

ABSTRAK

ADINDA MA'RUF AH 1218040001 Tahun 2025 : Efektivitas Affirmative Action 30% Perempuan Bakal Pencalonan: Analisis Partai PDIP Terhadap Penambahan Kursi DPRD Kabupaten Bekasi Pada Pemilu Legislatif 2024.

Kebijakan affirmative action kuota 30% keterwakilan perempuan dalam bakal pencalonan legislatif bertujuan meningkatkan kesetaraan gender dalam politik. Namun, efektivitas kebijakan ini terhadap peningkatan perolehan kursi legislatif partai politik masih menjadi permasalahan. Penelitian ini mengkaji efektivitas affirmative action 30% perempuan dalam bakal pencalonan Partai Demokrasi Indonesia Perjuangan (PDIP) terhadap penambahan kursi DPRD Kabupaten Bekasi pada Pemilu Legislatif 2024.

Tujuan penelitian ini adalah untuk menganalisis pelaksanaan kebijakan affirmative action 30% perempuan dalam proses pencalonan legislatif PDIP serta menilai dampaknya terhadap perolehan kursi DPRD Kabupaten Bekasi. Penelitian ini juga mengidentifikasi faktor-faktor yang memengaruhi efektivitas kebijakan tersebut dalam konteks elektoral.

Kerangka berpikir penelitian ini menggunakan teori efektivitas dan teori feminisme. Teori efektivitas digunakan untuk menilai pencapaian tujuan kebijakan, sedangkan teori feminisme memandang kebijakan kuota sebagai upaya struktural dalam mengurangi ketimpangan gender dan memperkuat representasi politik perempuan.

Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif-analitis. Data diperoleh melalui studi dokumentasi terhadap regulasi pemilu, data pencalonan dan hasil Pemilu Legislatif 2024, serta wawancara dengan pengurus partai dan calon legislatif PDIP di Kabupaten Bekasi.

Hasil penelitian menunjukkan bahwa PDIP telah memenuhi ketentuan kuota 30% perempuan dalam bakal pencalonan legislatif. Kebijakan ini efektif secara administratif, namun belum memberikan dampak signifikan terhadap penambahan kursi DPRD Kabupaten Bekasi. Faktor nomor urut, popularitas calon, dan strategi kampanye masih berpengaruh besar terhadap perolehan kursi.

Kata Kunci: affirmative action, keterwakilan perempuan, PDIP, Pemilu 2024

ABSTRACT

ADINDA MA'RUF AH 1218040001 Year 2025: Effectiveness of Affirmative Action for 30% Women Candidates: Analysis of the PDIP Party on the Increase in Seats in the Bekasi Regency DPRD in the 2024 Legislative Election.

The affirmative action policy of a 30% quota for women's representation among legislative candidates aims to increase gender equality in politics. However, the effectiveness of this policy in increasing the number of legislative seats for political parties remains problematic. This study examines the effectiveness of the Indonesian Democratic Party of Struggle (PDIP)'s affirmative action for 30% women on candidate nominations in the Bekasi Regency DPRD in the 2024 Legislative Election.

The purpose of this study is to analyze the implementation of the PDIP's 30% women affirmative action policy in the legislative nomination process and assess its impact on the acquisition of seats in the Bekasi Regency DPRD. This study also identifies factors influencing the effectiveness of this policy in an electoral context.

This research framework utilizes effectiveness theory and feminist theory. Effectiveness theory is used to assess the achievement of policy objectives, while feminist theory views quota policies as a structural effort to reduce gender inequality and strengthen women's political representation.

The research method used was qualitative with a descriptive-analytical approach. Data were obtained through a documentary study of election regulations, data on nominations and results for the 2024 Legislative Election, and interviews with party officials and legislative candidates from the Indonesian Democratic Party of Struggle (PDIP) in Bekasi Regency.

The results indicate that PDIP has met the 30% quota for women among legislative candidates. This policy is administratively effective, but has not had a significant impact on increasing seats in the Bekasi Regency Regional People's Representative Council (DPRD). Candidate number, candidate popularity, and campaign strategy still significantly influence seat acquisition.

Keywords: *affirmative action, women's representation, PDIP, 2024 Election*