

ABSTRAK

Penelitian ini membahas keberhasilan kepemimpinan Airlangga Hartarto dalam mengatasi konflik dan dualisme internal partai Golkar sebagai modal menjelang PEMILU 2024 yang berdampak pada elektabilitas suara partai Golkar. Penelitian ini bertujuan untuk mengembangkan pemahaman dan identifikasi terkait pola strategi kepemimpinan dalam konteks crisis management dan organizational recovery dengan metode penelitian kualitatif deskriptif dengan teknik wawancara untuk memperkuat hasil temuan. Penelitian ini menggunakan teori Kepemimpinan M. Bass dan Pelembagaan Partai Politik Randall dan Svasand untuk menganalisis gaya kepemimpinan Airlangga Hartarto.

Hasil penelitian menunjukkan bahwa kepemimpinan Airlangga Hartarto berhasil melakukan konsolidasi krisis dan revitalisasi mesin partai pada periode 2017–2019 melalui mekanisme power-sharing, pergeseran orientasi konflik internal ke target eksternal, serta normalisasi hubungan dengan pemerintahan Presiden Jokowi. Strategi kemenangan dirancang melalui tiga lapisan utama yaitu seleksi caleg berbasis elektabilitas, segmentasi pemilih yang presisi, dan kombinasi kampanye digital dengan kerja lapangan tradisional.

Kenaikan suara dari 12,31 persen menjadi 15,28 persen ditemukan sebagai hasil interaksi antara konsolidasi internal partai dan faktor konjungtural eksternal, terutama efek koalisi dengan pasangan Prabowo-Gibran dan kedekatan dengan Presiden Jokowi, dengan bobot faktor eksternal yang lebih dominan. Ditemukan bahwa pelembagaan Partai Golkar bersifat asimetris, kuat pada dimensi systemness, namun masih lemah pada value infusion dan tertekan pada decisional autonomy akibat sentralisasi pengambilan keputusan dan ketergantungan pada relasi kekuasaan eksternal. Keberhasilan elektoral 2024 belum sepenuhnya mencerminkan transformasi pelembagaan partai yang mendalam dan mandiri, sehingga keberlanjutannya ke depan masih bergantung pada konteks politik yang dapat berubah.

Kata Kunci: Kepemimpinan Partai Politik, Pelembagaan Partai, Airlangga Hartarto, Partai Golkar, Pemilu 2024.

ABSTRACT

The study examines the success of Airlangga Hartarto's leadership in resolving internal conflict and factional dualism within the Golkar Party as a strategic asset in the lead-up to the 2024 General Election as well as its implications for the party's electoral performance. The study aims to analyse and identify patterns of leadership strategy within the context of crisis management and organizational recovery. A descriptive qualitative research design was employed with interview data used to strengthen and validate the research findings. The study adopts Bass's Leadership Theory and Randall and Svasand's Party Institutionalisation Theory as the analytics frameworks for examining Airlangga Hartarto's leadership.

The findings demonstrate that Airlangga Hartarto's leadership successfully consolidated the party during the period of crisis and revitalised the party organisation between 2017 and 2019 through power-sharing mechanisms, the reorientation of internal conflicts towards external electoral objectives and the normalisation of relations with the administration of President Joko Widodo. The party's electoral strategy was developed through three principal components: electability-based candidate selection, precise voter segmentation, and the integration of digital campaigning with traditional grassroots mobilisation.

The increase in the Golkar Party's vote share from 12.31% to 15.28% was found to result from the interaction between internal party consolidation and external conjunctural factors, particularly the coalition with the Prabowo-Gibran ticket and the party's close relationship with President Joko Widodo with external factors exerting the greater influence. The findings further reveal that the institutionalization of the Golkar Party remains asymmetrical while the party demonstrates a high level of systemness, it remains relatively weak in value infusion and constrained in decisional autonomy due to the centralisation of decision-making and its dependence on external power relations. Consequently, the party's electoral success in the 2024 General Election doesn't fully reflect a deep and autonomous process of party institutionalisation, indicating that the sustainability of its achievements remain contingent upon a changing political context.

Keywords: Political Party Leadership, Party Institutionalization, Airlangga Hartarto, Golkar Party, 2024 General Election.