

Intisari

Studi ini merupakan kajian tentang menguatnya personalisasi di internal Partai Golkar Gorontalo. Personalisasi dalam kajian ini merujuk pada peran sentral Fadel Muhammad dalam dinamika internal Partai Golkar Gorontalo. Kuatnya personalisasi tersebut sangat menguntungkan Partai Golkar. Terbukti dengan tingginya perolehan suara Partai Golkar dibeberapa momen elektoral: Pemilihan Gubernur tahun 2001, 2006 dan 2011, Pemilihan Bupati Gorontalo Utara tahun 2008, Pemilihan Bupati Boalemo tahun 2011, Pemilu Legislatif DPD RI tahun 2009 dan 2014, Pemilihan DPR RI tahun 2014. Partai Golkar di Era Orde Baru sangat sentralistik yang dikendalikan oleh satu figur dominan di level nasional. Sementara di Era Reformasi dengan perubahan politik yang terjadi, pengelolaan Partai Golkar masih sentralistik dan mendistribusikan kader partai dengan modalitas tinggi ke daerah termasuk Gorontalo untuk memelihara basis suara partai dalam politik elektoral.

Fenomena Fadel Muhammad dan Partai Golkar di Gorontalo diurai dengan menggunakan konsep personalisasi. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi kasus yang berupaya mengungkapkan fenomena melalui teknik observasi, studi pustaka, dan teknik wawancara. Data-data yang didapatkan dari lapangan dianalisis secara interpretatif dan dijabarkan secara kualitatif.

Dari penelitian dan analisis yang dilakukan dapat disimpulkan bahwa personalisasi di Partai Golkar Gorontalo memberikan pengaruh signifikan terhadap kinerja elektoral Partai Golkar Gorontalo di Pemilihan Gubernur Gorontalo tahun 2001, 2006, 2011, Pemilihan Bupati Gorontalo Utara, Pemilihan Bupati Boalemo tahun 2011, Pemilu Legislatif DPD RI tahun 2009 dan 2014, pemilu legislatif DPR RI tahun 2014. Personalisasi Fadel Muhammad menciptakan ketergantungan bagi Partai Golkar. Hadirnya personalisasi Fadel Muhammad disebabkan sistem politik dan perilaku memilih dan didukung oleh lemahnya institusi Partai Golkar serta dukungan struktur sosial masyarakat Gorontalo (adat dan budaya). Bentuk personalisasi Fadel Muhammad dalam politik elektoral terlihat dalam pemanfaatan jaringan politik, rekomendasi calon dan sebagai magnet politik Partai Golkar. Personalisasi ini di satu sisi menjadi magnet elektoral Partai Golkar, namun pada sisi lain personalisasi menjadi ancaman serius terhadap institusi partai jika tidak dikelola dengan baik.

Kata Kunci: *Personalisasi, Kinerja Partai, Politik Elektoral*

Abstrak

The study is a study about the personalization in the internal Golkar party of Gorontalo. Personalize in this study refers to the role of central Fadel Muhammad in the internal dynamics of the Golkar party of Gorontalo. The strong personalize the most profitable of the Golkar party. It is proved by the high votes of the Golkar Party in some election held in Gorontalo; the Election of Governor on 2001, 2006 and 2011, the Election of Regent in North Gorontalo on 2008, the Election of Regent in Boalemo on 2011, the Election of Legislative of Regional Representatives on 2009 and 2014, the Election of Regional Representatives in Republic Indonesia at 2014. In the new era, the Golkar Party was centralistic controlled by one dominant figure at the national level. While in the era of reform with political change happens, the management of the Golkar party is still centralized and distribute the party cadres with modalities high into the area, including Gorontalo to maintain the basis of the party in the political electoral.

The phenomenon of Fadel Muhammad and the Golkar Party in Gorontalo parsed by using the concept of personalization. This study uses qualitative research with case study approach that seeks to reveal the phenomena through the observation, literature, and interview. The data was to found from the researcher by interpretative analyzed and descriptive qualitative.

Based on the research and analysis that has done by the researcher, it can be concluded that the personalization of Golkar Party can give the significant effect on the performance of the electoral Golkar Party in the Election of Governor on 2001, 2006 and 2011, the Election of Regent in North Gorontalo on 2008, the Election of Regent in Boalemo on 2011, the Election of Legislative of Regional Representatives on 2009 and 2014, the Election of Regional Representatives in Republic Indonesia at 2014. The Personalization of Fadel Muhammad created a dependency for the Golkar Party. The presence of Fadel Muhammad is generally caused by the political system, electoral behavior and supported by the weak institutions of Golkar Party and it also supported by the social structure of Gorontalo society. The form of personalized Fadel Muhammad of electoral politics is seems in utilization political network, recommendation candidates and it as a political magnet of the Golkar Party. On the other hand, this personalization being a magnet of the electoral Golkar Party, but when it is not managing properly, the personalization can be a serious threat to the party.

Key Words: *Personalization, Party Performance, Electoral Politics.*