

ABSTRACT

A significant increase in electability occurred in the Gerindra Party in the 2019 legislative elections in Ciamis Regency. The Gerindra Party won 91% more votes than the previous election in 2014. The number of seats also increased by 6 seats compared to the 2014 election. This study aims to determine Gerindra's political strategy in increasing vote electability in the 2019 legislative elections in Ciamis Regency.

This study uses the political marketing theory approach from Adman Nursal namely 4P consisting of Product, Place, Price and Promotion and 3P political marketing consisting of Push Marketing, Pass Marketing and Pull Marketing. This study also uses the theory of Segmenting, Targeting and Positioning from Firmanzah and the theory of political strategy expanding the market and penetrating the market from Peter Schroder.

This type of research is descriptive qualitative research with a case study approach. Informants were determined by purposive sampling and snowball sampling. Data collection was carried out by triangulation, data analysis using source triangulation and technical triangulation. Test the validity of the data with source triangulation.

The results showed that the increase in electability of Gerindra's vote in Ciamis Regency was influenced by three factors, namely the Prabowo effect, money politics, and the socio-religious culture of the Ciamis people. Gerindra's political strategy consists of 3 main strategies namely the use of figures and persona (primary), political costs and money politics (secondary), and the role of influencers as a guide for voter opinion (tertiary). The combination of the three core strategies is becoming more effective with support from Islamic circles which is quite strong and relevant to the socio-religious conditions of the people of West Java, especially in Ciamis Regency.

Keywords: Gerindra Party, Electability, Political Strategy