

ANALISIS STRATEGI KAMPANYE POLITIK AIRIN RACHMI DIANY DALAM MEMENANGKAN KURSI DPR RI DAPIL BANTEN III PADA PEMILU 2024

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ABSTRAK

Penelitian ini akan berfokus agar bisa menganalisis dan mengkaji secara detail terkait strategi kampanye politik Airin Rachmi Diany dalam memenangkan kursi DPR-RI mewakili dapil Banten III pada pemilu 2024. Penelitian ini akan menggunakan teori Kampanye, Kampanye Politik, dan Personal Branding sebagai acuan dan kerangka analisis dalam penelitian ini. Adapun, penelitian ini akan menggunakan metode kualitatif, yang dimana data yang diperoleh dan dikumpulkan oleh peneliti melalui wawancara dengan narasumber yang cukup memahami tentang tema pada penelitian ini, yaitu Airin Rachmi Diany selaku calon anggota legislative DPR-RI Fraksi Partai Golkar mewakili Banten III, Imam (blm diisi) selaku ketua tim sukses Airin Rachmi Diany, Dede Qodrat Alwajir selaku sekretaris tim sukses Airin Rachmi Diany, Hari Hadi Putra selaku koordinasi lapangan tim sukses Airin Rachmi Diany, dan Efriza selaku pengamat sekaligus dosen di beberapa perguruan tinggi. Hasil penelitian menunjukkan bahwa Airin Rachmi Diany berhasil memenangkan kontestasi pemilu Legislatif tahun 2024 dan mendapatkan suara terbanyak di dapilnya berkat berbagai strategi yang telah dilakukan. Dalam hal ini. Kunci utama dari keberhasilan dan kemenangan ini yaitu strategi kampanye politik yang sistematis dan terstruktur dengan menggunakan dua model kampanye politik baik secara langsung maupun kampanye secara digital. Selain itu, keberhasilan Airin dalam memperoleh suara terbanyak karena Airin telah menjadi Walikota Tangerang Selatan selama 2 periode dan ke sering berbaurnya Airin kepada masyarakat adalah faktor utama keberhasilan Airin mendapatkan suara terbanyak di Dapil Banten III.

Kata Kunci: Strategi Kampanye, Kemenangan, Airin Rachmi Diany, Pemilu Legislatif Tahun 2024.

ANALYSIS OF AIRIN RACHMI DIANY'S POLITICAL CAMPAIGN STRATEGY IN WINNING THE DPR RI SEAT, BANTEN III DAPIL IN THE 2024 ELECTION

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ABSTRACT

This research will focus on being able to analyze and examine in detail the political campaign strategy of Airin Rachmi Diany in winning the DPR-RI seat representing the Banten III constituency in the 2024 election. This research will use campaign theory, political campaign, and Personal Branding as a reference and analysis framework in this research. Meanwhile, this study will use qualitative methods, where the data obtained and collected by researchers through interviews with speakers who understand enough about the theme in this study, namely Airin Rachmi Diany as a candidate for legislative members of the DPR-RI Golkar Party faction representing Banten III, Imam (blm filled) as chairman of the sukses team Airin Rachmi Diany, Dede Qodrat Alwajir as secretary of the success team Airin Rachmi Diany, Hari Hadi Putra as field coordination of the success team Airin Rachmi Diany, and Efriza as observers as well as lecturers at several universities. The results of the study show that Airin Rachmi Diany managed to win the 2024 legislative election contest and get the most votes in her constituency thanks to various strategies that have been carried out. In this case. The main key to this success and victory is a systematic and structured political campaign strategy using two political campaign models both directly and digitally. In addition, the success of Airin in obtaining the most votes because Airin has been the mayor of South Tangerang for 2 periods and to the frequent mingling of Airin to the community is the main factor in the success of Airin get the most votes in the constituency of Banten III.

Keywords: Campaign Strategy, Victory, Airin Rachmi Diany, Legislative Election 2024.