

ANALISIS STRATEGI PEMASARAN POLITIK RODIANSYAH DALAM PEMILIHAN LEGISLATIF TAHUN 2024 DI KECAMATAN MERAL KABUPATEN KARIMUN

Oleh
Aprinaldi Hanafi
NIM. 2205010075

ABSTRAK

Penelitian ini menganalisis strategi pemasaran politik Rodiansyah (Calon Legislatif Partai Hanura) yang berhasil meraih 1.703 suara – tertinggi di internal partai – pada Pemilihan Legislatif 2024 di Kecamatan Meral, Kabupaten Karimun. Metode penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik wawancara mendalam, observasi, dan dokumentasi. Teori yang digunakan adalah pemasaran politik 4P dari Firmanzah (2012) yang meliputi Product, Price, Promotion, Place. Hasil penelitian menunjukkan bahwa pada aspek product, Rodiansyah membangun citra personal sebagai sosok dekat dan jujur, menawarkan visi-misi aspiratif, serta memiliki 11 program janji dan 7 program realisasi (semenisasi, drainase, renovasi masjid). Pada aspek price, dana kampanye sebesar Rp28 juta tanpa sumbangan partai, tanpa politik uang, dan kepercayaan masyarakat sangat tinggi. Pada aspek promotion, komunikasi tatap muka (silaturahmi) mendominasi, dengan Facebook sebagai media pendukung (1.200 pengikut) dan pesan praktis seperti kesehatan, jalan, bantuan musibah. Pada aspek place, Rodiansyah memfokuskan kampanye di Kecamatan Meral (basis utama) dengan perolehan suara 1.703, sementara di Kecamatan Meral Barat (283) dan Tebing (230) jauh lebih rendah, menunjukkan strategi defensif (mempertahankan basis). Kesimpulannya, keberhasilan Rodiansyah ditentukan oleh pendekatan personal, konsistensi kehadiran, realisasi program nyata, dan pemanfaatan modal sosial masyarakat kepulauan.

Kata Kunci: Strategi Pemasaran Politik, *Political Marketing*, Pemilihan Legislatif, Rodiansyah, Kecamatan Meral.

Analysis Of Rodiansyah's Political Marketing Strategy in the 2024 Legislative Election in Meral District Karimun Regency

By
Aprinaldi Hanafi
NIM. 2205010075

ABSTRACT

This study analyzes the political marketing strategy of Rodiansyah (Hanura Party legislative candidate) who won 1,703 votes – the highest within his party – in the 2024 Legislative Election in Meral District, Karimun Regency. The research employs a descriptive qualitative method using in-depth interviews, observation, and documentation. The theoretical framework is Firmanzah's (2012) political marketing 4P: Product, Price, Promotion, Place. The findings reveal that in the product aspect, Rodiansyah built a personal image as a close and honest figure, offered an aspirational vision-mission, and had 11 promised programs and 7 realized programs (road paving, drainage, mosque renovation). In the price aspect, the campaign fund of IDR 28 million came entirely from the candidate with no party contributions, no money politics, and very high public trust. In the promotion aspect, face-to-face communication (silaturahmi) dominated, with Facebook as a supporting medium (1,200 followers) and practical messages such as health services, road repairs, and disaster assistance. In the place aspect, Rodiansyah concentrated his campaign in Meral District (main stronghold) with 1,703 votes, while votes in Meral Barat (283) and Tebing (230) were much lower, indicating a defensive strategy (maintaining the base). The study concludes that Rodiansyah's success was determined by personal approach, consistent presence, tangible program realization, and the use of social capital in the island community.

Keywords: Political Marketing Strategy, Political Marketing, Legislative Election, Rodiansyah, Meral District.