

ABSTRAK

Kekuatan Partai Amanat Nasional (PAN) di Kabupaten Ciamis selama periode 2014–2024 tercermin dalam konsistensi perolehan kursi DPRD yang meningkat dari lima menjadi tujuh pada Pemilu 2024. Peningkatan suara terutama di Dapil 1 dan Dapil 3 menunjukkan bahwa PAN mampu menjaga eksistensi politik sekaligus memperluas basis elektoralnya di tengah persaingan lokal yang kompetitif. Penelitian ini memfokuskan perhatian pada bagaimana proses pelebagaan internal partai dan strategi politik lokal berkontribusi terhadap capaian elektoral PAN.

Penelitian ini menggunakan teori pelebagaan (*Institutional Theory*) dari W. Richard Scott serta kerangka pelebagaan partai dari Randall & Svåsand (2002), yang menekankan empat indikator utama: *systemness*, *value infusion*, *decisional autonomy*, dan *reification*. Pendekatan penelitian bersifat kualitatif dengan metode deskriptif. Data diperoleh melalui wawancara mendalam dengan pengurus PAN, caleg terpilih, kader BM PAN, akademisi, serta penyelenggara pemilu di Kabupaten Ciamis, observasi terhadap aktivitas partai, serta dokumentasi dari laporan KPU, berita daring, dan arsip partai. Analisis data dilakukan secara deskriptif kualitatif dengan tahapan reduksi data, penyajian data, dan penarikan kesimpulan, serta diuji keabsahannya melalui triangulasi sumber.

Hasil penelitian menunjukkan bahwa, pertama, PAN Ciamis memiliki pelebagaan internal yang relatif mapan: struktur organisasi aktif dari DPD hingga ranting (*systemness*), internalisasi nilai religius dan keterbukaan dalam kaderisasi (*value infusion*), otonomi daerah dalam rekrutmen caleg dan strategi kampanye (*decisional autonomy*), serta pengakuan publik yang luas terhadap PAN sebagai partai mapan (*reification*). Kedua, strategi politik lokal PAN terbukti adaptif, meliputi pendekatan kultural berbasis komunitas pesantren, pemanfaatan media digital untuk pemilih muda, serta pencalonan figur yang memiliki kedekatan sosial dan historis dengan masyarakat. Ketiga, keterkaitan erat antara pelebagaan internal dan strategi politik lokal menjadi modal penting yang memungkinkan PAN meraih kepercayaan publik dan meningkatkan capaian elektoral secara berkelanjutan.

Kata Kunci: PAN, pelebagaan internal, strategi politik lokal, teori pelebagaan, Pemilu 2024.

ABSTRACT

The strength of the National Mandate Party (PAN) in Ciamis Regency during the 2014–2024 period is reflected in the consistent increase in its DPRD seats, rising from five to seven in the 2024 General Election. The significant gains in Electoral Districts (Dapil) 1 and 3 indicate that PAN has not only maintained its political existence but also expanded its electoral base amid competitive local dynamics. This study focuses on how the party's institutionalization process and local political strategies contribute to PAN's electoral achievements.

This research employs Institutional Theory by W. Richard Scott along with the party institutionalization framework of Randall & Svåsand (2002), which emphasizes four main indicators: systemness, value infusion, decisional autonomy, and reification. The study applies a qualitative approach with a descriptive method. Data were obtained through in-depth interviews with PAN officials, elected legislative candidates, BM PAN cadres, academics, and election administrators in Ciamis Regency, complemented by observation of party activities and documentation from KPU reports, online media, and party archives. Data were analyzed descriptively through stages of data reduction, data presentation, and conclusion drawing, with validity tested using source triangulation.

The findings reveal, first, that PAN Ciamis possesses relatively established internal institutionalization: an active organizational structure from DPD down to branch levels (systemness), the internalization of religious values and openness in cadre development (value infusion), local autonomy in candidate recruitment and campaign strategies (decisional autonomy), and broad public recognition of PAN as a consolidated party (reification). Second, PAN's local political strategies proved adaptive, encompassing cultural approaches based on pesantren communities, the use of digital media to reach young voters, and the candidacy of figures with strong social and historical ties to the electorate. Third, the close linkage between internal institutionalization and local political strategies serves as a crucial asset enabling PAN to gain public trust and sustain its electoral achievements.

Keywords: PAN, internal institutionalization, local political strategy, institutional theory, 2024 election.