

ABSTRAK

Rizal Muhamad Kadarsyah (1198040071): *Strategi Pemenangan DPD Partai Gelora Kabupaten Sumedang pada Pemilu Legislatif 2024 (dalam Perspektif Marketing Politik)*

Penelitian ini dilatarbelakangi oleh kegagalan DPD Partai Gelora Kabupaten Sumedang dalam memperoleh kursi legislatif pada Pemilu Legislatif 2024, meskipun partai telah mengimplementasikan berbagai strategi pemenangan baik secara konvensional maupun digital. Kondisi tersebut memunculkan pertanyaan mengenai bagaimana strategi pemenangan yang dijalankan oleh DPD Partai Gelora Kabupaten Sumedang ditinjau dari perspektif marketing politik, serta faktor-faktor apa yang menghambat konversi dukungan politik menjadi suara elektoral.

Tujuan penelitian ini adalah untuk menganalisis strategi pemenangan DPD Partai Gelora Kabupaten Sumedang pada Pemilu Legislatif 2024 melalui pendekatan marketing politik, khususnya dengan mengkaji proses segmentasi, targetting, dan positioning (STP), serta penerapan bauran pemasaran politik (Marketing Mix 4P) yang meliputi product, price, place, dan promotion.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif-analitis dan desain studi kasus. Data diperoleh melalui wawancara mendalam dengan pengurus DPD Partai Gelora Kabupaten Sumedang, calon legislatif, serta melalui observasi terhadap aktivitas kampanye, media sosial, dan dokumentasi internal partai. Analisis data dilakukan secara induktif melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Kerangka analisis penelitian ini mengacu pada teori marketing politik Firmanzah (2008), khususnya konsep STP dan bauran pemasaran politik 4P.

Hasil penelitian menunjukkan bahwa strategi pemenangan DPD Partai Gelora Kabupaten Sumedang dibangun melalui kerangka STP dan Marketing Mix 4P dengan penekanan pada segmentasi pemilih muda dan perempuan, pembentukan citra sebagai partai Islam moderat dan kolaboratif, serta penerapan kampanye berbiaya rendah berbasis media sosial dan interaksi tatap muka oleh calon legislatif. Namun, efektivitas strategi tersebut belum optimal karena dihambat oleh dualisme kepemimpinan di tingkat daerah, lemahnya soliditas dan koordinasi organisasi, keterbatasan sumber daya finansial, serta kuatnya patronase lokal dan praktik politik transaksional menjelang pemilu. Selain itu, minimnya jumlah saksi di tingkat TPS dan rendahnya konversi kampanye digital menjadi suara elektoral turut memperlemah capaian pemenangan. Meskipun tidak menghasilkan kursi legislatif pada Pemilu 2024, strategi yang dijalankan tetap berkontribusi pada peningkatan visibilitas politik dan proses pelebagaan awal Partai Gelora di tingkat lokal, khususnya di Kabupaten Sumedang.

Kata Kunci: Strategi Pemenangan, Partai Gelora, Marketing Politik, STP, 4P, Pemilu Legislatif, Kabupaten Sumedang.

ABSTRACT

Rizal Muhamad Kadarsyah (1198040071): *The Winning Strategy of the Regional Executive Board (DPD) of the Gelombang Rakyat Indonesia Party (Gelora Party) in Sumedang Regency in the 2024 Legislative Election (A Political Marketing Perspective)*

This study is motivated by the failure of the Regional Executive Board (DPD) of the Gelora Party in Sumedang Regency to secure legislative seats in the 2024 Legislative Election, despite the implementation of various winning strategies through both conventional and digital approaches. This condition raises questions regarding how the winning strategy was implemented by the DPD of the Gelora Party in Sumedang Regency from a political marketing perspective, as well as the factors that hindered the conversion of political support into electoral votes.

The objective of this research is to analyze the winning strategy of the DPD of the Gelora Party in Sumedang Regency in the 2024 Legislative Election using a political marketing approach, particularly by examining the processes of segmentation, targeting, and positioning (STP), as well as the implementation of the political marketing mix (4P), which includes product, price, place, and promotion.

This research employs a qualitative method with a descriptive-analytical approach and a case study design. Data were collected through in-depth interviews with the management of the DPD of the Gelora Party in Sumedang Regency, legislative candidates, and through observations of campaign activities, social media usage, and internal party documentation. Data analysis was conducted inductively through data reduction, data presentation, and conclusion drawing. The analytical framework of this study is based on Firmanzah's (2008) political marketing theory, particularly the concepts of STP and the political marketing mix (4P).

The findings indicate that the winning strategy of the DPD of the Gelora Party in Sumedang Regency was developed using the STP framework and the 4P political marketing mix, with an emphasis on young voters and women as key segments, the construction of an image as a moderate and collaborative Islamic party, and the implementation of low-cost campaigns through social media and face-to-face interactions by legislative candidates. However, the effectiveness of this strategy was constrained by leadership dualism at the regional level, weak organizational cohesion and coordination, limited financial resources, and the strong influence of local patronage networks and transactional political practices prior to the election. In addition, the limited number of polling station witnesses and the low conversion of digital campaign engagement into actual votes further weakened the electoral outcomes. Although the strategy did not result in legislative seat acquisition in the 2024 election, it contributed to increased political visibility and the initial process of party institutionalization at the local level, particularly in Sumedang Regency.

Keywords: Winning Strategy, Gelora Party, Political Marketing, STP, 4P, Legislative Election, Sumedang Regency.