

## **ABSTRACT**

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**Implementation of Political Pass Marketing by TGB-Amin (Tuan Guru Bajang-Muhammad Amin) in Governor Election of West Nusa Tenggara 2013-2018.**

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Victory of TGB-Amin in Governor Election of West Nusa Tenggara with obtained-vote in amount of 1.038.638 is a victory for second period. Based on this achievement, with any reason, researcher wants to know further about strategy used by Tuan Guru Bajang-Muhammad Amin to obtained support from people. In Governor Election 2013, political delivery speech through presence of influencers as figures who give full support to the victory of the candidate is one of other most-dominated pass marketing strategy. Therefore, this research will be focused on pass marketing strategy done by winning team of Tuan Guru Bajang and Muhammad Amin.

Purpose of this research is to know how the implementation of pass marketing done by winning team of TGB-Amin in governor election of West Nusa Tenggara 2013-2014. The method used in this research is descriptive-qualitative. The method will describe strategy implemented by winning team of TGB-Amin candidate.

Based on the result in this research, pass marketing strategy implemented by TGB-Amin can be mentioned as consistent to the procedure with theories in science of political marketing. Dominant pass marketing factors in society is the presence of national and other local figures, and Syaikh Maulana Zainudin Abdul Majid—the one who has great name—as he also supports TGB-Amin. The result shows that pass marketing strategy is more effective rather than any other strategies.

**Keywords: TGB-Amin, Obtained-Vote, Pass Marketing**