

ABSTRACT

This research is entitled “Strategi Political Marketing Yani Subekti Permana in Obtaining Votes in the 2024 legislative elections in Banjar City”. Yani Subekti Permana is a new candidate in the 2024 legislative election carried by the United Development Party (PPP) who is registered in electoral district I of Banjar City with the lowest vote acquisition in East Priangan by only obtaining 420 votes and being able to defeat other candidates with much higher votes.

This study aims to determine how political marketing is carried out by Yani Subekti Permana using political marketing theory with the Segmentation, Targeting, positioning approach and combined and 3P namely Push marketing, Pull marketing, Pass marketing. The research method used in this research is qualitative research method. Data is taken from interviews and documentation. Data validity was tested using source triangulation.

Based on the research results, the success of Ir. Yani Subekti Permana in obtaining a legislative seat is more determined by the collective mechanism of the United Development Party (PPP), not his personal strategy. PPP applies the principle of collective action theory by accumulating the votes of all candidates and providing vote compensation. In a local context such as Kota Banjar, which has a religious character and a strong party structure, political success is more influenced by internal party synergy than individual marketing strategies. This research shows that STP-based political marketing theory and push-pass-pull strategies need to be adapted to local social and cultural conditions. This research enriches the study of political science by showing the limitations of the application of modern marketing theory in an open proportional electoral system that is still influenced by the power of parties and local figures.

Keywords: *Political Marketing, Legislative General Election, PPP candidates*