STRATEGI KAMPANYE POLITIK CALEG PADA PEMILU 2024: STUDI KASUS KEMENANGAN MUJIYONO (PARTAI DEMOKRAT) YANG KE-4 KALI PADA PEMILU LEGISLATIF DAPIL V JAKARTA

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ABSTRAK

Penelitian ini menganalisis strategi pemenangan Mujiyono, *incumbent* dari Partai Demokrat di Dapil V DKI Jakarta pada Pemilu 2024. Tujuan penelitian ini untuk memahami bentuk, implementasi, dan efektivitas strategi yang Mujiyono dan tim pemenangannya gunakan dalam mempertahankan serta memperluas basis dukungan politiknya. Menggunakan pendekatan kualitatif, penelitian ini menganalisis data melalui wawancara. Penelitian ini menunjukkan bahwa di keterpilihan yang keempat kalinya, dari teori Strategi Politik dari Peter Schroder, Mujiyono menerapkan Strategi Defensif dan Strategi Campuran. Hasil penelitian menunjukkan bahwa kesuksesan keterpilihan Mujiyono yang keempat kalinya dicapai melalui implementasi strategi defensif dengan cara pemberian dukungan terhadap fasilitas publik dan bantuan ekonomi, lapangan kerja, serta bantuan kolektif lainnya, dan strategi campuran yang dilakukan melalui program Temu Sapa, menjadi fasilitator program kesehatan, pendidikan, dan menyalurkan bantuan sosial. Penerapan strategi ini terbukti efektif dalam menjaga loyalitas konstituen lama sekaligus menarik pemilih baru, menghasilkan lonjakan perolehan suara hingga tiga kali lipat di tengah persaingan yang ketat. Keberhasilan Mujiyono dalam meraih kursi DPRD di Dapil V DKI Jakarta yang keempat kalinya secara berturut-turut menunjukkan bahwa Strategi Campuran yang berfokus pada kerja nyata, akuntabilitas, dan pelayanan publik konsisten merupakan bentuk adaptasi dan konsolidasi politik yang kuat di tengah dinamika politik lokal.

Kata Kunci: Mujiyono, incumbent, strategi politik, tim pemenangan, pemilu legislatif.

POLITICAL CAMPAIGN STRATEGY OF A LEGISLATIVE CANDIDATE IN THE 2024 ELECTION: A CASE STUDY OF MUJIYONO'S (DEMOCRATIC PARTY) FOURTH CONSECUTIVE VICTORY IN THE LEGISLATIVE ELECTION FOR ELECTORAL DISTRICT V JAKARTA

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ABSTRACT

This study analyzes the winning strategy of Mujiyono, an incumbent from the Democratic Party in Electoral District V of DKI Jakarta in the 2024 Election. The purpose of this research is to understand the form, implementation, and effectiveness of the strategies employed by Mujiyono and his campaign team in maintaining and expanding their political support base. Using a qualitative approach, this study analyzes data collected through interviews. The findings show that, in his fourth consecutive victory, and based on Peter Schroder's Political Strategy theory, Mujiyono implemented Defensive Strategies and Mixed Strategies. The results reveal that Mujiyono's success in securing his fourth term was achieved through the implementation of defensive strategies such as providing support for public facilities and economic assistance, employment facilitation, and other collective aid; as well as mixed strategies carried out through the Temu Sapa program, acting as a facilitator for health and education programs, and distributing social assistance. The application of these strategies proved effective in maintaining the loyalty of long-time constituents while also attracting new voters, resulting in a threefold increase in vote acquisition amid tight electoral competition. Mujiyono's ability to secure a fourth consecutive seat in the Jakarta Provincial Parliament (DPRD) for Electoral District V demonstrates that Mixed Strategies centered on tangible work, accountability, and consistent public service constitute a strong form of political adaptation and consolidation within the dynamics of local politics.

Keywords: *Mujiyono, incumbent, political strategy, campaign team, legislative election.*