

ABSTRAK

FADILLAH CHINTYA, 1228040030. 2026: **Analisis Peran Elit Politik Dedi Mulyadi Sebagai *Kingmaker* Lokal Dalam Kemenangan Saepul Bahri Binzein Pada Pilkada Purwakarta 2024**

Pemilihan Kepala Daerah (Pilkada) di Indonesia tidak lagi semata kontestasi antarkandidat, melainkan juga arena bagi aktor nonkandidat seperti *kingmaker*, sementara kajian tentang *kingmaker* nondinasti di tingkat kabupaten yang berbasis kapital simbolik dan kultural masih jarang ditelaah. Penelitian ini bertujuan menganalisis peran elit politik Dedi Mulyadi sebagai *kingmaker* lokal dalam kemenangan pasangan Saepul Bahri Binzein dan Abang Ijo Hapidin (Zeinjo) pada Pilkada Purwakarta 2024, faktor penyebab perbedaan efektivitasnya, serta persepsi masyarakat di Kecamatan Maniis, Wanayasa, dan Bungursari. Penelitian menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus komparatif (*three-case variation analysis*) pada tiga kecamatan tersebut. Data dikumpulkan melalui wawancara mendalam terhadap 17 informan yang ditentukan secara *purposive* dan *snowball*, studi pustaka, dan dokumentasi, kemudian dianalisis dengan model Miles, Huberman, dan Saldaña melalui reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi pada tahap *within-case* dan *cross-case*. Hasil penelitian menunjukkan Dedi Mulyadi menjalankan peran *kingmaker* melalui dua dimensi, yaitu *Power to Choose Leader* (legitimasi politik, deklarasi publik, narasi keberlanjutan, dan panggung budaya) dan *Power to Direct Support* (mobilisasi relawan, penguatan tim pemenang, dan pendekatan kebutuhan). Efektivitasnya bervariasi antarwilayah: kapital simbolik terkonversi optimal di Maniis (margin +42%), moderat di Wanayasa (+8%), dan gagal di Bungursari (-31%) akibat dominasi modal sosial lokal dan loyalitas terhadap kandidat putra daerah. Perbedaan persepsi mencerminkan variasi budaya politik, yakni subjek di Maniis, transisi menuju partisipan di Wanayasa, dan partisipan dengan resistensi terhadap elit di Bungursari. Penelitian menyimpulkan bahwa efektivitas peran *kingmaker* bersifat kontekstual dan terkait erat dengan interaksi antara kapital simbolik, karakteristik medan sosial, dan budaya politik masyarakat.

Kata Kunci: *Kingmaker*, Modal Sosial, Budaya Politik, Pilkada

ABSTRACT

FADILLAH CHINTYA, 1228040030. 2026. *Analysis of the Role of Political Elite Dedi Mulyadi as a Local Kingmaker in the Victory of Saepul Bahri Binzein in the 2024 Purwakarta Local Election*

In Indonesia, regional head elections (Pilkada) are no longer merely contests between candidates but also arenas for non-candidate actors such as the kingmaker, while studies of non-dynastic kingmakers at the district level who rely on symbolic and cultural capital remain scarce. This study analyzes the role of political elite Dedi Mulyadi as a local kingmaker in the victory of the pair Saepul Bahri Binzein and Abang Ijo Hapidin (Zeinjo) in the 2024 Purwakarta Local Election, the factors behind the variation in its effectiveness, and public perception in Maniis, Wanayasa, and Bungursari Districts. The study employs a descriptive qualitative approach with a comparative case study design (three-case variation analysis) across these three districts. Data were collected through in-depth interviews with 17 informants selected purposively and by snowball sampling, literature study, and documentation, then analyzed using the Miles, Huberman, and Saldaña model through data reduction, data display, and conclusion drawing and verification at the within-case and cross-case stages. The findings show that Dedi Mulyadi performed his kingmaker role through two dimensions: Power to Choose Leader (political legitimation, public declaration, continuity narrative, and cultural stage) and Power to Direct Support (volunteer mobilization, winning-team strengthening, and needs-based approach). Its effectiveness varied across areas: symbolic capital was optimally converted in Maniis (margin +42%), moderately in Wanayasa (+8%), and failed in Bungursari (−31%) due to strong local social capital and loyalty to a local-born candidate. Differences in perception reflect variations in political culture: subject in Maniis, transitional toward participant in Wanayasa, and participant with resistance to elites in Bungursari. The study concludes that the effectiveness of the kingmaker role is contextual, closely tied to the interaction among symbolic capital, social field characteristics, and society political culture.

Keywords: Kingmaker, Social Capital, Political Culture, Local Election