ABSTRACT

This research discusses the political marketing of Jamaluddin Pohan and Pantas Maruba Lumbantobing in the 2020 Sibolga City Pilkada. The aim of this research is to find out and analyze the political marketing of Jamaluddin Pohan and Pantas Maruba Lumbantobing in the 2020 Sibolga City Pilkada and to find out the supporting and inhibiting factors for Jamaluddin Pohan's victory. and Pantas Maruba Lumbantobing in the 2020 regional elections. This research uses the theory of political marketing and regional elections. The approach used in this research uses a qualitative approach. And using purposive sampling technique to obtain information. In the data collection process, this research used interview and documentation techniques. Meanwhile, in the data analysis process, this research uses the Miles and Huberman interactive model which includes data reduction, data presentation and drawing conclusions. The results of this research show the victory obtained by the couple Jamaluddin Pohan and Pantas Maruba Lumbantobing who implemented political marketing well and the victory was caused by the consolidation of political parties and success teams. Then the Jamaluddin and Pantas pair have supporting factors such as technological progress, a successful team, political communication and the image of the sponsoring party and there are inhibiting factors, namely Covid 19, opposition to the incumbent Deputy Mayor of Sibolga 2019-2024, negative campaigning and black campaigning. And the couple Jamaluddin Pohan and Pantas Maruba Lumbantobing have a vision and mission that suits the needs of the community.

Keywords: Political Marketing, Regional Elections, Positive Image, Political Parties