

PARTAI POLITIK DAN REPRESENTASI POLITIK PEREMPUAN: STUDI KASUS STRATEGI KELEMBAGAAN POLITIK PARTAI NASDEM DALAM MENINGKATKAN REPRESENTASI POLITIK PEREMPUAN PADA PEMILU LEGISLATIF TAHUN 2024

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Abstrak

Penelitian ini menganalisis strategi kelembagaan Partai Nasdem dalam meningkatkan representasi politik perempuan pada Pemilu Legislatif 2024. Fokusnya pada kebijakan dan program partai yang mendorong partisipasi perempuan, seperti rekrutmen terbuka, pelatihan melalui Akademi Perempuan Nasdem, dan dukungan organisasi sayap Garnita Malahayati. Menggunakan pendekatan kualitatif dengan metode studi kasus, data dikumpulkan melalui wawancara, observasi, dan studi dokumentasi, lalu dianalisis secara tematik dengan triangulasi sumber untuk menjaga validitas. Hasil penelitian menunjukkan bahwa Partai Nasdem berhasil mewujudkan komitmen terhadap kesetaraan gender melalui strategi inklusif dan berkelanjutan, terbukti dengan keterwakilan perempuan mencapai 30,4% di DPR RI. Keberhasilan ini mencerminkan efektivitas kebijakan afirmasi gender yang terintegrasi dalam struktur dan budaya partai. Namun, masih terdapat tantangan seperti kesenjangan kapasitas elektoral, dominasi figur politik, dan minimnya dukungan media. Upaya selanjutnya adalah mengubah representasi deskriptif menjadi substantif. Partai Nasdem berhasil meningkatkan keterwakilan perempuan hingga 30,4% melalui strategi rekrutmen inklusif, pelatihan kader, dan dukungan kelembagaan yang kuat. Kesetaraan gender telah menjadi bagian dari budaya partai, meski masih menghadapi tantangan seperti kapasitas elektoral, dominasi figur, dan minimnya sorotan media. Keberhasilan ini perlu ditindaklanjuti dengan memastikan perempuan berperan substantif dalam proses kebijakan publik.

Kata Kunci: Politik, Representasi, Kelembagaan, Perempuan

POLITICAL PARTIES AND WOMEN'S POLITICAL REPRESENTATION: A CASE STUDY OF THE POLITICAL INSTITUTIONAL STRATEGY OF THE NASDEM PARTY IN INCREASING WOMEN'S POLITICAL REPRESENTATION IN THE 2024 LEGISLATIVE ELECTIONS

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Abstract

This study analyzes the institutional strategies of the Nasdem Party in increasing women's political representation in the 2024 Legislative Elections. It focuses on party policies and programs that encourage women's participation, such as open recruitment, training through the Nasdem Women's Academy, and support from the Garnita Malahayati wing organization. Using a qualitative approach with a case study method, data was collected through interviews, observations, and documentation studies, then analyzed thematically with source triangulation to maintain validity. The results of the study show that the Nasdem Party has succeeded in realizing its commitment to gender equality through inclusive and sustainable strategies, as evidenced by the 30.4% representation of women in the Indonesian House of Representatives. This success reflects the effectiveness of gender affirmation policies integrated into the party's structure and culture. However, challenges remain, such as electoral capacity gaps, the dominance of political figures, and a lack of media support. The next step is to transform descriptive representation into substantive representation. The Nasdem Party has successfully increased women's representation to 30.4% through inclusive recruitment strategies, cadre training, and strong institutional support. Gender equality has become part of the party's culture, although it still faces challenges such as electoral capacity, figure dominance, and lack of media attention. This success needs to be followed up by ensuring that women play a substantive role in the public policy process.

Keywords: *Politics, Representation, Institutions, Women*