

ABSTRAK

M Gura Wijaya, 1198040049, 2025 : "*Strategi Komunikasi Politik Didie Aries Dalam Memenangkan Pilkades Di Desa Mekarsari Kecamatan Cipongkor Kabupaten Bandung Barat 2021*"

Penelitian ini dilatarbelakangi oleh fenomena keberhasilan Didie Aries dalam memenangkan Pemilihan Kepala Desa (Pilkades) di Desa Mekarsari, Kecamatan Cipongkor, Kabupaten Bandung Barat pada Tahun 2021. Berdasarkan rumusan masalah, penelitian ini bertujuan untuk menganalisis bentuk strategi komunikasi politik yang digunakan Didie Aries dalam memenangkan Pilkades serta mengetahui bagaimana respon masyarakat terhadap strategi komunikasi tersebut.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi langsung, dan dokumentasi. Data dianalisis menggunakan tahapan analisis kualitatif menurut Miles, Huberman & Saldana (2014) melalui proses reduksi data, penyajian data, dan penarikan kesimpulan, serta divalidasi menggunakan triangulasi dan check & recheck untuk memastikan keabsahan data.

Hasil penelitian menunjukkan bahwa Didie Aries menerapkan tiga strategi utama, yaitu merawat ketokohan, menciptakan kebersamaan, dan memilih serta memilah pesan. Strategi ini berhasil membangun citra positif melalui keterlibatan sosial dan komunikasi tatap muka yang intens dengan masyarakat. Respon masyarakat terhadap gaya komunikasi Didie Aries sangat positif karena dinilai sederhana, jujur, dan mudah dipahami. Temuan ini menegaskan bahwa keberhasilan komunikasi politik di tingkat lokal bergantung pada kedekatan emosional, transparansi, dan relevansi pesan dengan kebutuhan masyarakat.

Kata Kunci : Citra, Komunikasi politik, Masyarakat, Pilkades, Strategi

ABSTRACT

M Gura Wijaya, 1198040049, 2025 : "*Didie Aries' Political Communication Strategy in Winning the Village Head Election in Mekarsasi Village, Cipongkor District, West Bandung Regency 2021*"

This research is motivated by the phenomenon of Didie Aries' success in winning the 2021 Village Head Election (*Pilkades*) in Mekarsari Village, Cipongkor District, West Bandung Regency. Based on the research questions, this study aims to analyze the forms of political communication strategies used by Didie Aries to win the election and to identify the community's responses to those strategies.

This study applies a **qualitative approach** with a **case study method**. Data were collected through in-depth interviews, direct observations, and documentation. The data analysis technique refers to **Miles, Huberman, and Saldana (2014)**, which consists of **data reduction, data display, and conclusion drawing**, while the validity of the data was ensured through **triangulation and check & recheck** procedures.

The results show that Didie Aries implemented three main strategies: **maintaining personal credibility, creating togetherness, and selecting and sorting messages**. These strategies successfully built a positive image through active social involvement and intensive face-to-face communication with the community. The public's response toward Didie Aries' communication style was highly positive, as it was perceived as simple, honest, and easy to understand. This study concludes that effective political communication at the local level depends on emotional closeness, transparency, and the relevance of messages to the community's needs.

Keywords: Communication, Image, *Pilkades*, Society, Strategy