

**STRATEGI PEMENANGAN WILLIAM ADITYA SARANA SEBAGAI  
CALON LEGISLATIF DPRD DKI JAKARTA DAPIL 9 DALAM PEMILU  
LEGISLATIF 2024**

**NUGROHO WISNU PAMUNGKAS**

**ABSTRAK**

Penelitian ini menganalisis strategi pemenangan William Aditya Sarana sebagai calon legislatif DPRD DKI Jakarta di Dapil 9 meliputi Cengkareng, Kalideres, dan Tambora pada Pemilu Legislatif 2024. Kajian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, dokumentasi, dan studi pustaka. Teori strategi politik Schroeder (2010) digunakan sebagai pisau analisis dengan empat indikator utama: strategi perluasan pasar, strategi menembus pasar, strategi mempertahankan pasar, dan strategi menyerahkan pasar. Hasil penelitian menunjukkan bahwa kemenangan William, yang meraih 39.720 suara meningkat signifikan dari 12.200 suara pada 2019 merupakan hasil dari kombinasi strategi ofensif dan defensif yang dijalankan secara konsisten dan terukur. Pada strategi ofensif, William memperluas pasar politik melalui penyesuaian nilai PSI dengan program kampanye yang relevan, terutama isu banjir, transparansi anggaran, dan penguatan tata kelola. Strategi menembus pasar diperkuat melalui pemanfaatan jejaring tokoh masyarakat, kampanye digital, serta komunikasi dua arah di media sosial. Pada strategi defensif, William berhasil mempertahankan basis pemilih melalui konsistensi kehadiran di masyarakat, pelaporan kinerja secara terbuka, serta penguatan relasi di wilayah basis PSI. Strategi menyerahkan pasar diterapkan dengan tidak memaksakan penetrasi ke segmen pemilih yang tidak relevan secara ideologis, sehingga sumber daya dapat difokuskan pada wilayah berpeluang tinggi.

**Kata Kunci:** Strategi Politik, Pemenangan Pemilu, William Aditya Sarana, PSI, Dapil 9.

# **WILLIAM ADITYA SARANA'S WINNING STRATEGY AS A LEGISLATIVE CANDIDATE FOR THE DKI JAKARTA DPRD IN ELECTORAL DISTRICT 9 IN THE 2024 LEGISLATIVE ELECTIONS**

**NUGROHO WISNU PAMUNGKAS**

## **ABSTRACT**

This study analyzes the winning strategy of William Aditya Sarana as a legislative candidate for the Jakarta Provincial Parliament (DPRD DKI Jakarta) in Electoral District 9 covering Cengkareng, Kalideres, and Tambora during the 2024 Legislative Election. Using a descriptive qualitative approach, data were collected through interviews, documentation, and literature review. Schroeder's (2010) political strategy theory serves as the analytical framework, consisting of four key indicators: market expansion, market penetration, market retention, and market relinquishment. The findings indicate that William's victory marked by a significant increase in votes from 12,200 in 2019 to 39,720 in 2024 resulted from a consistent and data-driven combination of offensive and defensive strategies. In the offensive dimension, William expanded his political market by aligning PSI's ideological values with relevant campaign programs, particularly flood mitigation, budget transparency, and governance reform. Market penetration was strengthened through engagement with community leaders, digital campaigning, and two-way communication on social media. In the defensive dimension, William successfully retained his voter base by maintaining consistent community presence, openly reporting his performance, and strengthening relations within PSI's stronghold areas. Market relinquishment was applied by avoiding segments that were ideologically misaligned, enabling campaign resources to be focused effectively on areas with higher electoral potential.

**Keywords:** Political Strategy, Electoral Victory, William Aditya Sarana, PSI, Electoral District 9.