

ABSTRACT

The Gakkumdu Center is a center for integrated election legal handling activities consisting of elements from the Police, Prosecutor's Office and Bawaslu at the national to district/city levels. In facing the upcoming 2024 Simultaneous Regional Elections and Pilkada, it is felt that the Gakkumdu Center needs a fresh strategic plan, because 2024 will be the year of the biggest democratic party in the history of Indonesia. In this research, researchers specifically examined the 2024 Tasikmalaya City Pilkada.

This research uses strategy theory from Peter Schroder as an analytical tool in answering questions that have been formulated academically. The method used in this research is a qualitative research method with a case study method that uses informant determination techniques using purposive sampling and snowball sampling techniques. This resulted in the researchers obtaining five informants consisting of one member of the Tasikmalaya City Police, one member of the Tasikmalaya City District Prosecutor's Office, and three members of the Tasikmalaya City Bawaslu based on the membership structure of the Gakkumdu Center in Article 8 of Perbawaslu No. 9 of 2018. In data collection, the researcher used interview techniques and document data, then the analysis technique used data analysis from Miles and Huberman. Researchers also tested the validity of the data using the source triangulation validity test.

As a result of this research, researchers did not find that Sentra Gakkumdu's strategy in facing the 2024 Tasikmalaya City Pilkada was to carry out outreach, internal strengthening of Sentra Gakkumdu, approach stakeholders, and collaborate with intelligence. The implementation of the strategy from Sentra Gakkumdu is in accordance with its realization with Peter Schroder's strategy theory.

Keywords: *Strategy, Center for Gakkumdu, Regional Election of Tasikmalaya City 2024*