

ABSTRAK

Revansha Ksatria Nugroho, 1228040093, 2026, *Dinamika Rekrutmen Politik Organisasi Sayap Partai: Studi Kasus Tunas Indonesia Raya (TIDAR) dalam Mengkonsolidasikan Dukungan Generasi Milenial dan Generasi Z untuk Prabowo Subianto pada Pemilihan Presiden 2024*. Pemilihan Presiden 2024 didominasi pemilih muda yang mencapai lebih dari separuh Daftar Pemilih Tetap, mendorong partai politik beradaptasi melalui organisasi sayap seperti TIDAR. Penelitian ini bertujuan menjelaskan proses rekrutmen dan strategi politik TIDAR dalam menjaring Generasi Milenial dan Generasi Z, serta menganalisis konsolidasi dukungan untuk Prabowo Subianto. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus deskriptif. Kerangka teori yang digunakan adalah teori rekrutmen politik Pippa Norris (sertifikasi, nominasi, pemilihan) dan teori hukum besi oligarki Robert Michels. Data dikumpulkan melalui wawancara mendalam dengan informan kunci dari PP TIDAR, PC TIDAR Kota Bandung, serta anggota biasa melalui *snowball sampling*. Hasil penelitian menunjukkan bahwa proses rekrutmen TIDAR berlangsung dalam tiga tahapan. TIDAR menerapkan kriteria formal (usia maksimal 40 tahun dan pelatihan Tunas) serta kriteria informal (*endurance*) yang lebih menentukan. Sistem Pelatihan Tunas berfungsi sebagai jalur seleksi mobilitas vertikal kader. Namun, kecenderungan oligarkis terlihat dari konsentrasi wewenang pengambilan keputusan pada kelompok KSBO di tingkat pusat. TIDAR menjalankan strategi konsolidasi dukungan melalui ekosistem digital berlapis, konten "*nyeleneh*" termasuk branding "*gemoy*" Prabowo, serta kebijakan anti-kampanye negatif. Fenomena *reverse snowball* menunjukkan TIDAR lebih sebagai pengorganisir dukungan yang sudah ada. *Post-election dividend* mengubah TIDAR dari pencari menjadi magnet anggota.

Kata Kunci: Generasi Milenial , Generasi Z , Pilpres 2024, Prabowo Subianto ,Rekrutmen Politik, TIDAR.

ABSTRACT

Revansha Ksatria Nugroho, 1228040093, Dynamics of Political Recruitment of Party Wing Organizations: A Case Study of Tunas Indonesia Raya (TIDAR) in Consolidating Millennial and Generation Z Support for Prabowo Subianto in the 2024 Presidential Election. The 2024 Presidential Election was dominated by young voters exceeding half of the Permanent Voter List, forcing political parties to adapt through wing organizations like TIDAR. This study aims to explain TIDAR's recruitment process and political strategy in attracting Millennials and Generation Z, as well as to analyze support consolidation for Prabowo Subianto. This research employs a qualitative approach with a descriptive case study method. The theoretical framework combines Pippa Norris's political recruitment theory (certification, nomination, election) and Robert Michels's iron law of oligarchy. Data were collected through in-depth interviews with key informants from PP TIDAR, PC TIDAR Bandung City, and regular members through snowball sampling. The findings reveal that TIDAR's recruitment process occurs in three stages. TIDAR applies formal criteria (maximum age of 40 years and Tunas training) and informal criteria (endurance) which are more decisive. The Tunas training system functions as a selection pathway for cadre vertical mobility. However, oligarchic tendency is seen in the concentration of decision-making authority within the KSBO group at the central level. TIDAR implements support consolidation strategies through a layered digital ecosystem, "quirky" content including Prabowo's "gemoy" branding, and an anti-negative-campaign policy. The reverse snowball phenomenon shows TIDAR as an organizer of pre-existing support. The post-election dividend transformed TIDAR from a member seeker into a member magnet.

Keywords: 2024 Presidential Election, Generation Z , Millennial Generation, Political Recruitment, Prabowo Subianto, TIDAR.