

ABSTRACT

Cadre recruitment practices of the political parties in Indonesia are still far from the expectations of the cadre recruitment failure, because many political party gave birth to the cadres of the party cadres. This is an instant party cadres make black faces in Parliament House and in the Government. Formulation of the problem in this research are (1) How the cadre recruitment process run DPC Party Gerindra Bandung? (2) what have been the obstacles the party cadre recruitment DPC Gerindra Bandung? (3) How the efforts of DPC Party Gerindra Bandung city to improve the quality of licensed to fit the expectations of society? (4) How the success criteria of cadre recruitment patterns are applied in the DPC Bandung city to improve the Elektabilitas Party Gerindra? Methods in this study using Qualitative approach with research that is both case studies. Therefore the author aims to understand the object ditelitinya. The design of data collection were used in this research is, observation, interviews, and Documentation Study.

The research results showed that (1) the process of cadre recruitment run DPC Party Gerindra Bandung that is DPC just follow the instruction of the DPP who has already run through cadre education in hambalang in terms of Party cadre recruitment process Gerindra still embraced the sisitem centralization. The DPC also do cadre recruitment and training, activity was attended by DPC, PAC, twigs and wings of the party. So the cadres in the city of bandung, DPC will have the knowledge and insight of political education, thus Elektablitas the party will rise when the evidence of Generra cadre quality. (2) the constraints of party cadre recruitment DPC Gerindra Bandung city that is still a lot of members have not fully active in the activities of the party so impressed just take names and simply sign a card get a member and then have an impact on the performance of the party's overall Gerindra. And from the human resources in terms of Intellect in terms of lack of knowledge about the political and educational insights nationality (3) efforts of DPC Party Gerindra Bandung city to improve the quality of licensed to fit the expectations of the community by way of holding a program that come into contact with the community for example economic empowerment program, Ministry of health and Ministry of education. (4) the criteria of success of cadre recruitment patterns are applied in the DPC Bandung city to improve the Elektabilitas Party Gerindra that is said to process when lifts are capable of successful cadre recruitment elektabilitas party itself, for example, won the election for mayor of Ridwan Kamil Bandung on critical limits stretcher by Gerindra Bandung, in addition there is an increase of Legislative seats of Bandung which had 3 seats to 7 seats.

Key words: Elektabilitas, Cadre recruitment and Political Parties.