

## DAFTAR ISI

<b>KATA PENGANTAR</b> .....	Error! Bookmark not defined.
<b>UCAPAN TERIMAKASIH</b> .....	Error! Bookmark not defined.
<b>ABSTRAK</b> .....	Error! Bookmark not defined.
<b>ABSTRACT</b> .....	Error! Bookmark not defined.
<b>DAFTAR ISI</b> .....	<b>1</b>
<b>DAFTAR TABEL</b> .....	Error! Bookmark not defined.
<b>DAFTAR GAMBAR</b> .....	Error! Bookmark not defined.
<b>BAB I PENDAHULUAN</b> .....	Error! Bookmark not defined.
1.1. Latar Belakang .....	<b>Error! Bookmark not defined.</b>
1.2. Rumusan Masalah .....	<b>Error! Bookmark not defined.</b>
1.3. Tujuan.....	<b>Error! Bookmark not defined.</b>
1.4. Manfaat/Signifikansi Penelitian .....	<b>Error! Bookmark not defined.</b>
<b>BAB II KAJIAN PUSTAKA</b> .....	Error! Bookmark not defined.
2.1 Komunikasi Politik.....	<b>Error! Bookmark not defined.</b>
2.2 Political Branding .....	<b>Error! Bookmark not defined.</b>
2.3 Manajemen Kesan Politik .....	<b>Error! Bookmark not defined.</b>
2.3.1. Retorika .....	<b>Error! Bookmark not defined.</b>
2.3.1.1. Jenis Retorika .....	<b>Error! Bookmark not defined.</b>
2.3.1.2. Bentuk Pendekatan Retorika .....	<b>Error! Bookmark not defined.</b>
2.3.1.3. Argumentasi .....	<b>Error! Bookmark not defined.</b>
2.3.1.4. Topik Retorika.....	<b>Error! Bookmark not defined.</b>
2.3.1.5. Gaya Retorika.....	<b>Error! Bookmark not defined.</b>
2.3.1.6. Pendirian Realita .....	<b>Error! Bookmark not defined.</b>
2.3.2. Karakteristik Penampilan.....	<b>Error! Bookmark not defined.</b>
2.3.2.1. Pakaian .....	<b>Error! Bookmark not defined.</b>
2.3.2.2. Rambut .....	<b>Error! Bookmark not defined.</b>
2.3.2.3. Fisik.....	<b>Error! Bookmark not defined.</b>
2.3.2.4. Gerak .....	<b>Error! Bookmark not defined.</b>

2.3.3. Kepribadian.....	<b>Error! Bookmark not defined.</b>
2.3.3.1 Sifat .....	<b>Error! Bookmark not defined.</b>
2.3.3.2 Nilai-nilai pribadi .....	<b>Error! Bookmark not defined.</b>
2.4. Penelitian Terdahulu.....	<b>Error! Bookmark not defined.</b>
2.5. Kerangka Berpikir .....	<b>Error! Bookmark not defined.</b>
<b>BAB III METODE PENELITIAN .....</b>	<b>Error! Bookmark not defined.</b>
3.1. Desain Penelitian .....	<b>Error! Bookmark not defined.</b>
3.3.1. Pendekatan Penelitian.....	<b>Error! Bookmark not defined.</b>
3.3.2. Metode dan Strategi Penelitian.....	<b>Error! Bookmark not defined.</b>
3.2. Partisipan dan Tempat Penelitian .....	<b>Error! Bookmark not defined.</b>
3.2.1. Partisipan .....	<b>Error! Bookmark not defined.</b>
3.2.2. Tempat Penelitian.....	<b>Error! Bookmark not defined.</b>
3.3. Pengumpulan Data .....	<b>Error! Bookmark not defined.</b>
3.3.1. Data Primer.....	<b>Error! Bookmark not defined.</b>
3.3.1.1. Wawancara .....	<b>Error! Bookmark not defined.</b>
3.3.1.2. Observasi .....	<b>Error! Bookmark not defined.</b>
3.3.1.3. Studi Dokumentasi .....	<b>Error! Bookmark not defined.</b>
3.3.2. Data Sekunder .....	<b>Error! Bookmark not defined.</b>
3.4. Prosedur Penelitian.....	<b>Error! Bookmark not defined.</b>
3.4.1. Tahap Pra Penelitian.....	<b>Error! Bookmark not defined.</b>
3.4.2. Tahap Persiapan .....	<b>Error! Bookmark not defined.</b>
3.4.3. Tahap Pelaksanaan .....	<b>Error! Bookmark not defined.</b>
3.4.4. Tahapan Pasca Penelitian .....	<b>Error! Bookmark not defined.</b>
3.5 Validasi Data .....	<b>Error! Bookmark not defined.</b>
3.5.1 Triangulasi Kejujuran Peneliti .....	<b>Error! Bookmark not defined.</b>
3.5.2 Triangulasi Sumber Data .....	<b>Error! Bookmark not defined.</b>
3.5.3 Triangulasi Teori.....	<b>Error! Bookmark not defined.</b>
3.6 Analisis Data .....	<b>Error! Bookmark not defined.</b>
3.6.1 Reduksi Data.....	<b>Error! Bookmark not defined.</b>
3.6.2 Model Data (Data Display).....	<b>Error! Bookmark not defined.</b>
3.6.3 Penarikan/Verifikasi Kesimpulan ...	<b>Error! Bookmark not defined.</b>
3.7 Pertanyaan Penelitian .....	<b>Error! Bookmark not defined.</b>

3.8 Lembar Observasi Harian .....	<b>Error! Bookmark not defined.</b>
<b>BAB IV TEMUAN DAN PEMBAHASAN .....</b>	<b>Error! Bookmark not defined.</b>
4.1. Profil Informan Penelitian .....	<b>Error! Bookmark not defined.</b>
4.1.1. Profil Informan Utama .....	<b>Error! Bookmark not defined.</b>
4.1.2. Profil Informan Pendukung .....	<b>Error! Bookmark not defined.</b>
4.2. Deskripsi Hasil dan Pembahasan Penelitian	<b>Error! Bookmark not defined.</b>
4.2.1. Retorika .....	<b>Error! Bookmark not defined.</b>
4.2.1.1 Jenis Retorika .....	<b>Error! Bookmark not defined.</b>
4.2.1.1.1. Sebuah Kritik pada Pemerintah ....	<b>Error! Bookmark not defined.</b>
4.2.1.1.2. Memposisikan Diri di Hadapan Elit Partai Pengusung .....	<b>Error! Bookmark not defined.</b>
4.2.1.2 Bentuk Pendekatan .....	<b>Error! Bookmark not defined.</b>
4.2.1.2.1. Penggunaan Data dalam Orasi Politik.....	<b>Error! Bookmark not defined.</b>
4.2.1.2.2. Pelibatan Emosi dalam Orasi Politik.....	<b>Error! Bookmark not defined.</b>
4.2.1.2.3. Pelibatan Pengalaman dalam Orasi Politik .....	<b>Error! Bookmark not defined.</b>
4.2.1.3 Argumentasi .....	<b>Error! Bookmark not defined.</b>
4.2.1.3.1. Perubahan Isu yang Dilakukan.....	<b>Error! Bookmark not defined.</b>
4.2.1.4 Topik .....	<b>Error! Bookmark not defined.</b>
4.2.1.4.1. Isu Kandidat Termuda dan Sikap Konsistensinya .....	<b>Error! Bookmark not defined.</b>
4.2.1.5 Gaya .....	<b>Error! Bookmark not defined.</b>
4.2.1.6 Pendirian Retorika.....	<b>Error! Bookmark not defined.</b>
4.2.1.6.1. Isu Putra Daerah dan Tepisan Orang Pendatang .....	<b>Error! Bookmark not defined.</b>
4.2.2. Penampilan .....	<b>Error! Bookmark not defined.</b>
4.2.2.1 Pakaian .....	<b>Error! Bookmark not defined.</b>
4.2.2.1.1 Makna dan Penyesuaian Pakaian Kandidat.....	<b>Error! Bookmark not defined.</b>

4.2.2.1.2 Pakaian Sebagai Pembeda dengan Kompetitor	<b>Error! Bookmark not defined.</b>
4.2.2.2 Rambut .....	<b>Error! Bookmark not defined.</b>
4.2.2.3 Fisik .....	<b>Error! Bookmark not defined.</b>
4.2.2.4 Gerak .....	<b>Error! Bookmark not defined.</b>
4.2.3. Kepribadian .....	<b>Error! Bookmark not defined.</b>
4.2.3.1. Sifat .....	<b>Error! Bookmark not defined.</b>
4.2.3.2. Nilai-nilai .....	<b>Error! Bookmark not defined.</b>
<b>BAB V SIMPULAN, IMPLIKASI, DAN REKOMENDASI .....</b>	<b>94</b>
5.1. Simpulan.....	94
5.1.1. Retorika Kandidat.....	94
5.1.2. Penampilan Kandidat .....	95
5.1.3. Kepribadian Kandidat .....	96
5.2 Implikasi .....	97
5.2.1. Implikasi Akademik.....	97
5.2.2. Implikasi Praktis .....	97
5.3 Rekomendasi .....	98
5.3.1. Rekomendasi Akademis.....	98
5.3.2. Rekomendasi Praktis.....	98
<b>DAFTAR PUSTAKA .....</b>	<b>100</b>
<b>LAMPIRAN</b>	