

Analisa strategi humas dalam kampanye politik Donald Trump pada pemilihan Presiden Amerika Serikat 2016 = Analysis of public relations strategy on Donald Trump's political campaign in The United States Presidential Elections 2016

Kelvin Christiandy Sutiono, author

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Abstrak

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Kemenangan Donald Trump dalam Pemilihan Presiden Amerika Serikat tahun 2016 sempat menghebohkan Amerika Serikat serta warga dunia. Bila biasanya strategi kehumasan akan berusaha menonjolkan kebaikan yang dimiliki oleh calon pemimpin dalam kampanye politik, strategi kehumasan yang diterapkan oleh tim kampanye Donald Trump justru mampu mengemas setiap tindakan dan kebijakan yang kontroversial menjadi senjata kehumasan yang justru berguna untuk meningkatkan popularitas. Lewat pemetaan pesan kunci yang selalu disampaikan berulang-ulang saat kampanye, hubungan media dan agenda building yang dibangun dari berbagai ucapan, tindakan, serta kebijakan Trump yang dinilai kontroversial, serta pemanfaatan digital public relations untuk menjangkau segmen konstituennya yang sangat baik, membuat Donald Trump yang tadinya dinilai mustahil memenangkan Pemilihan Presiden, kini sedang bersiap-siap untuk dilantik menjadi Presiden ke-45 Amerika Serikat.

ABSTRACT

Donald Trump victory in The United States Presidential Election in 2016 had horrendous United States as well as citizens of the world. If basically public relations strategy trying to establish the good sides of the prospective leader in every political campaign, public relations strategy that has been implemented by Donald Trump rsquo s campaign team precisely packed every action and controversial policy by Donald Trump into a weapon to increase his popularity. Through the mapping of key messages that always delivered repeatedly during the campaign, media relations and agenda building that had be constructed from every controversial words, actions, and policies by Trump, and the excellent utilization of digital public relations to reach a segment of his constituents, makes Donald Trump that seen impossible to win the Presidential Election, is now getting ready to be inducted as the 45th President of the United States.