

ABSTRAK

Dendi Setiawan, 1218040012, 2025, Strategi Pemasaran Politik Badan Pemenangan Pasangan Rudy Susmanto dan Ade Ruhandi Dalam Pemilihan Kepala Daerah Kabupaten Bogor 2024.

Penelitian ini dilatar belakangi oleh kemenangan pasangan Rudy Susmanto dan Ade Ruhandi dalam Pilkada Kabupaten Bogor 2024, kemenangan tersebut tidak terlepas dari adanya peran sentral badan pemenangan sebagai juru kunci keberhasilan. Penelitian ini bertujuan dalam menggambarkan pelaksanaan strategi pemasaran politik badan pemenangan Rudy Susmanto dan Ade Ruhandi dalam pemilihan kepala daerah Kabupaten Bogor 2024.

Penelitian ini menggunakan teori pemasaran politik STP dari Firmanzah yang meliputi penyusunan strategi segmentasi politik, targetisasi politik dan posisi politik, selanjutnya menggunakan teori pemasaran mix politik dari Asep Ferry Bastian yang meliputi *product, promotion, price, place*. Metode penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data yang digunakan dalam penelitian adalah teknik wawancara dan dokumentasi. Teknik analisis data yang digunakan meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian ini menggambarkan bahwa pelaksanaan strategi pemasaran politik badan pemenangan Rudy Susmanto dan Ade Ruhandi melakukan segmentasi berdasarkan geografi, demografi, dan sosial budaya. Targeting politik yang dilakukan menargetkan kelompok masyarakat berdasarkan besaran populasi, dan kelompok masyarakat yang dapat menghasilkan efek pengganda seperti tokoh masyarakat dan relawan. Produk politik memperhatikan platform partai, *track record*, dan citra kandidat. Dalam promosi politik badan pemenanga Rudy-Ade menggunakan *push political marketing, pull political marketing* dan *pass political marketing*. Harga politik meliputi harga ekonomi, psikologis, dan *image*. Tempat politik yang digunakan meliputi program *marketing personal* dan program *volunteer*. Faktor pendukung startegi pemasaran politik meliputi modal politik, sosial, dan ekonomi.

Kata kunci: Pemasaran politik, strategi, pemilihan bupati, badan pemenangan

ABSTRACT

Dendi Setiawan, 1218040012, 2025, Political Marketing Strategy of the Winning Agency for the Pair of Rudy Susmanto and Ade Ruhandi in the 2024 Bogor Regency Regional Head Election.

This research is based on the victory of Rudy Susmanto and Ade Ruhandi in the 2024 Bogor Regency Regional Election, the victory is inseparable from the central role of the winning body as the key to success. This research aims to describe the implementation of the political marketing strategy of the winning bodies of Rudy Susmanto and Ade Ruhandi in the 2024 Bogor Regency regional head election.

This study uses the STP political marketing theory from Firmanzah which includes the preparation of political segmentation strategies, political targeting and political positions, then uses the political mix marketing theory from Asep Ferry Bastian which includes product, promotion, price, place. This research method uses a qualitative research method with a descriptive approach. The data collection techniques used in the research are interview and documentation techniques. The data analysis techniques used include data reduction, data presentation, and conclusion drawn.

The results of this study illustrate that the implementation of the political marketing strategy of the winning agency of Rudy Susmanto and Ade Ruhandi is segmented based on geography, demographics, and socio-culture. Political targeting targets community groups based on the size of the population, and community groups that can produce multiplier effects such as community leaders and volunteers. Political products pay attention to the party's platform, track record, and image of the candidate. In political promotion, the winning body Rudy-Ade uses push political marketing, pull political marketing and pass political marketing. Political prices include economic, psychological, and image prices. The political venues used include personal marketing programs and volunteer programs. Factors supporting political marketing strategies include political, social, and economic capital.

Keywords: *Political marketing, strategy, regent election, winning body*