

INTISARI

Politikus yang mencalonkan dirinya menjadi anggota legislatif bertarung dengan para pesaing politiknya dalam perebutan suara pada Pemilu Legislatif. Pemilu Legislatif merupakan media perebutan suara bagi calon anggota legislatif yang ingin atau merasa berhak mewakili rakyat di DPR RI atau DPRD. Penelitian ini bertujuan menganalisis strategi pemenangan tim sukses Hanafi Rais dalam Pemilu Legislatif 2014 di Dapil DI Yogyakarta.

Penelitian ini dilaksanakan dengan metode deskriptif kualitatif di Daerah Pemilihan DI Yogyakarta, meliputi Kabupaten Sleman dan Kota Yogyakarta. Penelitian ini menggunakan data primer yang diperoleh melalui wawancara dan data sekunder yang didapat dengan teknik dokumentasi. Data yang terkumpul dianalisis dengan teknik kualitatif.

Hasil penelitian ini menunjukkan bahwa Hanafi Rais dan tim suksesnya menerapkan strategi mobilisasi massa baik melalui jaringan internal PAN maupun eksternal PAN. Di jaringan internal PAN, mobilisasi massa dilakukan dengan cara memanfaatkan jaringan mesin politik PAN dalam lingkup DPW sampai cabang di tingkat kecamatan seluruh Yogyakarta. Berbagai program dan kegiatan sosialisasi politik dan kampanye menjelang Pemilu Legislatif 2014 dilakukan sesuai dengan jadwal dan fasilitasi dari DPW, DPD dan DPC PAN. Sementara itu, di jaringan eksternal PAN, mobilisasi massa dilakukan dengan mengoptimalkan peran media massa baik berbentuk tulisan di media cetak dan online maupun melalui program pertunjukan seni *Pangkur Jenggleg* TVRI, jejaring organisasi sosial-keagamaan Muhammadiyah, afiliasi politik anggota Aisyiah, simpatisan kalangan *nahdliyin*, maupun warga masyarakat umum melalui program penyediaan gerobak sampah dorong berlabel 'Hanafi Rais Center'. Selain itu, Hanafi Rais dan tim suksesnya juga menerapkan strategi ketokohan, baik melalui pencitraan diri dari Hanafi Rais maupun memanfaatkan ketokohan Amien Rais. Kedua strategi tersebut memberi kontribusi besar pada kemenangan Hanafi Rais sebagai anggota DPR RI 2014-2019 dengan perolehan suara yang terbanyak, yaitu 197.915 suara (8,9%) dari jumlah seluruh pengguna hak pilih, di Dapil DI Yogyakarta. Perolehan suara tersebut terdiri dari Kota Yogyakarta 26.903 suara, Kabupaten Sleman 63.229 suara, Kabupaten Bantul 47.763 suara, Kabupaten Gunungkidul 35.238 suara, dan Kabupaten Kulonprogo 24.782 suara. Ia menjadi salah satu anggota DPR RI 2014-2019 bersama tujuh kandidat lain dari Dapil DI Yogyakarta. Hasil penelitian ini juga menunjukkan bahwa penerapan strategi pemenangan Hanafi Rais dalam Pemilu Legislatif 2014 dipengaruhi faktor yang menghambat, di antaranya adalah masih kuatnya pengaruh politik partai lama dan lemahnya basis massa tradisional. Walau Hanafi Rais menang dengan suara yang terbanyak, ia baru memperoleh 8,9% dari jumlah seluruh suara yang diperebutkan di Dapil Yogyakarta.

Kata Kunci: Kandidasi, Tim Sukses, Strategi Pemenangan, Partai Politik

ABSTRACT

Politicians struggling for power as candidates to be members of the People Representative Council (PRC) will compete with their political rivalries to seizure votes in Legislative Election. Such election is a means of seizing votes for the candidates that want or feel to be entitled to represent peoples in PRC or PRC at local level. This study aims at analyzing the winning strategies applied by Hanafi Rais and his success team at the Legislative Election of 2014-2019 in the scope of the Electoral Region of DI Yogyakarta.

The study was conducted by using a descriptive qualitative method in the Electoral Region of Yogyakarta, including Sleman and regencies as well as Yogyakarta municipality. The study used primary data obtained through interview and secondary data obtained by a documentary technique. The data collected were analyzed using a qualitative technique.

The results of the study indicate that Hanafi Rais and his success team applied mass mobilization strategies, both through internal and external networks of PAN (Partai Amanat Nasional—*the National Mandate Party*). In the internal ones, mass mobilization was done by utilizing the networks of PAN as a political machine under the hierarchial scope from DPW (*Dewan Pimpinan Wilayah—the Regional Leader Council*) to DPC (*Dewan Pimpinan Cabang—the Branch Leader Council*) at subdistrict level throughout the Special Region of Yogyakarta. A variety of programs and activities such as political socialization and campaign toward the 2014 Electoral Election was done in accordance with the schedules and facilities provided by PAN's DPW, DPD and DPC. Meanwhile itu, in the external ones, mass mobilization was done by optimizing the roles of mass media both in written forms in printed and online media as well as the art performance program of *Pangkur Jenggleng* in TVRI, the networks of socio-religious organization such as *Muhammadiyah*, the political affiliation of members of *Aisyiah*, sympathizers among *nahdliyin* community, as well as common people through the 'garbage cart' provision program with label of 'Hanafi Rais Center'. In addition, Hanafi Rais and his success team also applied a figure popularity-based strategy through Hanafi Rais's self-branding and utilized Amien Rais's popularity. Both strategies greatly contributed to the winnings of Hanafi Rais to be a member of PRC of the Republic of Indonesia of 2014-2019 with largest gains i.e. 197,915 votes (8.9%) from the total number of suffrage users in the Electoral Region of Yogyakarta. The vote gains consisted of 26,903 votes in Yogyakarta Municipality, 63,229 in Sleman Regency, 47,763 in Bantul Regency, 35,238 in Gunungkidul, and 24,782 in Kulonprogo Regency. He became one of the members of PRC of the Republic of Indonesia of 2014-2019 together with other seven candidates from the Electoral Region of Yogyakarta. The results of the study also show that the winning strategies applied by Hanafi in the 2014 Legislative Election was affected by the constraining factors, including the relatively strong political influence of old political party and the relatively weak basis of traditional mass. Although Hanafi Rais won with the largest votes, he just gained 8.9% of the total number of suffrage users in the Electoral Region of Yogyakarta.

Keywords: Candidation, Success Team, Winning Strategies, Political Party