

ABSTRACT

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Muhammad Thamrin's Political Marketing Communication Strategy in Dapil VI in the 2024 Legislative Election

Keyword : Dapil VI, Muhammad Thamrin, *Political Strategy*

(xii + 69 + Appendices)

The 2024 General Election is an important event for Indonesia, both from the perspective of politics, government, and society. One of the major parties that played a significant role in this election was the Partai Keadilan Sejahtera (PKS). PKS, based on the ideology of Pancasila and Islamic values, has succeeded in maintaining public support through effective political communication strategies. This research focuses on the analysis of PKS's political communication strategy in the 2024 Legislative Election in the East Jakarta VI constituency, with a case study on Muhammad Thamrin, a legislative candidate who managed to maintain his position in the DKI Jakarta Provincial Legislative with a very significant increase in votes. The purpose of this study is to find out what strategies Muhammad Thamrin used in increasing his vote in Dapil VI, as well as to find out what obstacles and evaluation strategies he carried out. This research uses a constructivist qualitative approach and the 3P political marketing theory of Adman Nursal and 4P Kotler as a theoretical framework. The findings of the study show that the political communication strategy implemented by Muhammad Thamrin involves two main methods: direct meetings through various activities in the field and indirect meetings through social media and campaign props. In addition, Thamrin also collaborates with various local communities, including Gen Z youth groups, religious leaders, and a multi-layered network of coordinators formed by him since two to three years before the campaign period. Despite the challenges of black campaigns and economic demands from the public, the implemented strategies were able to highlight a positive image and a good track record, which significantly reduced campaign costs.

Bibliography (1972-2023)