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ANALISIS POLA REKRUTMEN PARTAI GOLKAR DI KABUPATEN KUTAI KARTANEGARA
ANALYSIS OF THE GOLKAR PARTY'S RECRUITMENT PATTERN IN THE KUTAI KARTANEGARA REGENCY

Nur Amalia Ramadhani¹, Muhammad Haisral Saleh², Melati Dama³

¹Student in Government Science, Faculty of Social and Political Science, Mulawarman University, Samarinda, Indonesia
²Lecturer in Government Science Study Program, Faculty of Social and Political Sciences, Mulawarman University, Samarinda, Indonesia
³Lecturer in Government Science Study Program, Faculty of Social and Political Sciences, Mulawarman University, Samarinda, Indonesia

ARTICLE INFORMATION	ABSTRACT
Vol. xx, No. xx Page : Published : KEYWORDS Golkar party, analysis, Recruitment Patterns	This research aims to identify the patterns utilized by the Golkar Party in the process of recruiting party members, specifically in the region of Kutai Kartanegara Regency. The study was conducted at the Secretariat Office of the Regional Executive Board of the Golkar Party in Kutai Kartanegara Regency, East Kalimantan. This research is of a qualitative descriptive nature. Data collection was carried out through research, observation, interviews, and documentation techniques. Data analysis was performed through data collection, data presentation, and drawing conclusions.
CORRESPONDENCE Phone: +6285654117832 E-mail: nuramaliamd@gmail.com	The research findings reveal that in the member recruitment process, the Golkar Party employs an open pattern or mechanism, meaning that anyone has an equal opportunity to join the Golkar Party, and the process is democratic in nature. The Golkar Party provides opportunities for every Indonesian citizen who wishes to join, based on requirements that align with the Party's Articles of Association (AD/ART) and do not conflict with applicable laws. The recruitment process is mixed, involving both top-down and bottom-up approaches. Member recruitment is carried out through various means, such as through invitation, party socialization during the activities conducted by cadres, and social media platforms like Facebook, Instagram, and Twitter. The ease of meeting the requirements and procedures for recruitment is one of the strengths of the Golkar Party in its recruitment process.

The electability of the Golkar Party, especially in Kutai Kartanegara Regency, also serves as a pull factor for prospective members who aspire to enter politics with the aim of holding positions of power. Furthermore, the use of

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