

**STRATEGI KEMENANGAN CALEG BARU DALAM PEMILU 2024
(STUDI KASUS: DADIYONO SEBAGAI CALON LEGISLATIF DPRD
DKI JAKARTA PARTAI GOLKAR DAPIL 7 NOMOR 10)**

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Abstrak

Penelitian ini bertujuan untuk menganalisis strategi kemenangan Dadiyono sebagai calon legislatif baru Partai Golkar dalam Pemilu Legislatif 2024 di Dapil 7 DKI Jakarta. Penelitian ini menggunakan teori strategi politik Peter Schröder yang berfokus pada strategi ofensif dan defensif, serta konsep political marketing dari Jennifer Lees-Marshment sebagai pisau analisis untuk melihat dinamika strategi kampanye yang dilakukan. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Hasil penelitian menunjukkan bahwa kemenangan Dadiyono dipengaruhi oleh kombinasi strategi ofensif berupa kampanye door to door, penggunaan slogan, serta kerja relawan berbasis jaringan sosial. Strategi defensif diterapkan melalui pemetaan basis suara, menjaga konsistensi kehadiran pada kegiatan sosial masyarakat, dan memperkuat loyalitas pemilih. Kesimpulan penelitian ini menegaskan bahwa keberhasilan caleg baru tidak semata ditentukan oleh modal ekonomi, melainkan dapat dicapai melalui strategi politik berbasis kedekatan sosial, dukungan relawan, serta sinergi dengan struktur partai. Penelitian ini memberikan kontribusi pada literatur mengenai strategi pemenangan caleg baru dalam sistem proporsional terbuka di Indonesia.

Kata Kunci: *Strategi Politik, Political Marketing, Pemilu 2024.*

***POLITICAL STRATEGY FOR NEW CANDIDATES IN THE 2024
LEGISLATIVE ELECTION (CASE STUDY OF DADIYONO AS A
CANDIDATE FOR THE JAKARTA REGIONAL HOUSE OF
REPRESENTATIVES FROM THE GOLKAR PARTY, ELECTORAL
DISTRICT 7, CANDIDATE NUMBER 10)***

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Abstract

This research aims to analyze the winning strategy of Dadiyono as a new legislative candidate of the Golkar Party in the 2024 Legislative Election in Jakarta Electoral District 7. Peter Schröder's political strategy theory, focusing on offensive and defensive strategies, along with Jennifer Lees-Marshment's concept of political marketing, is applied as the analytical framework. This research uses a qualitative method with a case study approach. The findings reveal that Dadiyono's electoral success is influenced by a combination of offensive strategies such as door-to-door campaigning, the use of a locally relevant political slogan, and volunteer work based on social networks. Defensive strategies were utilized through voter base mapping, consistent engagement in community social activities, and reinforcing voter loyalty. This study concludes that the success of new candidates is not solely determined by financial resources, but can be achieved through social proximity, community-based political strategies, volunteer engagement, and structural party support. This research contributes to the literature on electoral campaign strategies for new candidates within Indonesia's open-list proportional representation system.

Keywords: *Political Strategy, Political Marketing, 2024 Election.*