

# Institusionalisasi Partai, Perubahan Konteks Politik Eksternal Dan Kemenangan Partai Demokrasi Indonesia Perjuangan Pada Pemilu Legislatif 2019 = Institutionalization of the Party, Changes in the External Political Context and Victory of the Indonesian Democratic Party of Struggle in the 2019 Legislative Election

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## Abstrak

Studi ini dilatarbelakangi dengan keberhasilan PDIP memenangkan Pemilu perolehan suara 19,33%. Keberhasilan PDIP di Pemilu 2019 ini juga menjadikannya sebagai partai pertama yang berhasil memenangkan pemilu secara berturut-turut di era Post-Soeharto. Kemenangan di Pemilu 2019 ini dicapai ditengah semakin banyaknya partai beraliran nasionalis seperti PDIP yang ikut pemilu. Dalam konteks latar demikianlah selanjutnya penelitian ini dilakukan. Penelitian ini akan mencari jawaban mengapa PDIP kembali memenangkan Pemilu 2019.

Dalam melakukan analisis, penelitian ini akan menggunakan teori institusionalisasi partai dan teori marketing politik. Penelitian ini menggunakan metode kualitatif, sedangkan teknik pengumpulan data melalui metode wawancara mendalam dengan narasumber internal partai serta studi terhadap data-data sekunder yang berasal dari berbagai referensi seperti buku, dokumen partai, serta penelusuran situs-situs yang memuat hasil riset, dan kinerja partai yang menjadi objek kajian.

Temua studi ini ni menunjukkan kemenangan PDIP di Pemilu 2019 merupakan kombinasi dari faktor institusionalisasi partai dan kemampuan dalam merespon dinamika eksternal partai. Dilihat dari institusionalisasi partai, beberapa aspek menunjukkan tingkat institusionalisasi PDIP relatif baik seperti aspek pengakaran di masyarakat dan organisasi. Tingkat institusionalisasi yang relatif baik ini menjadi modal penting internal partai dalam berkontestasi di Pemilu 2019. Sementara dilihat dari aspek eksternal PDIP berhasil memanfaatkan dinamika eksternal dengan baik seperti, positioning politik, ketokohan Jokowi, strategi marketing politik yang tepat, masalah internal yang menimpa kompetitor dan juga isu kampanye pada Pemilu 2019.

Implikasi teoritik menunjukkan tingkat institusionalisasi yang baik menjadi faktor penting kinerja elektoral partai. Keberhasilan mengelola institusionalisasi menjadi modal penting partai untuk memenangkan pemilu. Selain institusionalisasi, kemampuan partai memanfaatkan dinamika eksternal partai yang berkaitan dengan positioning, marketing politik, figur serta isu juga terbukti memberikan peranan besar terhadap kemenangan partai politik di pemilu.

.....This study was motivated by the success of the PDIP in winning the election vote of 19.33%. The success of the PDIP in the 2019 Election also made it the first party to succeed in winning consecutive elections in the Post-Suharto era. This victory in the 2019 Election was achieved amid an increasing number of nationalist parties such as the PDIP which participated in the election. In the context of this setting, this research was then carried out. This research will look for answers to why PDIP won the 2019 Election again.

In conducting the analysis, this study will use the theory of party institutionalization and political marketing theory. This study uses qualitative methods, while the technique of collecting data through in-depth

interviews with internal party sources and studies of secondary data derived from various references such as books, party documents, and searches for sites that contain research results, and party performance. become the object of study.

This study shows that the victory of PDIP in the 2019 Election is a combination of the factors of party institutionalization and ability to respond to the party's external dynamics. Judging from the institutionalization of the party, several aspects show the level of institutionalization of PDIP is relatively good, such as aspects of rooting in the community and organization. This relatively good level of institutionalization has become an important internal capital for Patai in contesting the 2019 Election. Meanwhile, from the external aspect PDIP has successfully utilized external dynamics such as political positioning, Jokowi's character, appropriate political marketing strategies, internal problems affecting competitors and also campaign issues in the 2019 Election.

Theoretical implications show that a good level of institutionalization is an important factor in party electoral performance. The success of managing institutionalization is an important capital for the party to win the election. In addition to institutionalization, the ability of the party to utilize external parties in relation to policy, political marketing, figures and issues also proved to provide a major role in the victory of political parties in the elections.