Analisis sikap masyarakat terhadap iklan politik :: Studi empiris pada pemilihan presiden dan wakil presiden RI tahun 2009
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Political marketing is an implementation about marketing concept through political area. The main objectives of political marketing is to win the competition between political institutions. Political market that full of competition is similar with competitive commercial market. The second presidential election was held in 2009. There are three candidates, which the candidates are strongly compete each other getting votes. One of their effort getting votes is doing advertisement. Through political advertisement, it could reach all of Indonesian society so that they can get a lot of votes on preseidential election 2009. A lot of political advertising shows at all media communications means that advertising are strongly beliefs as an effective tools to market candidates hugely with their mission and vision, ideology, and programs as political products. Society attitudes will be so many perceptions to value political advertising, political products and interest to give their votes to the one of candidates.

Keywords: political marketing, political advertising, attitudes