

## OBAMA'S CAMPAIGN STRATEGIES IN WINNING THE UNITED STATES PRESIDENTIAL ELECTION TO THE COLLECTING FUNDS THROUGH THE USE OF MEDIA IN THE YEAR 2018

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*This research describes the strategy of Obama's campaign to create financial income for the American society through souvenirs to the media that is Obama represents itself as a change agent. This research focuses on selling souvenirs either via social media or directly. In the design owned has its own meaning that includes all the American society. Thus, the Obama campaign funding income is very fantastic without the help of government funds. There are two factors, namely culture and economy. Culture to the meaning of the contents of a writing or image that is in souvenirs while the economy is the existence of a special strategy that is balanced with the slogan of change because it is happening the largest economic crisis during the entire American history. Therefore, the researchers takes cultural theory and economics to examine every phenomenon in the sale of Obama campaign products. While the method is analysis to see the various acceptance of the amount of funding factors Obama campaign.*

**Keywords :** Campaign strategy, financial income, culture and economy, Obama as an agent of change

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### PENDAHULUAN

The United States is a large and powerful country in the world, from its economic strength to its military power. In 2008, America has economic depression that hit America so long throughout American history, American society became the foundation of other countries, especially countries that have dependence on America (Susilo, 2009: 02). Therefore, America needs a change in all sectors, especially economic sectors that are destroyed by the mistakes of George W. Bush's government policy, so America needs brave and assertive leadership in putting forward the truth for America to be better.

In capitalist theory, an economy will grow and ultimately lead to the center. This is part of the turmoil of American society has experienced rebellion because all policies are centralized by the central government that regulates everything. One of the false policies was that during the American economic process George W Bush used state money more often for the costs of Middle Eastern warfare (Kuncoro, 2006: 85), leading to class and exploitation of workers, has caused capitalism to become vulnerable and there

will be replacement namely socialism.

Americans view the situation as a lesson in economics, so that America can understand what steps should be done not on the enriching person but there is a system that must be built through people's economy and growth. One way is to use communication with the community through social media.

America needs to figure change agents in both the policy and the leader figure different from before. The leader emerged named Barack Obama. Obama as the first leader as black president in America and he succeeded in the heart of the majority of the white people. Obama began his career as an Illinois senator from 1997 to 2004. Uniquely Obama was able to win votes from his opposite base that is Mc. Cain. Obama earned popular vote votes of 69.456, 897 while Mc.Cain was 59, 934,814 (Leanne, 2009: 12).

This victory is carried out various ways or strategies as possible, one of them through souvenirs or accessories that nuanced changes both through the media and directly. Obama's campaign teams are shrinking from the falling state of the American economy, and

then the media and Obama's team form the theme of change. In short there are two powerful backgrounds in a change, first being Barack Obama as the first black president in America. Secondly, the existence of a severe economic crisis during the whole of American history. The winning team makes Obama an agent of change that includes all the people of America through various strategies, one of which is through the internet in campaign fundraising. According to Obama's campaign "OFA" the story of Organizing For America.2008.1 April.2011.<[www.ofa.com2008](http://www.ofa.com2008)>. Precisely is the sale of campaign products in the form of souvenirs, because the strategy of sympathizers of social media is the largest part of the campaign fund support.

Besides souvenirs also have the most rapid power in creating the image of a person to be better known in the lower society or among youth which according to Hall, (1997) media means attributes or other similar nuances of advertising have the power to interpret our meaning so that we can accept the ideology ads quickly. In the social science learning class that one wants to be a leader must have various ways taken, the measure is effective, not excessive, and acceptable in mind, feeling and tendency of choice (Rachmat, 2010: 103). Thus, the best strategy one of which is advertising media that can generate income and persuasive value in the choice of leaders.

When looking at media reviews, the media in the community disseminate information not only based on facts but also on historical cultural constructions. This means that the media often put forward the level of business and its popularity than the original as it is. Therefore, the media is often packed with a variety of ways that are done with a slogan representation that is so interesting "different" with other products even different from the original level. The construction has indirectly represented the social conditions of society which are only based on historical cultural structures and are not compared with the truth. Ultimately the construction of reality displayed by the media is unfair to some people who are not represented in the media because the media will only represent a dominant majority vote in the sense of the opposite of Obama's campaign.

Historically according to Obama's pastor named Jeremy Wright on the internet mentions that blacks are treated unfairly by Americans. On the other hand, Obama denied his pastor's statement, as it would hit back Obama as Obama's vote wins its popularity not only from blacks but from whites as well. Seeing the incident that the advertising media is very fast to get an ideology of who responds. Thus, various concepts of life also occur the construction of reality that is in the community in receiving information from any media including souvenirs or accessories that lead to greater revenue and victory Obama campaign. So,

there is a value of rapid economic growth through the use of media campaign Obama.

After observing the above description, the researchers took one economic theory that is based on social theory of growth. In general the economics of a study of how people choose the right choices and ways of improving society (Apridar, 2010: 5). Researchers take that sense through the existence of the American phenomenon when the economy slumped as well as the campaign of presidential elections took place then the American community and prospective leaders have taken a choice that changes for the better. The unstable situation affected the loss of confidence in the then ruling leader, so Obama quickly exploited the situation under the pretext of a better American economic recovery.

As in the growth Rostow theory (1960) states towards the stage toward maturity is one form of growth stage that leads to modern technology to the resources it possesses (Kuncoro, 2006: 54). This stage is a process that leads to rapid progress and recovery. Researchers observed Obama's activities from the side of the background of the American economy that has collapsed, so the Obama team started with modern technology to be utilized as well as possible in campaigning. Thus, there is a correspondence between the strategy possessed and the American theory that supports in the system of change. Therefore, researchers take one theory of growth that leads to the impact of the destruction of the American economy then through a campaign is part of a means of change or a better transition.

Various concepts of winning strategies both in politics and the existing economy are the adoption by the mass media in displaying the concept of leadership as shown in the ad. As a medium of communication, advertising becomes one of the tools in communicating the most effective message. Advertising is not limited to the product offering stage but, to the point of persuasion to buy the advertised product (Jeffkins, 1996: 11). For the Obama team, advertising is an important means of information in increasing one's popularity, but that side is not enough without being offset by direct action against the public and advertising is not just an income profit but by persuading to vote for Obama

he success in advertising Obama as a winner cannot be separated from the success team who always follow Obama's journey. Dafid Ploufe is a strategic political who was appointed chief of Obama's manager. Obama wins neatly and directed without much interruption by internal conflicts. Ploufe and Axelord are the main campaign winners in their campaign to win the campaign's revenue. The writing of this journal is more directed to one of the

ways applied by Obama's winning team that is selling souvenirs or accessories through the media nuanced Obama as an agent of change. According to Meiji "The Social Success of Obama" [www.obama'scampaignstrategy.com](http://www.obama'scampaignstrategy.com) They apply with unusual fundraising but effective enough one of them by designing accessories and souvenir products by opening space for the world that is through the internet "facebook and MySpace" In addition, campaign funding is not derived from the state finances but derived from small community donors and large volunteers donate directly or internet.

The various products of Obama's campaign in America almost completely represent the diverse needs of American society composed of various races, ethnicities and religions. The American society is known to be free and ignorant enough to be the attention of American presidential candidates by doing a strategy that can be accepted by them even get a financial income to the American people and Obama's winning team. Researchers observe leaders competing in winning the hearts of youths, one of them understanding what they want, the latter providing opportunities for communication with them, possessing the potential of a young soul with a representation that the leader is part of them. These indicators it is necessary to use a variety of theories.

The researcher will use cultural theory that Representation is an essential part of the process by which meaning is produced and exchanged between members of a culture (Hall; 1997: 15) Representation is related to the meaning and language in cultural term. On the theory of representation has several meanings namely, reflective, interpretation and construction.

While the other side to reap the financial income that is with economic theory that is Rostow. According to Rostow (1960) that the economy will be better if it knows the behavior of man by facing his needs with limited suggestions that have various functions. Both of them support each other both in terms of campaign strategy through the representation of meaning and needs and functions.

## METHOD

This audience study used a qualitative approach with observational methods. This research uses a qualitative research type where the research that produces descriptive data in the form of written or oral data from the observed people (Moleong, 2004: 3). However researchers are only qualitative based on sources obtained or not based on interview observations. Sources of research data consists of the form of internet sites, journals, books related to the object of research and theory gained. Then the data collection techniques used in this research are ob-

servation and documentation. The analytical technique is qualitative data, using the type of observational research, the researcher will be able to know more about the acceptance made by valid data through supporting sources of this research such as Obama's calm books, dictionary of symbol, campaign strategy, economic management and journal.

This journal will try to answer the question How Obama's winning campaign that get financial income without involving state finances and get high sympathizers of the community. The purpose of this research is to find out campaign fundraising strategy without government aid and know how to win in campaign. The results show the linkage between "representational" cultures and "growth" economies. So in this phenomenon that attract researchers to conduct research on acceptance of Obama as a new presidential candidate from blacks and he was able to get a large financial income even without the state money.

Researchers will observe from the development of social media as a means of campaign, especially in the sale of campaign products such as souvenirs or accessories. The product has the style and meaning of each symbol or writing, to analyze the researcher using cultural theory and dictionary of symbol which are representation of each meaning, so that there is persuasive value and as if Obama representing from all circles of American society including to buy their products or to vote Obama.

On the other hand, in selling these products have a strategy in doing business. Researchers observe through the theory of economic growth of Rostow theory has several stages in economic growth, the campaign is the stage toward adulthood where people start to understand the importance of modern technology "internet" in achieving a goal. Including Obama's winning team utilizing social media technology quickly and scalable. So, it has got a great financial income.

## RESULTS AND DISCUSSION

### 1. Hegemony of Obama Campaign in Obama Campaigns media

The product is one of the most in demand by the American minority because it touches to all layers of society more. The price is more affordable and hit the lower class when compared to giving as an official Obama's donation because the product is part of the American activity. Ideally everyone will bring something to their activities. As in the campaign strategy one of the submissions indirectly and can be accepted by the community must be adapted to the function of society (Venus, 2009: 86). The public may be bored with oration and the media, to deal

with it then made the right strategy to hegemony the public to be interested both in purchasing the product and in choosing the leader.



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Obama's campaign souvenir products such as glasses, bag, hats, key chains and so on which part of the financial income for Obama's team and the American community. Researchers take bag portray Buddhists and the words "Buddhists for Obama". Based on dictionary of symbol. This bag from Buddhist community in the United States for supporting Obama, and they would like to Obama for minority and change to policy minority of American people, gives us connotative meaning. Therefore, it is a symbol of Buddhist that means of "Dharma".

The three swirling segments in centre represent the Buddha, Dharma (the teachings) and *sangha* (Spiritual community). Based on dictionary symbol, the wheel can also be divided into three parts, each representing an aspect of Buddhist practice; the hub (discipline), the spokes (wisdom), and the rim (concentration). (Chirlot, 1972:245). The Buddhist view Obama as Dharma who has discipline, wisdom and concentration for American people.

In representation of Obama's strategy is argument for neutral in minority group "Buddhist", and Obama also care with the minority group. Then, image for Obama as Dharma "Buddhist" who has a Dharma's attitude. And then, entertain for the sign of Dharma. Therefore, Obama represents to minority community with neutral and discipline and wisdom. This is part of campaign strategy in social media that has selling point to winning election and collecting funds to the media.

As quoted by Siswiharjo (2010: 14) on the website of American magazine "Wired" mentions Obama is the first successful example of technology integrated with the model of change that emphasizes the participation of volunteers and feedback on a broad scale. "Facebook" and "MySpace" are an accurate means of fundraising through volunteers who have sympathizers with Obama. Even the Obama camp rejected the government's \$ 85 million campaign ration for confidently reaping self-help, one of them through internet technology, selling souvenirs

that managed to rake in campaign funds of more than US \$ 650 million. Instead McCain's camp is still doing the conventional approach by taking the allocation of US \$ 85 million with the risk of not seeking funds anymore.

According to Hall (1997) On the theory of representation has several meanings namely, reflective, interpretation and construction. Researchers immediately took the example of a bag with a picture of Obama smiling and read "Change, We can believe in". Reflective here lies in the image oriented to Obama as a new person in the world of government and the historical side, the interpretation lies in the style of language used to influence the reader or prospective buyer of the glass. While the strategy construction lies in the persuasive value of the sense of want to have it and the satisfaction of the buyer so successfully hypnotize the buyer.

In the process of campaigning, Obama is packed with the different from the previous government and the context always challenges the wrong policies in America. The American policy that has been viewed so far is patriarchal. According to the Indonesian journal in the patriarchal culture written by Ade Irma (2012), patriarchy is a structure that places the role of men as the sole, central, and all-powerful ruler.

This side that leads to American culture has been a destruction, even President Bush has cultivated that the American state has always embraced the patriarchal system. Obama changed that view by representing himself that America is big and broad, because it must be based on principal America to help culture in changing the nation towards the better. The existence is reflected in Obama's campaign fundraising, so Americans are touched by our hearts that we are all a goal for American change. This is reflected in souvenirs such as bags that portray Obama's head but bearing sportsmen, cultural, religious leaders, musicians, and actors

This discussion is part of how to get fundraising campaign fundraising through cultural and economic strategies implemented by Obama's team. For example, bag is the most important thing in everyday, but the bag will be much more attractive selling point if packed in an art and interesting and tailored to the circumstances in this campaign. The word art and interesting that there is a meaning in the culture is going to sell its value is the strategy of increasing revenue through the product sales strategy. Thus, the phenomenon of Obama enough to the hegemony Obama community either in internet media or directly. Not even just Obama's winning team that sells campaign products, American people also come to make products that interested of Obama.

In general, Obama's hegemony campaign has pene-

trated the various American societies, especially young people from various types of rock, rap, jazz and sportsmen. Obama's campaign team chose the theme of Obama's slogan and Buddhists picture as an acknowledgment that Obama is also the same as the American society all without distinguishing between different hobbies or backgrounds.

Many of Obama's illustrations represent as agents of change through certain communities as if Obama were part of them. This is part of a campaign strategy aimed at all Americans to know and vote for Obama. Obama can be accepted by all circles even not only from America but the world also responds to Obama's phenomenon with enthusiasm including Indonesia.

This hegemony certainly does not only happen in the cultural scope, but also will be seen in the wider scope as in the world of making souvenirs or accessories. So that in the end the existing industry will be affected by hegemony of a certain social class that has spread to all aspects. Hegemony existing in the industry both printing, television and advertising will not be affected from the flow of globalization, so that later will affect the process and the results of the industry. The role of superpowers like America. The influence in the printing industry is not only in the framework of technological sophistication, but hegemony takes place to a more specific part of the black people who are now more daring and recognized their existence better in their rights and obligations through the leadership of Obama.

## 2. Management strategy against campaign funds

Strategy is the way business leaders to realize a goal that will be achieved in the long term. In general, strategy is a comprehensive approach related to the implementation of ideas or ideas, planning and implementation (Alyas: 2017: 115). A good strategy is to coordinate the work team, have a theme, identify the supporting factors that are appropriate to the principles of implementing the idea rationally, efficiently in funding and have the tactics to achieve the goal effectively. Obama's winning team has experience in various areas of the organization, as they are based on an organization headed by David Axelrod. They are able to indicate a desire of American society and to know the real need of changing governance and America for the better. One example is with the best possible use of media by Obama's team based on change.

This diverse pattern of media usage refers to the subject matter in a particular area. As according to Venus (2009: 86) research in America, TV is more often used people to get information faster. On the other hand the way the delivery of information to be

accepted is through certain circles such as young people, they are happy with playing together or adventure. With play and adventurous was born a community of each that will indicate a certain style or certain through attributes or accessories worn. Therefore, Obama's successful team designed various souvenirs according to the specific target groups so that Obama can be liked by all circles.

One of the drivers of the increase in financial income through the media is the value of both political and economic value. According to Venus (2009) that value consists of freedom, justice, prosperity, progress and equality. Each of Obama's campaign products always prioritize these values so that the benefits of not only Obama's winning team but the American community also participate in the Obama-nuanced sales. As for the nuances of Obama's emphasized value is *yes we can, we can believe in, we hope, in Obama we trust*. As African American president is a value of freedom represented by a renewal, while trust is an initial capital to instill a strong value in American society and hope is a value of the welfare of American society where in the strength and value of economic size is the level of welfare.

In line with the rapid picture of information media, researchers put more emphasis on the economic and cultural strategy. This means researchers focus on how to raise funds to get a large income. In this case has two meanings of purpose, first there is an increase of income in campaign activity, second the existence of a strong imaging value to the ideology given by internet media in the form of souvenir or accessories so there is a linkage with other.

In economic history, one of the pioneers of liberal economic theory namely Adam Smith said that prioritizes the independence of the individual as the base of goodness of life. On the other hand, the Obama campaign team is very different in its strategy of being more inclined to change so that through the economic strategy of living goodness is based on ways to improve society along with the solutions given. It means not the individual that is applied in the fundraising strategy but the togetherness that is adjusted to the target and the function of the campaign. The target is Obama's victory while its function is goods or media is indeed tailored to the needs of society.

While the financial, money or operational funds are something of great value in all activities, including in campaign activities. Campaign budget planning is a basic requirement that needs to be done to keep the campaign in line with expectations. In addition, campaign planning also has an important role on monitoring and evaluation (Rachmat, 2010: 12). Everything must be measured both in financial management and in the content of its activities.

As according to Rachmat, (2010) campaign strategy must have some elements of alternative funds, comparison of other campaign funds, administrative control and measure the efficiency of campaign achievement. The strategy is likely to have everything, alternative funds through social media and donors, Obama's campaign fundraising is purely derived from sympathizers even greater in number than government aid and opponents of Obama, to technically the Obama team to do the best possible control by getting a good economic way wrong the only regulating the balancing funds whereby the economic principle incurs the minimum cost of getting the maximum income. This is a part of large indicator collecting funds.

To overcome these problems, it must be strengthened with a strong and measurable economic system. When Obama's winning team designed in such a way as to fundraising campaigns. In Rostow's theory it has several stages, the traditional economy, the preconceived take-off, and the living conditions aground, towards the maturity and stage of high-life consumption.

Everything will be interdependent and arranged according to the stage, otherwise the theory of this growth will not happen. Historically, more likely to be used developed countries, namely America and Europe. Rostow formulates the development patterns that exist in the growth of these countries. From each stage to the stage can be indicated by the turn of a period of government that is the campaign period and the beginning of leadership. Rostow views this stage as a functioning stage of preparing and fulfilling the preconditions of growth to the spirit society,

Obama's economy use of fundraising strategy is in the form of a new spirit of society because it is proven that the fund does not come from the government and even refuses government aid. The Obama team proves that America is rich and its people are united without any distinction. The stage is part of the continuation of the stage of the landing is the stage toward maturity characterized by the use of social media technology and community movements characterized by changes in the character of society more on the level of public awareness in mutual need each other "mutual cooperation". Obama implements this strategy to anticipate differences among American society groups because they basi-

cally ask for good governance where an urgency to the needs of the system of government cannot be separated from the desire of society an improvement over the times of corrupt and crisis-causing governments (Putera, 2016: 23 ).

## CONCLUSION

There are several observations according to sources found, the variations here point to things that support Obama's campaign. The first is the theory behind the worst economic crisis in American history. Then from the side of the strategy there are culturally and economically interrelated both in political and economic strategy. Furthermore there is a way of its own not owned by his opponent on the winning team Obama campaign through the use of internet technology to sell souvenirs with the theme of Obama as an agent of change so as to get large funds. To gain acceptance of Obama as the new president of America is through an understanding of the interpretation of a form, image or writing that leads to the values of meaning that includes the needs and desires of American society.

In accordance with the questions in this research, the researchers got two factors of the inclusion of a great financial income in Obama's campaign. First, Obama's winning team utilizes internet technology in the form of facebook and myspace as a container of people's aspirations as well as in selling good souvenirs and accessories that smell or represent Obama as a representative of all racial, ethnic and religious communities so that Obama is able to change agents. Secondly, the economic factors that support Bush's greatest failure in leading the country, so that the factor is used by Obama as a weapon to success that Obama disagreed with all the economic policies applied by Bush, then Obama's winning team exploits the growth and rebellion system of American society by using a container aspirations of American society where in the container has a business by giving the smallest losses to get profit as much as possible. By way of representing Obama as a figure of change desired according to American society. On the other hand, Obama's campaign product is also more directed to all circles and the needs of the community such as glasses, t-shirts and hats, these items are tools that are used everyday then people buy at affordable prices that Obama as a change.

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