

ABSTRACT

This study aims to analyze the political marketing strategy implemented by Edi Purwanto in winning the 2024 Legislative Election (DPR RI) in the Jambi electoral district. The strategy is examined through the political marketing mix approach (4P), which includes product, promotion, price, and place, and is supported by a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to identify internal and external factors that influence campaign success. The results of the study show that Edi Purwanto successfully built an image as a young, clean, and community-oriented politician, which became the main strength of his political product. The promotional strategy was carried out integratively through face-to-face campaigns and social media, while the political pricing strategy emphasized moral values rather than money politics. The distribution of political messages was conducted through party networks and volunteers down to the village level. The SWOT analysis indicates that support from the Javanese ethnic community, a strong party structure, and the tendency of young voters to reject money politics provided significant opportunities. However, threats such as money politics from competitors and potential social polarization remain challenges. This study concludes that Edi Purwanto's success resulted from a systematic, adaptive, and locally grounded political strategy.

Keywords: Political Marketing Strategy, 4P, SWOT, Edi Purwanto, 2024 Election, Jambi.

INTISARI

Penelitian ini bertujuan untuk menganalisis strategi marketing politik yang diterapkan oleh Edi Purwanto dalam memenangkan Pemilihan Legislatif DPR RI wilayah Jambi tahun 2024. Strategi ini dikaji melalui pendekatan bauran pemasaran politik (4P) yang meliputi produk, promosi, harga, dan tempat, serta didukung oleh analisis SWOT (*Strengths, Weaknesses, Opportunities, Threats*) untuk mengidentifikasi faktor internal dan eksternal yang memengaruhi keberhasilan kampanye. Hasil penelitian menunjukkan bahwa Edi Purwanto berhasil membangun citra sebagai politisi muda, bersih, dan dekat dengan masyarakat, yang menjadi kekuatan utama dalam strategi produknya. Strategi promosi dijalankan secara terpadu melalui kampanye tatap muka dan media sosial, sementara strategi harga politik lebih menekankan pada nilai moral, bukan politik uang. Distribusi pesan politik dilakukan melalui jaringan partai dan relawan hingga ke tingkat desa. Analisis SWOT menunjukkan bahwa dukungan komunitas etnis Jawa, struktur partai yang kuat, dan tren pemilih muda yang anti-politik uang menjadi peluang besar. Namun, ancaman seperti politik uang dari lawan dan potensi polarisasi sosial tetap menjadi tantangan. Penelitian ini menyimpulkan bahwa keberhasilan Edi Purwanto merupakan hasil dari perencanaan strategi politik yang sistematis, adaptif, dan berbasis pada karakteristik lokal pemilih.

Kata Kunci: Strategi Marketing Politik, 4P, SWOT, Edi Purwanto, Pemilu 2024, Jambi.