

The Use of Culture as a Campaign Method in Indonesian Parliamentary Election

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Abstract : The principal objective of this paper is to show the use of participatory culture in the parliamentary campaign. The use of this method has always been non-popular amongst the parliamentary candidates due to the amount of times and energy that they need to spent with the constituents. However, due to many parliamentary corruption cases in the last five years period, some political party have been losing peoples trust. That political party trust lost had also affecting the parliamentary candidates electability, so they invent some creative campaign method that involving their constituent with more intimates and friendly environment. In this paper, an observation is done to a parliamentary candidate from Partai Keadilan Sejahtera (Prosperous Justice Party) in Bandung and Cimahi City area, West Java. This Parliamtraian candidate is known for her personal-approach campaign method such as a puppet show, hanging out with group of ex-bike gang leaders, and going fishing with the constituent. This paper will compare her method with other parliamentary candidates from the same party as her that mostly use mainstream campaign method such as open speech, print media, an other one way campaign method. While the other parliamentary candidates failed to reach the parliamentary threshold, the participatory method had proven as an effective method.

Keywords : participatory culture, Indonesian parliamentary election, Prosperous Justice Party, electability

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