

INTISARI

Fokus kajian ini membahas mengenai faktor kegagalan Danang Wicaksana Sulistya (DWS) sebagai calon kepala daerah Kabupaten Sleman pada Pemilihan Kepala Daerah 2020. DWS telah mengikuti kontestasi politik di Kabupaten Sleman 2 kali yakni pada Pilkada 2015 dan pada Pileg 2019. Tahun 2020 ini DWS kembali mencalonkan diri diusung oleh Gerindra, PKB, dan PPP dengan wakilnya Agus Chaliq (PKB). Pencalonan ini DWS dihadapkan dengan dua pesaing politik yakni wakil bupati petahana (Muslimatun) dan istri bupati petahana atau politik dinasti (Kustini Sri Purnomo).

Penelitian ini merupakan penelitian kualitatif dengan metode studi kasus yang fokus mengulas strategi kampanye serta refleksi teoritis mengenai kampanye DWS pada Pilkada Kabupaten Sleman 2020. Pendekatan *political marketing* digunakan untuk menganalisis model kampanye DWS serta bagaimana eksekusi kampanye DWS. Komponen *political marketing* tersebut terdiri atas *segmenting*, *targeting*, dan *positioning*. Sementara eksekusi *political marketing* menggunakan instrumen *pull marketing*, *pass marketing*, dan *push marketing*.

Hasil penelitian menunjukkan bahwa strategi kampanye DWS masih belum optimal dalam menerapkan *political marketing*. Hal ini disebabkan beberapa faktor diantaranya terbatasnya jaringan dan akses apabila dibandingkan dengan pesaing politik yang merupakan dinasti Sri Purnomo. Selain itu, perlu adanya keseimbangan dalam penerapan pendekatan dan instrumen *political marketing*.

Kata Kunci: *Strategi Kampanye, Marketing Politik, Politik Dinasti*

This paper concerned about failure factor's of Danang Wicaksana Sulistya (DWS) as regional head candidate Regional of Sleman on regional head election in 2020. DWS has been join the politics contestasion twice in Region of Sleman, it is on reginal head election on 2015 and legislative candidate election on 2019. In 2020, DWS is running again supported by Gerindra, PKB, and PPP with his partner, Agus Chaliq (PKB). On this politics competion DWS faced the two political competitors, there are the incumbent deputy regent (Muslimatun) and also the wife of the incumbent regent or political dynasty (Kustini Sri Purnomo).

This research is qualitative research with case study methods which focus talked about campaign strategy also shows theorities reflection about DWS's campaign on regional head election in 2020. Political marketing is used to analized DWS's campaign model and also how DWS execute the campaign. The component of political marketing consist by segmenting, targeting, and positioning. Meanwhile for analyze how DWS execute the campaign it can used instrument of political marketing that consist of pull marketing, pass marketing, dan push marketing.

The result of this research shows that DWS's campaign strategy has not optimal yet for applying political marketing. This is caused by many factors, one of them is the limit of DWS's network and acsess if its compare with his politics competitor which is Dynasty or Sri Purnomo. Other than that, it's needed collaboration proporsionally for applying and executing approach and instrument of political marketing.

Keyword: Campaign Strategy, Marketing Politics, Dynasty Politics