



ABSTRACT

Law No. 18/2019 about Pesantren is the legal basis and recognition by the government of pesantren's existence in Indonesia. Moreover, the research of the law concerning the political field remains to be accomplished. Therefore, this paper explores the coverage of the law of pesantren as instruments and tools in political campaign strategy using qualitative thematic analysis in both deductive and inductive approaches. The data derived from interview of politicians from parliament members and pesantren community coded into two overarching themes; political candidates, and constituent responses that cover reponds of the law, policy implementation, and campaign responses. The analysis based on the coded data found that the exclusive coverage of the law constricts the target market, and suboptimal policy implementation limits its utility in the campaign. Moreover, we conclude that pesantren constituents require candidates to fulfill both emotional and rational reasoning for choice propensity and utilization of broader constituents from pesantren's social capital.