

ANALISIS STRATEGI KAMPANYE POLITIK IMA MAHDIAH UNTUK MEMPERTAHANKAN KEMENANGANNYA PADA PEMILU LEGISLATIF 2024

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ABSTRAK

Penelitian ini mengkaji bagaimana Ima Mahdiah dalam memanfaatkan status petahana, branding politik, serta komunikasi politik yang dilakukan Ima Mahdiah dalam menjaga dukungan elektoral di tengah meningkatnya persaingan politik. Fenomena ini menjadi menarik karena meskipun perolehan suara Ima Mahdiah mengalami penurunan dibandingkan Pemilu 2019, Ima tetap berhasil mempertahankan kursi DPRD DKI Jakarta dan menjadi peraih suara tertinggi dari PDI Perjuangan di Daerah Pemilihan 10 Jakarta Barat. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Data penelitian diperoleh melalui wawancara dan dokumentasi. Penelitian ini menggunakan teori strategi kampanye politik, *incumbency advantage*, dan branding politik sebagai kerangka analisis. Hasil penelitian menunjukkan bahwa keberhasilan Ima Mahdiah dalam mempertahankan kemenangan pada Pemilu Legislatif 2024 didukung oleh beberapa strategi utama, yaitu transformasi afiliasi politik dengan Basuki Tjahaja Purnama, penguatan jaringan organisasi kampanye, pemanfaatan sumber daya institusional petahana, penerapan komunikasi dua arah melalui program Lapor Ima Mahdiah, transparansi kinerja melalui media digital, serta pembentukan citra politik sebagai politisi muda yang responsif dan kritis terhadap isu publik. Di sisi lain, penelitian ini juga menemukan berbagai tantangan dari penurunan suara di Pemilu Legislatif 2024, seperti meningkatnya kompetisi internal partai, praktik *money politics*, serta keterbatasan jangkauan komunikasi politik kepada seluruh segmen pemilih.

Kata Kunci: Ima Mahdiah, Strategi Kampanye Politik, Incumbency Advantage, Branding Politik, Pemilu Legislatif 2024.

AN ANALYSIS OF IMA MAHDIAH'S POLITICAL CAMPAIGN STRATEGY IN MAINTAINING HER VICTORY IN THE 2024 LEGISLATIVE ELECTION

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ABSTRACT

This study examines how Ima Mahdiah leveraged her incumbency status, political branding, and political communication to maintain electoral support amid increasing political competition. This phenomenon is particularly noteworthy because, although Ima Mahdiah received fewer votes than in the 2019 legislative election, she successfully retained her seat in the DPRD DKI Jakarta and remained the highest vote-getter from PDI Perjuangan in West Jakarta Electoral District 10. This study employs a qualitative research method with a descriptive approach. Data were collected through interviews and documentation. The analysis is based on the theories of political campaign strategy, incumbency advantage, and political branding. The findings indicate that Ima Mahdiah's success in maintaining her victory in the 2024 legislative election was supported by several key strategies, including the transformation of her political affiliation with Ahok, the strengthening of her campaign organization network, the effective use of institutional resources associated with incumbency, the implementation of two-way political communication through the Lapor Ima Mahdiah program, the promotion of performance transparency through digital media, and the development of a political image as a young politician who is responsive and critical toward public issues. At the same time, the study identifies several challenges associated with the decline in her vote share in the 2024 legislative election, including intensified intra-party competition, the prevalence of money politics, and the limited reach of political communication across all voter segments.

Keywords: Ima Mahdiah, Political Campaign Strategy, Incumbency Advantage, Political Branding, 2024 Legislative Election.