

Abstract

This research is motivated by a fact, that there is a new party whose candidate managed to reach a seat in the city level parlement and outperform candidate from parties that had already existed in the political arena. This research aims to analyze the communication strategy that was done by the elected candidate of PARLIAMENT Bandung city. The research was conducted using a qualitative method of case study type with a constructivistic paradigm. In the result that the chosen candidate to build personal relationships with prospective voters by way of plunge Directly into the field so that voters feel familiar and close to the selected candidate and do not hesitate to choose the candidate. This research can be the basis for a party or a political candidate when determining the communication strategy especially in the city of Bandung.

Keywords: communication strategy, politics, legislative member, PSI, Bandung city DPRD