

ABSTRACT

Football is a very popular activity in Indonesia and the city of Palembang and has many fans. The popularity of football has attracted the attention of politicians in Palembang, one of whom is Jialyka Maharani, a member of the DPD RI of South Sumatra, whose attention is in the form of support and concern for 45 football clubs in the city of Palembang. This research examines Jialyka Maharani's political marketing strategy through support for football clubs ahead of the 2024 elections in Palembang City. This research uses a marketing strategy theoretical framework. This research approach uses a qualitative approach. Primary data was obtained through direct interviews. The results of the research show that the form of marketing strategy is 1. Segmentation. Segmentation refers to groups of similar characteristics or needs, namely women and the younger generation. 2. Targeting is the target, namely grassroots football clubs, totaling 45 football clubs. 3. This positioning also has an impact on the clubs involved. felt helped by getting costumes/jerseys and an injection of funds from 45 football clubs in the city of Palembang, 4. Push marketing. This kind of strategy is usually carried out by attending meetings directly or face to face by coming to the location of each tournament and club training, then 5. Pass marketing that involving his success team in each district and social media influencers and finally 6. pull marketing, he focused on these two media, namely conventional and social media and also a jersey called Jialyka Maharani.

Keywords: Football, Strategy, political marketing, Jialyka Maharani