategy, political communication strategies and campaigns to bring a fantastic victory with 45.24% achievement in one round. In order to differentiate between previous studies with research that researchers do, then put forward some previous studies below;

1. With a focus on Marketing Strategy of Political, researched and presented by: Alfon Kimbal in 2015 dissertation, University of Padjadjaran, and Muhammad Ichsan Saputra, Bambang Santoso Haryono and Mochammad Rozikin in the Journal of Public Administration (JAB) Brawijaya University.
2. With a focus on Political Communication Strategies, researched and presented by: Nurul Qalbi in the journal Critical Hasanuddin University, Burhanuddin in his 2014 dissertation, University of Padjadjaran, Rofianto in 2005. His dissertation, University of Padjadjaran, and Karim Suryadi in 2006. His dissertation, University of Padjadjaran.
3. Model with a focus on winning elections and the election campaign, which was researched and presented by: Cristianto Pontoh, Max Apex and Adeli Walandouw in the journal Acta Diurna, and Ignatius Adiwidjaja & Nana Good Sriharjono Journal Tungadewi Reform Tribhuwana University of Malang.

2. LITERATURE REVIEW

2.1. Political Campaign Strategies

Some approaches in political science are such as behaviorism approach, institutionalism approach “traditional”, and the new institutionalism approach. Scholars who take part in behavioral traditions are always trying to make sure that other researchers to make assumptions similar to them and examine the same evidence, would take the conclusions broadly similar. The need to ensure that research findings can be replicated this, undoubtedly means that researchers behaviorally required to clear the details of: (a) whether they were trying to explain, (b) a description of the right theoretical being proposed, and (c) how they use empirical evidence to evaluate the theoretical explanation (Marsh, D. & Stoker, G. 2010).

The strength of “good” behavioral analysis can be illustrated by reference to the analysis of Paul Whiteley and Patrick Seyd about party activism in the UK stated that they analyze that includes a careful combination between rigorous theorizing and systematic empirical testing. (Whiteley P. & Seyd, P., 1998). RK-Oded pair was also able to see a sociological approach to people in Bandung very pluralistic and metropolis. According MiftahThoha (2007) said that today’s discussion of *civil society* and its role in eradicating poverty, promoting democracy and good governance, resolve conflicts, protect human rights, and discussion of other ranges in the area related to the human condition, is the hallmark that characterizes *civil society* in a global perspective.

These conditions are all factors that will be part of the spare scope of the assessment in this study, so the ability to record and analyze the social and political trends the people of Bandung, and mastery of good media is a huge capital to win a political contest in mayor election Bandung in 2013 by a couple RK-Oded. To learn more about the study in this study we will review the concept of political marketing strategy with marketing mix politics, political communication strategies and models used to date campaigns and special conditions that support or momentum; in an effort of RK-Oded winning partner in Bandung Mayor election 2013.

2.1.1. Political Strategy

According to Billy Widayanto (in Rudianto and Sudjijono 2003) the origin of the birth of strategy originated from the military environment. In about 500 BC; This strategy became popular notion used military experts. The generals of war devise a military strategy for the war. General Sun Tzu, for example, defines strategy as a way to easily conquer the opponent, if necessary without a battle or in other words, new strategies are needed if there is no opponent.

Subsequently, Schroder (2010) revealed until the beginning of industrialization, the term is still used only limited military connotation. Only after that, the leadership of the large number of people is also needed in the economic field. Since the understanding of the strategy to expand, and so was born the managerial strategies to facilitate the management of people in an organization. Furthermore, piecemeal strategy concept is extended to various aspects of society, including the political field, which gave birth to the concept of political strategy. (Lionel Zetter, 2008).

According to Peter Schroder (2010: 5), said that the political strategy is a strategy used to realize the political ideals. Political strategy is not only for the sake of politics and government, but also to non-governmental organizations that is also active in politics. All NGOs, unions, environmental militants, human

rights organizations, etc. requires a strategy to achieve their long term goals. Firmanzah (2011) says that the political strategy is defined as all the means, methods and techniques used to achieve political goals that have been formulated.

A good strategy is a strategy that is designed with a mature concept (Muda, 2017). So this strategy is able to realize the political ideals in the implementation of the strategy. According to Schroder, a strategy will be successful if it is followed by several things, namely (1) planning, (2) Selection of strategy, (3) implementation, and (4) Monitoring the course of the strategy. Implementation of the strategy is a crucial step requires handling steps carefully because if the determination of strategies erroneous or wrong, the results can be fatal, especially to be the source of a candidate's defeat.

2.1.2. Political Marketing Strategies

In the academic sphere, the development of political marketing studies according to Lees-Marshment (in Ahmad, 2012) is the result of a marriage between political science and the science of marketing. Both fields are mutually contribute concepts, theories and modal analysis to see how the tendency to change political behavior. Bruce I. Newman and Richard M. Perloff define politics as the application of marketing principles in the political campaigns of diverse individuals, organizations, procedures, and involve the analysis, development, execution, and management strategies campaigns by candidates, political parties, government, pelobby, and certain groups that are can be used to direct public opinion against their ideology.

The development of political marketing studies as an academic subject in the start of the US and the UK, then widespread in many democratic countries. Lillekeer and Lees-Marshment elaborate on how the political marketing is a global phenomenon which is used by political parties. They formulate three important concepts in political marketing are applied by the various political parties (Lillekeer and Less-Marshment in Ahmad, 2012).

The concept is the *Market Oriented Party* (MOP) is an approach that is more on how to make a variety of products presented to the public in line with expectations and is able to provide satisfaction. While the *Sales Oriented party* (SOP) more emphasis on how diverse these products can be sold in order to really get and give effect to the public. While *Product oriented party* (POP) is based on what has been owned and run by political parties such as ideology, the cadre, the internal mechanism (AD/ART) and policies are public which is then used as a key ingredient in marketing politics to society.

The steps in the implementation of political marketing, according to Smith and Hirst (in Firmanzah, 2011) describes model of segmentation and positioning are 3 stages:

- (a) Stage 1: **The market segmentation** politics, through the identification of basic segmentation voters and profiling of segmentation voters;
- (b) Stage 2: **Targeting political** market, through voter segments compose the selection criteria;
- (c) Stage 3: **Positioning the political** market, through a strategy of positioning in each Segment and develop marketing mix in any political segment.

In the development of the theory of political marketing, according Nitenengger (in Firmanzah in 2008) had fusion concept derived from economics that is harmonized with the political science; as in business, the 4P of *marketing mix* in politics also consist of elements of *product, promotion, price and place*

(Dalimuntheet *et al.*, 2016). All four can be used to analyze the candidate's resources and also an analysis of the voters. It can be described as follows:

(a) Product: Product is offered in different political marketing by commercial marketing for more complexes, in which voters will be enjoyed after a party or candidate is elected. A candidate or a party that wants to gain the victory could not let the issue of *image*; clothing, attitudes, statements, and actions of candidates may form an impression in the minds of market/public/ constituents. Politics is not a real product. It is related to the value system, hope, vision, and community satisfaction (Lubis *et al.*, 2016). The key to success in offering and selling products to the market politics is to do a *unique selling point* and the *unique selling proposition* of the product. *Unique selling point* is the unique value of owned products which have different advantages than other products and have selling power.

(b) Price: Price in political marketing involves a lot of things, ranging from economic, psychological to the national image. Economic price concerns all costs incurred to pay for advertising, publications, meetings, until the cost of administration (Nurzaimah *et al.*, 2016; Tarmizi *et al.*, 2016 & 2017; Gusnardiet *al.*, 2016 & Sirojuzilam *et al.*, 2016). Psychological price involves the perception price of comfort of voters with a background (religion, race, education, ethnicity, etc.) that is owned by a candidate. The price of the national image related to voter satisfaction towards the positive image of the candidate.

(c) Place: Place is associated with present or distribution means a political party or a political candidate and his ability to communicate with voters. Place in political marketing can be shaped in *roadshows*, campaigns, political safari, appointment of cadres, and so forth. Place is interpreted also as a distribution network comprised of individuals and institutions associated with the product stream to the politics of the wider community, so that people can feel and access to political products more easily.

(d) Promotion: Promotion concerns the means used to disseminate and propagate the products of politics. Not infrequently a political party or a candidate in collaboration with ad agency in building the slogan (*tagline*), jargon and the image will be displayed. All four of the above, it is the combination of theory in economics and political science. Here is a picture of Political Marketing Mix:

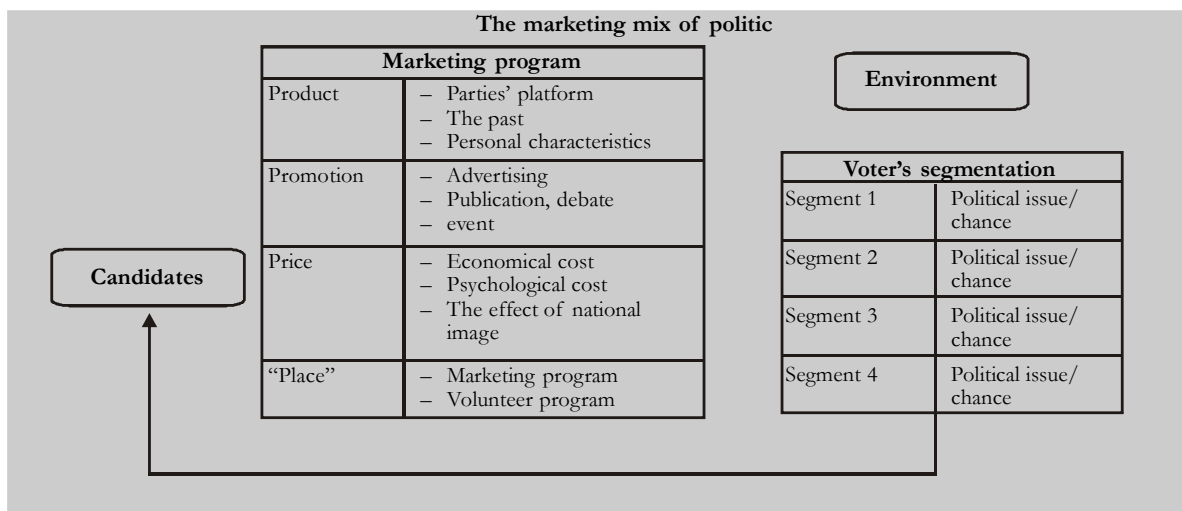


Figure 1: Process of Political Marketing

Source: Nitenengger (1989) in Firmanzah (2008)

Based on the description above, the study of political marketing will comprehensively deepen political marketing strategy with political marketing mix method, which can produce a picture the details on winning strategies Political conducted RK-Oded campaign team to win Mayor election Bandung 2013.

2.1.3. Political Communication Strategies

Gunter Buntele & Howard Nothhaft say “Strategic communication in the public sphere is always means that your interest is arguing Also in the interest of the public, of society in general, in some way or another” (2010). According Hafied Cangara (2013) in developing a communications strategy, communication strategy planning determination back to the communications element, ie, *who says what, to whom through what channels, and what effects*. Therefore, the communication strategy which is run begins with the steps:

1. Set Communicator
2. Establish Targets and Audience Needs Analysis
3. Compile Message
4. Choose the Media and Communication Channels

Political Communication Understanding according to a political expert Maswadi Rauf, Political Communication is as an object of study of political science, because the messages expressed in the communication process that is related to politics is characterized by the state’s political power, government communicators and also activity in its capacity as the perpetrators of political activity. Maswadi Rauf sees political communication in two dimensions, namely political communication as political activities and as a scientific activity.

From the definition of political communication experts disclosed above, it can be concluded that the definition of political communication is a process and activities shaping political attitudes and behavior that is integrated into the political system by using symbols mean. Political communication is not discussing a process that was temporary or situational specific, but the discussion of political communication will reveal the character as the identity of science either as pure science that is ideal or within the scope of “*Dassollen*”, or in the form of applied science which is in the empirical world in scope territory “*Das Sein*”. Some implementations of political communication that can be used as a reference as one of the winning strategies Regional Head candidates is:

1. **Move and build political communication at all levels:** Communication strategy conducted at all levels and lines to build public opinion as one way of winning Candidate Regional Head.
2. **Use of Modern Mass Media and Local Communication Media:** In developing countries such as Indonesia, the mass media is a medium that can reach out broadly to all corners and corners of society without people or leaders should be present in the community.
3. **Political Imaging:** Political imaging is also described by Kristiadi (2008) explains that the nature of political advertising as a medium capable of embracing the sympathy of the electorate, causing the media best suited to sell self-image. There are two reasons for the importance of imaging. Economically, it can be seen that the citizen / community / constituency not just consumers who are not satisfied, citizens faced pressure to purchase or vote. The decision is to choose a product and then depending on the imaging and marketing.

2.1.4. Up-to-date Campaign

Campaign is the process of delivering political messages that one of its functions that provides political education for the community, for example: the campaign in an electoral process. With regional head candidate campaign, it seeks opportunities as possible to convince the public that they deserve to be selected. Efficacy of modern mass media and Internet / social media, as illustrated by Leo Agustino (2009) says that the cyber world is going to embody a new concept in politics that is *cyberpolitics*. Cyber world that exists based on the system *online* is very broad and not limited. As well as information contained in the internet. Based on factors such as unlimited, free of certain Blocking, transparent, cost and so on has made it as a new source of alternative media to the mass media than it is.

Here the internet media is used as one of the tools of political campaigns that are very powerful and inexpensive with very wide cruising range. This is certainly very suitable for people in Bandung who were mostly modern society, so the campaign through the Internet or social media to be very effective in selling products (Figure) of RK-Odedin Bandung Mayor election in 2013. In democratic life, relationships among the election by the mass media, like a body with spirit. Vaguely election as a democratic party, like a body that would live if filled "spirit" of mass media therein. Freedom to communicate information according to societal norms and rules is an important value for the holding of the election campaign. According Deannova (2008) said that "Normally, a political campaign carried out by using two ways, namely (1) *Prompt Political Marketing* (PPM) in the form of campaign / socializing face to face are focusing on candidates in winning the hearts of voters directly; (2) *Mediated Political Marketing* (MPM) is by using channels of socialization and persuasion of the mass media, to reach more and more voters".

RK-Oded campaign team in winning the 2013 Bandung Mayor election more likely to use way *Mediated Political marketing* (MPM) using the latest technology through Social Media, both media Facebook, BBM, Whatsapp, Twitter, Line, Instagram and others; effectively and efficiently reach out to the electorate better in conveying messages or work programs offered by RK-Oded, and the result is the level of confidence of the electorate so very high, as evidenced by winning one round by RK-Oded beyond expectations politics political analysts and the wider community of Bandung at that time.

3. RESEARCH DESIGN

This study used a study design with qualitative descriptive research method. Descriptive research is one type of research whose purpose is to present a complete picture of the social setting or is intended for exploration and clarification of a social phenomenon or reality, by way of describing a number of variables concerning the problem and the unit under study between the phenomena being tested (Muda *et al.*, 2016). In this study, researchers have a clear definition of the subject of research and will use the who's question in digging the information needed. The purpose of descriptive research is to produce an accurate picture of a group, describing the mechanism of a process or relationship, providing a complete picture in either verbal or numerical, presenting basic information about a relationship, creating a set of categories and classifying the subject of research, explaining a set of stages or processes, and for storing contradictory information about the subject (Muda *et al.*, 2017). The purpose of this methodology is not a generalization but in-depth understanding of a problem. Interviews are part of qualitative methods. In this qualitative method there is known by the in-depth interview technique (In-depth Interview). Understanding In-depth Interview is a process of obtaining information for the purpose of research by means of question and

answer while face to face between the interviewer with the respondent or the person who diwawncarai, with or without using the guide (guide) interview where the interviewer and informant involved in social life which is relatively long. The special feature of this in-depth interview is his involvement in the lives of respondents/informants. In-depth interviews do a deep digging on a predetermined topic (based on the purpose and intentions of the interview) using open-ended questions (Muda and Dharsuky, 2015). Excavations conducted to find out their opinions based on perspective respondents in looking at a problem. This interview technique is conducted by an interviewer by interviewing one person face to face. Qualitative research serves to provide substantive categories and qualitative research hypothesis (Patton, 2009). The researcher used this method considering cases that will be examined require in-depth analysis associated with winning strategies of political candidates in the elections.

4. DISCUSSION

4.1. Mix-Marketing Strategy Implementation Politics

In applying the marketing mix-political strategy, RK Odedteam applied market analysis / constituent with segmentation and positioning method proposed by Firmanzah, namely:

1. **The market segmentation** politics, through the identification of the voter base segmentation and profiling of voters segmentation results; so it would seem rational voter and voter ideological and sociological voters.
2. **Targeting political** market, through voter segments compose the selection criteria; in this case a successful team and candidate will set target of voters who have already been mapped based on the capabilities that have, so that voters have already been mapped can be consolidated.
3. **Positioning the political** market, through a strategy of positioning in each segment and develop marketing mix politics in each segment; applicative between political marketing application with the conditions and issues that evolve in every neighborhood segmentation voters, so the issues raised will always represent the interests of the community.

After segmentation and positioning the voters, then to draw sympathy to the decision of voters to make choices for RK-Oded by applying marketing techniques politics to take the hearts of voters in Bandung through approaches that refer to the Mix-Marketing is known as term 4Ps (Product, Promotion, Price and Place), which collaborated with the concept of Islamic law which is characterized by *Rabbaniyah*, *Akblaqiyyah*, *Alwaaqiyah* and *Insaniyah*.

Approach to marketing strategy with marketing mix plus, meaning that collaborated with the political marketing theory plus (plus) the concept of Islamic Sharia, then we can see the breakdown as follows:

- (a) **Product.** *Product* offered by RK-Odeddisplay Islamic *image* in accordance with the concept *Rabbaniyah*, attitudes and statements based on the morality of the Islamic corresponding guidance of the Prophet (*Akblaqiyyah*), and form an impression in the minds as an ideal leader, as well as invites to increase the sense of brotherhood and friendship among human beings or people in Bandung (*Insaniyah*).

Then politics products are strongly associated with the value system, the hope, the vision, and the satisfaction of the people, described with a straightforward and represents the objective reality of society and is a concept that is realistic and very likely to be applied in public life (*Alwaqiyah*). Things above is the uniqueness of RK-Oded in political marketing in terms of displaying *product*.

- (b) **Price:** *Price* in political marketing by successful teams of RK-Oded is the ability to finance the communication or campaign waged against constituents based rationalist, ideological and sociological, either through mass media and direct contact with the face-to-face.

However, communication and campaigns were most effective and efficient is to use social media (the Internet) that can be directly expressing ideas or programs as well as direct public discussion. This will solve a rational approach to the constituents, although they also can reach sociological and ideological constituents.

In principle, the price required here to make the image into the national image, which is a good image in Bandung particular level. It certainly requires “economic price”, namely concerning all costs incurred to pay for advertising, publications, meetings, until the cost of administration. And also RK-Oded seeks to establish a “psychological price” that is related to the price of psychological perception Bandung society, such as the convenience of voters with a background (religion, race, education, ethnicity, etc.) owned by candidate, so as to provide recommendations on them in dropping the option to choose RK-Oded on election day election mayor election Bandung in 2013.

- (c) **Place:** *Place* associated with where a political party or a political candidate communicates with voters. *Place* in political marketing can be shaped *road shows*, campaigns, political safari, appointment of cadres, and so forth. Here, the team successful set the campaign according to the procedure established by the Commission in Bandung by “Indirect selling or door to door” intensively and massively.

Place which is defined as the distribution network comprised of individuals and institutions associated with a successful team or volunteers to the wider community, so that people can feel and access RK-Oded more easily, especially through social media networks that are managed professionally and systematically so that with the ease of communication that can convey the hopes and programs desired by the community as well, and can ward off immediately smear campaign conducted other candidates.

- (d) **Promotion:** *Promotion* concerns the means used to disseminate and propagate the programs that have been established to be fought together, by RK-Oded. Here, the promotion is intended to build a good image and attract politics, so as to evoke a sense of appreciation and pride together. In the end, it will bring forth a positive image of one heart and a sense of togetherness in winning RK-Oded in Bandung mayor election 2013.

4.2. Political Communication Strategy Implementation

Implementation of political communications who conducted RK-Oded and successful teams as well as the volunteers were:

1. **Move and build political communication at all levels:** Communication strategy conducted at all levels and lines to build public opinion as one way of achieving victory of RK-Oded; where everything is moving well through direct activities through the “door to door” to every constituent accompanied candidate at all levels of the people of Bandung, as well as face to face through a campaign of covert and overt.
2. **Use of Modern Mass Media and Local Media Communications:** Using mass media in their communication and campaign effectively 24 hours a day and 7 days a week is to use mass media and social media, as latest information technology devices, so it is helpful for communication between constituents with RK-Oded. This is an advantage that is quite effective and efficient in Bandung mayor election victory in 2013.
3. **Political Imagery:** Ridwan Kamil and Oded with political communication at all levels of political imagery accompanied by developing through social media such as twitter, Facebook, Line, Instagram and others. In improving the imaging candidate of RK-Oded, they used sharia in product marketing, as described above. So when other candidates were “suspected” to do corruption, indirectly it gives a positive impact on RK-Oded with victorious with voice achievement 45.24% of the valid votes of voters in Bandung in 2013, as determined by the KPU Bandung, as the tables below.

Table 1
Candidates along with the supporting party

<i>No.</i>	<i>candidate</i>	<i>Supporting</i>
1.	Dr. H. Edi Siswadi, M.Si Erwan Setiawan, SE	Demokrat, Hanura, PBB, PPP
2.	H. Wahyudin Karnadinatadrg. H. Tonny Aprilani, M.Sc	Independent
3.	Drs. Wawan H. Dewanta, M.Pd HM Sayogo, S. Ip, M.Si	Independent
4.	Mochamad Ridwan Kamil Oded Muhammad Danial	PKS, Gerindra
5.	AyiVivananda, SH, MH Hj. Nani Suryani Rosada, Bc.AN	PDIP, PAN
6.	Ir.M. Iswaraqudrat Drs. Dedy H. AsepRuyadi, SH, M.Si	Partai Golkar, Partai Damai Sejahtera, PIS, PartaiPatriot, PPDI and 10 other political parties
7.	Budi H. Rizal Firdaus Setiawan, SE	Independent
8.	H. Bambang Setiadi, SH, MH Drs. Alex H. Tahsin Ibrahim	Independent

Source: Election Commission of Bandung, 2013

Table 2
The entire vote of Candidates

<i>Candidate</i>	<i>Party</i>	<i>Total Vote</i>	<i>Vote%</i>
Edi Siswandi - ErwanSetiawan	Demokrat, Hanura, PBB, PPP	169 526	17.67%
Wahyudin Karnadinata - TonnyAprilani	Independent	79 728	8.31%
Wawan Dewanta-Sayogo	Independent	17 901	1.87%
RidwanKamil - Oded M Danial	PKS, Gerindra	434 130	45.24%
AyiVivananda - NaniRosada	PDIP,PAN	145 513	15.16%
MQ Iswara - Asep Dedy Ruyadi	PartaiGolkar, Partai Damai Sejahtera, PIS, PartaiPatriot, PPDI, and other 10 parties	73 617	7.67%
Budi Setiawan - Rizal Firdaus	Independent	26 064	2.72%
BambangSetiadi - Alex Tahsin Ibrahim	Independent	13 168	1.37%
Voiceligitimate unauthorized/ abstentions		959 647 42 864	
Total registered voters		1,002,511 1,658,808	100%

Source: Election Commission Bandung, 2013

Here we see how the role of effective political communication. With the application of the theory of good communication, many constituents chose RK-H Oded on the Election Day.

4.3. Application of Model Campaign to date

In exploring aspects of creativity in marketing vision, mission, ideas and programs, as well as the political engine optimization by PKS and Gerindra Bandung and reinforced by the campaign team and volunteers; and implement the strategy of “hide the symbol of the party” in the campaign, to put forward the figure of the candidates; then the campaign feels very touch of constituents because they come from diverse backgrounds without doubt due to the symbols of the party or other influences.

In addition, mass media campaigns and social media are effectively and efficiently in touching people in Bandung every day for 24 hours during the campaign period set by the organizers mayor election. The opening of the hot-line of candidate RK-Oded allows Internet users to communicate directly with candidates without limit and time, and it promised to continue even though he has been elected; where it can be proved by the community recently. Communication occurs not only during the campaign but also can be felt by the public when they have served as mayor and vice mayor, in submitting complaints, aspirations, and criticism in the development of Bandung.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

The concept of political marketing strategy that has been planned and implemented by a team of political consultants, candidates, and the bearer party from Rido partner, after being analyzed through party-oriented

approach, segmentation and *positioning* voters, mix-marketing (economics and political science) with the incorporation of the concept of Islamic sharia (Islamic philosophy), is integrated, structured, massive, and innovative.

RK-Oded in applying the aspects of *product* through the political imaging display the Islamic *image* in accordance with the concept *Rabbaniyah*, attitudes and statements based on the morality of the Islamic corresponding guidance of the Prophet (*akhlakiah*), and measures a candidate to form an impression of an ideal leader, as well as the sense of brotherhood and friendship among people in Bandung (*Insaniyah*). Then politics products are strongly associated with the value system, the hope, the vision, and the satisfaction of the people, described with a straightforward and represents the objective reality of society and is a concept that is realistic and very likely to be applied in public life (*Alwaqiyah*).

The communication strategy conducted at all levels and lines to build public opinion as one way of achieving victory for RK-Oded; where everything is moving well through direct activities “door to door” to every constituent. The use of the mass media in their communication and campaign effectively in 24 hours a day and 7 days a week is to use mass media and social media, as up-to-date information technology devices to help communication between constituents with candidate RK-Oded.

In exploring aspects of creativity in marketing vision, mission, ideas and programs, as well as the political engine optimization PKS and Gerindra Bandung and reinforced by the campaign team and volunteers; and implement the strategy of “hide the symbol of the party” in the campaign, to put forward the figure of the candidates. In addition, mass media campaigns and social media are effectively and efficiently in touching people in Bandung every day for 24 hours during the campaign period set by the organizers mayor election. The opening of the hot-line of candidate RK-Oded allows Internet users to communicate directly with candidates without limit and time, and it promised continued even though he has been elected.

In the end, it can be concluded that the success of the candidate of Ridwan Kamil M. Dania and Oded, starting from its success in establishing strategic relationships and sturdiness with the party supporters, and their cohesiveness and synergy across the teams that support this couple, are very capital valuable and as a key to the success of this couple in winning mayor election Bandung in 2013, especially in implementing the entire political winning strategy that has been set together effectively and efficiently.

5.2. Recommendations

In general, the ability of Rido in cementing the relationship between party supporters and the whole team in a winning strategy focused politics that has been agreed is the main asset in the winning effort mayor election Bandung in 2013. Researchers suggest that the whole set of winning strategies that have been implemented by Rido pair has been very good, so it needs to be maintained and can be a model in an effort to winning local elections. Although the technical course approaches and models used must be adjusted again to the situation, when local political and social change in particular, as each area.

Theoretically, political election winning strategy should be implemented in a holistic, integrated, systematic, structured, and creative. Then in practice, the researchers suggested that the prospective candidates of regional heads and other practitioners that this study may provide a new insight and knowledge in the application of winning political strategy on the elections, respective areas throughout Indonesia; so as to contribute to improving the quality of democracy in society in general and among the perpetrators of the general elections of regional heads in particular.

In the end, with limited time and other facilities owned by the researcher, of course, we are very aware of the many shortcomings in this study. Therefore, suggestions and constructive criticism as well as further research from this study are expected to provide the perfection of this research in the future.

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