

ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi kebijakan rekrutmen partai politik dalam meningkatkan keterwakilan perempuan sebagai calon anggota legislatif pada Pemilu 2024 di Daerah Pemilihan (Dapil) 7 Kabupaten Jember. Fokus utama penelitian adalah bagaimana partai politik menjalankan prosedur rekrutmen, sejauh mana kebijakan afirmatif diterapkan, serta bagaimana persepsi masyarakat terhadap calon legislatif perempuan. Metode penelitian menggunakan pendekatan deskriptif kualitatif, dengan teknik pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi. Penelitian ini mengkaji keberhasilan implementasi kebijakan keterwakilan perempuan dalam lembaga legislatif, khususnya di Daerah Pemilihan (Dapil) 7 Kabupaten Jember.

Hasil penelitian menunjukkan bahwa dengan usaha partai politik yang telah menjalankan prosedur rekrutmen yang mengakomodasi kuota keterwakilan perempuan, tantangan kultur patriarki di tingkat konstituen masih menjadi hambatan signifikan. Dukungan dari partai politik dalam bentuk pelatihan, pendampingan sosialisasi, serta penempatan strategis dalam daftar calon memberikan kontribusi terhadap peningkatan representasi perempuan. Namun, keberhasilan calon perempuan sangat dipengaruhi oleh lingkungan implementasi ditingkat politik lokal. keberhasilan implementasi kebijakan rekrutmen perempuan memerlukan sinergi antara dukungan partai politik dan penerimaan dari masyarakat sebagai konstituen. Kebijakan yang bersifat afirmatif perlu dibarengi dengan strategi implementasi yang sensitif terhadap konstruksi gender dan kultur sosial yang ada di daerah pemilihan atau publik.

Kata kunci: Implementasi kebijakan, rekrutmen politik, perempuan, Pemilu 2024, Dapil 7 Jember.



ABSTRACT

This study aims to analyze the implementation of political party recruitment policies in increasing the representation of women as legislative candidates in the 2024 elections in Electoral District (Dapil) 7 of Jember Regency. The main focus of the study is how political parties carry out recruitment procedures, the extent to which affirmative policies are implemented, and how the public perceives female legislative candidates. The research method uses a qualitative descriptive approach, with data collection techniques through observation, in-depth interviews, and documentation. This study examines the success of implementing policies on women's representation in legislative bodies, particularly in Electoral District (Dapil) 7 of Jember Regency.

The research findings indicate that despite political parties' efforts to implement recruitment procedures that accommodate quotas for women's representation, the challenges posed by patriarchal culture at the constituent level remain a significant obstacle. Support from political parties in the form of training, campaign assistance, and strategic placement on candidate lists contributes to increased women's representation. However, the success of female candidates is greatly influenced by the implementation environment at the local political level. The successful implementation of women's recruitment policies requires synergy between political party support and acceptance from the public as constituents. Affirmative policies must be accompanied by implementation strategies that are sensitive to existing gender constructs and social culture in the electoral district or public sphere.

Keywords: Policy implementation, political recruitment, women, 2024 Elections, Jember District 7.

