

ABSTRACT

Village government is a political institution at the bottom of the political superstructure in Indonesia, led by a Village Head who, as is known, can be elected directly by the surrounding community. In political contestations such as the Village Head Election, of course it cannot be separated from various political marketing activities which aim to win a political contestant, in this case the Village Head candidate. The analysis will use the marketing mix theory, namely 4P, which consists of product, promotion, price and place. This research will be conducted in Cikadongdong Village, Singaparna District, Tasikmalaya Regency using qualitative research methods with observation, interview and documentation techniques. Then to validate the data we will use triangulation techniques which manage data simultaneously.

The research results show that the 4P marketing-mix approach in winning Ali Barkah to become Head of Cikadongdong Village, as a product, Ali Barkah already has a positive image with his father's lineage as a former village head. Ali Barkah's promotion was strongly encouraged by Erry Purwanto as a member of the Tasikmalaya Regency DPRD who has a base in Cikadongdong Village. Then the price offered by Ali Barkah covers the residents' needs as a whole. Meanwhile, almost every RW neighborhood was touched by Ali Barkah and his winning team. Apart from that, there is something that attracts Ali Barkah, namely his political relations with many of his relatives who are in the government bureaucracy, which gives Ali Barkah more trust. Therefore, it can be concluded that naturally the people of Cikadongdong Village chose Ali Barkah based on ideological orientation, which emphasized the aspect of subjectivity or person.

Keywords: Village Head, Political Contestation, Political Marketing-Mix