

ABSTRACT

THE EVALUATION OF THE ELECTION SUPERVISORY COMMITTEE'S STRATEGY IN BANDAR LAMPUNG ON THE PREVENTION OF VIOLATIONS DURING CAMPAIGN PERIOD OF THE ELECTION OF THE MAYOR AND VICE MAYOR 2015

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This study discusses about the strategy of the Election Supervisory Committee Bandar Lampung in efforts to prevent violations during the campaign period of the Election of the Mayor and Vice Mayor 2015. As for, the focus in this study is the evaluation process of the Election Supervisory Committee's strategy and the supporting factors as well as inhibiting factor in the implementation of the strategy. The research uses descriptive research type with qualitative approach. This research was done by using data collection consisted of interview and documentation. The data analysis techniques used in this research is data reduction, data presentation and conclusion.

Based on the results of the research there are some strategies used by the Election Supervisory Committee Bandar Lampung in efforts to prevent violations during the 2015 campaign, which are technical guidance for the Election Supervisory Committee in region level and PPL, appeals to the stakeholders, cooperation with the police, civil service police unit and media, coordination and communication with the candidate, procurement socialization and follow up reports / findings of alleged violation. Researcher concludes that the strategy of the Election Supervisory Committee in Bandar Lampung is not running optimally. There are some violations that occurred during the campaign period. It caused no standard of success that are specific. In the strategy's implementation is influenced by supporting factors and inhibiting factors that derived from internal and external environment. As for the researcher's suggestions are (1) the Election Supervisory Committee must create standards or indicators of success for each strategy; (2) the Election Supervisory Committee should increase the attitude of integrity and neutral by the stringent selection and held training of integrity; (3) the Election Supervisory Committee should work more actively by not just wait for the report alleged violations, but looking (proactive) and actively supervise.

Key words: Management Strategy, Strategy Evaluation, Internal and External Environment.

ABSTRAK

EVALUASI STRATEGI PANITIA PENGAWAS PEMILIHAN UMUM (PANWASLU) KOTA BANDAR LAMPUNG DALAM UPAYA PENCEGAHAN PELANGGARAN PADA MASA KAMPANYE PEMILIHAN WALIKOTA DAN WAKIL WALIKOTA (PILWAKOT) 2015

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Penelitian ini membahas mengenai strategi Panwaslu Kota Bandar Lampung dalam upaya pencegahan pelanggaran pada masa kampanye Pilwakot 2015. Adapun yang difokuskan dalam penelitian adalah proses evaluasi dari strategi Panwaslu Kota Bandar Lampung dan faktor pendukung serta penghambat dalam pelaksanaan strategi tersebut. Peneliti menggunakan tipe penelitian deskriptif dengan pendekatan kualitatif. Penelitian ini dilakukan dengan teknik pengumpulan data yang terdiri dari wawancara dan dokumentasi. Teknik analisis data yang digunakan dalam penelitian ini adalah reduksi data, penyajian data dan penarikan kesimpulan.

Berdasarkan hasil penelitian terdapat beberapa strategi yang digunakan oleh Panwaslu Kota Bandar Lampung dalam upaya pencegahan pelanggaran pada masa kampanye 2015 yaitu bimbingan teknis kepada panwascam dan PPL, himbauan kepada *stakeholder*, kerjasama dengan kepolisian, Satpol PP dan media, koordinasi dan komunikasi dengan pihak pasangan calon, pengadaan sosialisasi dan penindaklanjutan laporan/temuan dugaan pelanggaran. Peneliti menarik kesimpulan bahwa strategi Panwaslu Kota Bandar Lampung tidak berjalan maksimal. Masih terdapat beberapa pelanggaran yang terjadi pada masa kampanye. Hal tersebut diakibatkan karena tidak terdapatnya standar keberhasilan yang bersifat spesifik. Dalam implementasi strategi tersebut dipengaruhi oleh faktor pendukung dan penghambat yang berasal dari lingkungan internal maupun eksternal. Adapun saran peneliti yaitu: (1) panwaslu harus membuat standar atau indikator keberhasilan pada masing-masing strategi; (2) panwaslu harus meningkatkan sikap integritas dan netral dengan cara seleksi yang lebih ketat dan pengadaan pelatihan integritas; (3) panwaslu harus bekerja lebih aktif dengan cara tidak hanya menunggu laporan dugaan pelanggaran, melainkan mencari (jemput bola) dan aktif mengawasi.

Kata Kunci: Manajemen Strategi, Evaluasi Strategi, Lingkungan Internal dan Eksternal