

Political Marketing: A Discussion

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Abstract

Political marketing is one of the areas in marketing and political communication that sees the role of marketing in helping political parties by using marketing mix tools to win an election. This concept is often used by scholars to explain the importance of political marketing to market political ideology and political values by any political party to sustain their existence in the politics. This article aims to provide the definition of political marketing from several established scholars whom studying political marketing studies from diverse perspectives. At the same time, this article also touches on the development of political parties based on the product life cycle often used by scholars in marketing to explain the development of a product or a brand.

Keyword: Political Marketing, Political Communication, Election.