

ABSTRACT

This research aims to find out Maria Magdalena's electability strategy as a member of the Jambi City legislature for the 2019-2024 period and analyze Maria Magdalena's strategy in maintaining political electability in the legislative elections in Jambi City. This type of research is descriptive qualitative with data collection methods through interviews and documentation. The data collected was primary data and secondary data, while determining informants used purposive sampling. There are three data analysis techniques used, namely: data reduction, data presentation and conclusion drawing. The results of this research show that there are four political strategies used in Maria Magdalena's election as a member of the Jambi City legislature for the 2019-2024 period using a market expansion strategy carried out by moving electoral districts, entering new voters and embracing and exploiting the potential of the ethnic people of Jambi City. which is the same as Maria Magdalena with nationalism as a source of strength for Maria Magdalena's market penetration strategy. Maria Magdalena maintains her election as a member of the Jambi City legislature by coordinating with the Jambi City government and community organizations. Maria Magdalena implemented a political strategy by focusing on education, health, social and education so that these were Maria Magdalena's election strategies in the Jambi city legislative elections for the 2019-2024 period.

Keywords: *Legislative Members, Election, Jambi City, Political Strategy*