

ABSTRAC

In the 2019 election for members of the Regional Representative Council (DPD) of the Republic of Indonesia, political capital is one way for candidates to be able to attract attention and support from the public. This was successfully carried out by a female political figure from the Electoral District of Jambi, namely Ria Mayang Sari by utilizing her political capital and being able to win the results of the election for DPD-RI members with a vote of 241,365 votes. And managed to win the most votes from the incumbents who have won the election several times. The purpose of this research is to find out the forms of political capital owned by Ria Mayang Sari and efforts to use them in the election of the DPD-RI in the 2019 elections. This research uses descriptive qualitative method. The results of the study show that Ria Mayang Sari has considerable political capital as evidenced by the forms of political capital she has; 1) Institutional capital where Ria was able to utilize institutions such as her strength when she was chairman of the Bungo Regency DPRD and part of the Bungo Democratic cadre so that it supported her campaign process to reach the hearts of the people. 2) Ria's social capital is very strong because Ria has loyal sympathizers because since she was elected she has been a member of the DPRD twice and once became chairman of the Bungo DPRD. 3) Symbolic capital in which Ria is the daughter of a Jambi politician and community member who is also a former deputy and Governor of Jambi and has a fairly strong network. 4) Ria's economic capital greatly supports her success in every process of building her network and mass base, not to mention that Indonesia's political costs are very expensive. All of these forms were put to good use by Ria Mayang Sari and the success team to succeed in attracting and getting support from the people of Jambi Province, especially Ria's mass power base in Jambi in the West region.

Keywords: Political Capital, Candidate Victory, Election of DPD-RI Members for the Electoral District of Jambi Province