

## **ABSTRACT**

*This research aims to analyze the implementation of artificial intelligence (AI) in the political marketing communication strategy of Prabowo Subianto and Gibran Rakabuming in the 2024 General Election. The main problem identified is how AI can improve the effectiveness and efficiency of political campaigns through the 4Ps marketing mix by reaching young voters through digital technology. The proposed solution is the application of AI in voter data analysis and the development of relevant campaign messages. The research method used is a qualitative- descriptive approach with a case study, which allows an in-depth understanding of the ongoing phenomenon. The research data sources consisted of primary data, namely interviews with the campaign team, as well as secondary data in the form of related literature. Data collection was conducted through in-depth interviews and observations at the West Java Golkar Party DPD office, using purposive and snowball sampling techniques. The data analysis technique uses the case study method, which involves identifying patterns in campaign content. This research was conducted from July to October 2024 in Bandung City. The results show that AI plays a major role in developing a more personalized and targeted campaign strategy, including the selection of appropriate social media platforms and the production of relevant visual content, which in turn can improve relationships with young voters.*

**Keywords:** *Artificial Intelligence, Communication Strategy, Political Campaign, Election.*