

ABSTRAK

Yarfaillah Ilman Darajat (208040083) STRATEGI PEMASARAN POLITIK PARTAI NASIONAL DEMOKRAT DALAM PEMENANGAN LEGISLATIF DI KABUPATEN SUBANG PADA PEMILU TAHUN 2024 Penelitian ini dilatarbelakangi oleh meningkatnya persaingan antar partai politik dalam Pemilu Legislatif 2024 yang menuntut penerapan strategi pemasaran politik yang efektif dan terarah. Fenomena menarik terjadi pada hasil pemilu Partai NASDEM di Kabupaten Subang yang berhasil meningkatkan perolehan kursi DPRD secara konsisten, namun di sisi lain masih menghadapi tantangan terkait citra partai dan komunikasi politik di tingkat lokal. Penelitian ini bertujuan untuk menggambarkan strategi pemasaran politik yang diterapkan oleh Partai NASDEM, serta mengidentifikasi kelebihan dan keterbatasannya dalam meningkatkan perolehan kursi pada Pemilu Legislatif 2024. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi dengan teknik triangulasi data untuk menjamin keabsahan data, serta akses data yang diperoleh dari informan kunci dan dokumen resmi partai. Analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Partai NASDEM menerapkan strategi pemasaran politik melalui penguatan produk politik berupa figur calon, program kerja, serta citra partai restorasi, didukung dengan pemanfaatan media sosial, kegiatan sosial, serta pendekatan langsung kepada masyarakat. Strategi ini menunjukkan adanya peningkatan elektabilitas dan perolehan kursi, namun masih memiliki kelemahan berupa keterbatasan jangkauan komunikasi politik dan belum meratanya penyampaian informasi kepada seluruh masyarakat.

Kata kunci: pemasaran politik, strategi politik, Partai NASDEM.

ABSTRACT

Yarfaillah Ilman Darajat (208040083) POLITICAL MARKETING STRATEGY OF THE NATIONAL DEMOCRAT PARTY IN LEGISLATIVE WINNING IN SUBANG REGENCY IN THE 2024 ELECTION This research is motivated by the increasing competition between political parties in the 2024 Legislative Election which demands the implementation of an effective and targeted political marketing strategy. An interesting phenomenon occurred in the election results of the NASDEM Party in Subang Regency which succeeded in increasing the acquisition of DPRD seats consistently, but on the other hand still faced challenges related to the party's image and political communication at the local level. This study aims to describe the political marketing strategy implemented by the NASDEM Party, as well as identify its strengths and limitations in increasing the acquisition of seats in the 2024 Legislative Election. This study uses a qualitative approach with a descriptive research type. Data collection techniques were carried out through in-depth interviews, observations, and documentation with data triangulation techniques to ensure the validity of the data, as well as access to data obtained from key informants and official party documents. Data analysis used the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. The results of the study indicate that the NASDEM Party implemented a political marketing strategy through strengthening political products in the form of candidate figures, work programs, and the image of a restoration party, supported by the use of social media, social activities, and direct approaches to the community. This strategy showed an increase in electability and seat acquisition, but still has weaknesses in the form of limited political communication reach and unequal distribution of information to all members of the community.

Keywords: *political marketing, political strategy, NASDEM Party.*