

Abstract

This study aims to identify and analyze the political strategies used by Arsyad Tiro in winning village head elections (Pilkades) and maintaining his power for three terms in Benteng Utara Village, Sungai Batang District, Indragiri Hilir Regency, Riau. The research also focuses on how Arsyad Tiro applied political marketing during the village head election process throughout these three terms. This study uses a descriptive method, resulting in data in the form of written or spoken words from informants, as well as observable behavior.

As known, the political strategy employed by Arsyad Tiro in winning the village head elections for three terms reflects the use of power as an incumbent and the widespread use of media in campaigns. Arsyad and his campaign team utilized banners, signs, and pamphlets in strategic locations to attract public attention. Arsyad also implemented offensive and defensive political strategies across various dimensions, including maintaining communication with core supporters, continuing social programs, utilizing local media, and building good relationships with community leaders.

In terms of political marketing, Arsyad adopted principles of political marketing, involving the dissemination of information about himself through the media and his achievements during his tenure. Analyzing from the 4P theory of political marketing (Product, Promotion, Price, and Placement), for the product, Arsyad maintained his power through his vision, mission, and work programs. For promotion, Arsyad communicated consistently and instructed his campaign team to carry out continuous campaigns. For price, Arsyad "sold" his achievements from his previous terms. Lastly, for placement, Arsyad attended various events in Benteng Utara Village.

Keywords: political strategy, political marketing, incumbent headmen