

ABSTRACT

Lately, more businessmen were involved in politics. In the Orde Baru, the entrepreneurs choose to be involved in politics behind the scenes. After the reform conditions change. The entrepreneur openly come to the structure and dominates the political party. Golkar Party was one that controlled by the businessman politician. The last two periods was led by entrepreneurs, Jusuf Kalla and Aburizal Bakrie. This paper is a result of research on the lead figure Aburizal Bakrie in the Golkar Party. The most prominent question is how to articulate the interests of businessmen politician, in this case Aburizal, in the Golkar Party? Does the function of political parties still running well? Does Aburizal Bakrie leadership will impact the party institutionalization? This study used a qualitative approach with descriptive research. There's nothing wrong with a political entrepreneur. There are many similarities lead companies and political parties. The difference is a factor of interest. What happens during this time, there are very strong economic motive behind the entrepreneurs lead a political party. Rational choice theory provides an answer that it is a rational choice if someone involved in politics, especially to fight for their own interests. Even so, the political parties can still institutionalize and maintenance their functions with a note sustained has a strong organizational structure.

Keywords: Businessmen Politicians, Political Parties, Interest, Institutionalization, Rational Choice, Leadership.