

## ABSTRACT

This study aims to explore the usage political marketing for dual-minority and controversial politicians in Indonesia, where domination and discrimination present. More specifically, this multidimensional study attempts to explore the complex phenomenon how political marketing enables the politicians to embrace all religion and ethnicity and win the campaign and long-term support from the constituents.

The study used interpretive and qualitative study. The informants were Basuki Tjahaja Purnama (Ahok), Hengky Kurniadi, and Awey as the successful dual-minority politicians, an activist, and the politician's assistant. Interviews, observations and documentary analysis were used to collect the primary and secondary data.

The findings of this study were political marketing should be applied continuously and comprehensively to build trust and political image. Political marketing starts from the market and opponent research, realistic segmenting, targeting and positioning, designing message, programs, and promises, designing marketing mix, branding and brand evaluation, as well as promise-fulfillment and Good Government Governance. Furthermore, personal branding of controversial politician should comply with the social norms, especially the communication style. Discrimination creates resistance to be led by Chinese-Indonesians and non-Muslims politicians. Fortunately, sociological approach ceases to exist due to the usage of psychological approach after the clean politicians have records in the politics; therefore, the rational society able to assess the politician objectively.

*Keywords: Political Marketing, Ethnicity, Religion, Culture*