

## **ABSTRACT**

*This research discusses the political campaign strategy of Gerindra political party in the 2019 Tasikmalaya City general election. This research aims to find out how Gerindra's political campaign strategy faces next year's general election in Tasikmalaya and can be a reference for political parties to improve political parties in the future. This research is motivated by Gerindra Party's ability to influence the people of Tasikmalaya to win a very important seat. Political power in Tasikmalaya City shifted after the 2019 general election, with the long-ruling council, the United Development Party being ousted. Gerindra became the party that could overthrow it. The theory used in this research is the theory of political strategy according to Peter Schoder, namely offensive strategies and defensive strategies. The method used in this research is descriptive-qualitative. Data collection techniques were carried out through observation, interviews and documentation research. The technique to determine informants in this study used purposive sampling technique. Then, the validity of the data used is source triangulation.*

*The results of the research based on SWOT analysis show that Gerindra Party has the strength of the political elite at the center, namely Prabowo Subianto as the general chairman of the Gerindra Party with a fairly high level of popularity and a military spirit. While the weaknesses of the Gerindra Party are the misconceptions that still often occur within the party, as well as the culture of the people of Tasikmalaya City itself which tends to be religious while Gerindra Party is a Nationalist Party. The opportunities that Gerindra Party has are seen from the work programs that have been prepared differently from other parties. Some of the work programs compiled are aspirations from the community with the aim of gaining the trust of the community itself. Then the last one is threats. The threat experienced by the Gerindra Party is the black campaign from the opposing party. And also by combining offensive strategies and defensive strategies, namely through election campaigns, community mapping and realization of campaign programs, Gerindra Party was able to gain support from the community so that it was able to win legislative elections in Tasikmalaya City.*

**Keywords: Political Strategy, Legislative Elections, Gerindra Political Party.**