

## **ABSTRAK**

### **STRATEGI BADAN SAKSI PEMILU NASIONAL PDIP DALAM PERSIAPAN PENGAMANAN SUARA PADA PEMILU 2024 (STUDI DI BSPN PDIP KOTA BANDAR LAMPUNG)**

**Oleh**

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Pemilu 2019 masih diwarnai dengan pelanggaran administrasi dan pidana baik pada tahapan penyelenggaraan maupun pelaksanaannya. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis strategi serta tantangan dan hambatan dalam persiapan pengamanan suara yang dilakukan BSPN PDIP Kota Bandar Lampung menghadapi Pemilu 2024. Penelitian ini merupakan penelitian deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data yang digunakan yaitu wawancara dan dokumentasi. Informan penelitian ini yaitu Kepala BSPN PDIP Kota Bandar Lampung, Wakil Sekretaris DPC PDIP Kota Bandar Lampung, Saksi, Pengamat Politik serta Kordiv Parmas Humas Bawaslu Kota Bandar Lampung. Penelitian ini menggunakan teori empat tipe strategi oleh Kooten yaitu strategi organisasi, strategi program, strategi pendukung sumber daya dan strategi kelembagaan. Hasil penelitian menunjukkan strategi organisasi tepat karena rekrutmen dan pelatihan akan menciptakan komitmen saksi agar bekerja maksimal, pendekatan emosional dan pendekatan media sosial akan memobilisasi pemilih untuk menggunakan hak suaranya, namun visi misi yang tidak dijabarkan secara tertulis, kurangnya penekanan kriteria saksi serta pendekatan media sosial yang belum maksimal membuat strategi ini perlu ditingkatkan. Strategi program tepat karena rekrutmen berdampak pada penjangkaran saksi yang kompeten dan pelatihan berdampak pada keterampilan saksi, namun pencairan anggaran yang tidak tepat waktu mengakibatkan pelatihan saksi terhambat. Strategi pendukung sumber daya tepat karena fasilitas yang diberikan akan meningkatkan kinerja saksi, namun BSPN perlu memiliki ruang kerja khusus. Strategi kelembagaan tepat, melalui konsolidasi internal dan menjadi penghubung parpol akan meningkatkan kualitas kelembagaan BSPN secara internal dan eksternal. Melalui strategi pengamanan suara yang tepat, maka dapat mencegah malpraktik yang bisa merugikan PDIP Kota Bandar Lampung pada Pemilu 2024.

**Kata Kunci: Strategi Pengamanan Suara Pemilu, Saksi Partai, BSPN**

## **ABSTRACT**

### **STRATEGY OF THE NATIONAL ELECTION WITNESS AGENCY PDIP IN PREPARATION FOR SECURING VOTES IN THE 2024 ELECTION (CASE STUDY IN BSPN PDIP BANDAR LAMPUNG CITY)**

**By**

**REYSIA YOLIA PUTRI**

The 2019 elections were still characterized by administrative violations and criminal both at the implementation stage and at the implementation. This research aims to describe and analyze strategies as well as challenges and obstacles in preparation for securing votes by BSPN PDIP Bandar Lampung City to face the 2024 Elections. This research is descriptive research with a qualitative approach. The data collection techniques used are interviews and documentation. The informants for this research are the head of the BSPN PDIP Bandar Lampung City, The deputy secretary of DPD PDIP Bandar Lampung City, Witnesses, Political Observers and The Head of Public Relations Division of The Bawaslu Bandar Lampung City. This research uses the four types strategy theory by Kooten which consists of organizational strategy, program strategy, resource support strategy and institutional strategy. The research results show that the organizations strategy is appropriate because recruitment and training will create a witness commitment to work optimally, then the emotional approach and social media approach can mobilize voters to exercise their voting rights, but the mission statement is not spelled out in writing. The lack of emphasis on witness criteria, as well as a social media approach that has not been optimal, means this strategy need to be improved. The program strategy is also appropriate because recruitment will have an impact on selecting competent witnesses and training will have an impact on witness skills, however the disbursement of the budget was not on time resulting in hampered witness training. The resources support strategy is appropriate because the facilities provided will improve witness performance, however BSPN needs to have a special work space. The institutional strategy is appropriate, consolidation internally with BSPN as a liaison for political parties, will improve institutional quality internally and externally. Through the right vote security strategy, malpractice can be prevented which could harm the Bandar Lampung City PDIP in the 2024 Elections.

**Key Words: Election Vote Security Strategy, Party Witness, BSPN**