

MEDIA CAMPAIGN MANAGEMENT IN HEAD OF REGENCY/CITY ELECTION IN WEST JAVA PROVINCE

Slamet Mulyana
Faculty of Communication Science
Universitas Padjadjaran
mulyanaslamet@yahoo.com

ABSTRACT

Head District election is a long awaited democracy festival especially for those who wanted to be in power. Various ways are being done to obtain the position of head district, one of them by employing a campaign. Several campaigns launched by candidates are believed will develop a particular political image for the pair of candidates. One of the campaign components being used is media.

The purpose of this research is to gain knowledge on media campaign management by the candidates in Head of District election in West Java Province. Method employed in this research is qualitative descriptive method, and areas of research and informants are purposively being chosen. The area being chosen are Bandung city and Cirebon regency with informants from campaign teams of Ridwan Kamil-Oded M Danial and Budi Dalton-Rizal Firdaus in Bandung, and Hj. Sri Heviyana Supardi-H. Rakhmat in Cirebon.

Result of the research outlines the difference of media campaign management patterns in those two areas, which is being adjusted to the area characteristic and voter characteristic. Generally, there is the same understanding about the media campaign management importance by all the campaign teams, including planning stage, implementation stage and evaluation stage. In planning stage, the segmentation of target audience must be definite as the first step to start the decision of how campaign messages are going to be and the selection of media. The combination between conventional media such as newspaper and radio with circulation media and out door media and also new media or convergence media are being implemented. The evaluation of campaign media usage must be done periodically and continuously, especially in an ongoing campaign.

A. INTRODUCTION

Since the implementation of legislation no.32 year 2004 about head of regional, every head of regional has been elected directly by public through regional head and vice-head election (*pilkada*). *Pilkada* was held for the first time in June 2005, but since the implementation of legislation no. 22 year 2007 about general election, there are some changes occur. *Pilkada* according to that legislation is included in the area of general election and officially renamed to head and vice regional general election or *pemilukada*. *Pemilukada* was held initially to elect head and vice-head regional of DKI Jakarta (Jakarta Municipal) in 2007. The terms of Governor election, Regent election and Mayor election appeared in 2011 with the newer legislation no.15 year 2011 on general election.

Participants of regional head election according to legislation no.32 year 2004 are pair of candidates, which is being proposed by political parties or political parties coalition. Later this regulation was adjusted by legislation no.12 year 2008, which

states that participants of regional head election can nominate themselves individually with some supports from public.

By that notion, West Java province in 2013 and 2014 held some head of regional elections, such as the recently carried out Governor election and head of regional election in some regencies and cities across West Java province.

Campaign according to Roger and Storey in Venus (2004:7) is communication activities in delivering messages through integrated communication channel network and organizing those communication activities with the purpose of creating great impact on individuals or larger society in accordance to the target needed to be achieved in a certain amount of time.

From that definition, every communication campaign activity has at least 4 elements:

1. Campaign action targeted at creating particular effects and impacts.
2. A large target audiences
3. Usually concentrated in a certain amount of time
4. Having through a chain of organized communication

Inline with the campaign definition above, Pfau and Parrot in Venus (2004:8) also describes campaign as “a conscious, sustained and incremental process designed to be implemented over a specified period of time for the purpose of influencing a specified audience”. The definition above suggests that campaign is a communication activity, which is being done to have effects on either individual or group in order to attain a change of public behavior as a result of message being delivered.

Charles U. Larson (1992) in Venus (2004: 10) classifies campaign into three categories: product oriented campaigns, candidate oriented campaigns and ideologically or cause oriented campaigns. This research focusing on the campaign for one of the head of region candidates in the regency/city in West Java, which is considered as candidate oriented campaigns.

Based on the description above, this research article will discuss “How is the media campaign management in head of regency/city election in west java province being done?”

B. RESEARCH METHOD

This research employs descriptive qualitative method, which is being chosen as a research technique to give an account on how the management of campaign media being done by campaign team in the process to have a favorable result in the head of regency/city election in West Java province. Descriptive research purpose is to (1) gather actual information in detail to illustrate the existing tendencies, (2) identified problems or to examine the prevailing conditions and practices, (3) create comparison or evaluation, (4) determine what other people do in confronting the same problems and learn from their experience to establish plans and decisions in the future (Rakhmat, 2006:25).

Data gathering and analysis are inseparable processes in qualitative studies. The process of data gathering and analysis take place at the same time unlike the quantitative methods. Chronologically, data gathering and analysis is actually occurs during data reduction stages, data presentation and conclusion as explained by Miles and Huberman (1992):

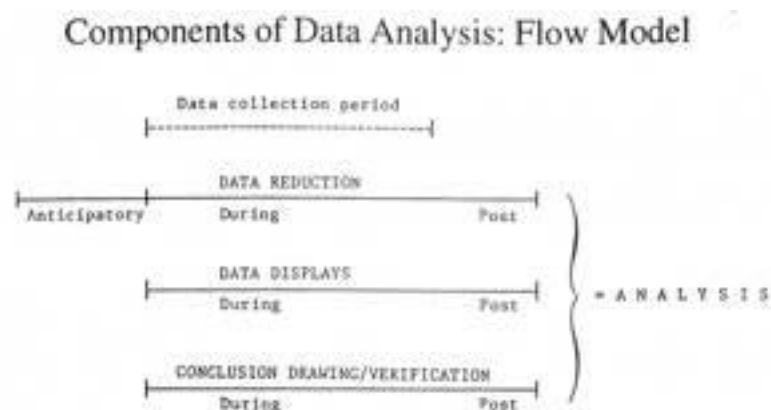


Figure 1
Components of Data Analysis: Flow Model
Source: Matthew B. Miles & A. Huberman (1992) in Salim (2001:21)

The research data collection was done in several regencies and cities in West Java Province. Area for this research was chosen based on campaign time, area distribution and characteristic of each area, which opted the following location to become the first stage of research (in the first year):

1. Bandung City (year 2013)
2. Cirebon Regency (year 2013)

From those two locations it was decided that three pairs of candidates would become research informants on campaign media management, which includes the winning pairs, the incumbent and independent candidates. With that in mind the research informants would be the campaign team of the winning pair Ridwan Kamil-Oded Danial in Bandung city Mayor election; The incumbent which covers a phenomenon of the wife of the incumbent who nominates herself to become candidates, and is being reflected in the pair of Heviyana-Rakhmat, candidate for Cirebon Regency; The independent candidate of Budi Dalton-Rizal Setiawan as candidates for mayor of Bandung.

Furthermore, the credibility test of this research carried out by using triangulation and member check.

C. RESULT AND ANALYSIS

1. Media campaign management in Bandung city.

The Mayor election in Bandung city is one of the largest democracy fiestas because of the large number of candidates racing for the top. There are eight pairs of candidates to reach the number one seat in this so-called flower city. They register themselves as candidates to KPU (General Election Commission), which already receive registration from 11 to 17 of March 2013.

A large number of candidates existed because there are plenty of people who have the courage to make themselves as a pair of candidates through independent

path. Four of them are: Wawan Dewanta-HM Sayogo, Wahyudin Kartadinata-Toni Apriliani, Budi Setiawan (Budi Dalton)- Rizal Firdaus, and Bambang Setiadi-Alex Takhsin Ibrahim. Other four candidates are coming from political parties such as: Edy Siswadi-Erwan Setiawan (Democratic Party, PPP, PKB, Hanura, PPRN, PBB, and PKPI); MQ Iswara-Asep Deddy Riwadi (Golkar and non-parliamentarians parties); Ayi Vivananda-Nani Suryani Rosada (PDIP and PAN); and Ridwan Kamil-Oded Danial (PKS, Gerindra and other non-parliamentarians parties).

In 18th March to 6th May 2013, KPU verified the administrative requirements and factual verification for the eight pairs of candidates, which then continued with health data verification from 22nd to 24th March 2013. The announcement of verified candidates was held on 7th May 2013 (Tempo.co, 2013). The campaign period was set from 6th to 19th June 2013. The election itself was held on Sunday, 23rd June 2013. Because of the landslide win by Ridwan Kamil-Oded Danial pairs the election was only held once, thus the second round election was planned to be held on 24th August 2013 did not need to be carried out.

a. Media campaign management of Ridwan Kamil-Oded M. Danial.

The campaign team of Rido (an abbreviation of Ridwan and Oded) consisted of three constituents, first are coming from the volunteers for Ridwan Kamil who in majority also a member of “Bandung Kreatif” (Creative Bandung) a non governmental organization, secondly are members of PKS (Prosperous Justice Party), and thirdly are members of Gerindra (The Great Indonesia Movement Party). In order to have an effective work, they spread the work as follows: PKS team handled the door-to door campaign, Ridwan’s volunteer handled campaigns through creative communities, bicycle communities, and cultural communities. The teamwork between PKS and Ridwan’s volunteer was well coordinated as they already work together from the year before and in overall it went really well. Gerindra on the other hand had a task of doing the campaign to their base public supporters.

The Rido campaign team has two aspects that connected to external relations, which includes public relations and media. Public relations department has a task to develop relationship with non-media institutions and creating contents connected to Rido image. Media department on the other hand, handling the relationship with mass media and communicating messages to the audiences about the pair, the purpose of this was to make people choose them during the election.

Media department was divided into three subdivisions: media centre, social media, and outdoor media. Media centre has the responsibility to handle newspaper, television and radio. Social media subdivision manages the Internet communication media such as facebook, twitter, blog and web. The third subdivision was outdoor media, which responsible for the Rido’s campaign programs in reaching the population without the need to speak, even without television, by visualizing the work program in the outdoor and make sure that the message will still be delivered. Creative media team also has a task to create or search easily remembered songs and jingles for the populations with the message being to choose Rido.

Audience segmentations did not have any specific target to be attained. The team had realize that Bandung city population has an age majority of 20-30 years old, nevertheless the campaign was intended to reach every level of societies in the city of Bandung.

In targeting all level of societies the campaign team cannot rely solely on three people who handle the media, the help of volunteers joining the cause was needed, the

campaign team was really feel supported by that help. There was only one social media officer who was responsible for handling twitter, facebook and blog, while the rest of them were volunteers. In every social media the Rido team had only one official account, the rest of them are accounts created by volunteers and supporters who participate in promoting their supports to this number four team. Official accounts for this pair are as follows: twitter account @RidwanK_Oded with 3643 followers (Ridwan Kamil owns twitter account of @Ridwan followed by 7500 followers), website ridwankamil-oded.com, facebook fanpage of Ridwan Kamil-Oded MD 4 Bandung was liked by 24568 people.

The media social campaign was not the main focus of the campaign as research team found a fact that social media in city of Bandung has less than 5 percent contribution while other media such as newspaper has less than 20 percent contribution. The most effective media to raise the popularity of the pair was actually national television, the high cost made the team never thought it as an option, as it was not efficient for the scope of the mayor of Bandung city election. Nevertheless the campaign was done once at TVone (one of the national television station) at the end of the campaign period, which was actually through an agreement of placing advertisements with the return of having a free interview at this station.

In developing the messages, essentially the team must bear in mind some messages that can be accepted by all target audiences with some modifications in delivering the messages. The team created the campaign, which was entirely based on research and situational analysis, which then resulted as a foundation in developing the messages that targeting the intended audience and later on in executing the media placement.

Apart from the media content, the campaign team also relied on direct selling. The leading activity was called “*mapay lembur*” (a Sundanese term of taking a walk from one village to another). The team using analogies for media placement was an airborne attack while *mapay lembur* was considered as land attack.

Mapay lembur was done by visiting people from door to door or from house to house so people can meet and communicate in face to face situation with the candidates, in this case Ridwan Kamil and his pair Oded Danial. Volunteers consisted of both PKS member of the party and its supporters, along with public figures who supported the pair to have dialogues with people, orally delivering campaign messages, distributing brochures, election tools demonstration, handing out “Bandung Juara” card (public service card for people of Bandung), and ended dialogue with the request of choosing Rido pair in the election. This “guerilla” movement includes almost all area of Bandung in 30 sub-districts and 151 villages.

In the interview with Budi Haryana (one of the campaign team member) in 12 October 2013, he suggested that:

“If there are only 2 pictures of candidates and the entry number of candidates, no messages would be delivered. At least [we have to show] the picture of Monorail so people would know where Bandung is heading to in the future. We also conducted a health campaign by swapping one used plastic bottle with vegetables. Bottles will be sold or given, if we give vegetables straight away [to people] we afraid of being called employing money politics. Secondly we avoid the political campaign by employing health campaign, so the used bottle not being thrown away to garbage but become valuable vegetables. It was done every week. That was generally done in the campaign, but we do have another campaign on how to do gardening.... *Biopori* [a way to increase land’s water absorption), but the biggest benefit for us was

vegetables campaign. For me it's cheap but for housewives it is worth well enough".



Figure 2

Banner and poster with traffic infrastructure development as the background, which give the illustration of the development, which will be done by RIDO

The creative campaign of swapping used plastic bottle with fresh vegetables created a positive reaction from the public, as indicated in the amount of vegetables being traded and also the positive remarks in social media. This campaign was done by two ways, first, by opening a kiosk as vegetables trading place, and secondly by touring door to door. One vegetable package can be traded in with four medium-sized used plastic bottle.

Meanwhile, health is the main concern of every human being as it is connected to life continuity and quality. Unfortunately, expensive health cost is the reason behind people, especially financially unfortunate one who feels the hardness in receiving health services. The condition was the fundamental reason for Rido pair to launch *Bandung Juara* card. The card is similar to *Healthy Jakarta* card, which was initiated by Joko Widodo (Now Governor of Jakarta Municipal) when he nominated himself for the Governor of Jakarta. The different lies on the services that the *Bandung Juara* card represented which not only cover health services but also scholarship facility for those who qualified, and also subsidized basic needs and three kilograms LPG for housewives.

In evaluation stages, it was known that the pair had a landslide win where the direct selling has been done, located in housing complex or a non housing complex. In some voting locations, which were the base for other pairs core supporters, this pair convincingly won the votes. Rido receives the highest vote in 140 villages.

Radio was the most used media for Rido pair campaign. Radio stations being used such as E Radio, PR FM, and Dahlia. The promotion was in the form of ad-libs and jingle. Newspaper was the other form of media being used, Rido pair place their advertisements in almost all Bandung's newspaper, with the likes of *Pikiran Rakyat*, *Galamedia*, *Tribun Jabar*, *Radar Bandung* and *Bandung Express* were used. Usually newspaper will offer advertisement package for the candidates campaign. The

decision to accept the offer from newspaper was to socialize campaign messages and to maintain good network with all the media which delivering news associated with the election. Although from the readability rates, campaign team already realized that the majority of Bandung's population did not read the newspaper. Team still consider that door to door campaign done by PKS volunteer was the major contribution to win the election, as social media participation was not the right portrayal for the real political participation.

After the election and the final result showed that Rido pair won the election, the campaign team attempted to have evaluation of the result, focusing on campaign aspect and media utilization. Evaluation was done internally with the supporting parties and externally by using the same method applied by Indonesia Strategic Institute (INSTRAT).

b. Media campaign management of Budi Setiawan-Rizal Firdaus

Budi "Dalton" Setiawan is the President of Bikers Brotherhood Motorcycle Club (BBMC), a club which always has some creative ideas concerning the city seeing that for the last couple of years Bandung city has become really disorganized. Problems arise as there was some mismanagement produced by the city government.

Seeing the disorderly condition, the brotherhood with its affiliations introducing an idea of supporting a candidate who had an idealism of bringing Bandung city forward. They consider that by returning the forgotten value of Sundanese to Bandung's population is the right path of restoring back Bandung to its dignity. They finally decided that the right figure to accomplish such task lies on Budi "Dalton" Setiawan. He is considered as the one who always has visionaries' ideas without leaving behind his Sundanese roots.

The campaign team for this pair appointed Wahyu as their coordinator with several other people in some division. Saepul Bahri in the campaign division created message strategies and handed them over to visual team, which then has a responsibility to turn those strategies into a visually attractive campaign media. There were also statistic and legal team. The team were all self taught with no academic background but they do have plenty experiences handling some other major events.

The campaign messages for the Budi Setiawan-Rizal Firdaus were holding on to the principle of *Santun mendidik dan berbudaya* (politely educating and cultured). This is the original value of Sundanese which was chosen, as the team believe that if its is applied, will turn Bandung into a progressive and modern city without neglecting the highly valuable Sundanese root.

The message planning process was done emphasizing on the particular public segmentation, which constitute of youth in city of Bandung. To inspire the youth, the message sent was *yang muda yang pegang kontrol* (the youth who take control). Incline with this message another point being sent was *ngora, nyekul, nyetun* (slang for young, educated, cool) which described the profile of the targeted audience as young, with enough education and also consider themselves cool and progressively modern.

Budi Setiawan-Rizal Firdaus' campaign team symbolized their effort with a picture consisted of the *salam pacantel* (hooked up greeting) slogan. The picture as can be seen below means a peace symbol with a lot of local culture content provided by the slogan *salam pacantel ... meh Bandung genaheun deui* (hooked up greeting, so Bandung can be a nice place to live in again). The meaning of this greeting is peace in diversity.



Figure 3
“Salam Pacantel”

Messages were delivered through several media, for above the line media, radio and newspaper, it was decided that they will choose to continue without having any advertisement, they solely rely on news coverage by those media. The reason behind the decision was the limited budget they have, which force them to use affordable below the line media in the form of sticker.

Not only for financial reason, banners and billboards were rarely used for their campaign as their moral movement in creating a clean and nice Bandung city to live in, which include an uncontaminated area from political banners.

The team was using process evaluation to evaluate segmentation. At first they targeted youth, but based on evaluation they found that targeting young people with philosophical and idealism did not work. They finally targeting older people group, which can be approached with the spirit of returning Bandung to its Sundanese root.

3. Media campaign management in Cirebon regency election

Election for Regent of Cirebon in 2013 to choose Regent and vice-regent for the period of 2013-2018 was held in 6 October 2013. There were six pairs of participants take part in the election, with five of them coming from political parties and only one pair of independent candidates.

The campaign team of Heviyana-Rakhmat (HEBAT, an abbreviation of candidates names) has limited time in preparing the campaign but nevertheless able to formulate a comprehensive strategy for the upcoming campaign.

The campaign team was aware that winning the election was the final target of the campaign. Branding was considered to be one of the strategies to win the election. The pair must have a brand, and their image need to be improved by sending the public some messages about the pair so they will be known and will have a positive outlook from the people point of view. The team recognized about the pair being an instant coalition but they determine that it would not be a problem as they do have a large support from the incumbent Regent.

Positive image of motherly nature from Sri Heviyana was the focus of the team. Heviyana successfully educate her children through universities and managed to take care her family well enough. Heviyana, who is also the incumbent Regent's wife, actively involved in women empowerment movement in Cirebon regency. The involvement in this social affair raises her outstanding popularity.

The electability of the pair was considered to be high; especially the pair was individually free from negative issues. Both figures were proficient in bureaucracy and government procedures. One thing need to be done was communicating the positive values of this pair to a considered pragmatic people of Cirebon. The people of Cirebon's pragmatism were confronted by applying a strategy, an implementation of intensive personal communication or by reaching them directly.

To coordinate all the things a joint secretariat was formed, this was done in order to have continuous communication by using recent technology rather than gathering a lot of people at the same place. The need of well-coordinated activities with the help of technology was manifested in developing a server, which would be able to have SMS Gateway and can also be used for a real count of the election. The joint secretariat turned into a base camp where all strategies and programs were designed and done.

Media used for this campaign includes exhibition tools, t-shirt, billboards and stickers. The team admitted that financially it was not an issue for them to use every possible media, but nevertheless for the sake of efficiency the team then formed eleven levels of teams to reach the constituent domain directly.

Joint secretariat has a database and telephone numbers to distribute information to coordinators at areas of election zone. Joint secretariat also received fresh information from the field about everything that needed to be examined and coordinated.

The joins secretariat facility can be used not only for SMS gateway for the team coordination but also to send campaign messages to public. The messages can be sent either randomly or to a particular group of people. The SMS gateway is able to broadcast up to 250 short text messages in one click.

Campaign team admitted that short text messages received positive responses from the public, which fulfilling the expectation over the amount of money they spent to develop SMS gateway.

Apart from short text messages, other services such as telephone lines or internet were not used to its full potential, the likes of social media such as twitter, website, and facebook was the example. The team focused on direct campaign rather than using technology or social media as the people in Cirebon regency has a low involvement for those kinds of things. The best thing to do was collaborating between short text messages and direct interaction at sub-district or villages.

The example of short text messages being delivered would be as follow: *bunga melati diikat kawat, gerak cepat senam mandi keringat, calon bupati yang paling hebat, nomer enam pilihan rakyat* (it is a rhyme that suggest that the pair was the greatest and number six (the pair election number) is people's choice).

Television, radio and newspaper as conventional media were used really well. Out of four local daily newspaper, there was only one not being used, Radar Cirebon, as it was considered that the newspaper will not be in the team's favor. Other media used for the campaign was community radio with at least twenty-one of them and nine Cirebon's local radios.

Evaluation was not the thing that being done often by the team, but it was scheduled every fortnight with the exception that there was an emergency condition, which needed some evaluations and prompt actions. Despite that, a once per three days evaluation was held near to the election time, inviting every teams, event coordinator, and sub-district and villages coordinators.

Short text messages and conventional media were the most effective according to the evaluation. With 18 percent, newspaper was considerably effective, while other media used were exhibition tools, banners, posters, billboards and stickers.

4. Discussion

Campaign definition according to Roger and Storey in Venus (2004:7) is communication activities to deliver messages through a comprehensive communication network channels and organizing those communication activities to reach a large impacts on individuals or group of people in compliance with the intended target on certain amount of time. From the definition, firstly it is important to develop a comprehensive and organized communication activity by creating a team to manage the campaign.

Figure 4 below shows how the campaign team formed by the three pairs being researched. It shows the first step being taken was to build a principal team consisting around ten people which four of them handling media department. Principal team coordinator usually is a supporter of the candidates or individual coming from the most supported party. Joint secretariat was initiated to coordinate with the various elements that support the team. Joint secretariat is built in a new office not in the one of the support team office for the sake of neutrality and to minimize dominant effects of one party. Joint secretariat is also functioning as the pair's media centre.

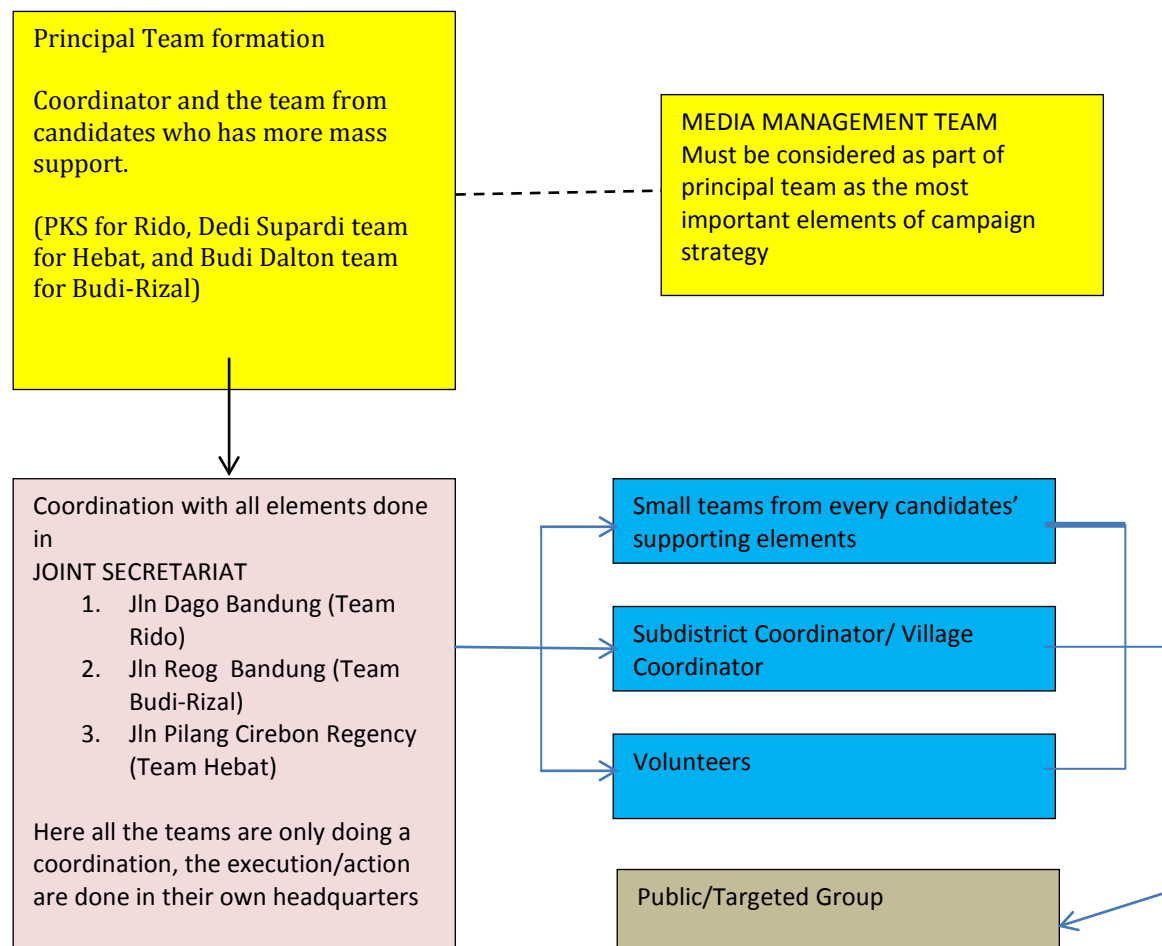


Figure 4
Campaign team formation

Furthermore, target audience in a campaign plan must be clearly identified, from every existed group of people some segmented audience become the main target and the next group as secondary target and so on.

Campaign election in West Java Province on the other hand was different; the segmentation implemented clearly identified every group's characteristics and adjusting the message being delivered to have a higher acceptance rate. This phenomenon happened, as there was not a single group of voters dominating the election, so in order to win the election every group must be targeted. The other objective was to gain abstention prone voters.

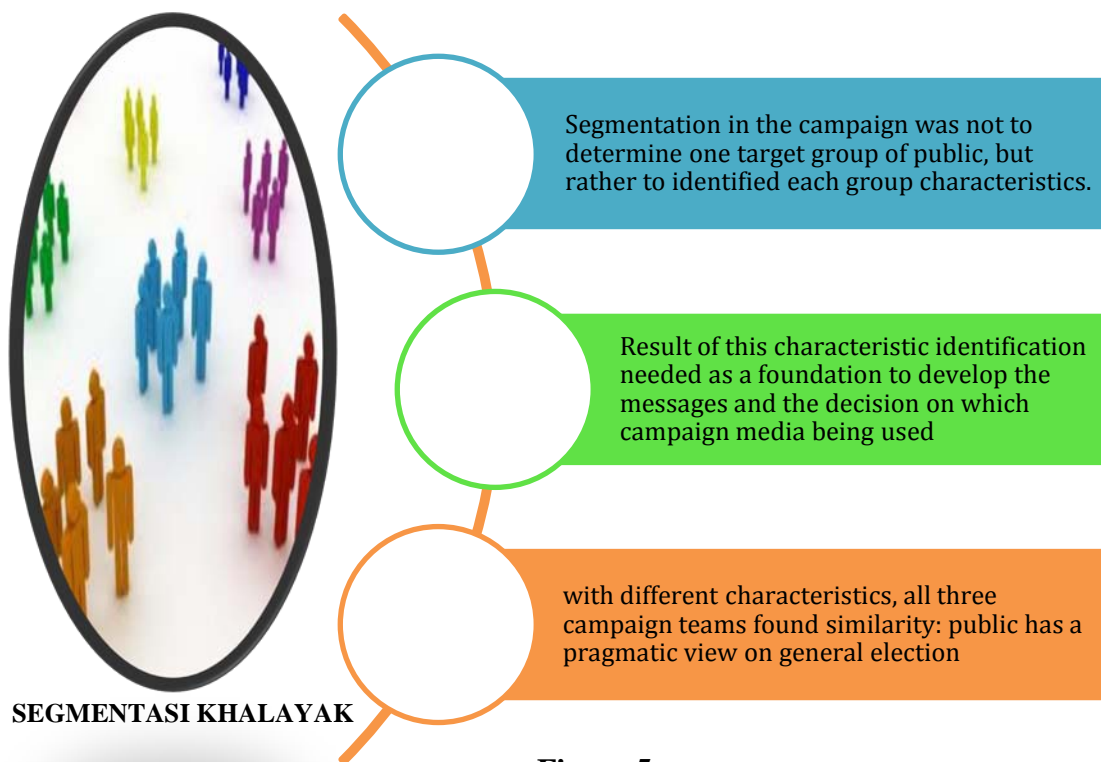


Figure 5
Audience segmentation in West Java election

The campaign implemented was a candidate-oriented campaign, which generally motivated by obtaining political power or can also be called as political campaign. The purpose of this campaign was to win the public support for candidates proposed by political parties in order to gain a political position through general election. The message planning was really targeted at persuading people to choose candidates being campaigned.

Political campaign has a completely different term with ideologically or cause oriented campaigns. Ideologically or cause oriented campaigns is the type of campaign which has a specific goal characteristic and in many cases has a social changes dimension. Kotler described this as social change campaign, a campaign intended to handle social problems through change of behavior and public behavior. This is the subject of evaluation from Budi Dalton-Rizal Setiawan pair when they lose their election in the city of Bandung. The lack of success was because of the messages not really connected to the pair but more to the social values. People would agree with the value offered by the pair but other pairs offering their candidates before the values and changes.

The following is the path of message plan done by campaign team in West Java election:

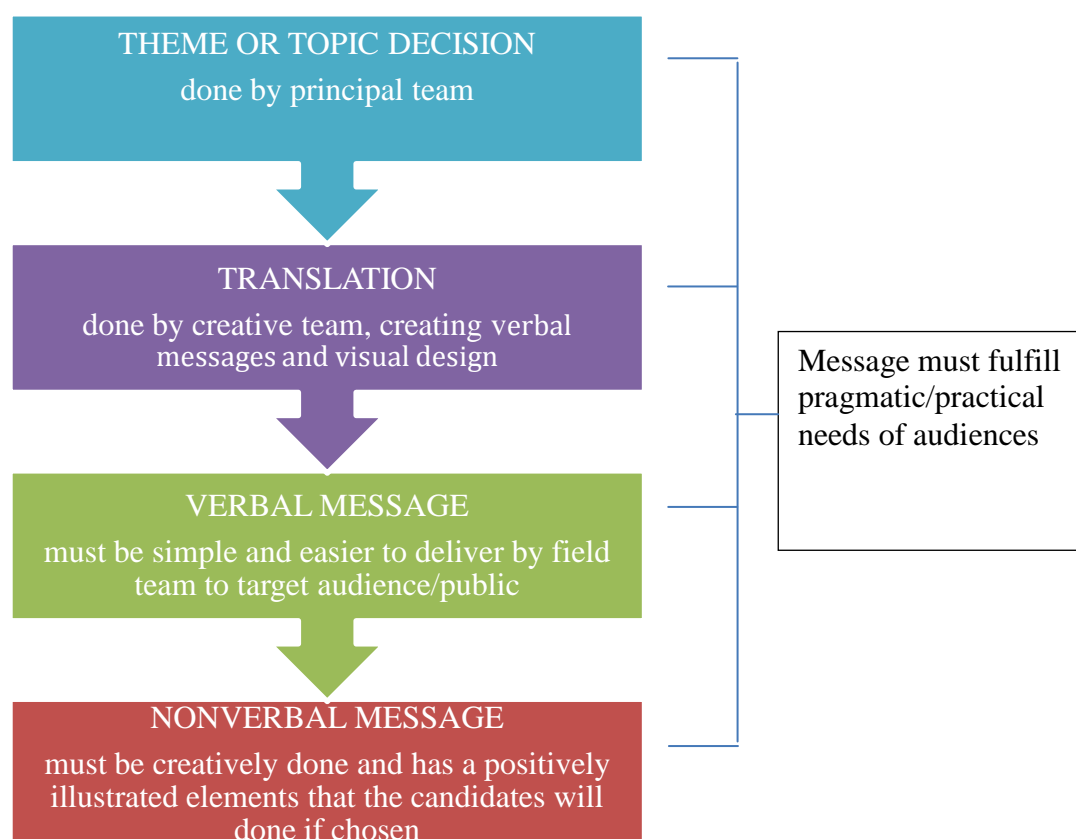


Figure 6
The development of campaign messages in West Java election

Mass media tend to be positioned as the main communication channel in the communication campaign activities; this was caused by the amount of audiences that can be reached at larger and wider place at the same time. Other than that mass media has the ability to persuade audiences for products campaign whether socially or commercially. Mass media was considered effective as Rivers, Jensen and Petersen (2003:232) suggest that mass media can perform three types of persuasion, firstly advertisement which frequently combined with public relations technique, secondly, suggestions coming from editorial, opinion column, and interpretative articles which encourage readers to take a particular opinion, and thirdly, various informative articles or entertainment which has a subtle message of persuasion to follow a certain kind of intentions.

Mass media despite having the ability to influence attitude, opinion and public behavior, has also weaknesses in delivering the messages, the tendency of campaign trend from unidirectional campaign, which has a one-way traffic from source to audiences through mass media, into a hi-directional campaign, which has a two ways characteristic. In two ways campaign, campaign team realize the weaknesses of mass media in influencing targeted audience, for that matter group communication channels and intrapersonal are very important to make sure the messages being sent through mass media reach the audiences in an optimal way.

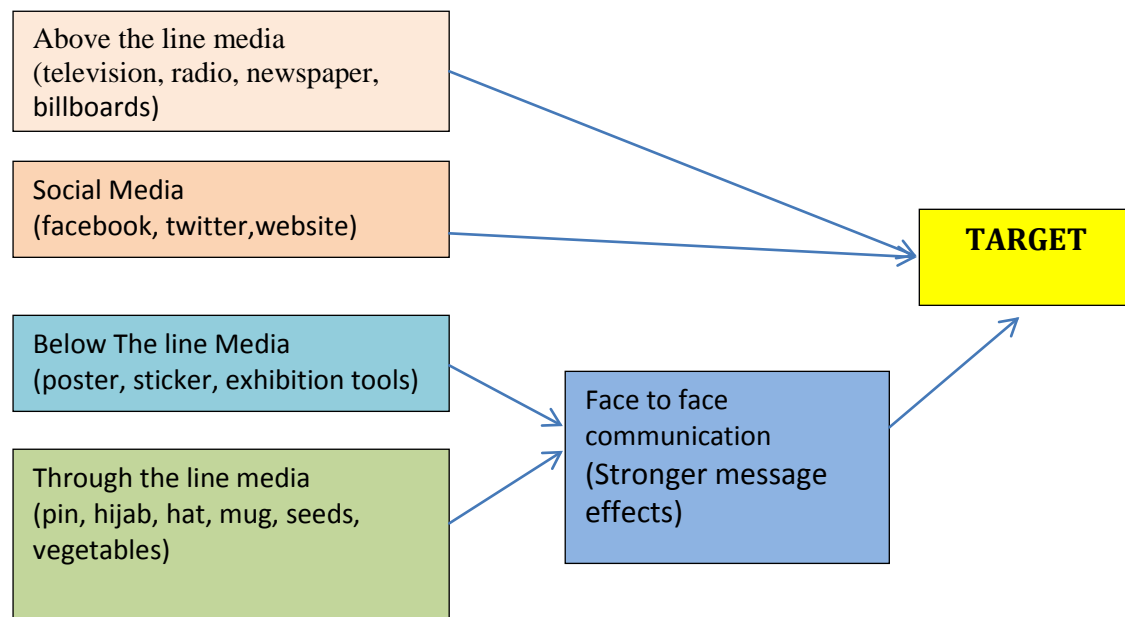


Figure 7
Media usage in West Java Election

The campaign activities was emphasizing on the importance of interaction and dialogue with the targeted audience (audience oriented campaign). This type of campaign underlined the significance of opinion leaders, which was expected through their communication network, would be able to spread the messages and to reach the acceptance level of audience being targeted. The campaign proven to be effective for Ridwan Kamil-Oded Danial pair who won the election and Heviyana-Rahmat pair who managed to go through the second round of the election.

5. Campaign media evaluation in West Java election

Campaign team and candidates usually are enthusiastic in doing the planning and campaign activities; unfortunately, they often forget the evaluation plan. Evaluation can be described as a planned activity to determine a particular object situation by using some instruments and the result will be compared to a certain benchmark to have a conclusion. The main function of evaluation is to examine a particular object or situation to receive the right information as the basic of decision making.

In West Java election, the evaluation was done solely limited to a meeting and countering the problem confronted or recounts the facts so the next step can be taken. Not a single campaign team did a quantitative measured evaluation with instrument. The lack of skilled human resources to create instruments and interpret the data gathered is the cause of this problem.

For statistical data, campaign team were using survey institutions who done the surveys near to the voting date. The problem was that some of the survey institutions credibility is in doubt because of their partiality.

D. CONCLUSION AND SUGGESTION

Based on previous description it can be concluded that campaign media management in the head of district regency/city in West Java province election was an important part, which should be considered by all the campaign team in order to win the election. Research shows that campaign media management gives a significant contribution to influence perception, attitude and behavior of voters; area characteristics and voter characteristics are among the elements that needed to be considered.

In the planning stage of management campaign media, the organizing team of campaign media management must become part of the campaign media in order to execute strategic decision into operational activities to be delivered to the voters. At this stage, the definite target audience segmentation is the first stage to decide the message design for the campaign and media placement. With that in mind, campaign messages should be designed in various form or treatments, what kind of song chosen, message on the poster, stickers, which are all customized to the need and behavior tendency of voters.

The media usage in the regent/mayor election should consider the availability and type of media in their respective area including the schedule plan. In the campaign activity as long as the fund for media was available, media implementation should be combined between conventional media such as newspaper, radio or various distribution media and outdoor media. The use of convergent media or new media with the use of social media was needed to influence a particular group of people. The research also shows the contribution of local traditional media such as *calung* (traditional show) or Sundanese song in Bandung, or *tarling* (a traditional guitar and flute music) in Cirebon. Direct campaign by using face-to-face communication is proven to be really effective in reaching particular group of people with the chance of more personalized communication between the candidates and the voters.

The evaluation of campaign media usage in the regent/mayor election in West Java province must be done periodically and continuously, especially during the campaign or after the campaign. Evaluation can be done by seeing response from people in connection with message delivery or a particular media usage or by inspecting the situation established, which can be observed from the level of candidates electability compared to other candidates as a result of some surveys.

To conclude the research some suggestions will be described as follows:

- 1) Pair of candidate should strengthen the management campaign media team with more personnel or their capability qualification and supporting tools. Those limitations are the biggest obstacles in the field so the intended result cannot be fulfilled,
- 2) The better understanding needed from the campaign team of the pair of candidates to understand the people characteristics including the need of information or behavior of media user, which can make the media management successfully reach the expected result,
- 3) The need of continuous research with different focuses, bigger research area or by using other method approach, which in the end will gain more varied and comprehensive information in connection with the management of campaign media in Regent/Mayor election.

Bibliography

- Alwasilah, A. Chaedar. 2002. *Pokoknya Kualitatif Dasar-dasar Merancang dan Melakukan Penelitian Kualitatif*. Jakarta: PT Dunia Pustaka Jaya : LP3ES.
- Bungin, Burhan. 2007. *Penelitian Kualitatif*. Jakarta: Kencana Prenada Media Group.
- Denzin, Norman K. & Yvonna S. Lincoln. 2009. *Handbook of Qualitative Research*. Yogyakarta: Pustaka Belajar.
- Jefins, Frank. 1995. *Periklanan*. Jakarta: Erlangga
- Moleong, Lexy J. 2004. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Mulyana, Deddy. 2002. *Metode Penelitian Komunikasi*, Bandung: Remaja Rosdakarya.
- Nazir, Moh. 2003. *Metode Penelitian*. Jakarta: Ghalia Indonesia.
- Salim, Agus. 2001. *Teori dan Paradigma Penelitian Sosial (dari Denzin Guba dan Penerapannya)*. Yogyakarta: Tiara Wacana Yogya.
- Sugiyono. 2005. *Memahami Penelitian Kualitatif*. Bandung: Alfabeta.
- Rakhmat, Jalaludin. 2007. *Metode Penelitian Komunikasi dilengkapi dengan analisis statistic*. Bandung: Rosdakarya
- Rivers, William L., Jay W. Jensen, Theodore Peterson. 2003. *Media Massa dan Masyarakat Modern*. Jakarta: Kencana
- Varey, Richard J. 2003. *Marketing Communication*. London: Routhledge.
- Venus, Antar. 2009. *Manajemen Kampanye: Panduan Teoritis dan Praktis dalam Mengefektifkan Kampanye Komunikasi*. Bandung: Simbiosis Rekatama Media.

Internet sources

<http://kpu.go.id/dmdocuments/%2819.2.2013%29%20AMJ%20PEMILUKADA%202013.pdf> . Accesed on 14th Mei 2013 at 17.35.

Delapan Pasang Daftar Pilwalkot Bandung, 18 March 2013,
<http://www.tempo.co/read/news/2013/03/18/058467671/Delapan-Pasang-Daftar-Pilwalkot-Bandung> . Accesed on 25th August 2013