

ABSTRACT

This study aims to analyze Ridwan Kamil's political communication strategy in the 2024 Jakarta Regional Head Election (Pilkada) contest through YouTube social media. The focus of this study is to identify the types and functions of illocutionary, locutionary, and perlocutionary speech acts, as well as the success of persuasive messages in campaign videos uploaded by Ridwan Kamil. The research uses a qualitative approach with discourse analysis methods. Data was obtained from five campaign videos uploaded to Ridwan Kamil's official YouTube account during the campaign period. The results of research show that Ridwan Kamil's political communication is dominated by illocutionary acts in the form of invitations, commitments, and empathetic statements, but lacks a systematic and argumentative message structure. The messages conveyed emphasize emotional, visual, and symbolic aspects rather than program substance. As a result, this communication strategy was less successful in building rational confidence among Jakarta voters. This contributed to Ridwan Kamil's defeat in the 2024 regional elections. This finding aligns with previous research emphasizing the importance of balancing emotional and rational aspects in political communication to attract urban voters' attention.

Keywords: *Political communication, Ridwan Kamil, Speech Acts, Persuasive Messages, 2024 Jakarta Regional Election*