

ABSTRACT

This study aims to describe the incumbent's political marketing strategy in the 2023 Pulau Kayu Aro village head election. This type of research is descriptive research using a qualitative approach. The determination of informants in this study used a purposive sampling technique, namely informants who were considered capable of providing the information needed in the study to obtain accurate data. According to these criteria, the research informants were obtained, namely (1) the Pulau Kayu Aro Village Community; (2) the Pulau Kayu Aro Village Voting Committee; (3) the elected village head in the 2023 Pulau Kayu Aro village head election and (4) the incumbent candidate's winning team. The data collection method in this study used observation, interview and documentation methods. To ensure the validity of the data in this study, data triangulation and theory triangulation were used. The data analysis techniques used in this study were data reduction, data presentation and drawing conclusions.

Based on the discussion and analysis of the results of interviews conducted with the people of Pulau Kayu Aro Village, the following conclusions can be drawn. First, the product, the political product of Hikmah in the 2023 Pulau Kayu Aro Village Head Election is the performance and work programs that have been implemented in the previous period. The incumbent village head really marketed his performance during his first period which has succeeded in carrying out several of his work programs. Second, promotion, the promotion carried out by the incumbent candidate is door to door. This form of promotion is considered the most effective and efficient in political promotion in Pulau Kayu Aro Village. Because the people of Pulau Kayu Aro Village still have minimal online media or social media. Third, the price, the price from the economic aspect, the incumbent candidate does not spend much money. The price from the psychological aspect, the incumbent candidate has an ethnic background as a native of Pulau Kayu Aro Village. On the other hand, the incumbent candidate has a psychological price from a religious and educational perspective that is good in the eyes of the community, because the incumbent candidate has studied at an Islamic boarding school. The price from the aspect of national image, the incumbent candidate has a good image in the eyes of the community, this good image was formed during his leadership in his first period. Fourthly, the campaign focus carried out by Mrs. Himah and the winning team was only on 1 hamlet, namely Kemang Manis Hamlet. The focus intended here is to carry out many activities in Kemang Manis Hamlet, such as thanksgiving, prayers, and other activities. In other hamlets, the winning team only went down and promoted the incumbent candidate directly (door to door), there were no activities or events carried out by the incumbent candidate and the winning team.