

ABSTRAK

Tulisan ini bertujuan untuk menjelaskan bagaimana political marketing Prabowo Subianto dan Sandiaga Salahuddin Uno dalam pemilihan presiden tahun 2019. Jenis penelitian yang digunakan adalah pendekatan kualitatif. Metode pengumpulan data menggunakan teknik wawancara mendalam (*In-Dept Interview*) dan wawancara elite (*Elite Interview*), serta dokumentasi. Dari hasil penelitian yang ada diketahui political marketing menjadi salah satu instrument analisis yang sangat penting bagi pasangan Prabowo-Sandiaga dalam kontestasi politik pada pemilihan presiden tahun 2019 yang semakin masif dan kompetitif, rangkaian tahapan political marketing yang dilakukan BPN (Badan Pemenangan Nasional) Prabowo-Sandiaga, antara lain yaitu: *Segmentasi, Targeting, Positioning, Strategi Kampanye Political Marketing*. Prabowo-Sandiaga diketahui memiliki beberapa segmentasi politik, yaitu: *Segmentasi Wilayah (Berdasarkan Peta Kekuatan Politik), Segmentasi Pemilih Muda (Milenial), Segmentasi Perempuan (Emak-Emak), Segmentasi Keumatan (Umat Islam)*, yang selanjutnya akan diberikan *Fokus Target Marketing* dengan menggunakan pola *Full Market Coverage*, yaitu dengan Prabowo-Sandiaga melayani dan mencukupi semua kebutuhan dan keinginan dari setiap segmentasi yang ada. Prabowo-Sandiaga hadir dengan determinasi *Positioning (Produk dan Image Politik)* pada isu dan permasalahan besar, seperti: *Kesejahteraan, Keadilan, Kemakmuran*. Keadaan sejahtera, adil, dan makmur tersebut baik dalam bidang *Perekonomian, Pendidikan, Kesehatan, Budaya dan Lingkungan, serta Politik, Hukum, dan Hankam*. Hadir dengan membawa slogan “*Indonesia Adil & Makmur*”. Pola strategi positioning yang di gunakan dengan cara *Rationilization Strategy (Strategi Rasionalisasi)* yaitu membangun rasionalitas para pemilih (konstituen). Strategi kampanye political marketing dengan mencangkup keseluruhan cara seperti *Push Political Marketing, Pull Political Marketing, Pass Political Marketing*.

Kata Kunci: Political Marketing, Prabowo Subianto, Sandiaga Salahuddin Uno, Pemilu Presiden.

ABSTRAC

This paper aims to explain how political marketing Prabowo Subianto and Sandiaga Salahuddin Uno in the 2019 presidential election. The type of research used is a qualitative approach. Data collection methods use in-depth interview techniques (In-Dept Interview) and elite interviews (Elite Interview), as well as documentation. From the results of existing research it is known that political marketing is one of the most important analytical instruments for the Prabowo-Sandiaga couple in political contestation in the 2019 presidential election which is increasingly massive and competitive, a series of stages of political marketing carried out by the BPN (National Winning Agency) Prabowo-Sandiaga, such as: *Segmentation, Targeting, Positioning, Political Marketing Campaign Strategies*. Prabowo-Sandiaga is known to have several political segmentations, namely: *Regional Segmentation (Based on Map of Political Strength), Young Voter Segmentation (Millennial), Women's Segmentation (Emak), Segmentation of Humanity (Islamic Community)*, which will then be given a *Target Marketing Focus* with use the *Full Market Coverage* pattern, namely with Prabowo-Sandiaga serving and meeting all the needs and desires of each existing segmentation. Prabowo-Sandiaga comes with the determination of Positioning (Product and Political Image) on major issues and problems, such as: *Welfare, Justice, Prosperity*. The conditions of prosperity, fairness, and prosperity both in the fields of *Economy, Education, Health, Culture and Environment, as well as Politics, Law, and Defense and Security*. Comes with the slogan "*Fair Indonesia & Prosperous*". The positioning strategy pattern used by the *Rationalization Strategy* is building the rationality of the voters (constituents). Political marketing campaign strategies by covering the whole way such as *Push Political Marketing, Pull Political Marketing, Pass Political Marketing*.

Keywords: Political Marketing, Prabowo Subianto, Sandiaga Salahuddin Uno, Presidential Election.

