

The Fiasco Of Political Marketing: A Malaysian Election Experience

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ABSTRACT

The purpose of the study is to analyze the structure and process of the political marketing concept relating to the content of mainstream media. Four newspapers were monitored during the Malaysian 12th General Election in year 2008. Content analysis on the mainstream media portrayed the characteristics of political marketing, a well package campaign; only to lead to a less successful result to the coalition party. The paper concludes with possible reasons for the poor campaign result, suggests future area of improvement and lessons to be learned.

Keywords: *political marketing, election, mainstream media, content analysis*