

STRATEGI PEMENANGAN POLITIK PASANGAN SUPIAN - CHANDRA DALAM MEMENANGKAN PILKADA KOTA DEPOK 2024

ABSTRAK

Penelitian ini memiliki tujuan untuk mengetahui strategi pemenangan politik yang dilakukan untuk memenangkan pasangan Supian - Chandra pada Pilkada kota Depok tahun 2024. Untuk menganalisis strategi pemenangan yang dilakukan oleh pasangan Supian - Chandra beserta jaringannya, penelitian ini menggunakan teori *Marketing Mix* Politik yang dipopulerkan oleh Dr. Asep Ferry Bastian, SE., MM.. Melalui teori tersebut, digunakan indikator 4P (*Product, Price, Place, & Promotion*) untuk menganalisis dan mengelompokkan strategi politik yang telah dilakukan oleh pasangan Supian - Chandra untuk memenangkan Pilkada. Metode penelitian yang digunakan adalah kualitatif deskriptif. Peneliti menggunakan dua teknik pengumpulan data, yaitu melalui wawancara dan studi dokumen. Peneliti kemudian menggunakan empat tahapan analisis yaitu pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi pemenangan yang dianalisis berdasarkan aspek *Product* membuktikan bahwa pasangan Supian - Chandra berhasil membangun narasi politik “Perubahan” sebagai identitas utama kampanye. Pada aspek *Promotion*, promosi politik dilakukan melalui kombinasi kampanye akar rumput dan pemanfaatan media sosial. Pada aspek *Place*, distribusi dukungan dilakukan melalui konsolidasi koalisi partai politik, jaringan relawan, serta basis massa politik yang tersebar di berbagai wilayah kota Depok. Sementara pada aspek *Price*, kemenangan didukung oleh soliditas tim pemenangan Supian - Chandra, koordinasi yang efektif, serta kemampuan mengoptimalkan sumber daya politik yang dimiliki.

Kata kunci: Strategi Pemenangan, Pilkada, Kota Depok

THE POLITICAL WINNING STRATEGY OF SUPIAN - CHANDRA IN SECURING VICTORY IN THE 2024 DEPOK MAYORAL ELECTION

ABSTRACT

This study aims to analyze the political winning strategy employed by Supian Suri and Chandra Rahmansyah in the 2024 Depok Regional Head Election (Pilkada). To examine the strategies implemented by the candidate pair and their supporting political networks, this study utilizes the *Marketing Mix Politik* theory developed by Dr. Asep Ferry Bastian, SE., MM.. The analysis is conducted through the four dimensions of the political marketing mix, namely Product, Promotion, Place, and Price (4P), which serve as analytical tools for identifying and categorizing the political strategies adopted by the candidates throughout the electoral process. This research employs a descriptive qualitative approach. Data were collected through in-depth interviews and document analysis. The collected data were subsequently analyzed using four stages of qualitative data analysis: data collection, data reduction, data display, and conclusion drawing. The findings indicate that, within the Product dimension, Supian - Chandra successfully constructed the political narrative of “Change” as the central identity of their campaign. In the Promotion dimension, political communication was conducted through a combination of grassroots campaigning and the strategic utilization of social media platforms. Within the Place dimension, political support was distributed and consolidated through a coalition of political parties, volunteer networks, and voter bases across various regions of Depok City. Meanwhile, in the Price dimension, the electoral success of the candidate pair was supported by the cohesiveness of the campaign team, effective organizational coordination, and the ability to optimize available political resources. The study concludes that the victory of Supian Suri and Chandra Rahmansyah in the 2024 Depok Regional Head Election was achieved through the effective integration of the four dimensions of the Political Marketing Mix, which collectively strengthened the candidates’ political positioning and electoral competitiveness.

Keywords: Political Winning Strategy, Regional Head Election, Depok City