

ABSTRACT

In Indonesia, general elections are held before the previous official's term of office expires, which is 5 years. Every 5 years the people of Indonesia will hold a general election to choose their leader. The issue that is always considered and discussed by every political party when approaching the election is the Parliamentary Threshold. The Parliamentary Threshold is believed to be able to reduce the number of political parties that will enter the representative institutions. So that there will be a simplification of the number of parties in the DPR with fewer parties, and will make the foundation of the party system on the presidential system stronger. With the competition that occurs in occupying the seat of government, political parties must develop the right political marketing strategy so that candidates for legislative members appointed by the party can be known by the public and attract attention.

This research is more directed to the strategy of the Indonesian Gelora Party to be able to pass the parliamentary threshold and to be able to win the general election. The Gelora Indonesia Party must make a strategy to get as much support as possible from the voters. The purpose of this study is to observe what the Indonesian Gelora Party has done and will do to be able to pass the parliamentary threshold and win in the 2024 legislative general election and the application of the political marketing concept by the Indonesian Gelora Party to win the 2024 general election by obtaining above parliamentary votes. threshold. This study uses a qualitative method with a case study approach. Techniques in collecting data are observation and in-depth interviews. The results of the research show that the Gelora Indonesia Party as a new party has carried out massive political marketing by offering ideas and ideas in the form of issues of change, people's expectations for justice and the welfare of the Indonesian nation.

Keywords : *political marketing, parliamentary threshold, Gelora Indonesia Party*

Note : *The names of the informants in this study were disguised to maintain the confidentiality of the informants.*