

KAMPANYE POLITIK PARTAI AMANAT NASIONAL DALAM PEMILU 1999

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This study is to determine the strategy of Partai Amanat Nasional political campaigns in the 1999 elections and the things that cause lack achieve significant. Considerations for selecting PAN because there is an interesting phenomenon, to begin in the fall of Suharto, who has ruled Indonesia for 32 years, was successfully overthrown by the student movement known as the Reformation. One of the famous characters are Amien Rais, and known as the "locomotive of reform". On August 23, 1998, he founded the National Mandate Party, a party which is considered by many observers as a political party that has the prospect of a promising future. The reason is partly because the PAN has historical ties and emotional with one of the largest Islamic organizations in Indonesia, namely Muhammadiyah with followers around 28 million people. This organization was founded by Amien Rais, a top opposition figure and reformation most famous figures. Figures are lined board are the intellectual campus PAN, NGO leaders and religious figures with the popularity of religion is good enough. The main base constituent are urban middle class, a class that potentially the trigger and spur social change in a country.

Keywords : Politics, Reformations, Elections, Partai Amanat Nasional