

**STRATEGI MARKETING POLITIK MULYANAH ANWAR PARTAI
GERINDRA DAPIL VI KOTA TANGERANG SELATAN DALAM
PEMILU LEGISLATIF 2024**

JANUAR PRATAMA

ABSTRAK

Penelitian ini bertujuan menganalisis strategi marketing politik Mulyanah Anwar dari Partai Gerindra di Daerah Pemilihan VI Kota Tangerang Selatan pada Pemilu Legislatif Tahun 2024. Penelitian dilatarbelakangi oleh keberhasilan Mulyanah Anwar mempertahankan kursi DPRD selama tiga periode berturut-turut di tengah meningkatnya persaingan politik lokal dan perubahan perilaku pemilih. Penelitian menggunakan pendekatan kualitatif eksplanatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Informan penelitian terdiri atas Mulyanah Anwar, tim pemenangan, Bappilu Partai Gerindra Kota Tangerang Selatan, Bawaslu Kota Tangerang Selatan, dan akademisi. Analisis data menggunakan model interaktif Miles dan Huberman dengan teori Marketing Politik 4P Kotler sebagai pisau analisis. Hasil penelitian menunjukkan bahwa strategi marketing politik Mulyanah Anwar lebih menitikberatkan pada pendekatan konvensional melalui kegiatan kemasyarakatan, pelayanan publik, advokasi, dan komunikasi tatap muka dibandingkan kampanye digital. Strategi digital melalui Instagram dengan narasi "Siap Melanjutkan" dan "Peduli Aspiratif" hanya berperan sebagai pendukung karena tingkat *exposure* dan *engagement* yang relatif rendah. Keberhasilan Mulyanah Anwar ditentukan oleh konsistensi pelayanan kepada masyarakat, pemanfaatan ruang sosial sebagai media komunikasi politik, serta penguatan hubungan jangka panjang dengan konstituen.

Kata Kunci: Marketing Politik, Marketing Politik 4P, Strategi Politik, Mulyanah Anwar, Pemilu Legislatif 2024.

**POLITICAL MARKETING STRATEGY OF MULYANAH ANWAR OF THE
GERINDRA PARTY IN ELECTORAL DISTRICT VI OF SOUTH
TANGERANG CITY IN THE 2024 LEGISLATIVE ELECTION**

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ABSTRACT

This study aims to analyze the political marketing strategy of Mulyanah Anwar from the Gerindra Party in Electoral District VI of South Tangerang City during the 2024 Legislative Election. The research was motivated by Mulyanah Anwar's success in retaining her seat in the South Tangerang City Regional House of Representatives for three consecutive terms amid increasing local political competition and changing voter behavior. This study employed a qualitative explanatory approach, with data collected through in-depth interviews, observation, and documentation. The informants included Mulyanah Anwar, her campaign team, the Gerindra Party Election Winning Body (Bappilu) of South Tangerang City, the South Tangerang Election Supervisory Agency (Bawaslu), and academics. Data were analyzed using Miles and Huberman's interactive model and Kotler's 4P Political Marketing framework. The findings reveal that Mulyanah Anwar's political marketing strategy primarily relied on conventional approaches through community engagement, public services, advocacy, and face-to-face communication rather than digital campaigning. Instagram, using the narratives "Ready to Continue" and "Caring and Aspirational," functioned only as a supporting medium due to its relatively low exposure and engagement. The study concludes that her electoral success was driven by consistent public service, the utilization of community spaces for political communication, and long-term relationships with constituents.

Keywords: *Political Marketing, 4P Political Marketing, Political Strategy, Mulyanah Anwar, 2024 Legislative Election.*