

**POLITICAL COMMUNICATION STRATEGY OF PDI PERJUANGAN
(Descriptive Qualitative Study the Bapilu In Winning the Vote In 2014
Legislative Elections in Pasar Kliwon Sub-District of Surakarta City)**

THESIS

*Written as a Partial Fulfillment of the Requirements
For the Bachelor Degree of Communication Science*

Communication Science Department



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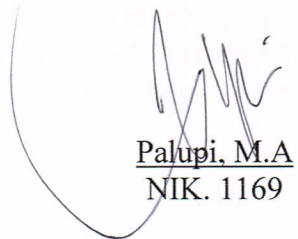
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By this statement, I declare that this thesis has not been written in other thesis to for a requirement of bachelor degree of University and as well know, the material in this thesis has no other material that has been published except as written in the reference.

If there will be an untruth in the future, I will responsible thoroughly.

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MOTTO

Science is power. Whoever gets it, he will attack by it; and he who does not get it, he will be attacked by it.

(Ali bin AbiThalib As)

Learn the science, surely you will be known by it; and practice the science (which you learned), surely you would include the experts.

(Ali bin AbiThalib As)

Those who labor without science, is like a archer without bowstring.

(Ali bin AbiThalib As)

DEDICATION

This thesis is dedicated to:

- ♥ *Nisifi Alkaff, my beloved mother.*
- ♥ *Fahmi Alhabsyi, my beloved father.*
- ♥ *Alwi, S.E., my beloved old brother.*
- ♥ *Husein, my beloved young brother.*
- ♥ *The reader.*

PREFACE

Praise is grateful for the presence of Allah. The writer should feel humble to Allah by praying and thanking Him for the fortunate who had given to the writer that can complete the thesis with the title **POLITICAL COMMUNICATION STRATEGY OF PDI PERJUANGAN (Descriptive Qualitative Study the Bapilu In Winning the Vote In 2014 Legislative Elections in Pasar Kliwon Sub-District of Surakarta City)**. Allah is the only who supports and helps us.

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The writer believe, the thesis is still imperfect from the point, because no one who is perfect. So that, the criticism and constructive feedback is always the writer hope. Hopefully this thesis give some benefits to anyone who reads.

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The Writer

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6. The sheet of membercheck

ABBREVIATIONS

ABBREVIATIONS	CONTINUATION	MEANING
PDI PERJUANGAN	Partai Demokrasi Indonesia Perjuangan	One of the political party in Indonesia
KPU	Komisi Pemilihan Umum	Name of the election commission in Indonesia
BAPILU	Badan Pemenangan Pemilihan Umum	Name of the election campaign board for PDI Perjuangan
DPC	Dewan Perwakilan Cabang	A party branch council which stands in each town
PAC	Pimpinan Anak Cabang	A party branch council which stands in each sub-district
MPR	Majelis Permusyawaratan Rakyat	A high state institution in the state system of Indonesia
DPR	Dewan Perwakilan Rakyat	A representative institution, elected directly by the people through elections
DPRD	Dewan Perwakilan Rakyat Daerah	A representative institution, serves as an element of the regional government
SKDPP	Surat Keputusan Dewan Pengurus Propinsi	Decree made by the high council at a party
DAPIL	Daerah Pemilihan	The Electoral District
PNI	Partai Nasional Indonesia	One of the political party in Indonesia
PAN	Partai Amanat Nasional	One of the political party in Indonesia
HANURA	Hati Nurani Rakyat	One of the political party in Indonesia
DEMOKRAT		One of the political party in Indonesia
PARTAI KATOLIK		One of the political party in Indonesia
MURBA	Partai Musyawarah Rakyat	One of the political party in Indonesia
IPKI	Ikatan Pendukung Indonesia Merdeka	One of the political party in Indonesia
PARKINDO	Partai Kristen Indonesia	One of the political party in Indonesia

RW	Rukun Warga	Zoning in Indonesia under the Village
RT	Rukun Tetangga	Zoning in Indonesia under RW
PKK	Pemberdayaan dan Kesejahteraan Keluarga	National movement that grew out of, by and for the community. Women as a cadres to realization of happy family, prosperous, advanced, and independent

ABSTRACT

POLITICAL COMMUNICATION STRATEGY OF PDI PERJUANGAN (Descriptive Qualitative Study the Bapilu In Winning the Vote In 2014 Legislative Elections in Pasar Kliwon Sub-District of Surakarta City) Haniah Fahmi Al Habsyi. L 100 102 007. Science Communication Studies Program, Faculty of Communications and Informatics, Universitas Muhammadiyah Surakarta.

PDI Perjuangan is one of the major politics parties in Indonesia. In facing the 2014 legislative election, it should prepare a good political communication strategy to achieve the vote's acquisition, including in Surakarta city. Pasar Kliwon is an area which is famous as the majority ethnic Arab Muslims in Surakarta. In that district which is part of the electoral district 5, the party that is not adhered to the principles of Islam gets increased votes in 2014 legislative election compared with 2009 legislative election. The purpose of the study is to know the political communication strategies used by the PDI Perjuangan, in the winning vote of this region. The research subject is the cadre of PDI Perjuangan, which consists of the Chairman of Bapilu also two elected legislators in the sub-district of Pasar Kliwon and the data collection method is used interviews and documentation. The analysis technique used is descriptive qualitative analysis. The results obtained indicate that there are several of political communication strategies used, such as: a dialogic campaign, opinion leaders, delivering rumored program, reminding the success of the program, and building image.

Keywords: Political Communication Strategy, Legislative Election, PDI Perjuangan.