

## ABSTRAK

Pelaksanaan pemilihan kepala daerah secara langsung merupakan wujud nyata demokrasi pasca-Reformasi di Indonesia. Namun, dalam praktiknya, Pilkada tidak selalu berjalan mulus. Salah satu kasus yang menarik perhatian adalah Pilkada Kabupaten Tasikmalaya tahun 2024 yang berujung pada putusan Mahkamah Konstitusi untuk melaksanakan Pemungutan Suara Ulang (PSU). Penelitian ini bertujuan untuk menganalisis strategi marketing politik pasangan Cecep-Asep dalam menghadapi PSU tersebut. Penulis menggunakan teori marketing politik Adman Nursal yang membagi strategi ke dalam tiga pendekatan: *push marketing* (pendekatan langsung kepada pemilih), *pull marketing* (pembentukan citra dan opini melalui media massa dan media sosial), serta *pass marketing* (pemanfaatan pihak ketiga seperti tokoh masyarakat dan partai politik pendukung). Teori ini dipilih karena dinilai mampu menggambarkan secara utuh praktik kampanye yang dijalankan di lapangan. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data meliputi wawancara mendalam, observasi, dan dokumentasi. Informan utama berasal dari tim sukses, perwakilan partai pengusung, dan masyarakat pemilih. Penelitian ini diharapkan dapat memperkaya kajian tentang marketing politik, khususnya dalam konteks pemilihan ulang di tingkat lokal. Hasil penelitian menunjukkan bahwa strategi *push marketing* dan *pass marketing* merupakan faktor paling dominan dalam menggerakkan dukungan masyarakat terhadap pasangan Cecep–Asep. *Push marketing* berupa kunjungan langsung ke masyarakat, kehadiran pada kegiatan sosial dan keagamaan, serta interaksi tatap muka terbukti efektif membangun kedekatan emosional dengan pemilih. Sementara itu, *pass marketing* melalui dukungan tokoh pesantren, jaringan ulama, serta konsolidasi partai politik seperti PPP dan Gerindra memberikan legitimasi kuat yang memengaruhi preferensi politik masyarakat. Jaringan sosial-keagamaan di wilayah Manonjaya dan Cigalontang menjadi faktor kunci yang memperkuat penyebaran pengaruh melalui tokoh agama. Sebaliknya, *pull marketing* tidak memberikan dampak signifikan terhadap peningkatan dukungan elektoral. Citra pasangan Cecep–Asep yang disebarakan melalui media sosial dan konten digital tidak memiliki jangkauan yang luas karena karakteristik pemilih Tasikmalaya yang lebih responsif terhadap komunikasi langsung dan arahan ulama dibandingkan pesan politik berbasis media.

**Kata Kunci:** Marketing Politik, PSU, Pilkada, Cecep-Asep, Kabupaten Tasikmalaya

## ABSTRACT

*The implementation of direct regional head elections is a concrete manifestation of democratic practice in Indonesia after the Reform Era. However, in reality, local elections do not always proceed smoothly. One case that attracted significant public attention was the 2024 Tasikmalaya Regency Election, which resulted in a Constitutional Court decision ordering a Repeat Voting (Pemungutan Suara Ulang/PSU). This study aims to analyze the political marketing strategy of the Cecep Asep candidate pair in responding to the PSU. The researcher employs Adman Nursal's political marketing theory, which categorizes strategies into three approaches: push marketing (direct approaches to voters), pull marketing (image building and opinion formation through mass media and social media), and pass marketing (the involvement of third parties such as community leaders and supporting political parties). This theory is chosen because it is considered capable of comprehensively describing the campaign practices implemented in the field. This research uses a qualitative method with a case study approach. Data collection techniques include in-depth interviews, observation, and documentation. The primary informants consist of members of the campaign team, representatives of supporting political parties, and local voters. This study is expected to enrich the discourse on political marketing, particularly in the context of repeat elections at the local level. The findings reveal that push marketing and pass marketing were the most dominant factors in mobilizing public support for the Cecep Asep candidate pair. Push marketing, including direct visits to communities, participation in social and religious activities, and face-to-face interactions, effectively built emotional closeness with voters. Meanwhile, pass marketing through the support of pesantren leaders, religious networks, and political party consolidation, particularly from PPP and Gerindra, provided strong legitimacy that influenced voter preferences. Social and religious networks in areas such as Manonjaya and Cigalontang served as key factors that strengthened the spread of influence through religious figures. Conversely, pull marketing did not produce a significant impact on increasing electoral support. The image-building efforts of the Cecep Asep pair disseminated through social media and digital content had limited reach due to the characteristics of Tasikmalaya voters, who are more responsive to direct communication and guidance from ulama rather than media-based political messages.*

**Keywords:** *Political Marketing, Revote (PSU), Regional Election (Pilkada), Cecep- Asep, Tasikmalaya Regency*