

ABSTRACT

The 2024 Presidential Election in West Sumatra marked a significant shift in the region's political landscape, with Anies Baswedan–Muhaimin Iskandar securing a decisive victory after two consecutive periods (2014 and 2019) in which Prabowo Subianto had consistently prevailed. This study aims to analyze the relevance of identity politics in influencing the electoral success of the pair. A qualitative method was employed, using in-depth interviews, field observations, and documentation, analyzed through the lens of identity politics theory with primordialist, constructivist, and instrumentalist approaches. The findings reveal that identity politics played a pivotal role in the victory of Anies–Muhaimin. The primordialist approach is evident in the alignment between Minangkabau cultural and religious values and Anies's image as a devout, moral leader resonating strongly with the predominantly Muslim population of West Sumatra, who uphold the principle of “adat basandi syarak, syarak basandi kitabullah” (custom based on Islamic law, Islamic law based on the Qur'an). The constructivist approach appears in the deliberate construction of Anies's political image, reinforced by local traditional and religious leaders as political agents who framed narratives of shared identity and morality. The instrumentalist approach is reflected in the strategic mobilization by supporting parties such as PKS and NasDem in organizing and consolidating the voter base. Additionally, media and campaign strategies played a crucial role in shaping a positive public perception of the candidates. These findings suggest that the victory of Anies–Muhaimin in West Sumatra was not merely an electoral phenomenon but was rooted in the interplay of cultural-religious identity, local political networks, party support, and effective political communication strategies.

Keywords: Identity Politics, 2024 Presidential Election, Anies Baswedan-Muhaimin Iskandar, West Sumatra

INTISARI

Pemilihan Presiden 2024 di Sumatera Barat menunjukkan perubahan signifikan dalam peta politik daerah, di mana pasangan Anies Baswedan–Muhaimin Iskandar meraih kemenangan besar setelah dua periode sebelumnya (2014 dan 2019) secara konsisten dimenangkan oleh Prabowo Subianto. Penelitian ini bertujuan menganalisis relevansi politik identitas terhadap kemenangan pasangan tersebut. Metode yang digunakan adalah kualitatif dengan teknik wawancara mendalam, observasi lapangan, dan dokumentasi, dianalisis menggunakan teori politik identitas melalui pendekatan primordialisme, konstruktivisme, dan instrumentalisme. Hasil penelitian menunjukkan politik identitas berperan signifikan dalam kemenangan Anies–Muhaimin. Pendekatan primordialisme terlihat dari kesamaan nilai keagamaan dan budaya Minangkabau yang melekat pada citra Anies sebagai figur religius dan berakhlak, selaras dengan karakter masyarakat Sumatera Barat yang mayoritas Muslim dan memegang prinsip “adat basandi syarak, syarak basandi kitabullah”. Pendekatan konstruktivisme tercermin dari pembentukan citra politik yang diperkuat oleh tokoh adat dan ulama lokal sebagai agen politik, yang mengonstruksi narasi kesamaan identitas dan moralitas calon. Sementara itu, pendekatan instrumentalisme tampak pada peran strategis partai pengusung seperti PKS dan NasDem dalam memobilisasi dukungan melalui jaringan terorganisir. Selain faktor tersebut, media dan kampanye berperan penting dalam membangun persepsi positif terhadap pasangan Anies–Muhaimin di tengah masyarakat. Temuan ini menegaskan bahwa kemenangan mereka di Sumatera Barat tidak hanya merupakan fenomena elektoral, tetapi juga hasil dari interaksi kompleks antara identitas budaya dan agama, jaringan politik lokal, dukungan partai, serta strategi komunikasi politik yang efektif.

Kata Kunci: Politik Identitas, Pilpres 2024, AniesBaswedan-Muhaimin Iskandar, Sumatera Barat