

# Membangun partai politik lokal berbasis political marketing : studi kekalahan Partai Lokal SIRA di Aceh pada Pemilu Legislatif 2009

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## Abstrak

### <b>ABSTRAK</b><br>

Tesis ini menelaah penerapan strategi pemasaran politik dan sebab-sebab kekalahan Partai SIRA. Pemilu 2009 merupakan pemilu pertama pasca damai di Aceh dengan keikutsertaan 6 (enam) partai lokal sebagai kontestan. Lahirnya partai lokal tidak terlepas dari hasil perundingan damai antara Pemerintah RI dan GAM, 15 Agustus 2005 di Helsinki, Finlandia.

Partai SIRA lahir dari gerakan sosial SIRA (Sentral Informasi Referendum Aceh) yang mentransformasikan diri menjadi partai politik.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus.

Mengingat Partai Lokal di Indonesia hanya ada di Aceh dan menjadi instrumen politik resmi para pihak untuk menyuarakan aspirasi melalui jalur politik.

Strategi-strategi pemasaran sudah diterapkan SIRA dalam kemenangan pemilu. Dengan mempertimbangkan kondisi masyarakat yang telah berubah dan kemajuan teknologi informasi dan komunikasi. Tapi hal itu berlangsung alamiah dan masih belum cukup.

Sebagai Partai Politik Lokal, SIRA tidak mampu membangun positioning, ideologi, dan diferensiasi dengan partai lain untuk menunjukkan identitasnya. SIRA menerapkan model Market Oriented Party (MOP) ala Less Marshment (2001) sebagai karakter partai, dimana untuk menang dalam pemilu, harus merancang produk-produk politik yang sesuai kebutuhan (needs), keinginan (wants), dan tuntutan (demands) pemilih.

Sukses stori SIRA sebagai gerakan sosial tidak diikuti saat menjadi partai. Kegagalan Partai SIRA juga dipengaruhi oleh fakta khusus sebagai daerah post konflik. Perdamaian Aceh dianggap berhasil dan berkontribusi positif terhadap perkembangan demokrasi, tapi Aceh masih menjadi pasar yang terdistorsi (defective democracy). Penerapan strategi pemasaran politik pada masyarakat post conflict yang pilihan kekerasan dan teror masih kebiasaan tidaklah efektif. Karena domain kekerasan menjadi lebih dominan dan mempengaruhi psikologi dalam menentukan preferensi pilihan politik.

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### <b>ABSTRACT</b><br>

This study aimed to analyze the strategic implementation of political marketing and the cause of failure of SIRA (the central information for Aceh referendum) as a local political party in Aceh in the legislative election in 2009.

The 2009 election was the first election in the era of peace in Aceh which was participated by 6 local parties. The establishment of those parties was supported by the peace talks between the government of Indonesia and the free Aceh Movement on 15th August 2005 in Helsinki, Finland.

The party of SIRA was transformed from the social movement. The study was conducted by using a qualitative method through a study case approach. The study case would be interesting since the emerging of local parties only occurred in Aceh province. Later those parties are functioned as a legal instrument to vote the people aspiration.

The SIRA had implemented several marketing strategies to win the election by taking into account the society condition and the changes in information and technology. However, the process run as natural and was not sufficient to win the election.

As a local political party, SIRA cannot perform its own identity, ideology, and therefore it cannot differentiate with other parties. The SIRA had used the Market Oriented Party (MOP) from Less Marshment (2001) as the party carácter which was believed to win the election. The party should design political products based on needs, wants and demands of the people.

It can be said that the successfullness of SIRA as social movement was not followed by the same condition in the era of political party. The defeat of SIRA was influenced by the facts post conflict. The peace in Aceh is success and contributes positively to the developmnet of democracy. However, Aceh also developes as a defective market for democracy. There were violance and pressure that forced the people to vote a certain party. Thus, the implementation of political marketing was not effective in such condition.