


The Analysis of Campaign Strategy and Victory in the 2024 Kerinci Regency DPRD Legislative Election: A Case Study on Jumadi's Victory

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Abstract

This study analyzes Jumadi's campaign strategy and victory in the 2024 Kerinci Regency Regional People's Representative Council (DPRD) Legislative Election. This study explains, how Jumadi as a newcomer to politics with a background as a young entrepreneur, was able to achieve victory despite having no prior political experience. This study uses a qualitative approach with primary and secondary data obtained through interviews and documentation. The results indicate that Jumadi's victory was influenced by the implementation of an effective political marketing strategy based on Niffenegger's 4P framework: product, promotion, price, and place. The product aspect emphasized his image as a responsive and community-oriented leader with a focus on human resource development in the agricultural sector. The promotion aspect was carried out through direct outreach to the community, the use of social media, and the installation of billboards and posters. The price aspect reflected a positive reputation and personal credibility, while the place aspect related to voter mapping and mobilization of the support base through the Golkar Party's political machinery. These findings suggest that personal closeness, public trust, and the right political marketing strategy can be determining factors in the victory of new legislative candidates at the local level.

INTRODUCTION

Systematically, the Unitary State of the Republic of Indonesia is a country that adheres to a democratic system of government, which means that the government is run from the people by the people and for the people (Hndoyo, 2014). According to Joseph A. Schumpeter, democracy is a phase of political decision-making in which the role of individuals obtains the authority to make decisions through a competitive struggle to obtain the people's votes. Conventionally, a country is said to be democratic if its government is formed by the will of the people, which is shown in competitive general elections by choosing people who will occupy public office, and political and civil rights are guaranteed by law (Mufti, 2013).

Democracy is implemented through the election mechanism, which is seen as a symbol, emblem, and benchmark of a democratic state, the stage for holding public office in the Indonesian political system, specifically through the general election process. The results of open elections, with freedom of opinion and association, truly reflect the participation and wishes of the people. Elections are expected to elect representatives who can understand the wishes of the people, especially in the process of formulating public policy with a system of alternation of power. Countries that adopt the view of a state of law, where the government must enforce its will based on law or exercise its power based on law, experience an increase in democracy (Asmi, 2023).

General elections, which are regulated in the Law of the Republic of Indonesia Number 8 of 2012 concerning the General Election of Members of the People's Representative Council, Regional Representative Council, and Regional People's Representative Council, which explains that every five years General elections are carried out effectively and efficiently based on the principles of direct, general, free, secret, honest, and fair. With a commitment that general elections must be carried out in a more qualified manner, namely direct, general, free, secret, honest, and fair with greater public participation. With the hope that general elections to elect members of representative institutions must have the ability to ensure the principles of representation, accountability, and legitimacy. One of the institutions that are directly elected by the people and have an important role as representatives of the people are members of the Regency DPRD. The DPRD is a legislative institution that functions as part of regional government, namely articulating and aggregating the interests of the people, preparing regional revenue and expenditure budgets and overseeing regional regulations and other legislation.

Various previous studies have demonstrated the importance of political marketing in winning electoral contests at the local level. Sepriansyah, Yazwardi, and Zalpa (2021), in their study of Anwar Al Sadat's political strategy in Palembang II, emphasized that a combination of emotional closeness, direct communication, and party machine support are key to the success of new candidates. Widiowati's (2019) research on the winning strategies of Gerindra Party legislative candidates in Sidoarjo also found that voter mapping and campaign personalization were effective strategies in overcoming incumbent dominance. Meanwhile, Sinurat (2023) showed that the victory of young legislative candidates in Jambi City was heavily influenced by the integration of social activities and participatory political approaches at the grassroots level. These three studies demonstrate a pattern that the success of new candidates in elections is heavily influenced by their ability to build personal relationships with the community and utilize appropriate political marketing strategies.

However, most previous research has focused on winning strategies in urban areas or on large parties with candidates with established political bases. There is limited research examining the winning strategies of new legislative candidates from non-political backgrounds in rural areas, especially in areas with unique socio-cultural characteristics such as Kerinci Regency. Therefore, this study is important for providing a new contribution to the study of local political marketing by examining how a young entrepreneur named Jumadi who had no previous political experience was able to achieve a significant victory in the 2024 Kerinci Regency Regional People's Representative Council (DPRD) Legislative Election through an effective and structured campaign strategy.

In Kerinci Regency, each electoral district sends several representatives to the Regional People's Representative Council (DPRD), based on the allocation of available seats in each electoral district. The Kerinci Regency General Elections Commission (KPU) informed that 30 DPRD members were elected in Kerinci Regency, spread across the V Electoral Districts, coming from 11 political parties, namely the National Awakening Party (PKB), the Great Indonesia Movement Party (Gerindra), the Indonesian Democratic Party of Struggle (PDIP),

the Functional Group Party (Golkar), the National Democratic Party (Nasdem), the Prosperous Justice Party (PKS), the People's Conscience Party (HANURA), the National Mandate Party (PAN), the Democratic Party, the Perindo Party, and the United Development Party.

Elective District 1 includes the districts of Gunung Kerinci, Siulak, and Siulak Mukai. Elective District II includes the districts of Kayu Aro, Gunung Tujuh, and West Kayu Aro. Elective District III includes the districts of Air Hangat, East Air Hangat, Depati Tujuh, and West Air Hangat. Elective District IV includes the districts of Danau Kerinci, Sitingau Laut, Batang Merangin, and Tanah Cogok. Elective District V includes the districts of Gunung Raya, Keliling Danau, Bukit Kerman, and West Danau Kerinci. With a total of 30 seats from 11 political parties. The following table shows the composition of political parties and the names of members of the Kerinci Regency DPRD elected in the 2024 legislative election.

Table 1. Names of Kerinci Regency DPRD Members and Number of Votes Obtained in the 2024 Legislative Election

No	Name	Parties	Electoral district	Valid letter
1	Iqbal Arif Pratama	PKB	1	3.374
2	Tomi Emiral	PKB	3	2.346
3.	Irwandri	Gerindra	1	3.267
4.	Mariyus	Gerindra	2	2.677
5.	Mhd Ridho Syahlindra	Geindra	3	3.762
6.	M.Yunus	Gerindra	4	2.296
7.	Andespa Kendora	Gerindra	5	2.998
8.	Joni Efendi	PDI-P	1	2.064
9.	Adi Purnomo	PDI-P	2	1.728
10.	Jumadi	Golkar	2	6.290
11.	Ismaludin	Golkar	2	1.664
12.	Boy Edwar	Golkar	3	2.793
13.	Irwandi	Golkar	4	3.241
14.	Zakaria	Nadem	2	2.076
15.	dr. Surmila Apri Yulisa	Nasdem	3	3.206
16.	Zulkismi	Nasdem	3	2.295
17.	Masykur	Nasdem	5	1.595
18.	Jafrul	PKS	3	1.733
19.	Novandri Panca Putra	PKS	4	2.919
20.	Musrizal	PKS	5	1.927
21.	Deki Almitas	Hanura	1	2.718
22.	Dosi Arafiq	PAN	2	2.935
23.	Zulfikar	PAN	4	3.238
24.	Muksin Zakaria	PAN	5	2.048
25.	Yuza Dwiki Norpan	Demokrat	1	1.957
26.	Lisnurbani	Demokrat	2	2.487
27.	Piqri Elfanda Putra	Demokrat	4	4.293

28.	Angra Pradana	Perindo	5	2.998
29.	Eliysunadi	PPP	3	1.456
30.	Bir Ali	PPP	5	2.082

Data Source: Kerinci Regency General Elections Commission (2024)

In the 2024 Legislative Election in Kerinci Regency, specifically in Electoral District II, which includes Gunung Tujuh, Kayu Aro, and Kayu Aro Barat Districts, Jumadi emerged as a new candidate supported by the Golkar Party. His presence in this political contest received a positive response from the public. Jumadi successfully secured a seat in the Kerinci Regency Regional People's Representative Council (DPRD) for the 2024-2029 period, a very significant achievement. He received the most votes among candidates from other political parties, with a total of 6,290 votes.

In Kerinci Regency, there is an interesting political phenomenon, where Jumadi's background, as a new legislative member, is supported by the Golkar Party in the 2024 Election. Previously, Jumadi was not a candidate who came from a political family; his parents were successful farmers. In 2020, Jumadi served as Village Head in Sungai Asam Village and was widely known as a successful businessman popular in the Kerinci area. The popularity Jumadi gained as an entrepreneur played a significant role in strengthening the legitimacy of his candidacy as a legislative candidate.

His status as a successful figure in the economic world provides a special attraction, especially in building his image as a credible candidate and has the potential to bring positive change to the community. In addition to his popularity as a successful businessman, Jumadi in 2020 during his term as Village Head in Sungai Asam Village, was known for his supportive leadership style, characterized by a friendly attitude, strong concern for the community, and responsiveness to community needs. Jumadi's victory as a new legislative member in Electoral District II received positive attention. His presence is believed by the community as a symbol of new hope in the political realm, with the potential to bring change and innovation in the local policy-making process. Although new legislative candidates are often considered to not have a strong political reputation compared to more experienced candidates, Jumadi managed to show that this is not a barrier, and Jumadi was able to gain electability from the community.

Jumadi's success in securing a seat in the Kerinci Regency Regional People's Representative Council (DPRD) demonstrates that close relationships with the community have a greater influence on winning elections than formal political experience. This confirms that active community involvement and support can be a key force for new legislative candidates to achieve victory. Political strategy is crucial for carrying out political activities and achieving desired goals. Every party or candidate in an election naturally strives to win. To convince the public that new legislative candidates are trustworthy, Jumadi certainly uses the right approach by implementing the right strategy so that new legislative candidates are deemed trustworthy and achieve victory (Sepriansyah, et al., 2021).

Another study was also conducted by Rinda Audina Sinurat with the title "Frans Sugama Tambunan's Winning Strategy in the 2019 Jambi City Legislative Election" this study discusses that Frans Sugama Tambunan is a young PDI-P cadre who was successfully elected as a member of the DPRD. His extensive experience in various community organizations, as well as his role as a student activist while studying, provided a strong foundation for his political journey, so that he could win the 2019 Jambi city political contest (Sinurat, 2023). Therefore, this study was conducted to gain a deeper understanding of the strategies employed by Jumadi as a new legislative candidate. This study will examine in more detail the various approaches taken by Jumadi in his efforts to achieve victory. Therefore, the main

focus of this study is to further analyze "Jumadi's Winning Strategy in the 2024 Legislative Election in Kerinci Regency.

METHODS

This study uses a qualitative research method, with the aim of describing the winning strategy implemented by Jumadi in the 2024 Legislative Election. The informants interviewed were Mr. Jumadi along with his Success Team, as well as political observers. The data collection technique was carried out through triangulation, which includes a combination of various data sources, and the data analysis was inductive. The results of the study emphasize meaning rather than generalization, with qualitative data presented in the form of words and sentences. This research was conducted in the Electoral District II, namely the Districts of Gunung Tujuh, Kayu Aro, and Kayu Aro Barat in Kerinci Regency, which is the area where Jumadi is running for the 2024 legislative election. The main focus of this research is to identify and analyze Jumadi's winning strategy. Purposive sampling was used in this study, where the researcher selected individuals and locations deemed most knowledgeable about the topic under study. This approach facilitated the researcher's exploration of relevant objects or social situations. To obtain more valid data, the author conducted in-depth interviews and documentation with key informants and supporters (Sugiyono, 2013).

RESULT AND DISCUSSION

This study examines Jumadi's campaign strategy and victory in the legislative elections. The discussion focuses on one key aspect: the political strategy implemented by Jumadi as a new legislative candidate, which resulted in his significant vote share in Kerinci Regency. Jumadi's winning strategy in the Kerinci Regency political contest refers to the political marketing theory put forward by Niffenegger (1989) in his book *Firmanzah*, which contains 4p namely Product, Promotion, Price Place, (Firmanzah 2008) where the main focus is to understand the needs and absorb the aspirations of the community to then communicate values that can attract broad support. As a new legislator without a significant political track record, Jumadi faces the challenge of building a political reputation that is equal to or even stronger than the incumbents. In facing this challenge, Jumadi displays a strong self-image, offers real solutions to community problems, and builds deep emotional connections to create public trust. With a mature strategy and based on the needs of the people, Jumadi succeeded in creating a solid position in the local politics of Kerinci Regency.

Researchers used four political marketing indicators to understand Jumadi's winning strategy in the 2024 Legislative Election in Kerinci Regency. The analysis shows that the political product offered by Jumadi is building human resources through improving agricultural infrastructure, and he also builds closeness with the community through a personal approach and close communication with the community. This approach is not only limited to getting closer to the community, but also provides direct solutions to various regional problems that must be conveyed to the government. His political vision and mission are summarized in a concept that is easy to understand and relevant to the needs of the community, namely "Familiar, Fast, and Responsive," which reflects his responsiveness and concern for the welfare of the community.

To promote this political product, Jumadi not only relied on the media or his campaign team, but also actively involved himself. Jumadi went directly into the field, visiting communities, and building deep personal relationships. This strategy was designed to allow the public to get to know him better, understand his programs, and trust him as a new legislative candidate capable of bringing change. In supporting this effort, his winning team

and the Golkar Party played a significant role through media promotions such as billboards, banners, calendars, and especially social media platforms like Facebook and Instagram, designed to reach the younger generation.

In addition to campaign strategy, Jumadi's positive image is also crucial in building public trust. Before running for legislative office, Jumadi was known as a village head who was responsive and attentive to the needs of his residents. He frequently helped the community, especially in Electoral District II. Although he was not yet a member of the Regional People's Representative Council (DPRD) to convey the community's aspirations, Jumadi readily assisted with urgent needs that required immediate assistance. This attitude earned him widespread appreciation and established a reputation as a leader close to the people.

And finally, the mapping location where Jumadi's campaign socialization was assisted by the winning team and the Golkar Party to reach areas in Electoral District II of Kerinci Regency. The Golkar Party machine played a strategic role in mapping voters, especially in Jumadi's main base, namely Kayu Aro Barat District. With an organized approach, the party ensured that the socialization was more effective and targeted the right target. On the other hand, Jumadi's family, who live in Electoral District II, also made a significant contribution, both through direct communication with the community and through the use of social media. The combination of the active role of the family, the support of the party machine, and Jumadi's direct involvement were key factors that ensured the campaign socialization ran widely and effectively, thus helping him achieve victory by gaining a very significant number of votes in Kerinci Regency.

Jumadi's Winning Strategy in the 2024 Legislative Elections in Kerinci Regency According to Firmansyah's 4P Theory

Product

Products are divided into three categories, based on the party platform, which contains the concept of ideological identity and work program; a record of past political party actions that contribute to the formation of a political product; and the characteristics or traits of a leader that provide the image, symbol, and credibility of a political product. Based on the findings, it was discovered that Jumadi used political products to promote his political product, namely focusing on human resource development. He offered infrastructure development in the agricultural sector as one of his priorities, while actively absorbing aspirations and understanding community needs. His strategy did not focus on many specific political promises, but rather on what the community directly needed, which became his program, through a direct approach and intense communication with the community. Through active interaction in villages in the Gunung Tujuh, Kayu Aro, and Kayu Aro Barat sub-districts, Mr. Jumadi built a close relationship that enabled him to understand the various problems faced by the community. After that, he offered concrete solutions as a form of contribution to addressing these problems.

Promotion

To promote their products, political institutions use communication methods such as mass media. Mass media, such as television, is the best way to promote political products, giving the public the opportunity to see the work programs offered by each political institution. Party emblems, symbols, and flag colors distributed through pamphlets, banners, and posters during the campaign period also serve as promotional media for political institutions. Based on the findings, it was discovered that Jumadi, along with his campaign team and the Golkar Party, engaged in various approaches, such as direct outreach to the

public, the installation of billboards, banners, calendars, and the use of social media, particularly Facebook and Instagram. These efforts aimed to promote Jumadi comprehensively and evenly throughout Electoral District II.

Jumadi's popularity in Kerinci Regency is undeniable, even before he entered politics. His easygoing, friendly, and helpful personality is one of the main reasons residents pay close attention to him. His sincere and approachable demeanor has become a benchmark for residents to assess the quality of his leadership. With an effective promotional strategy, coupled with the full support of the Golkar Party and a solid campaign team, Jumadi successfully captured the attention of the public in Kerinci Regency's electoral district II. This moved many residents to give him their trust and support. As a result, Jumadi not only won the legislative election but also secured the most votes in his electoral district, confirming the success of his campaign strategy.

Price

Price in political marketing encompasses many aspects, from economic psychology to national image. Economic price encompasses all costs incurred by political institutions during the campaign period. Psychological price refers to the price of psychological perception, for example, whether voters feel comfortable with a candidate's ethnic background, religion, education, and so on. Price in the context of national image relates to whether voters feel the candidate can project a positive image of the nation and be a source of national pride.

Price doesn't always refer to the money needed to budget for a smooth campaign. There are several other costs that are far more important to consider, particularly to avoid vote buying. One is the psychological and national image costs that candidates must pay to gain public trust. In this regard, Jumadi demonstrated his positive background and image, which strongly supported his candidacy. Jumadi is known as a successful, energetic businessman with a strong sense of solidarity and a friendly personality. This allows him to easily interact with various groups and convey a nurturing impression. His primary goal is to establish effective communication with the community from the outset. Through effective communication, he can more easily identify community problems and provide appropriate and prompt solutions, while demonstrating sensitivity to their aspirations.

Furthermore, his background in Electoral District II also provides a distinct advantage, as his close relationship with the community makes it easier for many to express their support. His presence in this area strengthens the already-formed emotional bond between him and the community. Furthermore, Jumadi is from the Golkar Party, which has earned the public's trust since his previous term. This further facilitates his ability to win over the public and ensure that his political path is sound and aligned with their expectations.

Place

Place is closely related to the presence or distribution of a political institution and its ability to communicate with voters or potential voters. This means a party must be able to map the structure and characteristics of society, both geographically and demographically. Voter mapping in Kerinci Regency was conducted comprehensively, targeting various segments of society, from millennials to adults. This process utilized a door-to-door strategy implemented comprehensively by the party machinery. This mapping was conducted because each region has a different voter base. In Kerinci Regency, several sub-districts are dominated by major parties, such as the incumbent PDI-P, Nasdem, and Gerindra, which influence community voting patterns.

Furthermore, this approach is reinforced through direct communication with the community, conducted in a relaxed and friendly atmosphere, to discuss various concerns and

needs. Another advantage of Mr. Jumadi is his easygoing personality and his acceptance by various groups. Beyond his personality, public trust in Mr. Jumadi is also strengthened by the support of the Golkar Party, his backing party. Although Golkar only secured four seats in the Kerinci Regency Regional People's Representative Council (DPRD), the party demonstrated its strength with a significant voter base. This added legitimacy to Mr. Jumadi, increasing public confidence in his election. This trust ultimately led to his victory in the legislative elections.

Conceptually, Jumadi's implementation of political marketing strategies demonstrates a seamless integration between theory and practice. The product and promotion elements strengthen the candidate's image through a personal approach and effective public communication, while the price and place elements demonstrate the ability to build social legitimacy and structured support distribution. These four elements interact to form a political strategy that adapts to the social and cultural context of the Kerinci community. This analysis demonstrates that Jumadi's success is not solely due to party factors, but rather to his ability to manage his self-image, build social closeness, and translate community needs into concrete political programs. This strategy is consistent with the Political Marketing Mix model, which places voters at the center of political strategy. Thus, the findings of this study strengthen the argument that in local politics, personal branding, social trust, and grassroots engagement have a stronger influence than formal political experience.

In general, this research indicates that legislative candidates winning strategies at the local level are heavily influenced by the candidate's ability to identify key community issues and needs, craft relevant and easily accepted political messages, build two-way communication with voters, and synergistically optimize social support and party networks. Thus, the political marketing approach is not only a campaign tool, but also a means of building reciprocal relationships between candidates and the public as a basis for sustainable political legitimacy.

CONCLUSION

This study concludes that Jumadi's victory in the 2024 Kerinci Regency DPRD Legislative Election was the result of implementing an effective and contextual political marketing strategy. In summary, there are four main strategies that were key to his success. First, in terms of product, Jumadi emphasized his image as a responsive young leader, close to the community, and oriented towards human resource development, particularly in the agricultural sector. Second, in terms of promotion, he combined direct communication strategies with the use of social media and visual campaign attributes to strengthen emotional connection with the community. Third, in terms of price, moral reputation and social trust became the main assets that replaced materialistic approaches such as money politics. Fourth, in terms of place, the campaign's success was influenced by accurate mapping of voter areas and the support of the Golkar Party's solid political machinery at the grassroots level.

The combination of these four strategies creates a unique winning model for new legislative candidates in the region, especially those from non-political backgrounds. Jumadi's success demonstrates that personal branding, social proximity, and moral credibility can be key strengths in winning electoral contests, even without formal political experience. However, this study has several weaknesses. First, the data obtained is limited to the electoral district II of Kerinci Regency, making it impossible to generalize to other regional contexts. Second, this study uses only a descriptive qualitative approach, making it unable to quantitatively measure the influence of each strategy variable on electoral outcomes. Third, external factors such as the role of party structure, the dynamics of political competitors, and

economic factors of voters, which can also influence election results, have not been explored in depth.

Therefore, recommendations for further research include a mixed-methods approach to assess the effectiveness of each element of political marketing to empirically measure the effectiveness of each element of political marketing. Furthermore, cross-regional and cross-party research is needed to compare the strategies of new and incumbent legislative candidates, as well as to analyze the increasingly dominant role of digital technology and social media in local electoral politics. Thus, this study provides a theoretical contribution to enriching the literature on local political marketing and can serve as a practical reference for legislative candidates and political parties in designing campaign strategies oriented toward public trust and social closeness.

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