

## **ABSTRACT**

*In the socio-political context of Indonesia, young voters represent an increasingly significant segment with unique characteristics, such as familiarity with digital technology and a tendency to support progressive issues. Although PSI has positioned itself as a party targeting young voters, it failed to secure seats in the legislative elections in Tasikmalaya City in 2024. This indicates other challenges and dynamics that need to be analyzed in depth. This study aims to analyze the political marketing strategy implemented by the Indonesian Solidarity Party (PSI) in targeting young voters in Tasikmalaya City during the 2024 Election. The main focus is to understand how PSI utilized various political marketing elements, including political programs (product), promotion, price, and distribution (place), to attract support from Millennials and Gen Z.*

*The findings reveal that PSI's political marketing strategy in Tasikmalaya City excelled in utilizing social media (pull strategy), which resonates with tech-savvy young voters. However, the dominance of digital approaches was not complemented by sufficient physical interactions (push strategy), such as public discussions or face-to-face activities, reducing emotional connections with voters. PSI's national branding also did not fully impact electability at the regional level, particularly in Tasikmalaya City, due to perceptions of the party as too "elitist" and the lack of relevance in its political programs to the local needs of young voters.*

*Additionally, PSI's political message distribution, which heavily relied on digital platforms, was unable to reach all young voter segments, especially in peripheral areas such as Kawalu, Indihiang, Purbaratu, and Mangkubumi, where internet access is limited. Thus, this study highlights the importance of a more integrated political marketing strategy that combines both digital and physical approaches while ensuring program relevance to the needs of young voters, particularly in Tasikmalaya City.*

**Keywords:** *Political Marketing, Young Voters, PSI Party*