

Abstract

Style “blusukan” approach inherent in Joko Widodo considered quite effective in mobilizing popular support. In a direct election, of course, all activities performed by the candidate will be very interesting observed by every supporters. The purpose of this study was to determine the effect of interpersonal communication patterns and strategies “blusukan” in influencing voters. This study is based on the paradigm of qualitative standpoint. The results showed voters are more interested in various forms of communication interpersonal of candidates both verbal and nonverbal communication, such as, simplicity, honesty, what it is, to favor the interests of the people

keywords: Interpersonal Communication, Blusukan, support, voters