

**“STRATEGI POLITIK PRABOWO SUBIANTO-SANDIAGA
SALAHUDDIN UNO DALAM MENINGKATKAN JUMLAH SUARA DI
CAKUNG JAKARTA TIMUR PADA PILPRES TAHUN 2019”**

ANDANI SYAKIRA PUTRI

ABSTRAK

Penelitian ini mengeksplorasi strategi politik Prabowo Subianto-Sandiaga Uno dalam meraih kemenangan di Kecamatan Cakung, Jakarta Timur, pada Pemilihan Umum Presiden 2019. Dengan pendekatan kualitatif eksplanatif, data diperoleh melalui wawancara dengan DPC Gerindra Jakarta Timur dan tim sukses Prabowo-Sandiaga, serta studi dokumen. Meskipun pasangan nomor urut 01 memenangkan secara nasional, Prabowo-Sandiaga berhasil unggul di Jakarta Timur. Analisis menunjukkan evolusi strategi politik dari defensif pada Pilpres 2014 menjadi ofensif pada 2019, mencerminkan adaptasi terhadap perubahan dinamika politik. Strategi kemenangan melibatkan kerja keras, dukungan luas, dan kombinasi ofensif (target basis suara lawan) dan defensif (pemeliharaan basis pendukung). Kebijakan responsif terhadap karakteristik lokal, citra positif melalui media, dan hubungan emosional dengan pemilih juga memainkan peran kunci dalam kesuksesan pasangan ini.

Kata Kunci: Prabowo Subianto-Sandiaga Salahuddin Uno, Pemilihan Presiden, Strategi Politik, Strategi Ofensif, Strategi Defensif

**"THE POLITICAL STRATEGIES OF PRABOWO SUBIANTO-
SANDIAGA SALAHUDDIN UNO IN INCREASING VOTE COUNT IN
CAKUNG, EAST JAKARTA, DURING THE 2019 PRESIDENTIAL
ELECTION"**

ANDANI SYAKIRA PUTRI

ABSTRACT

This research explores the political strategy of Prabowo Subianto-Sandiaga Uno in achieving victory in Cakung District, East Jakarta, in the 2019 Presidential General Election. With an explanatory qualitative approach, data was obtained through interviews with DPC Gerindra East Jakarta and the Prabowo-Sandiaga success team, as well as document studies . Even though pair number 01 won nationally, Prabowo-Sandiaga managed to excel in East Jakarta. The analysis shows the evolution of political strategy from defensive in the 2014 presidential election to offensive in 2019, reflecting adaptation to changing political dynamics. A winning strategy involves hard work, broad support, and a combination of offensive (targeting the opponent's vote base) and defensive (maintaining the support base). Policies responsive to local characteristics, positive images through the media, and emotional connections with voters also played key roles in the pair's success.

Keywords: Prabowo-Sandiaga, Presidential Election, Political Strategy, Offensive Strategy, Defensive Strategy