

ABSTRACT

Research with the title "The Role of the Prabowo-Sandi Community (KomPas) in the 2019 Presidential Election in Tasikmalaya City". The purpose of this research study is to find out how the role played by the Prabowo-Sandi Community during the 2019 presidential election against the presidential and vice presidential candidate pairs.

The background of this research is that there is public unrest, especially mothers in the issue of the instability of staple food prices in Indonesia and other unrest, thus forming a group or community in Tasikmalaya at the time of the 2019 presidential election.

The theory used in this research is the theory of strategy, political marketing, campaigns and roles. This research uses descriptive qualitative research method. Supported by a phenomenological approach and a rational choice approach. By using interactive model data analysis which consists of four main points, namely: data collection, data presentation, data reduction and data validity.

The results in this study are the role efforts carried out by the Prabowo-Sandi Community (KomPas) have succeeded by obtaining the most votes in the City of Tasikmalaya. This shows that the effect carried out by the community has a significant awareness effect, namely the apathetic attitude of mothers towards politics, becoming concerned and also contributing to the 2019 election. Although the number of male voters is more dominant, these women or mothers unite their votes for the victory of the candidate pair promoted by the Prabowo-Sandi Community.

Keywords: 2019 Presidential Election, KomPas, Strategy, Political Marketing, Campaign, Role