ABSTRACT

An Analysis of Strategic Planning in a Political Party.
A Case Study: Political Marketing in Golongan Karya Party
Toward General Election in 2009

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The aim of this study was to formulate organization strategy for a political party, as suggestion to management of Golongan Karya (Golkar) Party in order to face coming general election. This study is a descriptive case study using primary and secondary data which collected from questionnaire, interview, observation, and literatures. This study followed three steps process. First step was data input to analyze Vision and Mission; Second step was using SPACE Matrix; Ansoff Matrix and SWOT Matrix to determine position and strategy for Golkar Party. Third step was deriving manekjerial recommendation making using STP and Marketing Mix 7 P’s. Total score of SPACE matrix was (1.55; 0.50) this put Golkar Party into first quadrant (Aggressive). Using Aggressive position Ansoff Matrix derive several strategies in the category of Market Penetration, Product Development, and Market Development. SWOT analysis gives four alternatives strategy i.e. (1) SO - Strategy - Image Politics; (2) WO Strategy - Organization Transformation; (3) ST Strategy - Market Penetration and Public Relation; and (4) WT Strategy - Organization Transformation and Regeneration. The four strategies then to be ranked to choose the suitable and attractive ones, 3rd has been chosen as the top priority to be implemented as appropriate strategy in Golkar Party. The results suggested Golkar Party to review and revise its vision, mission, and strategy as well. GolkarParty should review its political marketing strategy to find better chance to be winner in next general election.