

ABSTRAK

Nur Muhammad Iqbal Maulana, 1198040059, Analisis Citra Politik Soni Daniswara Melalui Program Bongsor Terhadap Perilaku Pemilih Pada Pemilihan Umum Legislatif Kota Bandung Tahun 2024

Penelitian ini bertujuan untuk menganalisis strategi pembentukan citra politik Soni Daniswara melalui Program BONGSOR serta pengaruhnya terhadap perilaku memilih masyarakat pada Pemilihan Umum Legislatif 2024 di Kecamatan Bojongloa Kaler, Kota Bandung. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam dengan kandidat warga sebagai informan utama, relawan, dan dokumentasi kegiatan Program BONGSOR.

Hasil penelitian menunjukkan bahwa strategi pembentukan citra politik dilakukan melalui empat indikator utama, yaitu penampilan sederhana yang menciptakan kesan kedekatan sosial, personalitas kandidat yang humanis dan empatik, pesan politik berbasis pelayanan sosial yang konsisten, serta rekam jejak program berupa bantuan kesehatan dan sosial yang nyata. Persepsi masyarakat terhadap citra politik kandidat terbentuk melalui pengalaman langsung menerima bantuan dan interaksi dengan relawan, sehingga muncul kepercayaan dan penilaian positif terhadap kandidat.

Selanjutnya, citra politik yang terbentuk memengaruhi perilaku memilih masyarakat melalui tiga faktor utama. Pertama, faktor rasional berupa pertimbangan manfaat nyata program. Kedua, faktor psikologis berupa kedekatan emosional dan rasa percaya. Ketiga, faktor sosiologis berupa pengaruh lingkungan sosial dan tokoh masyarakat setempat. Penelitian ini menyimpulkan bahwa program pelayanan sosial dapat menjadi strategi komunikasi politik yang efektif dalam membangun citra kandidat sekaligus memengaruhi keputusan memilih masyarakat.

Penelitian ini diharapkan memberikan kontribusi bagi kajian komunikasi politik lokal serta menjadi referensi bagi kandidat, partai politik, dan pemerintah daerah dalam merancang strategi pelayanan masyarakat yang berkelanjutan dan berorientasi pada kebutuhan publik.

Kata kunci: citra politik, pemilu legislatif, perilaku pemilih, program Bongsor

ABSTRACT

Nur Muhammad Iqbal Maulana, 1198040059, Analysis of Soni Daniswara's Political Image Through the Bongsor Program on Voter Behavior in the 2024 Bandung City Legislative Election

This study aims to analyze Soni Daniswara's political image-building strategy through the BONGSOR Program and its influence on public voting behavior in the 2024 Legislative Election in Bojongloa Kaler District, Bandung City. The study employed a qualitative approach with a case study method. Data were collected through in-depth interviews with candidates, volunteers, and residents as key informants, as well as documentation of BONGSOR Program activities.

The research results show that the strategy for building a political image is carried out through four main indicators: a simple appearance that creates an impression of social closeness, a humanistic and empathetic candidate personality, a consistent political message based on social services, and a track record of programs in the form of tangible health and social assistance. Public perception of a candidate's political image is formed through direct experience of receiving assistance and interacting with volunteers, resulting in trust and positive assessments of the candidate.

Furthermore, the political image formed influences people's voting behavior through three main factors. First, rational factors, such as considering the program's tangible benefits. Second, psychological factors, such as emotional closeness and trust. Third, sociological factors, include the influence of the social environment and local community leaders. This study concludes that social service programs can be an effective political communication strategy in building a candidate's image while simultaneously influencing people's voting decisions.

This research is expected to contribute to the study of local political communication and become a reference for candidates, political parties, and local governments in designing sustainable public service strategies that are oriented towards public needs.

Keywords: political image, legislative elections, voter behavior, Bongsor program