

INTISARI

Era disrupsi telah menyebabkan pergeseran besar terhadap perkembangan teknologi digital di dunia, termasuk Indonesia. Partai Golkar sebagai salah satu partai tertua saat ini menggalakkan inovasi dalam menjalankan tugas dan fungsi politikanya. Inovasi dilakukan, baik sistem rekrutmen, pendidikan politik, kampanye, kanvassing, hingga monitoring dan evaluasi bakal calon legislatif. Semua dilakukan menyesuaikan kebutuhan era disrupsi saat ini. Penelitian yang membahas terkait upaya transformasi digital dan inovasi partai politik dalam menjalankan tugas dan fungsinya pada era disrupsi digital masih sangat minim. Penelitian ini bertujuan mengetahui tantangan-tantangan yang dihadapi Partai Golkar dan upaya yang dilakukan untuk menjawab tantangan-tantangan yang dihadapi dalam menjalankan tugas, fungsi, dan peranannya pada era disrupsi. Pengumpulan data primer dan data sekunder dilakukan dengan metode observasi, wawancara, studi pustaka, dan studi dokumen. Pendekatan analisis data menggunakan sistem politik *by* David Easton, konsep partai digital serta tugas dan fungsi partai politik. Data hasil wawancara dikaji mendalam dengan studi perbandingan. Berdasarkan hasil analisis, penelitian ini mengungkap bahwa dampak digitalisasi Partai Golkar memberikan pandangan baru terkait praktik politik di Indonesia dengan memanfaatkan teknologi digital. Praktik tersebut antara lain melaksanakan sekolah politik dan menyerap aspirasi masyarakat dengan *platform digital* Train Golkar *Apps* dan program *Essay Competition*, memanfaatkan media sosial digital Youtube, Instagram, Facebook, Tiktok serta *Tools* Golkar EKTA dan *Online Canvassing and Training*. Hasil penelitian ini juga menjelaskan tentang praktik politik Partai Golkar di era digital dan nondigital. Temuan dari penelitian ini berkontribusi sebagai pertimbangan dalam membuat kebijakan terkait pemanfaatan teknologi digital dalam aspek kebijakan publik dalam menjalankan tugas dan fungsi partai politik untuk masyarakat.

Kata Kunci: Transformasi Digital, Disrupsi, Partai Politik, Partai Digital, Digital Demokrasi.

ABSTRACT

The era of disruption has brought about significant shifts in the development of digital technology worldwide, including in Indonesia. Golkar party, as one of the oldest political parties, is currently promoting innovation in carrying out its political tasks and functions, ranging from recruitment systems, political education, campaigns, canvassing, to the monitoring and evaluation of prospective legislative candidates, all in line with the needs of the current disruptive era. However, research addressing digital transformation and innovation efforts of political parties in performing their roles and functions during the digital disruption era is still quite limited. This research aims to identify the challenges faced by Golkar party and the measures taken to address these challenges in carrying out its tasks, functions, and roles in the era of disruption. This research employs data collection methods such as observation, interviews, literature review, and document analysis. Both primary and secondary data sources are utilized. The data analysis approach is based on David Easton's political system, the concept of a digital party, as well as the tasks and functions of political parties. In-depth analysis of interview data is conducted through comparative studies. The analysis reveals that the impact of digitization on Partai Golkar offers a new perspective on political practices in Indonesia by leveraging digital technology, such as conducting political schools and gathering public aspirations through the Train Golkar Apps and Essay Competition program. It also involves the utilization of digital social media platforms like YouTube, Instagram, Facebook, TikTok, as well as Golkar EKTA tools and Online Canvassing and Training Program. Furthermore, this research also discusses about Golkar party in both digital and non-digital eras. The findings of this research contribute to considerations in formulating policies related to the use of digital technology in the context of public policy and the execution of the tasks and functions of political parties for the benefit of society.

Keywords: Digital Transformation, Disruption, Political Parties, Digital Parties, Digital Democracy.