

**POLITICAL COMMUNICATION STRATEGY OF LEGISLATIVE MEMBERS OF  
RIAU EDI SATRIA DPRD IN 2019 ELECTION**

By,

**KHAIRINA RIZKI**

NIM. 1502154302

**ABSTRACT**

*Political communication strategies carried out by legislative candidates Edi Satria in general elections there are several stages in which the existence of this strategy benefits Edi Satria to be closer and familiar with the community. The approach taken to the communicant is more door-to-door, where it is directly face to face with the community and requires the role of the media, the media has a very large influence in political communication, usually every legislative candidate definitely needs political communication such as outdoor , social media and supporting media*

*Based on the background described above, the researcher wants to answer the problem statement, namely, how is the political communication strategy of Edi Satria in the 2019 general election? and, what is the role of the media in the political communication strategy of legislative candidates in the 2019 general election ?. So the purpose of this study is to describe the political communication strategy carried out by Edi Satria in the 2019 general election and to explain the role of the media in the political communication strategy of legislative candidates in the 2019 general election. This type of research is qualitative descriptive using descriptive method, namely research that seeks to describe or describe the object under study based on facts obtained in the field, and does not aim to explain the relationship or test a hypothesis.*

*The results of this study indicate that the political communication strategy of legislative candidates Edi Satria to build a self-image and perform 3 stages starting with the planning stage that is carried out in the form of territorial determination or map of the region, determining the time of the visit or proper socialization, and packaging messages or information Legislative candidates will be submitted, including the implementation research, the second stage is implementation, which is to convey the purpose of coming to the region by socializing with the community or meeting face to face with the community and then providing information or messages through print media to attract public attention to legislative candidates, and the offer of cooperation to build the area is even better. And the last is the third stage is evaluation, namely by evaluating the activities that have been carried out from the first stage to the final stage.*

***Keywords: Political Communication Strategy, Role of Political Communication Media***