

## Abstrak

Studi ini bertujuan untuk mengetahui kelembagaan *brokerage* yang ada pada pilkades Sendangadi tahun 2015. *Brokerage* merupakan jaringan broker yang berperan sebagai penghubung antara kandidat dengan pemilih. untuk mengungkap kelembagaan *brokerage* dalam pilkades maka rumusan masalah dari penelitian ini adalah: bagaimana *brokerage* berperan dalam politik uang pada pilkades Sendangadi Kabupaten Sleman tahun 2015?.

Jenis penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Penelitian ini dilakukan desa Sendangadi Mlati Sleman Yogyakarta. Sumber data yang digunakan terdiri dari data primer dan sekunder dengan teknik pengumpulan data menggunakan wawancara dan dokumentasi. Sedangkan teknik analisa, penulis melakukan *cross check* data untuk melihat keabsahan data.

Penelitian ini menunjukkan bahwa *brokerage* berasal dari tokoh masyarakat, tokoh agama, tokoh partai, pegawai pemerintahan, kelompok komunitas serta masyarakat biasa. Masing-masing *brokerage* mempunyai motivasi yang berbeda, diantaranya faktor ideologis, klientelis, dan ekonomi. Dari ketiga faktor tersebut, faktor dominan yang motivasi *brokerage* adalah faktor ekonomi. Hal ini dikarenakan dalam praktik politik uang terdapat kecenderungan kelompok maupun individu untuk mendekati sumber-sumber ekonomi.

Dengan adanya motivasi *brokerage* yang berbeda akan menimbulkan perilaku *brokerage* yang berbeda. Penulis menyimpulkan ada tiga model *brokerage* yang berkembang pada pilkades Sendangadi tahun 2015, antara lain: (1) broker model sosiologis, yaitu model yang terbentuk karena faktor sosiologis seperti kesamaan suku, etnis, agama dan latar belakang. (2) broker model rasional, yaitu model yang terbentuk karena faktor ekonomi yang ingin memperoleh keuntungan atau imbalan. (3) broker model kekerabatan, yaitu broker yang terbentuk karena faktor kekerabatan, pertemanan atau persahabatan yang telah lama terjalin. Terkait masalah loyalitas, *brokerage* pada pilkades Sendangadi tahun 2015 mengalami dua macam tipe masalah baik predasi maupun pembelotan. Sedangkan terkait reputasi *brokerage*, bagi *brokerage* yang mempunyai reputasi yang loyal dalam memenangkan calon maka mempunyai peluang akan digunakan lagi. Sebaliknya, bagi yang tidak loyal cenderung tidak digunakan lagi.

Kata kunci: *brokerage*, politik uang, pilkades

## **Abstract**

This research was aimed to find out the brokerage institution in the Sendangadi regional election in 2015. Brokerage is the broker network who acts as a liaison between candidates and voters. To reveal the brokerage institutions in the regional election, the problem formulation of this study was: how did brokerage play a role in money politics in the 2015 election of Sendangadi Sleman Regency?

This research used the qualitative method with a case study approach. This research was carried out in the Sendangadi Mlati Sleman, Yogyakarta. Primary and secondary data were used as a data source. Interviews and documentation were used as data collection. The data analysis techniques of the research were cross-checking data to find the validity.

This research showed that brokerage comes from a public figure, religious leaders, party leaders, government officials, community groups and ordinary people. Each brokerage has different motivations, including ideological, clientelistic and economic factors. Based on the three factors, the dominant factor that motivates brokerage was economic factors. This was because in the money political practice there was a tendency for groups and individuals to approach economic sources.

The presence of different brokerage motivations would lead to different brokerage behaviors. The researcher concluded that there were three brokerage models that developed in the Sendangadi village head election in 2015, including (1) a sociological model broker, it was a model that formed due to sociological factors such as the similarity of ethnicity, ethnicity, religion, and background. (2) a rational model broker, that is a model formed because of economic factors that wanted to get a profit or reward. (3) Kinship model brokers, it was brokers that formed due to factors of kinship, friendship or friendship that have long been established. Regarding the loyalty issues, the brokerage in the Sendangadi election in 2015 experienced two types of problems both predation and defection. Whereas related to brokerage reputation, brokers who have a reputation that was loyal in winning candidates would have the opportunity to be used again. Conversely, those who were not loyal tended not to be used anymore.

**Keywords:** *brokerage*, money political, regional election