

ABSTRACT

This research examines the politics of Ratu Tenny Leriva's election as a member of the DPD RI 2024-2029. This research was conducted to understand and analyze Ratu Tenny Leriva using modality theory for election as a member of the DPD RI. In this research, political capital is an important factor that influences the success of a leader. Political capital theory can be understood as a collection of resources, power and support that a leader has to achieve political goals.

This research uses a qualitative approach with data collection techniques through direct interviews with Dr. Ratu Tenny Leriva M.M and five local gandum communities. Apart from that, secondary data is literature, journals, articles and internet sites about the research conducted. The location of the research was in the city of Palembang. The research results show that the modality that Dr. Ratu Tenny Leriva M.M applied this by using economic capital, cultural capital, political capital, social capital and symbolic capital which was able to make him trusted by the people of South Sumatra. Use it as a literacy ambassador, socialize with Generation Z and listen to the aspirations of the people of South Sumatra. Political capital gets support from political parties, educated as a young doctor, symbolic capital has a background as a prominent political figure whose family is an additional attraction.

Keywords: political strategy, political capital, community aspirations, South Sumatra