

ANALISIS KEMENANGAN PARTIJ VOOR DE VRIJHEID (PVV) PADA PEMILIHAN UMUM BELANDA TAHUN 2023

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ABSTRAK

Kemenangan Partij voor de Vrijheid (PVV) dalam Pemilihan Umum Belanda 2023 menandai perubahan penting dalam lanskap politik nasional yang sebelumnya didominasi tradisi konsensual dan multikultural. Kenaikan drastis suara PVV, yang selama dua dekade berada di pinggiran politik, menimbulkan pertanyaan mengenai pergeseran sikap pemilih, krisis kepercayaan terhadap partai-partai mapan, serta dampak kebijakan imigrasi dan lingkungan terhadap perilaku elektoral. Penelitian ini bertujuan untuk menganalisis faktor-faktor internal dan eksternal yang berkontribusi terhadap kemenangan PVV, termasuk strategi kampanye, profil demografis pemilih, serta konteks sosial-ekonomi dan kebijakan kontroversial pemerintah. Metode penelitian yang digunakan adalah pendekatan kualitatif-deskriptif dengan analisis data sekunder dari hasil resmi pemilu, peta persebaran suara, survei opini publik, serta sumber ilmiah dan media. Data primer juga dikumpulkan melalui wawancara semi-terstruktur dengan akademisi di bidang ilmu politik. Analisis didukung oleh teori populisme kanan dan pendekatan pathological normalcy untuk memahami normalisasi retorika eksklusif dalam politik arus utama. Hasil penelitian menunjukkan bahwa kemenangan PVV didorong oleh gabungan strategi internal yang menekankan isu imigrasi dan kriminalitas, serta ketidakpuasan publik terhadap kebijakan nitrogen, krisis perumahan, dan tekanan ekonomi. Kemenangan ini mencerminkan pergeseran politik identitas serta resistensi terhadap nilai-nilai multikulturalisme.

Kata kunci: PVV, Pemilu Belanda 2023, Populisme Kanan.

ANALYSIS OF THE VICTORY OF PARTIJ VOOR DE VRIJHEID (PVV) IN THE 2023 DUTCH GENERAL ELECTION

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ABSTRACT

The victory of the Partij Voor de Vrijheid (PVV) in the 2023 Dutch general election marks a significant shift in the national political landscape, which had long been characterized by a consensual and multicultural tradition. The sharp increase in PVV's vote share, after years on the political periphery, raises critical questions about voter realignment, a crisis of trust in traditional parties, and the impact of immigration and environmental policies on electoral behavior. This study aims to analyze the internal and external factors contributing to PVV's success, including campaign strategies, voter demographic profiles, and the broader socio-economic and policy context. The research uses a qualitative-descriptive approach, drawing on secondary data from official election results, electoral maps, public opinion surveys, academic publications, and media reports. Primary data was also collected through semi-structured interviews with political science scholars. The analysis is guided by theories of right-wing populism and the concept of pathological normalcy to examine how exclusionary discourse has become normalized in mainstream politics. Findings indicate that PVV's victory was driven by a combination of internal strategies emphasizing immigration, crime, and cultural nationalism, as well as public dissatisfaction with controversial government policies such as the nitrogen law, housing shortages, and post-pandemic economic stress. The party's support base is predominantly male, middle-aged, lower to middle educated, and located in non-urban areas. The study concludes that PVV's success reflects a broader identity shift and public resistance to multicultural liberalism.

Keywords: PVV, Dutch election 2023, right-wing populism.