

**STRATEGI KOMUNIKASI POLITIK
ANDIE DINIALDIE DALAM PEMILU LEGISLATIF 2024**



SKRIPSI

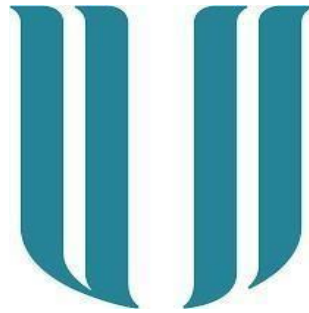
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KEMAS UMAR JAYANEGARA

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**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU KOMUNIKASI
UNIVERSITAS SUMATERA SELATAN
2026**

**STRATEGI KOMUNIKASI POLITIK
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Diajukan Guna Melengkapi Salah Satu Syarat Akademik
Pada Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi
Universitas Sumatera Selatan

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LEMBAR PENGESAHAN

Skripsi dengan judul "Strategi Komunikasi Politik Andie Dinialdie dalam Pemilu Legislatif 2024" telah dipertahankan di depan Tim Penguji Skripsi Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi Universitas Sumatera Selatan.

Ujian Dilaksanakan Pada

Hari : Kamis
Tanggal : 09 Juli 2026
Pukul : 14.30-15.30
Tempat : Ruang Ujian Skripsi Fakultas Ilmu Komunikasi Universitas Sumatera Selatan

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ANDIE DINIALDIE POLITICAL COMMUNICATION STRATEGY IN THE 2024 LEGISLATIVE ELECTION

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ABSTRACT

This research was motivated by the importance of political communication strategies in gaining public support during the 2024 Legislative Election. Political communication serves as a means for candidates to convey their vision, mission, programs, and political image to the public through various media and communication approaches. This study applied political communication theory, which includes political communicators, political messages, and political public. The purpose of this study was to determine the political communication strategy implemented by Andie Dinialdie in the 2024 Legislative Election. This research employed a qualitative method with a descriptive approach. Data collection techniques included interviews, observations, and documentation, while data analysis was conducted through data reduction, data presentation, and conclusion drawing.

The results of the study showed that Andie Dinialdie's political communication strategy was carried out through direct approaches to the community, the use of social media, and the involvement of community leaders and campaign teams as political communicators. The political messages delivered focused on vision, mission, work programs, and issues relevant to community needs using simple, persuasive, and easily understood language. In addition, the political communication strategy was implemented by understanding audience characteristics through community segmentation based on age, occupation, region, and social conditions. The use of direct communication and digital media was considered effective in increasing public understanding, participation, and support for the candidate in the 2024 Legislative Election.

Keywords: *Political Communication Strategy; Legislative Election 2024; Political Public*