



HOW TO WIN ELECTIONS IN INDONESIA ?

Insights from the Campaigns for Jakarta Governor 2012

Photo Exhibition at the Faculty Library of Social Sciences
 Gothersgade 140, 1123 Copenhagen K, room 01-1-11
 30. May 2013 – 31. August 2013

Exhibition Opening with Presentation
 by PhD candidate Vera Altmeyer 30. May 2013 4.30 PM



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From May to October 2012 NIAS (Nordic Institute of Asian Studies) associated PhD candidate Vera Altmeyer has conducted field research on the election campaigns for the Governor's office in Jakarta, the capital of Indonesia.

This exhibition shows photographs from the campaigns of the two main candidates in the field: Incumbent Governor Fauzi Bowo mostly relied on typical strong man campaign tactics involving money politics, voter intimidation, campaigning based on ethnic and religious discrimination, reliance on staged media events, expensive advertising and mobilisation of various ally groups. While he was believed to win easily within the first election round, the radically different campaign strategy of challenger Joko Widodo turned the game around, leading to a remarkable catch-up race and his final victory after a second election round. Joko Widodo combined strategically located face-to-face campaigning with a clever marketing technique to capture the attention of the media. He performed on a good governance agenda of providing services for the population, against ethnic or religious discrimination, and promoting the inclusion of the population into politics. With this new approach he hit the nerve of a population that is tired of being treated as "floating mass" - the passive subjects of the state's agency - something which has not fundamentally changed with Indonesian democratisation 15 years ago.

Joko Widodo's tremendous success has even triggered the imitation of parts of his campaign style all across Indonesia. More recently, nationwide surveys show him as the leading candidate for next year's presidential election.

The photo exhibition will run from 30. May to 31. August 2013 in the Faculty Library of Social Sciences, Gothersgade 140, 1123 Copenhagen K, 01-1-11. Opening of the exhibition with presentation by Vera Altmeyer will take place on Thursday, 30. May at 4.30 PM.

There will also be an extended online version of the exhibition, featuring not only photographs but also videos and other visual material at NIAS Linc's Asiaportal InFocus Blog <http://infocus.asiaportal.info/>.