

ABSTRACT

This study examines Rocky Candra's victory in the 2024 general election for members of the People's Representative Council of the Republic of Indonesia (DPR RI), focusing on the vote acquisition in Jambi City. Rocky Candra managed to win the most votes in the Jambi electoral district, especially in Jambi City. This study analyzes the factors that contributed to his success, including campaign strategy, candidate popularity, performance of supporting parties, and voter preferences in Jambi City. The research method used is descriptive qualitative with data collection techniques through observations, interviews, and documentation studies. The results of the study show that Rocky Candra's victory was supported by a combination of effective campaign strategies, personal popularity, strong support from the party, and the resonance of his program with the aspirations of the people of Jambi City. This study provides insight into the dynamics of local politics and the factors that influence the success of candidates in legislative elections at the national level.

Keywords: Rocky Candra, General Election, DPR RI, Jambi City

INTISARI

Penelitian ini mengkaji kemenangan Rocky Candra dalam pemilihan umum anggota Dewan Perwakilan Rakyat Republik Indonesia (DPR RI) tahun 2024, dengan fokus pada perolehan suara di Kota Jambi. Rocky Candra berhasil meraih suara terbanyak di daerah pemilihan Jambi, khususnya di Kota Jambi. Studi ini menganalisis faktor-faktor yang berkontribusi terhadap keberhasilannya, termasuk strategi kampanye, popularitas kandidat, kinerja partai pengusung, dan preferensi pemilih di Kota Jambi. Metode penelitian ini yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa kemenangan Rocky Candra didukung oleh kombinasi strategi kampanye yang efektif, popularitas personal, dukungan kuat dari partai, serta resonansi programnya dengan aspirasi masyarakat Kota Jambi. Penelitian ini memberikan wawasan tentang dinamika politik lokal dan faktor-faktor yang mempengaruhi keberhasilan kandidat dalam pemilihan legislatif di tingkat nasional.

Kata Kunci: Rocky Candra, Pemilihan Umum, DPR RI, Kota Jambi