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Abstrak

This qualitative study specifies some spin doctor's strategies in 2009 Indonesian general election, that in many forms mislead voters from the truths and realities. It reviewed several theses and articles which focus on strategies and phenomenon uproar in the elections, such as creating pseudoo images and events, or deceptive political advertising. 'Theory-based generalization' approach was used in this research, as well as secondary qualitative analyses. If the Machiavellian's view of political communication keeps practicing, it argues that Indonesian people will be more apathy to give its political participation and thus endanger democracy. Finally, it proposes political parties and presidential candidates to practice more ethical ways and smarter strategy to lure its constituences, rather than using 'machiavelli-way'