

Winning and Political Communication Strategies Ibnu Sina-Arifin Noor in Election Mayor and Deputy Mayor of Banjarmasin in The Era of The Covid-19 Pandemic 2020

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Abstract— Banjarmasin Pilkada 2020 is enlivened by four pairs of candidates for mayor and vice mayor, namely, candidate number 1 Haris Makkie - Ilham Noor, candidate pair number 2 Ibnu Sina - Arifin Noor, candidate pair number 3 Khairul Saleh - Habib Ali, and candidate number sequence 4 Ananda - Musyafa Zakir. All the candidates contested in the simultaneous regional elections in 2020 in the New Normal era so that there were lots of adjustments both in winning strategies and political communication carried out by the pair of candidates for mayor-vice mayor in order to win public votes in the conditions of the Covid-19 Pandemic which still haunts campaign process.

Keywords— *Political Communication, Winning Strategy, Covid-19, Banjarmasin, Pilkada, Campaign*