



Success Team Strategy to Win Dewi Handayani in the 2018 Tanggamus Regent Election

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Abstract: This study aims to analyze the strategy of Dewi Handayani's success team in winning the 2018 Tanggamus Regent Election. The research used a descriptive qualitative method through a field approach, with primary data in the form of interviews and secondary data from related documents. Informants were selected purposively to obtain in-depth information. Data were collected through free guided interviews and documentation, then analyzed using data reduction, presentation and verification techniques with triangulation to ensure validity. The results showed that Dewi Handayani's winning strategy refers to the concept of 4P political marketing, namely product, promotion, place, and price. The product strategy includes the introduction of the candidate's vision and mission through various media and props, such as stickers and billboards. The promotion strategy is carried out through social media, print, and direct door-to-door approach by the core team and volunteers. The place strategy utilizes the support base in 18 out of 20 sub-districts. The price aspect included economic spending, while the psychological price was not emphasized because Dewi Handayani is not a regional daughter. This strategy was effective, as evidenced by the 55.97% vote victory. The implications of this research show the importance of a combination of comprehensive political marketing strategies in building trust and electability of candidates amidst the challenges of local politics, as well as the relevance of a personal approach in increasing campaign effectiveness.

Keyword: Bupati Election, Political Strategy, Political Marketing, Tanggamus 2018.

INTRODUCTION

Regional head elections are a process of political contestation in the process of electing regional public officials in a democracy, since the change of the New Order era to Reformation there have been changes in the system of electing representatives of the people in government, during the New Order era the people could not choose politicians in accordance with their conscience because they still used a representative system from the party. (Manggala, n.d.). Changing this system, people can assess prospective politicians through the electoral system by assessing the political process of candidates for people's representatives, talking about politics certainly cannot be separated from the meaning of power, authority and having a high position,

as well as the political strategies used for the victory of candidates for people's representatives (Kelibay et al., 2022; Putri & Dwipriandi, 2021; Arianto, 2021).

The competition in the regent election that occurs is of course not only influenced by political parties but also influenced by candidate figures such as characterization, morality, popularity, etc (Kasim & Heridah, 2022; Prasetyo & Kosandi, 2024). Employment and educational background In the 2018 Tanggamus regency election, there is an interesting phenomenon, namely the figure of the Tanggamus regent candidate Dewi Handayani is the wife of Regent Bambang Kurniawan, many people already know this figure because he has served from the deputy regent in 2003-2008 and served as regent for 2 periods in 2008-2018. In 2016 the Tanggamus Regent was hit by a case related to the APBD gravitation, people who disliked the figure of the Tanggamus regent Bambang Kurniawan, because of the occurrence of this case the level of trust dropped and there was a sense of disappointment.

Pilbup cannot be separated from the figure participating in the election where the first step to easily campaigning is accepted by the community, the first thing there is a sense of trust and electibility of the figure campaigning (Rinanto & Julianto, 2024). The case of the husband of the Tanggamus regent candidate began to have people who thought they were not interested in the figure of the Tanggamus regent Dewi Handajani because it was her husband who had been exposed to a case related to the APBD gravitation, the community began to think that if he served would make the same mistakes, even though everyone did not necessarily make the same mistakes. From a sense of lack of trust and a sense of disappointment, the community began to be reluctant to know how to politically regent and deputy regent of Tanggamus 2018.

Tanggamus Regency is one of the regencies in Lampung Province, Indonesia. The capital of Tanggamus Regency is located in Kota Agung Center. Tanggamus Regency was inaugurated based on Law Number 2 of 1997, dated March 21, 1997. The regency has an area of 4,654.98 km and a population of 580,383 with a population density of 124 people/km. Tanggamus Regency in 2018 held a general election (pilkada bupati), an election conducted directly by residents of the local administrative area who meet the requirements, the election is carried out directly according to Law No. 32 of 2004 concerning Regional Government and Law No. 22 of 2007 concerning the Implementation of General Elections.

The Tanggamus regent election held on July 22, 2018, there were two candidates, Dewi Handajani and Samsul Hadi. Dewi Handayani got serial number 1 with the supporting parties PDIP, PAN, PKS, Nasdem and PKPI with the results of 55.97% of the vote. Samsul Golkar, Democrat, PKB, PPP, Hanura and Gerindra with 44.05% of the vote. The Tanggamus district regent election on July 22, 2018 was won by the Dewi Handjani-Ahmad Syafi'i pair winning the final results of 18 sub-districts out of 20 sub-districts in the 2018 Tanggamus district.

This study aims to analyze the political strategies used in the 2018 Tanggamus Regent Election, specifically related to the political phenomenon surrounding candidate Dewi Handajani. The focus of the research was to understand how political strategies and candidate characteristics factors influenced the level of public trust, electability, and victory in the election, despite challenges in the form of decreased public trust due to cases that befell the previous candidate pair.

METHOD

The research method used in this study is field research, which is research conducted directly at the location or on respondents relevant to the research topic. This research aims to solve practical problems that occur in the community, especially regarding the strategy of Dewi Handayani's winning success team in the 2018 Tanggamus regent election and the significance of the strategy. This research is descriptive qualitative, which aims to describe or explain phenomena based on facts in the field (Sugiyono, 2014). The data used in this study consisted of primary data and secondary data. The purposive technique was used to determine informants who were considered to have in-depth insights and information on the research topic.

Meanwhile, secondary data was obtained from related documents, reports and archives that support this study.

Data collection methods included unguided interviews, where researchers used interview guidelines but still gave freedom in exploring relevant information, and documentation, which included collecting clippings, photos and other documents as supporting materials. The data obtained was analyzed using qualitative analysis techniques through the steps of data reduction, data presentation, and data verification. Data reduction was done by summarizing relevant information, filtering important data, and looking for significant patterns. Data presentation was done in the form of narratives, charts, or flowcharts to facilitate interpretation, while verification was done to ensure the validity and validity of conclusions. The validity of the data in this study was tested through triangulation techniques, which is comparing data obtained from various sources, methods, or documents to ensure its credibility. Triangulation involves comparing interview results with relevant documents as well as the perspectives of various informants to gain a comprehensive understanding of the winning strategy undertaken. With this approach, the research results are expected to provide a valid and accountable picture.

RESULTS AND DISCUSSION

Success Team Strategy to Win Dewi Handajani in Pilbup Tanggamus 2018

Based on the results of research through interviews and documentation that has been carried out, data on the strategy of Dewi Handajani's winning success team in the 2018 Tanggamus Pilbup, which is related to 4p political marketing according to Niffenger, is obtained.

Table 1 Success Team Strategy to Win Dewi Handajani

Political marketing	Indicators
Product	1. Party platform
	2. Framing image
	3. Personal characteristics
	4. Vision and mission
Promotion	1. Adversiting
	2. Publication
	3. Debate event
Price	1. Economic cost
	2. Psychological cost
Place	1. Distribution
	2. Embracing layers of society

a. Product

Based on interviews conducted with Sopian's success team who stated:

“When talking about the vision and mission, it was born after the regent candidate had a deputy candidate, initially what should be introduced to the community is his figure first, a lot of plunging into the community doing social activities to the community throughout the region in Tanggamus, after he registered with the KPU as a candidate for regent and deputy regent, only administratively the pair had to convey the vision and mission to the KPU. vision and mission submitted to the kpu, by the kpu through the APBD campaign props containing vision and mission, through campaign props distributed to the public such as stickers, pamphlets, banners etc. In addition to those provided by the state, in this case the KPU, our success team can also print their own with a 150% quota determined by the KPU.”

In Sopian's statement, one of the success teams first introduced political products (vision and mission, personal characteristics and image framing), before going to the vision and mission, candidates who will run for leadership must go to the community, so that people know

who the candidate leader is and how the characteristics of the candidate leader himself. After introducing the candidate leaders who have officially registered with the KPU, the candidate leader pairs register the vision and mission that will be used and implemented when participating in political contestation, the vision and mission of Dewi Handajani-Syafi'i

A= Religious

S = Prosperous

I= Innovative

K= Security

This vision and mission is introduced through props that have been determined by the General Election Commission Regulation, Regarding Amendments to the regulations of the Election Commission Regulation Number 23 of 2018 Article 29. The vision and mission are disseminated by the success team to the public so that people know the vision and mission and are interested in making choices for prospective leaders, the vision and mission are disseminated through stickers, key chains, banners, pamphlets, billboards, t-shirts etc..

In this aspect of the vision and mission, it shows that Dewi Handajani has a vision and mission that has been designed and adjusted to the needs of the community. The success team introduced the vision and mission to the community both directly and indirectly, directly by doing bersilatuhrami to the surrounding community and indirectly by distributing props to the community containing Dewi Handajani's vision and mission in developing Tanggamus for the next 5 years.

In the aspect of products related to the party platform, PDIP cadres introduce the community indirectly, for example while talking about politics, to novice voters because they see that there is more space where in Indonesia in 2018 there is a high quota of novice voters, PDIP conducts tryouts and KPU as one of the agencies also conducts counseling to high schools.

In the product aspect in terms of personal characteristics, Dewi Handajani directly has a character that is already known by the Tanggamus community, her characteristics have been formed since she became the wife of Bambang's deputy regent until Bambang became the regent of Tanggamus for 2 periods. According to the community, the characteristics formed in her are polite, courteous, friendly, not arrogant and do not differentiate between existing social castes. This is what can foster public trust, he has carried out political activities even though at that time there was no intention to run for Tanggamus regent for the 2018-2023 period because the formation of these personal characteristics is an advantage that can be glimpsed by the public.

In the aspect of framing image, indirectly it can be said to be framing image, during the election period of her candidacy, she did not think about framing image anymore because she had worked for about 15 years in PKK activities and chairman of Dekranasda, participating in activities to accompany her husband as the wife of the Tanggamus regent.

b. Promotion

In the results of this research, which is political marketing, one of them is promotion. Promotion is related to aspects of media advertising, publications and debate events. Researchers obtained some data from information from several communities and Dewi Handajani's success team. This was revealed based on interviews with the success team of H. Heni Susilo and Fakhruddin N.

"In the field of advertising, it is the same as the core team and a joint team from a combination of parties, volunteers and community leaders. There are teams from each party specifically from the PKS party mobilizing all the potential and strength that we have at this time, the structure and prospective legislative candidates that have been formed in 2018, the form is in the form of supporting information to the community by going door to door, there are materials delivered by the PKS core team and community leaders to the community".

Based on an interview with Doni, a community member, he stated that:

“Success team comes to people's houses to distribute stickers containing vision and mission” Informants mentioned that the promotion carried out in the adversiting aspect was carried out by the joint team and the core team, the core team conveyed this information to the community through door to door, so it was hoped that the community could find out through the core team and volunteers.

Promotion in the adversiting aspect is carried out both through print media and email media carried out by the success team and volunteers, it is hoped that the aspect of adversiting can produce maximum results. The adversiting media used are newspapers, Facebook, and community leaders. Promotion in the adaversiting aspect assisted by community leaders is quite influential because people have a sense of trust in community leaders.

The strategy of the success team in utilizing the organizing team both through the joint team, the core team in the coalition parties, community leaders, volunteers and the use of adversting through print media, but specifically social media does not provide good out put results. Quite influential door to door carried out by the success team, this is evident through the results of the victory obtained in only 4 sub-districts that have lost in the processing of votes, even with votes that are not much different.

c. Price

Price is an aspect related to price, the price referred to in terms of this research in terms of political marketing there are two, namely economic prices, things related to expenses in the election process carried out, this research shows the costs incurred by candidates as well as the donation of funds from several people, as explained by Vina Novasari who is a success team:

“If the funds in the election process have been regulated in the legislation, the funds come from the regent candidate Dewi-Syafi'i money amounting to 480,000,000, donations can come from political parties, individuals and of a non-binding nature, donations given to the regent candidate pair Dewi Handajani made a non-binding statement letter and has been prepared by the legal team, the funds spent are around 2 billion.”

The costs used in this election process are large, this does not only come from prospective candidates but there are donations from several people and one private company. The cost of pilbup funds according to KPU regulations for campaign fund donations originating from private legal entities and parties is a maximum of Rp750,000,000.00 (seven hundred and fifty million rupiah) (Yusuf & Hertanto, 2023; Setiawan & Maryanah, 2023). Meanwhile, donations from individual parties have a maximum of IDR 75,000,000.00 (seventy-five million rupiah).

On price in the psychological price aspect in this study is related to ethnicity and ethnicity. In the Pilbup that occurred in Tanggamus in 2018, the success team itself did not use the psychological price aspect because Dewi Handjani was not the original daughter of Tanggamus. This is as said by the Samsul-Nuzul success team, Irwandi stated:

“The 4 sub-districts that we won are the result of the desire of the people who want to have a leader from the son of the region, where Nuzul himself is a Banjar Negri Semong resident.”

At the price in the psychological aspect of political opponents using this strategy that they often highlighted during the 2018 Tanggamus election, but what was done was not significant enough to win the Samsul-Nuzul pair to become the 2018 Tanggamus Buapti.

d. Place

Place in the aspect of political parties, one of which is the distribution of agencies, both political parties and candidate success teams (Sari, 2024). In this study the authors found an influence of the supporting parties and coalition parties that influenced the victory of prospective candidates. One of the defeats of Dewi-Syafe'i's political opponent, Samsul-Nuzul, was the lack of solidity of the opposing party coalition which caused less than the maximum in the aspect of agency distribution, both political parties and success teams.

This is in accordance with the opinion of the informant based on the results of an interview with the Samsul-Nuzul success team, Irwandi M, who stated that:

“The performance of the coalition parties and the success team is not optimal, there must be a synergy of one commitment and one determination, the vast area of Tanggamus district makes political candidates unable to reach all areas while what people want is to see or come directly to introduce themselves as prospective candidates because of this Samsul-Nuzul only won in 4 sub-districts out of a total of 20 sub-districts, unlike Dewi Handajani's solid success team and good work spirit”

The solidity of the supporting parties and the spirit of work in Dewi Handajani's team are things that are utilized in the Pilbup process that will greatly impact the acquisition of voters' votes, ideally a candidate should do face-to-face or meet directly or emotional approaches that can help and influence voters. The structure of the success team and the solidity of Dewi Handajani's supporting parties is a strategy used by directing structures from branches to branches, both PDIP, PKS, PAN, Nasdem and PKPI give orders to help win candidates carried by coalition parties, The existence of meetings between coalition parties makes it easy to know the maps of the region, for example, there is an area that is not a PDIP base that can be entered or the area is a coalition party base, when there is a limited team from political parties, it is volunteers who enter to socialize prospective candidates both talking about visions and missions from various social, economic and political fields.

The relevance of the use of political marketing in the Pilbup still provides a contribution to the Pilbup in Indonesia (Sutisna & SH, 2024; Wahyudi, 2022). Political marketing is one of the objective means to strategize in the Pilbup. Dewi Handajani's success team has a greater opportunity than her candidate opponents, because her husband is one of the Tanggamus regents who served up to 2 periods, in implementing political marketing carried out by the success team resulted in a victory in the political contestation that occurred in the 2018 Tanggamus district.

Political marketing is one of the efforts made to sell the real and objective things of each candidate, starting from the 4p political marketing (product, promotion, price and place) applied by the success team.

Significance of the Success Team Strategy in Dewi Hanjayani's Victory in the 2018 Tanggamus Regent Election

Dewi Handajani's victory in the 2018 Tanggamus Pilbup is the result of the hard work of a success team, a good team is a success team that can work together and has a strong determination to win in political contestation. The success team consists of several structures and a variety of different groups, the success team and prospective candidates are inseparable in political contestation because a candidate cannot successfully win the pilbup without being helped by a success team.

The success team and candidates in the election must work hard and work effectively if they want to get a victory, the most important thing is that the success team can implement strategies that have been surveyed and stimulated long before the election, a solid, royal, intelligent, disciplined and responsible success team in carrying out their duties will get a good result.

The success team analyzed the pilbup so that the results obtained were satisfactory, the analysis carried out was a SWOT analysis. So in this case a significant strategy in the form of SWOT as follows:

a. Strength

According to Imron Shaleh's success team, Dewi Handajani's success team has strengths: “A success team that wants to work, is solid and has the same goal of winning the political contestation in the 2018 Tanggamus district regent election”

This was also conveyed by Samsul-Nuzul's success team Irwandi S, who stated that:

“The Dewi-Syafi'i success team is a solid success team, willing to work together, has a high working spirit and has a strong determination and has the same goal of victory, has political, economic and social capital.”

The solid success team recognized by political opponents is a force that is carried out not only from several success teams but all layers of the success team consisting of many pillars such as KBBD, women's trust, indigenous peoples' associations, and ocean women. The political power of Dewi Handajani's characteristics known to the Tanggamus community who have a gentle, polite, polite and friendly attitude to the community makes people appreciate her figure, this was also conveyed by the Tanggamus community, namely chaca.

The strength in politics is closely related to several things that must be considered, namely the first from the political aspect Dewi Handajani is the wife of Bambang Kurniawan who has served as deputy regent and regent of Tanggamus for 2 periods, namely from 2018 and Dewi Handajani is the secretary of the DPC PDIP Tanggamus district, this is beneficial because it is better for prospective leaders to have political knowledge, insight and political practice so that later they can carry out their duties properly.

Second, in terms of social aspects, Dewi Handajani is already known by the community as the wife of regent Bambang Kurniawan, she serves as chairman of Dekranasda, chairman of PKK in Tanggamus district, and is often involved in activities that are directly related to the community, for example attending tablig akbar recitations, coming to groups of women recitations, participating in activities in Tanggamus district and attending circumcisions or weddings of Tanggamus district residents.

Third, the economic capital of prospective candidates when they want to run for election must have prepared economic capital, because political costs in Indonesia are still quite expensive, while economic capital does not only come from the candidates themselves, there are several people who contribute funds such as donations from supporting parties, individuals, and private legal entities.

b. Weakness

The weakness referred to in the study is an obstacle to the problems that exist and occur in the field, the author interviewed Dewi Handajani's success team stating that there were no obstacles in the political contestation of the 2018 Tanggamus Pilbup, but the fact that there were 4 sub-districts proved that there were obstacles that occurred.

According to the success team of Nuzul-Samsul, Dewi Handajani's political opponent in the Tanggamus election stated that:

“Of the 20 sub-districts in Tanggamus district, only 4 sub-districts experienced defeat, in Banjar Negeri Semong sub-district, it was because the people wanted a leader who came from the original area of Tanggamus, the vision and mission were in line with the expectations of the community.”

In terms of the above statement, it can be seen that the weakness of Dewi Handajani is that she is not the original daughter of Tanggamus because people want to feel the figure of the leader who comes from the Tanggamus district after the last 10 years.

The author interviewed one of the Tanggamus community, Mrs. Lili, who stated that: “There are issues in the community that the leader should be a man, women should be more to take care of the household and educate children only”

The gender issue that is played is one of Dewi Handajani's weaknesses where she is the first female candidate leader since the establishment of Tanggamus district. However, when viewed from the democratic political system implemented in Indonesia, there is a 30% allocation for women, because not many people know this, it is used by political opponents to stem public support.

c. Opportunity

Opportunities in the election are an important thing that can be utilized in political contestation, the success team considers that opportunities if not used will provide losses. The

opportunity utilized by the success team is the price in the aspect of economic prices, many donations received by Dewi Handajani through individuals there are 10 people who donate, namely Tukimin, Burhanudin Noer, Herwansyah, SE, AMrusi Sanusi, H. Basuki Wibowo, SE, Ikhwan, Aryudi Rahman, R. Agung Prastowo, Heri Agus Gunawan and Rahman Agus and the company makes it easy for the success team to overcome political costs during the election, the vastness of Tanggamus district has the effect of requiring a lot of money, for example, the success team wants to do promotion, of course in terms of advertising requires billboards, pamphlets, key chains, banners must be installed throughout the region in order to create interest and to maintain areas that have been controlled by the success team.

This opportunity is very important to determine the winner in the election, 4p political marketing (product, promotion, price and place) must be maximized and must be implemented so that the impact will get victory.

The funds in the 2018 Tanggamus Pilbup are based on the LPDK-1 report from the Tanggamus Regency KPU, from the table above it can be seen that the funds owned by Dewi Handajani are far greater than the funds owned by Samsul-Nuzul, this is guardedly conveyed by the Samsul-Nuzul Irwandi success team stating that:

“If you want to contest the Pilbup, you must be strong in all aspects, be it economic, political and social aspects, if you have not prepared these three things, you should not run for Pilbup”

d. Threat

Threats in terms of political contestation are things that must be very concerned about and find solutions and resolve threats through plans made by the success team, if the threat is not so concerned in political contestation, it will have the impact of providing the most severe loss, namely defeat, of course the success team does not want the supported candidate to lose in the Pilbup, not only money spent energy, thoughts and even time sacrificed to win a political contestation.

Various ways the success team tries so that the threats made by political opponents do not interfere with the strategies that have been prepared carefully that have been prepared before the pilbup, the threats that the author knows are threats that often occur in almost all pilbup, namely the threat of money politics, the author conducted an interview with Imron's success team stating that:

“Money politics is a threat in the election process”

Money politics is a political pathology that must be eradicated in politics and Pilbup (Eich, 2022; Davies, 2021). Money politics causes a fall in self-esteem, ability and insight possessed by a prospective candidate, underestimates an ability as if it is meaningless and can be replaced by mere materials that can still be sought, distrusts the community to prospective leaders, makes political costs very expensive, violates laws that can harm all parties, The impact if a candidate who uses money politics in the election process is 212, the first 2 years is to return the capital that has been used up in political contestation, 1 year running the program, the next 2 years is to collect capital to nominate themselves as candidates for leaders or candidates for representatives of the people. This is a very big loss because the development process that should have been carried out for 5 years is not maximized, as a result the area that is led does not contribute and benefit the community.

Money politics has a bad impact in terms of the field of education or political insight of an area that is not developed and does not even know what good politics is like (Kuntag et al., 2023; Fauzi & Fauzi, 2021). Money politics is the homework of all levels of society, parties, organizations, and even leaders. It takes commitment from various groups in the region to be able to eliminate a habit that is not in accordance with the prevailing moral teachings and is not in accordance with the teachings of Islam.

Based on the results of the analysis of the success team succeeded in using political marketing strategies and SWOT analysis strategies, the results obtained were very significant

in the strategy of Dewi Handjani's success team because the results obtained won in 16 sub-districts out of a total of 20 sub-districts in Tanggamus district.

CONCLUSION

Dewi Handajani's success team strategy carried out in the 2018 Tanggamus Pilbup implemented the 4p political marketing strategy (product, promotion, price and place). In product political marketing, the aspects of Dewi's characteristic aspects are considered friendly, friendly, polite and do not judge social caste, the party format aspects of the success team talk to the public during casual chats, the framing image that is carried out inadvertently has been formed before Dewi Handajani runs for political contestation in the 2018 Tanggamus regency election.

In political marketing promotion, the advertising aspect is carried out by using billboards, pamphlets, banner and key chains, publications made using printed media newspapers and Facebook social media, aspects of the debate event are only followed by the success team of each candidate, only a handful of people know the contents of the debate on the contestation of the 2018 Tanggamus Pilbup. In the political marketing price aspect of Dewi Handajani's economic price, she received donations from several people and one company.

In place political marketing embraces all circles of society by using an emotional approach. This was done optimally and the result was Dewi Handajani's victory in the 2018 Tanggamus Pilbup.

The political strength of Dewi Handajani's success team is that the success team has difficulty, hard work, discipline and has a strong determination to win, Dewi Handajani's characteristics that are well known in the eyes of the Tanggamus community are a matter of advantage that makes the success team have the power to work together.

The weakness of Dewi Handajani's success team is that she is not a native of Tanggamus and there are gender issues. The opportunity that Dewi Handajani's success team has is to have more pilbup funds than her political opponents. The threat of Dewi Handajani's success team is money politics which almost occurs in regional elections, the results are very significant the strategy implemented by Dewi Handajani's success team in the 2018 Tanggamus Pilbup by obtaining a winning percentage of 55.97% 16 sub-districts won from a total of 20 sub-districts in Tanggamus.

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