

ABSTRAK

Ujang Gunawan. NIM 1198040086. 2023: *Strategi Pemenangan Hamzah Sebagai Calon Legislatif Partai Amanat Nasional Pada Pemilu 2019 (Studi Kasus Kemenangan Hamzah Sebagai Calon Legislatif DPRD Kabupaten Garut di Dapil 4)*

Strategi pemenangan calon legislatif yaitu rencana yang telah dipersiapkan oleh calon legislatif beserta tim pemenangannya secara matang dalam kurun waktu yang lama untuk mensukseskan suatu pemilihan umum guna menuju suatu kemenangan. Penelitian ini tentang strategi pemenangan Hamzah dalam pemilihan calon legislatif Kabupaten Garut tahun 2019. Hamzah merupakan caleg dari Partai Amanat Nasional Kabupaten Garut, yang terpilih menduduki kursi DPRD Kabupaten Garut Periode 2019-2024 dengan perolehan suara sebanyak 12.060 suara. Tujuan penelitian ini adalah: (1) Mengetahui strategi pemenangan Hamzah dalam Pemilihan Calon Legislatif Kabupaten Garut tahun 2019 (2) Mengetahui pelaksanaan strategi pemenangan Hamzah dalam Pemilihan Calon Legislatif Kabupaten Garut tahun 2019.

Penelitian ini menggunakan pendekatan metode kualitatif. Sumber data penelitian meliputi sumber data primer dan sekunder alat dan teknik pengumpulan data menggunakan wawancara dan dokumentasi. Data penelitian yang telah terkumpul kemudian dianalisis meliputi pengumpulan data; penyajian data; dan kesimpulan atau verifikasi.

Hasil penelitian menunjukkan bahwa strategi pemenangan Hamzah yaitu dengan pembentukan tim, perumusan program kerja, pemetaan massa, branding dan positioning, strategi marketing politik, komunikasi politik, kampanye politik dengan menggunakan analisis SWOT (Strength, Weakness, Opportunities, Threats), serta pendekatan terhadap masyarakat, pemuda pemudi, ormas dan komunitas, tokoh masyarakat dan tokoh agama. Faktor pendukung sosok Hamzah di kenal masyarakat sebagai sosok yang berpengaruh di masyarakat, dikarenakan Hamzah dan keluarga selalu menjadi solusi atas permasalahan dan kebutuhan masyarakat, sehingga mendapat dukungan dari masyarakat Kabupaten Garut Khususnya dapil IV.

Saran penulis dalam penelitian ini yaitu bagi caleg terpilih kiranya dapat melaksanakan seluruh program-programnya semasa kampanye dulu serta hal-hal yang dapat membawa kesejahteraan masyarakat di Kabupaten Garut khususnya dapil IV.

Kata Kunci : Strategi Pemenangan, Calon Legislatif, Pemilihan Anggota Legislatif DPRD

ABSTRACT

Ujang Gunawan. NIM 1198040086. 2023: *Hamzah's Winning Strategy as a National Mandate Party Legislative Candidate in the 2019 Election (Case Study of Hamzah's Victory as a Legislative Candidate for the Garut Regency DPRD in Dapil 4)*

The winning strategy for legislative candidates is a plan that has been carefully prepared by the legislative candidates and their winning team over a long period of time to make a general election successful in order to win. This research is about Hamzah's winning strategy in the election for legislative candidates for Garut Regency in 2019. Hamzah is a candidate from the Garut Regency National Mandate Party, who was elected to a seat in the Garut Regency DPRD for the 2019-2024 period with a vote of 12,060 votes. The aims of this study were: (1) To find out Hamzah's winning strategy in the 2019 Garut Regency Legislative Candidate Election (2) To find out the implementation of Hamzah's winning strategy in the 2019 Garut Regency Legislative Candidate Election.

This study uses a qualitative method approach. Sources of research data include primary and secondary data sources. Data collection tools and techniques use interviews and documentation. The research data that has been collected is then analyzed including data collection; presentation of data; and conclusion or verification.

The results showed that Hamzah's winning strategy was by forming a team, formulating work programs, mass mapping, branding and positioning, political marketing strategies, political communication, political campaigns using SWOT analysis (Strength, Weakness, Opportunities, Threats), as well as an approach to society. , young people, mass organizations and communities, community leaders and religious leaders. Supporting factors for Hamzah's figure are known by the community as an influential figure in society, because Hamzah and his family have always been the solution to the problems and needs of the community, so that they receive support from the people of Garut Regency, especially Dapil IV.

The author's suggestion in this study is that the elected candidates can carry out all of their programs during the first campaign and things that can bring people welfare in Garut Regency, especially electoral area IV.

Keywords: Winning Strategy, Legislative Candidates, DPRD Legislative Member Election