

# CULTURAL ISSUES AND CONFLICTS IN THE JAKARTA GUBERNATORIAL ELECTION IN 2012

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## ABSTRACT

Jakarta gubernatorial election in 2012 has become a major event. Preparation to win the election for governor of Jakarta into a critical moment that needs to be done carefully. Various messages, figure, media, target audiences and impact of the message to be delivered mapped by each candidate. One of the winners in the Jakarta gubernatorial election in 2012 is Joko Widodo and Basuki Purnama who is successfully manage culture and conflict in these elections.

The purpose of this paper is to describe and explain the efforts made Joko Widodo-Basuki Purnama and Fauzibowo-Nachrowi in managing cultural issues and conflicts to win the election for governor of DKI Jakarta in 2012.

Methods of research conducted in this paper uses content analysis. Mass media is to be analyzed Tempo Interactive online media campaign during the second round takes place. Results in the discussion paper is to provide an overview of the cultural messages and conducted conflict Joko Widodo-Basuki Purnama and Fawzibowo-Nachrowi during the campaign that will become a reference material for the various parties associated with the election.

Keywords: election, message, culture and conflict

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