

ABSTRACT

This study aims to determine Maria Vatrechia Magdalena's Political Marketing Strategy in the Legislative Elections in Jambi City during the reform era. This is due to the victory in the legislative elections for three consecutive terms by Maria Magdalena as the Jambi City Regional People's Representative Council (DPRD). This type of research is qualitative research, meaning that the data collected comes from interviews, field notes, personal documents, memo notes and other official documents. The research results obtained show that Maria Magdalena carried out a political marketing strategy through her political activities by marketing nationalism, ethnicity and social approaches as products through the use of media and socialization (promotion), calculation of funds and the image of legislative candidates (price). make the deployment strategy in the Jambi City area, especially the Alam Barajo area, more optimal (place). Apart from that, Maria Magdalena's victory in the Jambi City legislative elections was also due to good teamwork and good manners in socializing without showing a sense of rigidity between differences.

Keywords: Strategy, Marketing, Legislative General Election.