

## **ABSTRACT**

*This study aims to analyze the role of the Esport community in legislative election campaign strategies in Tasikmalaya City using Dennis W. Johnson's campaign strategy theoretical framework. This community not only serves as a means of entertainment but also has great potential to support political activities, including election campaigns. This study uses a qualitative method with a case study approach. Data was collected through in-depth interviews, observations, and analysis of documents related to Esports community activities and political campaign strategies carried out by legislative candidates in Tasikmalaya City. Dennis W. Johnson's campaign strategy theory was used as the analytical framework, which consists of four main elements: campaign messages, campaign media, target audiences, and evaluation and feedback. This study found that during H. Oleh Soleh's political campaign in Tasikmalaya City using the Esports tournament approach, ESI, in this case the Esports community in Tasikmalaya City, played a very vital role and ESI succeeded in carrying out its role well. Therefore, election campaigns using technological approaches such as this should continue to be improved, because in today's modern era, technological advances have touched almost all aspects of people's lives, including election campaigns. With this, not only will the candidates gain new potential votes, but the public will also be educated on how technology-based campaigns work.*

*Keywords : Esport communities, Campaign strategy, Dennis W. Johnson, Legislative elections, Tasikmalaya City.*