

## Rekrutmen caleg selebriti oleh Partai Amanat Nasional pada pemilu era reformasi (2004-2019) = Celebrity recruitment by Partai Amanat Nasional in reform era elections (2004-2019)

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### Abstrak

Selebritisasi politik merupakan fenomena di mana selebriti yang dengan modalitasnya bermetamorfosis menjadi politisi. Hal itu terwujud dalam rekrutmen dan pencalonan selebriti oleh partai politik untuk menduduki jabatan politik, baik di eksekutif maupun legislatif, dalam sebuah pemilu. Rekrutmen dan pencalonan selebriti oleh partai politik yang berkaitan dengan figuritas atau popularitas selebriti, dinilai sebagai bentuk pragmatisme partai dalam rekrutmen politik. Penelitian ini menjelaskan faktor-faktor yang memicu munculnya pragmatisme Partai Amanat Nasional (PAN) dalam melakukan rekrutmen calon anggota legislatif terhadap selebriti pada pemilu-pemilu era reformasi (2004 – 2019). Teori rekrutmen oleh Pippa Norris menyatakan bahwa sistem politik, yaitu peraturan/hukum dan sistem pemilu, memengaruhi proses rekrutmen legislatif. Penelitian ini menemukan bahwa pragmatisme PAN dalam melakukan rekrutmen terhadap selebriti didorong oleh celah peraturan hukum, dan konsekuensi penerapan sistem pemilu proporsional terbuka sejak Pemilu 2009. Selain itu, penulis juga menemukan pergantian kepemimpinan di tubuh PAN memengaruhi strategi rekrutmen selebriti sebagai calon anggota legislatif, yang berdampak pada pergeseran citra PAN dari partai agamis menjadi partai selebriti.

.....Celebritization is a phenomenon in which celebrities with their capital metamorphose into politicians. This phenomenon is manifested in the nomination of celebrities who are recruited by political parties in elections to hold political positions, wheter it's executive or legislative. The nomination of celebrities by political parties in the election is related to the celebrity's figure or popularity which is considered as a form of pragmatism shown by the party in conducting political recruitment. This research attempts to explain the factors that trigger the emergence of political party pragmatism in the recruitment of celebrities in legislative level in Partai Amanat Nasional (PAN) in the nomination of celebrities in the elections in reform era (2004-2019). Theory of recruitment by Pippa Norris states that political system, which is the rule of law and the electoral system, affects the process of legislative recruitment. This study concludes that the pragmatism that emerged in PAN in their legislative recruitment towards celebrities is driven by laws and the consequences of the open-list proportional systems since 2009 election. Writer also found that the influence of leadership change in PAN has an impact on shifting the image of PAN from a religious party into a celebrity party.