

## Strategi politik partai Golkar di Kabupaten dan Kota Serang pada pemilu 2014 = Strategy of Golkar party in City and District of Serang on election 2014 / Moh. Rizky Godjali

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### Abstrak

[<b>ABSTRAK</b><br>

Penelitian tesis ini dilatarbelakangi oleh fakta politik yang menunjukkan kemampuan Partai Golkar di Kabupaten dan Kota Serang dalam meraih suara yang relatif stabil dari Pemilu 1999 hingga Pemilu 2014. Partai Golkar di Kabupaten dan Kota Serang muncul sebagai partai yang berhasil menempatkan kadernya pada posisi strategis di lembaga legislatif dan eksekutif daerah dalam momentum Pemilu dan Pilkada. Strategi politik Partai Golkar di kedua wilayah ini terletak pada kekuatan struktur dan kemampuan memanfaatkan kultur politik lokal masyarakatnya. Penelitian dilakukan dengan tujuan untuk mengetahui strategi politik dan usaha Partai Golkar mengembangkan struktur politik, serta kemampuan Partai Golkar memanfaatkan kultur politik lokal di masyarakat dalam rangka mempertahankan dan meningkatkan perolehan suara pada Pemilu 2014 di Kabupaten dan Kota Serang.

Sebagai alat bantu analisa kajian ini dipakai pendekatan pelebagaan partai politik dan budaya politik. Konsep pelebagaan partai politik sebagaimana dikemukakan Huntington, serta Vicky Randall dan Lars Svasand digunakan dalam mengkaji kekuatan struktur sebagai instrumen yang berpengaruh terhadap strategi politik Partai Golkar. Sedangkan teori budaya politik yang digagas Almond dan Verba dijabarkan dalam upaya menjelaskan kondisi kultur politik lokal masyarakat di Kabupaten dan Kota Serang. Kemampuan Partai Golkar untuk menggunakan budaya politik lokal menjadi elemen determinan dalam upaya mempertahankan dan menguatkan perolehan suara pada Pemilu 2014.

Penelitian ini menggunakan pendekatan kualitatif. Jenis penelitian bersifat deskriptif analitis. Pengumpulan data dilakukan berdasarkan wawancara mendalam (indepth interview) dengan pengurus DPD II Partai Golkar Kabupaten/Kota Serang, akademisi, dan tokoh jawara serta ulama di wilayah Serang. Telaah dokumentasi juga dilakukan sebagai sumber data.

Temuan penelitian sampai pada kesimpulan bahwa aspek strategi politik Partai Golkar dengan penekanan pada penanaman doktrin nilai perjuangan Partai Golkar, proses pembinaan kader partai dan upaya merespon harapan dan tuntutan konstituen, merupakan kunci mengapa Partai ini berhasil meraih suara di Serang. Di samping itu, pada aspek kultur, Partai Golkar memanfaatkan pengaruh kelompok ulama/kiai melalui diantaranya yakni, pembinaan terhadap pondok pesantren dan membina hubungan dengan kelompok jawara. Kedua kelompok ini, diyakini memiliki pengaruh yang signifikan dalam masyarakat di Serang.

Hasil penelitian menunjukkan bahwa Partai Golkar di wilayah Serang melakukan institusionalisasi kepartaian sesuai teori pelebagaan partai politik dari Huntington, serta Vicky Randall dan Lars Svasand. Berdasarkan pada kajian penelitian, kondisi budaya politik masyarakat di wilayah Serang ialah budaya politik subyektif (kaula) seperti yang diungkapkan Almond dan Verba.

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<b>ABSTRACT</b><br>

This thesis examines how the ability of the Golkar Party in the District and City of Serang won votes on the

elections of 1999 to 2014. The election victory of the Golkar Party in the region rooted in the strength of the structure and the capacity of the Party by using the local political culture. The study was conducted to see a political strategy of Golkar in utilizing local political culture in the society which was increasing the number of votes in the 2014 election.

As a tool of analysis used several theories of political parties and political culture. The concept of institutionalization of political parties as stated by Samuel Huntington, Vicky Randall and Lars Svasand trained in assessing the stratagem of the Party. On the other hand, the theory of political culture initiated by Gabriel Almond and Verba is also particularized to explain a condition of political culture and the local community in this region.

This study used a qualitative approach by type of research is descriptive analytic. Data collection is done by in-depth interviews (depth interview) with the DPD Golkar Party II District / City of Serang, scholars, and charismatic leaders in the region of Serang. Examine documentation was also conducted as a data source. The findings of this study came to a conclusion that the Golkar strategy of which is surrounding doctrine value of Golkar, the party cadre formation process and the efforts to respond to the expectations and demands of the constituents, of which the Party won the vote in the region. Though cultural aspect, the Party was using the influence of the ulama / kiai through-among other things, guidance to the Islamic boarding school (Pesantren) and dealings with the Jawara (Local Bossism). All of the points are assumed give a significant influence in society particularly to increase the votes of the elections of 1999 to 2014. This research reaffirms Huntington and Vicky Randall and Lars Svasand on political party institutionalization. Based on the research study, the political culture of society in district and city of Serang is a subjective political culture (kaula) as stated by Almond and Verba., This thesis examines how the ability of the Golkar Party in the District and City of Serang won votes on the elections of 1999 to 2014. The election victory of the Golkar Party in the region rooted in the strength of the structure and the capacity of the Party by using the local political culture. The study was conducted to see a political strategy of Golkar in utilizing local political culture in the society which was increasing the number of votes in the 2014 election.

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