

ABSTRAK

Keterlibatan figur publik dalam pemilihan umum legislatif Indonesia menunjukkan peningkatan dalam kontestasi terakhir, terutama pada Pemilu Legislatif 2019 dan 2024. Tommy Kurniawan merupakan salah satu kandidat legislatif berlatar belakang figur publik yang berhasil memperoleh kursi DPR RI pada kedua kontestasi dengan perolehan 3x lipat suara pada kontestasi keduanya. Penelitian ini bertujuan untuk membahas mengenai perbandingan strategi kemenangan Tommy Kurniawan pada Pemilihan Umum Legislatif 2019 dan 2024 serta latar belakang perubahan sosial, politik dan teknologi pada masa pemilihan yang pada akhirnya mempengaruhi strategi kampanye menggunakan teori strategi kampanye Lees & Marshment (2020), teori *comparative politics* Chilcote (2018) dan konsep *political branding* Lees & Marshment (2009) sebagai penunjang analisa. Metode pada penelitian ini adalah kualitatif dengan studi kasus komparatif (*comparative case study*) dimana data yang digunakan dalam penelitian ini diperoleh melalui proses wawancara mendalam (*in-depth interview*) dan studi terhadap dokumen terdahulu. Hasil penelitian menunjukkan terdapat transisi aktivitas kampanye dalam upaya kemenangan Tommy Kurniawan dimana upaya kemenangan pemilu legislatif 2019 berbasis *product oriented strategy* sebagai bentuk optimalisasi modal sosial popularitas dan persona ketampanan yang dimiliki sedangkan pada pemilu legislatif 2024 berbasis *market oriented strategy* yang disesuaikan dengan modal pengalaman politik serta jaringan struktural pendukung yang semakin menguat.

Kata kunci : Strategi kemenangan, pemilu legislatif, kampanye politik

ABSTRACT

The involvement of public figures (celebrities) in Indonesia's legislative elections has continued to increase in recent elections, particularly in the 2019 and 2024 legislative elections. Tommy Kurniawan is one such legislative candidate with a background as a public figure who successfully secured a seat in the Indonesian House of Representatives (DPR RI) in both of these elections, tripling his vote count in the second election. This study aims to examine a comparison of Tommy Kurniawan's winning strategies in the 2019 and 2024 Legislative Elections, as well as the social, political, and technological changes during the election periods that ultimately influenced his campaign strategies, using Lees & Marshment's (2020) campaign strategy theory, Chilcote's (2018) theory of comparative politics, and Lees & Marshment's (2009) concept of political branding to support the analysis. The method used in this study is qualitative, employing a comparative case study approach, in which the data were collected through in-depth interviews and a review of prior documents. The results of this study indicate a transition in campaign activities aimed at securing Tommy Kurniawan's victory: his campaign for the 2019 Legislative Election was based on a product-oriented strategy a means of optimizing his social capital, namely his popularity and handsome appearance while his campaign for the 2024 Legislative Election is based on a market-oriented strategy tailored to his political experience and an increasingly robust network of structural supporters.

Keywords : Winning strategy, legislative elections, political campaign