

**STRATEGI KAMPANYE POLITIK FRANCINE WIDJOJO PARTAI
SOLIDARITAS INDONESIA DALAM MEMPEROLEH SUARA DI DAPIL 7
DKI JAKARTA MELALUI KEPEDULIAN TERHADAP KUCING PADA
PEMILU LEGISLATIF DPRD DKI JAKARTA 2024**

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Penelitian ini menganalisis strategi kampanye politik Francine Widjojo dari Partai Solidaritas Indonesia dalam memenangkan kursi DPRD DKI Jakarta Dapil 7 pada Pemilu Legislatif 2024 melalui pendekatannya kepada kucing sekaligus mengangkat isu kesejahteraan hewan. Menggunakan metode kualitatif dengan pendekatan penulisan eksplanasi dan teori Marketing Politik Mix 4P dari Philip Kotler, penelitian ini menggali bagaimana Francine berhasil memperoleh 10.000 suara dengan isu yang relatif belum banyak diangkat dalam kontestasi politik Indonesia. Temuan menunjukkan keberhasilan terletak pada empat strategi terintegrasi yaitu platform "Jakarta Ramah Hewan", program Traktir Kucing Jalanan dan Rescue Makmur Bahagia, serta kolaborasi strategis dengan komunitas pecinta hewan. Autentisitas melalui rekam jejak konsisten sejak 2016 yang dikonfirmasi oleh Mamapus membuat positioning Francine Widjojo dalam isu kesejahteraan hewan menjadi dominan, serta integrasi dengan background profesi advokat menciptakan kredibilitas ganda yang tidak dapat direplikasi kompetitor. Strategi terbukti efektif di wilayah urban dengan konsentrasi kelas menengah terdidik yang mengadopsi nilai post materialistik. Penelitian memberikan kontribusi teoretis dalam memperlihatkan aplikasi teori Kotler dan implikasi teori pendukung lainnya dalam konteks Pemilu di Indonesia dan model kampanye yang dapat ditiru bagi kandidat calon legislative dengan sumber daya terbatas.

Kata Kunci: Marketing Politik, Strategi Kampanye, Kesejahteraan Hewan, Autentisitas Politik, Niche Marketing, Pemilu Legislatif 2024

**FRANCINE WIDJOJO'S POLITICAL CAMPAIGN STRATEGY OF THE
INDONESIA SOLIDARITY PARTY IN GAINNING VOTES IN DAPIL 7 DKI
JAKARTA THROUGH CONCERN FOR CATS IN THE 2024 DKI JAKARTA
DPRD LEGISLATIVE ELECTIONS**

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This study analyzes the political campaign strategy of Francine Widjojo from the Indonesian Solidarity Party in winning a seat in the Jakarta Regional Legislative Council (DPRD DKI Jakarta) District 7 during the 2024 Legislative Election through her approach to cats while addressing animal welfare issues. Employing a qualitative method with an explanatory writing approach and Philip Kotler's Political Marketing Mix 4P theory, this research explores how Francine successfully obtained 10,000 votes with an issue that has been relatively underrepresented in Indonesian political contestation. The findings reveal that success lies in four integrated strategies: the "Animal-Friendly Jakarta" platform, the Street Cat Feeding program and Rescue Makmur Bahagia, as well as strategic collaboration with animal lover communities. Authenticity through a consistent track record since 2016, confirmed by Mamapus, established Francine Widjojo's dominant positioning in animal welfare issues, while integration with her professional background as an advocate created dual credibility that competitors could not replicate. The strategy proved effective in urban areas with concentrations of educated middle-class populations who adopt post-materialistic values. The research provides theoretical contributions by demonstrating the application of Kotler's theory and the implications of other supporting theories in the context of Indonesian elections, offering a campaign model that can be replicated by legislative candidates with limited resources.

Keywords: Political Marketing, Campaign Strategy, Animal Welfare, Political Authenticity, Niche Marketing, 2024 Legislative Election