

## ABSTRAK

Dinamika demokrasi lokal dalam bentuk kontestasi pemilihan kepala daerah sejatinya merupakan arena pertarungan modal. Semakin besar akumulasi modalitas yang dimiliki kandidat, maka peluang kandidat untuk memenangkan kontestasi politik juga semakin besar. Kemenangan pasangan Syamsari Kitta dan Achmad Daeng Se're dalam pilkada di Kabupaten Takalar tahun 2017 dianggap sebagai *mission impossible*. Hal tersebut karena pasangan Syamsari Kitta dan Achmad Daeng Se're bertarung dengan kandidat petahana dengan dukungan modalitas berupa dukungan finansial, kemampuan menggerakkan tokoh formal dan informal, serta memiliki jaringan di birokrasi pemerintahan dan jaringan di masyarakat. Penelitian ini secara spesifik bertujuan untuk menganalisis peran modal dalam strategi pemasaran politik, dengan menggunakan teori modal dan pemasaran politik. Penelitian dalam artikel ini menggunakan tipe penelitian kualitatif yang menghasilkan data deskriptif berupa kata-kata tertulis dan lisan. Proses pengumpulan data melalui teknik wawancara dan dokumentasi, penyusunan, analisa serta interpretasi data. Hasil dari penelitian ini menemukan modalitas Syamsari Kitta dan Achmad Dg Se're terdiri dari modal politik, modal ekonomi, dan modal sosial berperan efektif dalam aktivitas pemasaran politik yang dilakukan. Modal politik berupa dukungan elit politik, relawan berperan sebagai *influencer* dalam aktivitas pemasaran langsung. Modal ekonomi berperan dalam mendanai aktivitas kegiatan pemasaran melalui media (*pull marketing*) dan pendanaan dalam kegiatan pemasaran langsung (*push marketing*). Modal sosial berupa kepercayaan, interkasi dan jaringan yang berperan sebagai *platform* dan sebagai *influencer* dalam aktivitas pemasaran langsung.

**Kata Kunci:** Modal, Pemasaran Politik, Pilkada, Takalar.

## ***ABSTRACT***

The dynamics of local democracy in the form of local leaders' election contest is actually a competition of capital. The greater the modality accumulation owned by a candidate, the greater the chance to win the political contest will be. The victory of Syamsari Kitta and Achmad Daeng Se're in the local leaders' election of Takalar Regency in 2017 has been considered as mission impossible. This is due to the fact that Syamsari Kitta and Achmad Daeng Se're had competed with the incumbent candidate who was superior in terms of capital. The existence of an incumbent within the arena of political contest tends to be more superior as the candidate has modality supports, such as strong financial support, has the ability to drive formal and informal figures, and has government bureaucracy and society network. Specifically, this research aims at analyzing the role of capital in the strategy of political marketing using the theory of capital and political marketing. This research was descriptive-qualitative, in which the data collection was conducted through interview and documentation technique, followed by further analytical stages in order to generate a data which is accordance with the research objective. The result of this research shows that the capital of Syamsari Kitta and Achmad Daeng Se're includes: political, economic and social modals. The political modal that consists of political parties, political elites and political volunteers functions as influencers in the push marketing activity. The economic modal plays the role in funding the marketing activities through media (pull marketing) and in funding the push marketing activities. The social modal that comprises trust, interaction and network has the role as platform and as influencer in the push marketing activity.

**Key Words:** Capital, Political Marketing, Local Leaders' Election, Takalar.