**ABSTRACT**

*This study entitled "*Strategi *Marketing* Politik dalam Meningkatkan Citra Positif PKS pada Masyarakat Kecamatan Panyileukan*".[[1]](#footnote-2)*

*The objective of this study was to determine the strategy of political marketing which consists of political marketing products such as the ideas of the party, then the party candidate party promotional efforts with a view in terms of advertising, public relations and strategy of the party in the party's ability to communicate in society.*

*The method used was a descriptive study analisis.Teknik data collection is a bibliography study, observation, questionnaires, and wawancara.Teknik samples used in this study using techniques Probability Sampling and sample technique used was cluster random sampling with 100 respondents.*

*Based on the research results obtained that,* Strategi *Marketing* Politik dalam Meningkatkan Citra Positif Partai Keadilan Sejahtera (PKS) pada Masyarakat Kecamatan Panyileukan*, which is a way out of the party to the public to increase public confidence in the party and this is preferred by the party because the party aware of the public opinion caused by the news media, the positive image of the party doing the political marketing on society can arise with automatic, program this could be a political marketing tool in improving the party's good image and a good reputation in the community view.*

*Things that wanted the researcher as an input for the PKS to continue to develop and run a political marketing as appropriate in accordance with the marketing program, the researchers themselves are very supportive of the program because the party is not concerned with the party course, parties should also be close to the community through programs political marketing that has been designed for the PKS party must be aware that people always pay attention to the party because of the all people news-reporting with negative and positive party.*

1. This thesis titled “Strategi *Marketing* Politik dalam Meningkatkan Citra Positif PKS pada Masyarakat Kecamatan Panyileukan” [↑](#footnote-ref-2)