

ABSTRAKSI

Penelitian ini adalah penelitian mengenai relevansi organisasi sayap partai di tingkat lokal dalam upaya membangun basis massa partai dan menjalankan fungsi partai. Adapun fokus persoalan penelitian ini ialah pada jenis organisasi sayap, strategi organisasi dalam membangun basis massa, dan sejauh mana organisasi sudah membantu partai induk dalam menjalankan fungsi partai. Objek penelitian ini adalah Barisan Sirathal Mustaqim Central Kota (BSM CK) Sambernyowo Klaten yang merupakan organisasi sayap PDIP di Kabupaten Klaten. Penelitian ini menggunakan metode studi kasus dengan teknik *in-depth interview* kepada pengurus BSM CK Sambernyowo Klaten dan pengurus DPC PDIP Klaten.

Hasil penelitian menunjukkan bahwa BSM CK Sambernyowo Klaten merupakan organisasi kolateral independen yang relevan dan strategis dalam mobilisasi massa. Meskipun kontrol DPC PDIP Klaten lemah karena sifat ikatan informal, BSM CK berhasil memperkuat basis massa dengan pendekatan persuasif melalui ketokohan, solidaritas kelompok, strategi ‘srawung’ dan ‘sowa’, serta penggunaan media sosial. Selain itu, organisasi ini mampu mengisi peran partai dalam pendidikan politik, rekrutmen, artikulasi kepentingan, dan menciptakan iklim kondusif di masyarakat.

Kata Kunci: Partai Politik, Organisasi Sayap Partai, Mobilisasi Massa, Fungsi Partai

ABSTRACT

This study is a study on the relevance of local-level collateral organizations in efforts to build a party mass base and carry out party functions. The focus of this research problem is on the type of collateral organization, organizational strategy in building a mass base, and the extent to which the organization has helped the party in carrying out party functions. The object of this research is Barisan Sirathal Mustaqim Central Kota (BSM CK) Sambernyowo Klaten which is a PDIP collateral organization in Klaten Regency. This study uses a case study method with an in-depth interview technique with the management of BSM CK Sambernyowo Klaten and the management of DPC PDIP Klaten.

The results of the study indicate that BSM CK Sambernyowo Klaten is an independent collateral organization that is relevant and strategic in mass mobilization. Although the control of DPC PDIP Klaten is weak due to the nature of informal ties, BSM CK has succeeded in strengthening the mass base with a persuasive approach through figures, group solidarity, 'srawung' and 'sowan' strategies, and the use of social media. In addition, this organization is able to fill the role of the party in political education, recruitment, articulation of interests, and creating a conducive climate in society.

Keywords: Political Party, Collateral Organization, Mass Mobilization, Party Function