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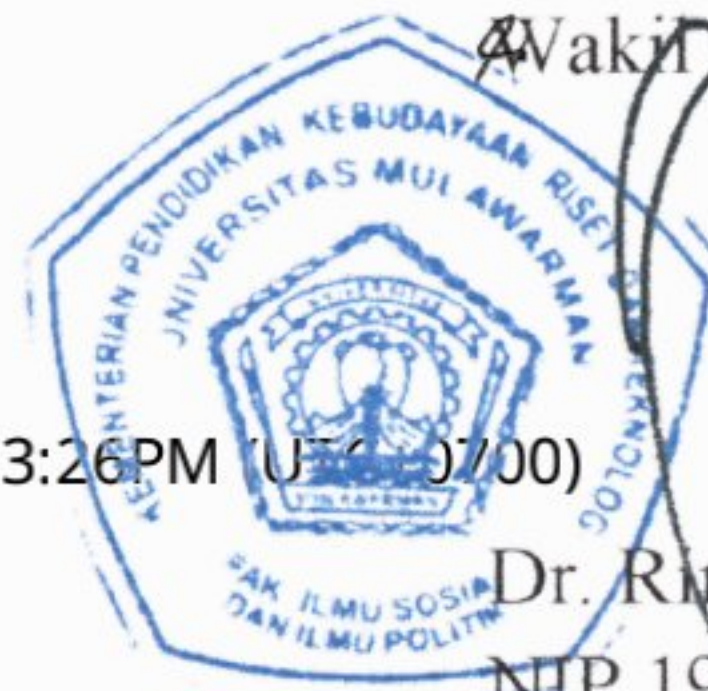
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Gerindra Party's Winning Strategy In The 2020 Regional Head Elections In Samarinda City  
Strategi Pemenangan Partai Gerindra Dalam Pemilihan Kepala Daerah Tahun 2020 Di Kota Samarinda  
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<b>ARTICLE INFORMATION</b>	<b>ABSTRACT</b>
Vol. xx, No. xx Page: Published: KEYWORDS Strategi, Pemenangan Partai Gerindra, Pemilihan Kepala Daerah CORRESPONDENCE Phone: 085332377001 E-mail: rogenasing@gmail.com	This research aims to describe the Gerindra Party's winning strategy in the 2020 Regional Head election in Samarinda City, describe the Gerindra Party's winning strategy in the 2020 Regional Head election in Samarinda City and identify factors inhibiting and supporting the Gerindra Party in the 2020 Regional Head election in Samarinda City during the COVID-19 pandemic. This research was carried out at the Regional Representative Council (DPD) Office of the Gerindra Party, East Kalimantan Province. This type of research is descriptive qualitative and this research uses interactive model qualitative data analysis techniques. The results of the Gerindra party's winning strategy in the 2020 regional head election in Samarinda City were carried out through the stages of mission formulation, situational assessment and evaluation, sub-strategy formulation, target formulation, and strategy implementation in accordance with General Election Commission Regulation Number 13 of 2020 concerning the implementation of elections governor and deputy governor, regent and deputy regent, and/or mayor and deputy mayor simultaneously continuing in the non-natural disaster conditions of the 2019 corona virus disease (covid 2019). The supporting factors related to the Gerindra party's winning strategy in the 2020 regional head election in Samarinda City are a program that is clearly designed and superior to that of the mayoral candidate pairs as well as the quality of the party's internal winning team and political consultant team so that they are able to adapt to pandemic conditions. However, changing weather conditions and limited outreach are the main things that hinder the implementation of the strategies that have been formulated.

**INTRODUCTION**  
Partai politik merupakan institusi terpenting suatu negara karena mendorong warga negara untuk menggunakannya sebagai forum untuk mengarahkan aktivitasnya guna mempengaruhi proses politik. Kehadiran partai politik merupakan hal yang lumrah di negara demokrasi. Salah satu keutamaan sistem demokrasi itu sendiri adalah keberadaan partai politik, berdasarkan pemilihan umum yang merupakan salah satu ciri demokrasi. Selain itu, pemilihan umum memberikan platform bagi warga negara untuk mengekspresikan pendapat mereka dan memilih kandidat yang ingin mereka wakili dalam pemerintahan. Oleh karena itu, pemilihan umum diselenggarakan segera, terbuka, bebas, tenang, jujur, dan adil setiap lima tahun sekali sesuai dengan Pasal 22E Ayat 1 UUD 1945. Berdasarkan Pasal 201(6) Undang-Undang Nomor 10 Desember 2016