

## **ABSTRACT**

This thesis was prepared with the aim of understanding political marketing strategies and new media in the contestation of Gadjah Mada University 2017. This thesis discusses how Obed Kresna was successfully elected as student president in the UGM Pemilwa (Student General Election) which has always been won by the Bunderan Party. This phenomenon then makes the writer want to research what strategies Obed Kresna and his team did against the old political trend.

The author uses the concept of political marketing compiled by Firmanzah which explains that an effective political marketing strategy is to pay attention to every aspect such as making voters the subject, not being the object of a political party. Making the problems faced by voters a first step in compiling a work program offered with the ideological frame of each party. Provides tools for maintaining relations with voters. Of course, this concept is related to research conducted on the Obed strategy.

In addition to the political marketing strategy, the writer also uses the concept of new media theory to help analyze Obed's campaign. Antony Mayfield explained that social media itself has several characters that must be understood, such as Participation, Openness, Conversation, Community, and Connectedness. This analysis will show the use of the characteristics of the above data from social media as a winning strategy for Obed Kresna. The role of media used by Obed Kresna and his team received tremendous attention from voters.

**Keywords:** political marketing, new media, participation, and campus politics.