

ANALISIS STRATEGI POLITIK EDDY SOEPARNO DALAM PEMILU LEGISLATIF 2024 DI DAPIL III JABAR

NADIA ROSDIANTI

ABSTRAK

Pemilu Legislatif 2024 berlangsung dalam konteks persaingan politik yang semakin kompetitif, menuntut calon legislatif untuk merumuskan strategi politik yang adaptif terhadap karakteristik pemilih dan dinamika daerah pemilihan. Daerah Pemilihan (Dapil) III Jawa Barat yang meliputi Kabupaten Cianjur dan Kota Bogor memiliki kompleksitas sosiologis yang tinggi, sehingga menarik untuk dikaji secara lebih mendalam. Penelitian ini bertujuan untuk menganalisis strategi politik yang diterapkan oleh Eddy Soeparno dalam Pemilu Legislatif 2024 di Dapil III Jawa Barat. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif-analitis. Data diperoleh melalui wawancara mendalam terhadap lima informan kunci yang terdiri atas kandidat terpilih, tim sukses, pengurus partai, dan pengamat politik, serta didukung oleh studi literatur dan dokumentasi. Teknik analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa keberhasilan Eddy Soeparno tidak terlepas dari integrasi strategi ofensif dan defensif sebagaimana dikemukakan dalam teori strategi politik Peter Schroder. Strategi ofensif diwujudkan melalui kampanye proaktif berbasis kehadiran langsung di tengah masyarakat serta pemanfaatan media digital, sementara strategi defensif diarahkan pada pemeliharaan basis pemilih dan penguatan citra sebagai wakil rakyat yang responsif. Kesimpulannya, kombinasi strategi ofensif dan defensif yang dijalankan secara konsisten mampu meningkatkan elektabilitas dan mempertahankan dukungan pemilih di dapil yang heterogen. Penelitian ini berimplikasi pada pentingnya perumusan strategi politik yang kontekstual dan berorientasi pada karakteristik pemilih lokal dalam kontestasi pemilu legislatif.

Kata kunci: *Pemilu Legislatif, Eddy Soeparno, Strategi Politik, Dapil III Jabar.*

**ANALYSIS OF EDDY SOEPARNO'S POLITICAL STRATEGY IN THE
2024 LEGISLATIVE ELECTIONS IN JABAR ELECTORAL DISTRICT**

III

NADIA ROSDIANTI

ABSTRACT

The 2024 Legislative Election took place in the context of increasingly competitive political competition, requiring legislative candidates to formulate political strategies that are adaptive to voter characteristics and the dynamics of the electoral district. Electoral District III of West Java, which covers Cianjur Regency and Bogor City, has a high degree of sociological complexity, making it interesting to study in greater depth. This study aims to analyze the political strategies implemented by Eddy Soeparno in the 2024 Legislative Election in Electoral District III of West Java. This study uses a qualitative method with a descriptive-analytical approach. Data was obtained through in-depth interviews with five key informants consisting of elected candidates, campaign teams, party officials, and political observers, supported by literature studies and documentation. Data analysis techniques were carried out through the stages of data reduction, data presentation, and conclusion drawing. The results of the study show that Eddy Soeparno's success cannot be separated from the integration of offensive and defensive strategies as stated in Peter Schroder's political strategy theory. The offensive strategy was realized through a proactive campaign based on direct presence in the community and the use of digital media, while the defensive strategy was directed at maintaining the voter base and strengthening his image as a responsive representative of the people. In conclusion, the combination of offensive and defensive strategies, when implemented consistently, can increase electability and maintain voter support in heterogeneous electoral districts. This study implies the importance of formulating contextual political strategies oriented toward the characteristics of local voters in legislative election contests.

Keywords: *Legislative Elections, Eddy Soeparno, Political Strategy, West Java Electoral District III*

Nadia Rosdianti, 2026

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UPN Veteran Jakarta, Fakultas Ilmu Sosial dan Ilmu Politik, S1 Ilmu Politik
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