

ABSTRAK

PERILAKU PEMILIH PRABOWO-GIBRAN DALAM PEMILIHAN PRESIDEN TAHUN 2024 DARI PERSPEKTIF ELIT PARTAI POLITIK DI PROVINSI LAMPUNG

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Penelitian ini bertujuan untuk menganalisis perilaku pemilih pasangan Prabowo-Gibran pada Pemilihan Presiden 2024 dengan menggunakan teori *rational choice* sebagai kerangka analitis utama. Kemenangan pasangan ini menarik dikaji karena terjadi di tengah berbagai isu negatif seperti kontroversi hukum, tuduhan nepotisme, dan etika politik, namun justru memperoleh dukungan elektoral yang signifikan. Penelitian ini menggunakan pendekatan kualitatif dengan metode wawancara mendalam terhadap Informan yang terdiri atas elit partai politik pendukung maupun non-pendukung, akademisi, serta pemilih representatif. Analisis data dilakukan dengan teknik analisis tematik untuk menemukan pola-pola makna dari narasi elit. Hasil penelitian menunjukkan bahwa perilaku pemilih Prabowo-Gibran dipengaruhi berbagai faktor. Pemilih cenderung menilai manfaat langsung, seperti manfaat program populis dan stabilitas manfaat ekonomi dari bantuan sosial. Kedua, adanya *coattail effect* Jokowi. Ketiga, derelevansi isu negatif. Keempat, depolitisasi bantuan sosial dan normalisasi transaksi politik. Kelima, minimnya perhatian terhadap risiko demokratis. Keenam, kalkulasi peluang kemenangan (*probability of winning*), dan Terakhir kapabilitas mesin kampanye melalui *informal political network*, serta strategi komunikasi digital dan viralisasi simbolik turut membentuk proses pengambilan keputusan pemilih. Secara umum, dapat disimpulkan bahwa pilihan pemilih bukanlah ekspresi irasionalitas, melainkan refleksi dari *bounded rationality*. Rasionalitas pemilih bersifat pragmatis, adaptif, dan dipengaruhi oleh struktur kekuasaan, jaringan elite, serta strategi komunikasi politik modern.

Kata kunci: Perilaku pemilih, Prabowo–Gibran, Elit partai politik, Teori pilihan rasional, Pilpres 2024

ABSTRACT

PRABOWO-GIBRAN VOTER BEHAVIOR IN THE 2024 PRESIDENTIAL ELECTION FROM THE PERSPECTIVE OF POLITICAL PARTY ELITES IN LAMPUNG PROVINCE

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This study aims to analyze the voting behavior of the Prabowo-Gibran ticket in the 2024 Presidential Election using rational choice theory as the primary analytical framework. This pair's victory is interesting to study because it occurred amidst various negative issues such as legal controversies, accusations of nepotism, and political ethics, yet it gained significant electoral support. This study used a qualitative approach with in-depth interviews with informants consisting of elites from supporting and non-supporting political parties, academics, and representative voters. Data analysis was conducted using thematic analysis techniques to identify patterns of meaning within elite narratives. The results show that Prabowo-Gibran voting behavior is influenced by various factors. Voters tend to value immediate benefits, such as the benefits of populist programs and the stability of economic benefits from social assistance. Second, the Jokowi coattail effect. Third, the dereliance of negative issues. Fourth, the depoliticization of social assistance and the normalization of political transactions. Fifth, the minimal attention to democratic risks. Sixth, calculating the probability of winning. Finally, the capabilities of the campaign machine through informal political networks, as well as digital communication strategies and symbolic viralization, also shape voter decision-making through the mechanism of bounded rationality. Voter choice is not an expression of irrationality, but rather a reflection of bounded rationality. Voter rationality is pragmatic, adaptive, and influenced by power structures, elite networks, and modern political communication strategies.

Keywords: Voter behavior, Prabowo–Gibran, Political party elites, Rational choice theory, 2024 Presidential Election