

## ABSTRAK

Keran demokrasi saat ini telah terbuka lebar pasca reformasi digulirkan tahun 1998, hal ini membuat kian semarak perpolitikan di Indonesia. Alhasil kondisi ini memberikan dampak positif terhadap potret perpolitikan di tanah air, sehingga memengaruhi kehidupan kita dalam berbangsa dan bernegara. Melalui sistem demokrasi yang telah dijalankan selama ini maka rakyat dapat menjadi pengambil kebijakan dalam memilih pemimpinnya secara konstitusional. Realitas politik saat ini mengakibatkan iklim politik kian kompetitif, dimana setiap partai politik termasuk PDI Perjuangan pun turut bertarung sengit dalam kontestasi politik, berbagai pendekatan strategi komunikasi politik dipersiapkan sebaik mungkin. Berdasarkan kondisi ini maka peneliti melakukan penelitian terkait Strategi Komunikasi Pemasaran Politik Dalam Membangun *Brand Awareness* Pemilih Pemula Pada PDI Perjuangan di Kabupaten Tangerang.

Penelitian ini menggunakan pendekatan kualitatif dengan desain studi kasus tunggal. Sementara berkaitan dengan konteks penelitian, studi kasus digunakan untuk meneliti penerapan Strategi Komunikasi Pemasaran Politik Dalam Membangun *Brand Awareness* Pemilih Pemula Pada PDI Perjuangan Kabupaten Tangerang melalui pendekatan strategi pemasaran SOSTAC meliputi: *Situation, Objective, Strategy, Tactics, Action, Control*. Peneliti hanya mengkaji kasus ini dan tidak membandingkan dan mengkaji dengan kasus lain

Penelitian ini menyimpulkan bahwa PDI Perjuangan Kabupaten Tangerang dalam membangun *Brand Awareness* menerapkan strategi komunikasi pemasaran politik melalui pendekatan SOSTAC meliputi analisis situasi (*situation*), Penetapan arah langkah (*objective*), merumuskan strategi (*strategy*), Penerapan taktik (*tactics*), penerapan pelaksanaan (*action*), dan terakhir penerapan kontrol (*control*). Dari hasil penelitian ini, maka peneliti menyarankan: 1) Proses penetapan arah kebijakan partai (*objective*), sebaiknya disertakan dengan target yang terukur dan jelas, 2) Pesan kampanye disarankan menggunakan diksi yang lebih dikenal oleh pemilih pemula, namun tetap sejalan dengan visi misi dan arah perjuangan partai, 3) Komunikator politik partai disarankan dari kalangan tokoh muda setempat yang representatif dan memiliki kredibilitas, serta dikenal dan disukai publik, 4) Pada proses kontrol (*control*) opini publik di sosial media, sebaiknya partai melengkapi dengan aplikasi media monitoring, sehingga partai dapat dengan mudah mengetahui *positioning Brand Awareness* publik.

**Kata kunci:** strategi komunikasi, pemasaran, politik, *Brand Awareness*

## ABSTRACT

The current era of democracy has been wide open after the reform was rolled out in 1998. This has made the world of politics more vibrant in Indonesia. As a result, this condition has a positive impact on the portrait of politics in the country. So that affects the life of the nation and state. Through a democratic system that has been implemented so far, the people can become policy makers in choosing their leaders constitutionally. The political climate is increasingly competitive, where every political party including the Indonesian Democratic Party of Struggle (PDIP) also fights fiercely in political contestation through various approaches to political communication strategies that are prepared as well as possible. Based on these conditions, the researchers conducted research related to Political Marketing Communication Strategy brand awareness building for Beginner Voter in the Indonesian Democratic Party of Struggle (PDIP) in Tangerang Regency.

This study uses a qualitative approach with a single case study design. While relating to the research context, case studies are used to examine the application of the Political Marketing Communication Strategy in Building brand awareness in Beginner Voters regarding the Tangerang Regency Indonesian Democratic Party of Struggle (PDIP) through the SOSTAC marketing strategy approach including: Situation, Objective, Strategy, Tactics, Action, Control. The researcher only examined this case and did not do comparative research with other cases

The results showed that the Tangerang Regency Indonesian Democratic Party of Struggle (PDIP) implemented a political marketing communication strategy through the SOSTAC approach which included situation analysis, setting an objective, formulating a strategy, implementing tactics (tactics), implementing implementation (action), and finally the implementation of supervision. With a brief explanation as follows: 1) The process of determining the direction of the party policy (objective), should be in accordance with measurable and clear targets, 2) The campaign message is suggested to use the selection of words that are more in line with the target / target of the campaign namely the beginner voters. But it remains in line with the vision and mission and direction of party struggle, 3) Party political communicators are advised from the local young figures who are representative and have credibility, are known and liked by the public, 4) In the process of controlling public opinion on social media, parties should by media monitoring applications, so that the party can youngly know the positioning of public brand awareness.

**Keywords:** communication strategy, marketing, politics, brand awareness