

RINGKASAN

Penelitian ini mengkaji strategi politik PDI-P Banyumas pasca pemilu sebagai langkah penguatan partai. Hal ini melihat adanya dinamika pada saat pemilu 2024 yang berbeda dari dua periode sebelumnya. Kondisi tersebut diwarnai dengan adanya konflik internal DPP PDI-P serta dinamika kontestasi elektoral baik ditingkat nasional ataupun lokal yang mempengaruhi kemenangan PDIP diberbagai daerah. Metode yang digunakan dalam penelitian ini adalah kualitatif deskriptif dengan pendekatan studi kasus, pengambilan data melalui wawancara mendalam, observasi, serta analisis dokumen. Penelitian ini menemukan bahwa PDI-P Banyumas berhasil mempertahankan dominasinya pada tingkat lokal baik melalui perolehan suara ditingkat legislatif lokal maupun pemilihan kepala daerah. PDI-P Banyumas menyusun strategi campuran dengan penggabungan antara strategi offensif–defensif yang meliputi strategi peningkatan intensitas turun kepada masyarakat, pemetaan dan treatment desa, melakukan pendidikan serta rekrutmen kader muda secara intensif dan terprogram, penguatan citra melalui media sosial, dan konsolidasi struktur internal kepartaian. Konteks pendukung dalam pelaksanaan strategi tersebut antara lain masih adanya basis dukungan akar rumput dan sejarah kemenangan PDI-P di Banyumas, serta masih mendominasi kursi dilegislatif dan puncak eksekutif di Banyumas. Disisi lain terdapat konteks penghambat, seperti kurangnya manajerial dalam proses konsolidasi dan evaluasi strategi kepartaian, regenerasi terhadap pemahaman dan pematangan ideologi partai yang masih minim, serta minimnya optimalisasi dalam memahami sebuah permasalahan yang ada.

Kata Kunci: Strategi penguatan, PDIP Banyumas, Pasca Pemilu

SUMMARY

This study examines the post-election political strategy of the Indonesian Democratic Party of Struggle (PDI-P) in Banyumas as a means of strengthening the party. This study examines the dynamics of the 2024 election, which differ from the two previous periods. This situation was marked by internal conflicts within the PDI-P Central Executive Board (DPP) and the dynamics of electoral contestation at both the national and local levels, which influenced PDI-P's victory in various regions. The method used in this study was descriptive qualitative with a case study approach, data collection through in-depth interviews, observation, and document analysis. This study found that PDI-P Banyumas successfully maintained its dominance at the local level through both vote acquisition in the local legislative level and regional head elections. PDI-P Banyumas developed a mixed strategy combining offensive and defensive strategies, including increasing the intensity of community outreach, village mapping and treatment, conducting intensive and programmed education and recruitment of young cadres, strengthening its image through social media, and consolidating the party's internal structure. The supporting context for implementing this strategy includes the persistence of grassroots support and PDI-P's history of victories in Banyumas, as well as its continued dominance in the legislative and executive branches in Banyumas. On the other hand, there are inhibiting factors, such as a lack of management in the consolidation and evaluation of party strategy, minimal regeneration of understanding and development of party ideology, and minimal optimization in understanding existing problems.

Keywords: Strengthening strategy, PDIP Banyumas, Post-Election