

ABSTRAK

Keterwakilan perempuan di DPRK Aceh Tamiang pada Pemilu tahun 2024 menurun signifikan menjadi 17,14% (6 dari 35 kursi), meskipun jumlah kursi meningkat dan kebijakan afirmasi 30% telah diterapkan. Di tengah kondisi tersebut, Partai NasDem justru mengalami peningkatan perolehan kursi dari 2 menjadi 5 kursi, serta berhasil mengantarkan 2 kader perempuan ke DPRK. Fenomena ini menunjukkan adanya strategi yang relatif lebih efektif dalam mendorong keterpilihan perempuan. Penelitian ini menggunakan pendekatan kualitatif deskriptif melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi Partai NasDem meliputi pendekatan *face to face*, pendekatan tokoh dan elite serta pengenalan kandidat melalui kegiatan sosial. Namun, calon legislatif perempuan masih menghadapi hambatan berupa keterbatasan finansial, budaya patriaki dan kampanye negatif. Hal ini menunjukkan bahwa keberhasilan strategi partai belum sepenuhnya mampu mengatasi hambatan struktural dan kultural dalam meningkatkan keterwakilan perempuan.

Kata Kunci: Strategi Politik, Partai NasDem, Keterwakilan Perempuan, Pemilu

ABSTRACT

Women's representation in the Aceh Tamiang Regional House of Representatives (DPRK) declined significantly to 17.14% (6 out of 35 seats) in the 2024 election, despite an increase in the total number of seats and the implementation of a 30% affirmative action policy. Amidst this situation, the NasDem Party actually saw its seat count rise from two to five and successfully secured seats for two female cadres in the DPRK. This phenomenon indicates the use of a relatively more effective strategy in promoting the election of women. This study employs a descriptive qualitative approach involving interviews, observation, and documentation. The findings reveal that NasDem's strategies included face-to-face engagement, leveraging influential figures and elites, and introducing candidates through social activities. However, female legislative candidates continued to face obstacles such as financial constraints, patriarchal culture, and negative campaigning. This demonstrates that the party's strategy has not yet fully overcome the structural and cultural barriers to increasing women's representation.

Keywords: *Political Strategy, NasDem Party, Women's Representation, Election*