ABSTRACT

Researching popularity and electability is an activity in the strategy to seek victory in general elections, these two things are built on how individuals have the possibility of being elected by the public. This includes the popularity and electability of Anies Baswedan and Muhaimin Iskandar in the general election in Tasikmalaya City in 2024. Both pairs are presidential candidates, each of which has popularity and electability built in the eyes of Tasikmalaya City voters. This is influenced by how the voting behavior of the people of Tasikmalaya City, which will affect how Anies Baswedan and Muhaimin Iskandar can be recognized by voters.

This research uses the theories of electability, popularity, and voting behavior. The three theories are analyzed in this research, because these theories have continuity and interrelationships with each other, regarding the problems that will later be studied. The research method used in this research is quantitative research method, using proportional stratified random sampling as a data collection technique. The population used is the entire Tasikmalaya City permanent voter list, which is 538,324 people. Researchers used proportionate stratified random sampling technique as sampling with the results of 99.95 people selected. The data collection techniques used were questionnaires and documentation. The data analysis techniques used are descriptive statistics, quantitative descriptive, multiple regression and classical assumption tests (normality test, multicollinearity test, heteroscedasticity test).

The results of the research in the partial test showed that the significance value for the variable popularity (X) on electability (Y) was 0.256 or equal to 25.6%. This means that H2 is accepted where the popularity variable has a positive influence on the electability of Anies Baswedan and Muhaimin Iskandar in the 2024 elections in Tasikmalaya City.

Keywords: Electability, Popularity, 2024 Election.