

ABSTRAK

Pemilihan Umum (Pemilu) 2024 menjadi momentum strategis dalam menentukan arah politik di Kabupaten Tasikmalaya. Dalam konteks ini, calon anggota legislatif dituntut untuk memiliki strategi kemenangan yang efektif dan tepat sasaran agar mampu meraih dukungan masyarakat. Ujang Sukmana, seorang pendatang baru dalam dunia politik, mencalonkan diri sebagai anggota DPRD Kabupaten Tasikmalaya dari Partai Demokrasi Indonesia Perjuangan (PDIP) dan berhasil memperoleh suara terbanyak di Dapil 6. Penelitian ini bertujuan untuk mengidentifikasi strategi kemenangan yang diterapkan oleh Ujang Sukmana serta kendala-kendala yang dihadapi selama proses kampanye.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam kepada Ujang Sukmana, tim sukses, dan masyarakat pemilih, serta dokumentasi pendukung lainnya. Pemilihan informan dilakukan secara *purposive* dan dibantu teknik snowball sampling untuk memperoleh data yang lebih mendalam. Analisis data dilakukan dengan teknik reduksi data, penyajian data, dan penarikan kesimpulan yang mengacu pada pendekatan Miles dan Huberman.

Hasil penelitian menunjukkan bahwa strategi kemenangan Ujang Sukmana menggabungkan strategi ofensif dan defensif. Strategi ofensif dilakukan melalui pendekatan langsung ke masyarakat, pemanfaatan media sosial, serta keterlibatan aktif dalam kegiatan sosial dan keagamaan. Sementara strategi defensif digunakan untuk menjaga basis pemilih dan mengamankan suara di daerah yang telah dikuasai. Kendala utama yang dihadapi antara lain keterbatasan dana dan kompetisi ketat antar kandidat, termasuk dari partai yang sama. Namun, dengan pendekatan personal, latar belakang sebagai relawan sosial, dan soliditas tim kemenangan, Ujang Sukmana mampu memenangkan hati pemilih dan berhasil menduduki kursi DPRD Kabupaten Tasikmalaya periode 2024–2029.

Kata Kunci: Strategi Kemenangan, Pemilu 2024, Ujang Sukmana, Politik Lokal, DPRD Kabupaten Tasikmalaya

ABSTRACT

The 2024 General Election (Pemilu) is a strategic momentum in determining the political direction in Tasikmalaya Regency. In this context, legislative candidates are required to have an effective and targeted winning strategy in order to gain public support. Ujang Sukmana, a newcomer to politics, ran as a member of the Tasikmalaya Regency DPRD from the Indonesian Democratic Party of Struggle (PDIP) and succeeded in obtaining the most votes in Electoral District 6. This study aims to identify the winning strategy implemented by Ujang Sukmana and the obstacles faced during the campaign process.

This study uses a qualitative approach with a case study method. Data collection techniques were carried out through in-depth interviews with Ujang Sukmana, his campaign team, and voters, as well as other supporting documentation. The selection of informants was carried out purposively and assisted by the snowball sampling technique to obtain more in-depth data. Data analysis was carried out using data reduction, data presentation, and conclusion drawing techniques referring to the Miles and Huberman approach.

The results of the study show that Ujang Sukmana's winning strategy combines offensive and defensive strategies. The attack strategy was carried out through a direct approach to the community, utilization of social media, and active involvement in social and religious activities. Meanwhile, the defensive strategy was used to maintain the voter base and secure votes in areas that had been controlled. The main obstacles faced included limited funds and tight competition between candidates, including from the same party. However, with a personal approach, a background as a social opponent, and the solidity of the winning team, Ujang Sukmana was able to win the hearts of voters and succeeded in occupying a seat in the Tasikmalaya Regency DPRD for the 2024–2029 period.

Keywords: Winning Strategy, 2024 Election, Ujang Sukmana, Local Politics, Tasikmalaya Regency DPRD