

ABSTRAK

Permasalahan yang diangkat dalam penelitian ini adalah bagaimana Existcomm dan khususnya *strategic planner* berperan dalam melakukan proses perencanaan strategi kampanye pasangan FITRI dalam Pemilu 2011. Subjek dari penelitian ini adalah *Strategic Planner* dan Strategic Planning sebagai Objeknya. Penelitian dilakukan selama bulan Juli 2012, dan proses pengumpulan data dilakukan melalui wawancara, observasi, studi pustaka serta dokumentasi data yang dilakukan oleh penulis dibantu dengan *strategic planner*. Hasil penelitian menunjukkan bahwa *strategic planning* Existcomm diawali dengan analisis SWOT yang diikuti dengan penentuan segmen yang kemudian menjadi dasar proses perencanaan strategi kampanye pasangan FITRI. Dalam proses perencanaan tersebut, dimasukkan elemen *political marketing* untuk mencapai tujuan yakni memenangkan pasangan FITRI sebagai walikota dan wakil walikota Yogyakarta. Adapun berbagai media kreatif yang kesemuanya saling terintegrasi. Dari elemen *Political Marketing* yang ada yaitu *Positioning, Policy, Party, Presentation, Person, Push Marketing, Pull Marketing, Pass Marketing dan Polling*, hanya tujuh elemen yang digunakan oleh Existcomm. Satu hal yang menjadi kekurangan dalam strategi kampanye Existcomm adalah inkonsistensi pesan yang ingin disampaikan. Selain itu dari pihak klien, Existcomm juga merasa bahwa klien kurang mendapatkan pengetahuan mengenai *political marketing*. Ditemukan juga bahwa terlalu banyak pihak yang memberi masukan atau keputusan untuk segala hal yang berkaitan dengan strategi kampanye FITRI, sementara semua pihak tersebut satu sama lain terkadang bertentangan. Meskipun pada akhirnya tidak memenangkan pemilu 2011 seperti tujuan utama, namun dalam kampanye ini, Hanafi Rais dan Tri Harjun sebagai *new comer* telah berhasil menarik *awareness* masyarakat pada umumnya dan *target market* pada khususnya.

Kata Kunci: *strategic planning, political marketing*.

ABSTRACT

The problem of the research was how Existcomm and the strategic planner in particular contributed in implementing the strategic planning process of the campaign of FITRI pair in the 2011 regional elections. The subject of the research was Strategic Planner while Strategic Planning acted as the object of the research. The research was conducted during July 2012. The data gathering process was conducted by the researcher, assisted by the strategic planner, through interview, observation, library research, and data documentation. The research result showed that Existcomm strategic planning was started with SWOT analysis followed by the segment determination which later became the fundamental of the strategic planning process of the campaign of FITRI pair. The element of political marketing incorporated into the planning process to achieve the goal of winning FITRI pair as the mayor and vice mayor of Yogyakarta. There were various creative media which all integrated into each other. From the existed political marketing namely Positioning, Policy, Party, Presentation, Person, Push Marketing, Pula Marketing, Pass Marketing, and Polling, there were only seven elements used by Existcomm. One deficiency of the Existcomm campaign strategy was the inconsistency of the message to be conveyed. In addition, there was also a deficiency from the client. Existcomm perceived that the client lacked the knowledge on political marketing. There were also too many parties who provided the input or decision for all matters related to the campaign strategy of FITRI, while all of those parties were occasionally contradicted each other. Despite failing to win the regional elections such as the main goal, in the campaign, Hanafi Rais and Tri Harjun who were new comers, had succeed in attracting the public awareness in general and target market in particular.

Keywords: political marketing, strategic planning.