

ABSTRACT

This study aims to explain the Gerindra Party's strategy in winning the 2019 Legislative Election in Pekalongan Regency. The initial argument explains that the elections will simultaneously bring benefits to the Gerindra Party at the national and local levels. At the national level the Gerindra Party ranks the top two party votes at the top level, but approving the votes in the regions is not directly proportional to the approval of votes at the national level. This research was conducted by qualitative case-study method. Interviewees. Data were processed using party institutionalization strategies and the coattail effect. The results showed that the institutionalization of the party was carried out by the Gerindra Party quite well. They expand the range both vertically and horizontally. Strengthens the party and cultural structure in society. In addition, the coattail effect did not work effectively in the 2019 Legislative Election in Pekalongan Regency. There are other factors that make the party successful in the legislative elections, namely the presence of money politics and the strength of the figure in the regions.

Keywords: *Gerindra Party, Simultaneous Election, Coattail effect*

INTISARI

Penelitian ini bertujuan untuk menjelaskan strategi Partai Gerindra dalam memenangkan Pileg 2019 di Kabupaten Pekalongan. Argumen awal menjelaskan bahwa Pemilu serentak membawa keuntungan bagi Partai Gerindra di tingkat nasional dan lokal. Di level nasional Partai Gerindra menempati peringkat dua suara partai terbanyak di dalam parlemen, namun perolehan suara di daerah tidak berbanding lurus dengan perolehan suara di nasional. Penelitian ini dilakukan dengan metode kualitatif-studi kasus. Peneliti melakukan observasi dan wawancara mendalam kepada beberapa narasumber. Data diolah dengan menggunakan teori strategi pelebagaan partai dan efek ekor jas (*coattail effect*). Hasilnya menunjukkan bahwa pelebagaan partai dilakukan oleh Partai Gerindra dengan cukup baik. Mereka memperluas jangkauan baik secara vertikal dan horizontal. Menguatkan struktural partai dan kultural di masyarakat. Selain itu, efek ekor jas (*coattail effect*) tidak bekerja efektif dalam Pileg 2019 di Kabupaten Pekalongan. Ada faktor lain yang membuat partai berhasil dalam Pileg, yakni dengan hadirnya politik uang dan kuatnya ketokohan di daerah.

Kata Kunci: strategi pemenangan, partai gerindra, coattail-effect