

IMPLEMENTASI KEBIJAKAN KUOTA GENDER PARTAI NASIONAL DEMOKRAT (NASDEM) PADA PEMILU LEGISLATIF 2019

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ABSTRAK

Penelitian ini bertujuan untuk membahas implementasi kebijakan kuota gender Partai Nasional Demokrat (NasDem) pada Pemilu Legislatif 2019. Mengangkat rumusan masalah mengenai bagaimana implementasi kebijakan kuota gender Partai Nasional Demokrat sehingga berhasil dalam meningkatkan jumlah kursi keterwakilan perempuan di DPR RI pada Pemilu Legislatif 2019? Penelitian ini menggunakan teori strategi kampanye pemilu, kebijakan kuota gender, keterwakilan perempuan, dan partai politik responsif gender. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif dan sumber data primer dihasilkan melalui wawancara dengan pihak DPP Partai NasDem, anggota DPR RI perempuan Fraksi NasDem sekaligus pengurus KPP RI, dewan kehormatan KPPI, akademisi, dan koordinator tim sukses pemenangan Pemilu Legislatif 2019 caleg DPR RI Lisda Hendrajoni. Hasil penelitian menunjukkan bahwa Partai NasDem berhasil mengimplementasikan kebijakan kuota gender dengan menyertakan 30% perempuan dalam kepengurusan pusat dan 30% perempuan dalam pencalonan anggota legislatif. Dalam melakukan kampanye pemilu menerapkan strategi ofensif perluasan pasar dan menembus pasar, didorong juga oleh program kerja internal Partai NasDem seperti NasDem memanggil, pendidikan politik bagi perempuan, NasDem peduli perempuan, dan sayap organisasi Garnita Malahayati. Kebijakan kuota gender yang diterapkan oleh Partai NasDem telah berhasil meningkatkan angka keterwakilan perempuan di legislatif, peningkatan keterwakilan perempuan Partai NasDem tersebut juga berhasil meningkatkan kinerja anggota perempuan terpilih di legislatif. Sehingga penelitian ini menilai bahwa dengan berlandaskan indikator-indikator tersebut maka Partai NasDem bisa dikatakan sebagai partai politik yang responsif gender.

Kata Kunci: Partai Nasional Demokrat, keterwakilan perempuan, kebijakan kuota gender, pemilu legislatif 2019.

IMPLEMENTATION OF THE NASIONAL DEMOKRAT PARTY (NASDEM) GENDER QUOTA POLICY IN THE 2019 LEGISLATIVE ELECTIONS

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ABSTRACT

This study aims to discuss the implementation of the Democratic National Party's (NasDem) gender quota policy in the 2019 Legislative Election. Raising the problem formulation regarding how to implement the Democratic National Party's gender quota policy so that it is successful in increasing the number of seats for women's representation in the DPR RI in the 2019 Legislative Election? This study uses the theory of election campaign strategies, gender quota policies, women's representation, and gender responsive political parties. This research uses a qualitative approach with descriptive research types and primary data sources generated through interviews with the DPP NasDem Party, women members of the DPR RI NasDem faction as well as KPP RI officials, KPPI honor council, academics, and coordinators of the success team for winning the 2019 Legislative Election for DPR RI candidates Lisda Hendrajoni. The results of the study show that the NasDem Party has succeeded in implementing the gender quota policy by including 30% women in the central management and 30% women in the nomination of members of the legislature. In carrying out the election campaign, implementing an offensive strategy of expanding the market and penetrating the market was also driven by the internal work programs of the NasDem Party such as NasDem calling, political education for women, NasDem caring for women, and the organizational wing Garnita Malahayati. The gender quota policy implemented by the NasDem Party has succeeded in increasing the number of women's representation in the legislature, the increase in women's representation of the NasDem Party has also succeeded in increasing the performance of elected women members in the legislature. So this research assesses that based on these indicators, the NasDem Party can be said to be a gender-responsive political party..

Keywords: *Democratic National Party, women's representation, gender quota policy, 2019 legislative elections.*