

## **ABSTRACT**

*Legislative elections are a crucial part of a democratic system, where the people directly elect their representatives to serve in legislative bodies. In practice, the election process involves not only political parties and legislative candidates but also informal actors such as political brokers. These political brokers act as intermediaries between prospective candidates and voters. This also occurred in the 2024 Legislative Elections in Electoral District II of Tasikmalaya, analyzing the role of political brokers in winning the election for one of the legislative candidates in Tasikmalaya City. The legislative candidate being studied is Andi Warsandi from the Gerindra Party. This research will discuss the use of political brokers in conducting political marketing and the formation of clientelism relationships between Andi Warsandi and voters in electoral district 2 of Tasikmalaya City.*

*Edward Aspinall's theory of political brokerage is used to analyze the phenomenon of political brokerage in Andi Warsandi's victory in the 2024 legislative elections. This study employed qualitative research methods, with data collection techniques including interviews, observation, and documentation. Data validity was achieved through source triangulation, and informant selection was conducted using purposive sampling and snowball sampling.*

*The research findings indicate that Andi Warsandi's victory was inseparable from the significant role of political brokers operating within various layers of society's social networks. Brokers mobilized voters through intensive interpersonal communication, leveraging emotional closeness with citizens, and structured distribution of both material and non-material resources. Furthermore, the study found that clientelism practices were fostered through reciprocal exchanges between candidates and voters mediated by brokers, thereby strengthening political loyalty at the local level. Overall, the study concluded that Andi Warsandi's success in Electoral District 2 of Tasikmalaya City was influenced by the effectiveness of broker networks in securing political support, managing campaign resources, and building sustainable patronage relationships. These findings confirm Aspinall's theory that brokers play a central role in Indonesian electoral politics, particularly in the context of local political competition.*

*Keywords : Political Broker, Election 2024, Legislative Candidate*