

**TENDENCIES IN THE ELECTABILITY OF PROSPECTIVE PRESIDENTIAL CANDIDATES
STUDY OF PUBLISHED SURVEY RESULTS ON ONLINE MEDIA
PERIOD JANUARY – MARCH 2022**

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ABSTRACT

In the context that has captured enough public attention is the discourse about presidential candidates both discoursed by political parties (elites / political party structures), potential candidates, and by various pollsters who have thrown so many survey results to the public. The research model is qualitative, where there will be a lot of data raised and various statements and theories. Research is used to examine the natural condition of objek (Sugiyono. 2009). The results of the study found a pattern of electability tendencies owned by the characters. In the sense of the two periodizations, there are differences in electability and ratings obtained by potential presidential candidates. For ranks 1 and 2, it was concluded that the figures who were strong enough electability were Prabowo Subianto and Ganjar Pranowo. In the middle rank, namely 3, 4, 5 and 6 shows a *stagnation* where the compilation of survey results both for the January-February period and the March April period places relatively similar figures, namely Anies Baswedan (per. 3), Sandi Uno (per. 4), Ridwan Kamil (per. 5) and Agus H. Yudoyono (per. 6). The name and rank of each figure still do not change when the results of surveys conducted by pollsters are compiled.

Keywords: Electability, Presidential Candidate, Survey Results

INTRODUCTION

The new simultaneous elections which will be held in 2024 have been very noticeable in recent years. Various discourses regarding the election became public discussion and were widely conveyed in the media. The big agenda for the 2024 Election has many aspects of its own and shows its position is quite important. This is not only understood as an election in a big context, but the certainty and determination of the date becomes a discourse that attracts attention and attracts various interests. The 2024 election is set to take place on Wednesday 14 February 2024, for the election of president/vice president, members of the DPR RI, provincial DPRD, members of the district/city DPRD, and members of the DPD RI (detik.com, 2022, kompas.id, 2022). The date for determining the 2024 election is an agreement from various parties such as the DPR, KPU, Ministry of Home Affairs, Bawaslu and

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