

## ABSTRAK

### STRATEGI MARKETING POLITIK RELAWAN RMD DALAM MENDUKUNG KEMENANGAN RAHMAT MIRZANI DJAUSAL PADA PILGUB LAMPUNG 2024

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Kemenangan Rahmat Mirzani Djausal sebagai kandidat baru yang berhasil mengalahkan petahana dalam pemilihan gubernur Lampung 2024 dapat dilihat dari perolehan suara dari kedua partai, di mana Rahmat Mirzani Djausal memperoleh 82,69%, sedangkan kandidat petahana memperoleh 17,31%. Kondisi ini menunjukkan dinamika strategi kampanye yang efektif, salah satunya melalui strategi relawan dalam membangun dukungan politik. Penelitian ini bertujuan untuk menganalisis strategi pemasaran politik Relawan RMD dalam mendukung kemenangan tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan teori pemasaran politik Firmanzah (2008), yang berfokus pada 3 dimensi *Promotion, Price, Place*. Hasil penelitian menunjukkan bahwa dalam dimensi promosi, Relawan RMD secara sistematis mengintegrasikan kampanye media sosial dan kampanye tatap muka. Facebook dan Instagram dimanfaatkan sesuai dengan segmentasi usia pemilih untuk menyebarkan visi, misi, dan citra kandidat, sementara kampanye tatap muka mencakup kegiatan sosialisasi, diskusi publik, lomba senam, dan konser untuk memperkuat kedekatan emosional dengan masyarakat. Dimensi harga, strategi kampanye tidak hanya mencerminkan manajemen biaya proporsional melalui partisipasi relawan dan donatur, tetapi juga membangun nilai psikologis melalui kedekatan pribadi dan identitas sosial bersama. Selain itu, citra nasional kandidat, yang dibentuk dari rekam jejak organisasi dan posisi strategis di partai, memperkuat legitimasi politik. Dalam dimensi tempat, relawan menerapkan pemetaan geografis dengan memprioritaskan daerah-daerah berpotensi tinggi dan melakukan pemetaan demografis berdasarkan usia dan peran sosial. Secara keseluruhan, integrasi ketiga dimensi ini memberikan kontribusi signifikan untuk meningkatkan elektabilitas kandidat dalam kontes politik lokal.

**Kata kunci:** marketing politik, relawan, Pilgub Lampung 2024, strategi kampanye.

## ABSTRACT

### POLITICAL MARKETING STRATEGIES OF RMD VOLUNTEERS IN SUPPORTING THE VICTORY OF RAHMAT MIRZANI DJAUSAL IN THE 2024 LAMPUNG GUBERNATORIAL ELECTION

By

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*The victory of Rahmat Mirzani Djausal as a new candidate who successfully defeated the incumbent in the 2024 Lampung gubernatorial election can be seen from the vote acquisition of both sides, where Rahmat Mirzani Djausal obtained 82.69% of the votes, while the incumbent candidate only received 17.31%. This condition indicates the presence of effective campaign strategy dynamics, one of which is through the strategy of volunteers in building political support. This study aims to analyze the political marketing strategy of RMD Volunteers in supporting this victory. This research uses a qualitative approach with a descriptive method. Data were collected through interviews, observation, and documentation, and then analyzed using Firmanzah's (2008) political marketing theory, which includes three dimensions: promotion, price, and place. The results show that in the promotion dimension, RMD Volunteers systematically integrated social media campaigns and face-to-face campaigns. Facebook and Instagram were utilized according to the age segmentation of voters to disseminate the candidate's vision, mission, and image, while face-to-face campaigns included socialization activities, public discussions, aerobic exercise competitions, and concerts to strengthen emotional closeness with the community. In the price dimension, the campaign strategy not only reflected proportional cost management through the participation of volunteers and donors, but also built a psychological price through personal closeness and shared social identity. In addition, the candidate's national image, formed from organizational track records and strategic positions within the party, strengthened political legitimacy. In the place dimension, volunteers implemented geographic mapping by prioritizing high-potential areas and conducting demographic mapping based on age and social roles. Overall, the integration of these three dimensions significantly contributed to increasing the candidate's electability in the local political contestation.*

**Keywords:** *political marketing, volunteers, Lampung Gubernatorial Election 2024, campaign strategy.*