

Strategi dan peran praktisi public relations dalam partai politik baru: studi kasus Partai Nasional Demokrat dalam rangka komunikasi dan persuasi politik menuju Pemilu 2014 = The strategies and the roles of public relations in new party: case study of National Democratic Party in the Context of Political Communication and Persuasion Towards Elections 2014 / Elisabeth Maria R

Elisabeth Maria R, author

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Abstrak

Praktisi public relations di Indonesia telah merambah dunia politik. Penelitian ini bertujuan untuk menggambarkan strategi dan peran praktisi public relations Partai Nasional Demokrat sebagai partai politik baru dalam pelaksanaan komunikasi dan persuasi politik menuju Pemilu 2014. Peneliti mengidentifikasi bahwa semakin banyak strategi praktisi public relations dalam komunikasi dan persuasi politik, semakin besar pula peran praktisi public relations dalam komunikasi dan persuasi politik Partai Nasional Demokrat menuju Pemilu 2014. Penelitian ini menggunakan paradigma konstruktivis, pendekatan kualitatif dan bersifat deskriptif. Metode pengumpulan data yang digunakan adalah wawancara mendalam dan studi kepustakaan/ literatur.

Hasil penelitian menunjukkan bahwa praktisi public relations menjalankan strategi dan perannya dalam pelaksanaan komunikasi dan persuasi politik Partai Nasional Demokrat menuju Pemilu 2014 dengan baik.

Public relations practitioners in Indonesia has penetrated the world of politics. This study aims to describe the strategies and the roles of public relations practitioners of the National Democratic Party as a new political party in the implementation of communication and political persuasion towards Elections 2014. Researchers identified that a growing number of practitioners of public relations strategies in political communication and persuasion, the greater the roles of public relations practitioners in the communications and political persuasion National Democratic Party towards Elections 2014. This study uses a constructivist paradigm, qualitative and descriptive approach. Data collection methods used were interviews and library research / literature.

The results showed that public relations practitioners working out the strategies and its roles in the implementation of communication and political persuasion of the Democratic National Party to the 2014 election as well.