

ABSTRAK

STRATEGI PARTAI KEADILAN SEJAHTERA DALAM MELAKUKAN REKRUTMEN KADER MELALUI SAYAP PARTAI (STUDI KASUS DPD PARTAI KEADILAN SEJAHTERA KABUPATEN OKU)

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Partai politik di Indonesia merupakan institusi yang di anggap penting dalam membangun sistem politik demokrasi di Indonesia. Rekrutmen yang dilakukan partai politik merupakan wujud mencari kader-kader terbaik partai guna menyiapkan calon calon pemimpin yang di usung oleh partai Politik dan meningkatkan partisipasi masyarakat terhadap sebuah partai. Kebijakan partai PKS untuk merekrut kader merupakan amanat peraturan partai politik dan AD-ART tersebut yang patut dilaksanakan.

Dengan demikian diharapkan mampu memunculkan calon calon pemimpin dan meningkatnya partisipasi masyarakat terhadap partai Politik. Tujuan penelitian ini untuk mengetahui bagaimana mekanisme rekrutmen yang dilakukan oleh Partai Keadilan sejahtera Dalam Melakukan rekrutmen Kader Melalui Sayap Partai di Kabupaten Ogan Komering Ulu.

Studi ini menggunakan pendekatan penelitian kualitatif. Metode pengumpulan data dilakukan dengan dua cara yaitu wawancara mendalam dan kajian dokumentasi. Guna memperoleh data penelitian maka dilakukan wawancara dengan orang-orang kunci yang mengalami dan merasakan bagaimana rekrutmen dilakukan. Kemudian data penelitian dijelaskan dan dianalisis untuk mencari makna dalam penelitian ini.

Berdasarkan hasil olah data di lapangan diperoleh kesimpulan bahwa sistem rekrutmen yang di lakukan oleh Partai Keadilan Sejahtera Melalui Sayap Partai di Kabupaten Ogan Komering Ulu, yaitu dengan cara melakukan pendekatan secara terbuka yaitu dengan berdakwah, mendirikan sekolah kepemimpinan, melakukan Unit Pembinaan Anggota, serta membuat agenda seperti senam sehat bersama PKS, Cek Kesehatan Gratis, Dan Mengadakan Seminar Kepartaian. Sehingga ini di anggap efektif untuk melakukan rekrutmen kader yang di lakukan oleh sayap partai PKS di Kabupaten OKU.

Kata Kunci: Proroses Mekanisme Rekrutmen Kader PKS

ABSTRACT

THE JUSTICE PROSPEROUS PARTY'S STRATEGY IN CONDUCTING cadRE RECRUITMENT THROUGH THE PARTY WING

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Political parties in Indonesia are institutions that are considered important in building a democratic political system in Indonesia. Recruitment carried out by political parties is a form of looking for the best party cadres in order to prepare potential leadership candidates promoted by political parties and increase community participation in a party. The PKS party's policy to recruit cadres is a mandate from political party regulations and AD-ART which should be implemented. In this way, it is hoped that it will be able to produce potential leaders and increase public participation in political parties. The aim of this research is to find out how the recruitment mechanism is carried out by the Prosperous Justice Party in recruiting cadres through the Party Wing in Ogan Komering Ulu Regency.

This study uses a qualitative research approach. Data collection methods were carried out in two ways, namely in-depth interviews and documentation studies. In order to obtain research data, interviews were conducted with key people who experienced and felt how recruitment was carried out. Then the research data is explained and analyzed to find meaning in this research.

Based on the results of data processing in the field, it was concluded that the recruitment system carried out by the Prosperous Justice Party through Party Wings in Ogan Komering Ulu Regency, namely by taking an open approach, namely by preaching, establishing a leadership school, running a Member Development Unit, and creating an agenda. such as healthy exercise with PKS, free health checks, and holding party seminars. So this is considered effective for recruiting cadres which is carried out by the PKS party wing in OKU Regency.

Keywords: PKS Cadre Recruitment Mechanism Process