



Voting Preferences at Getasan Sub-District in Semarang Regency Head Election

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Abstract

The regional head election in Semarang Regency was followed by two candidate pairs namely Mundjirin-Ngesti Nugraha and Nur Jatmiko - Mas' Ridudwan. One of the candidates is an incumbent from the previous regent, Mundjirin. This research tries to analyze related to voter preferences in Semarang Regency Regent election. Data collection methods used were interviews, observation and literature study. From the results of the study, researchers found two factors that had a significant influence in influencing the preferences of the Getasan sub-district community voters in the Semarang Regent election, namely the popularity and success team of the candidate pair. The habit of blusukan to the community while serving as regent previously made the popularity of Mundjirin known by the community. This has become a big capital in influencing people's preference to choose because the community's trust in their leaders has been built. On the other hand, Mundjirin is paired with Ngesti where Ngesti is a native / native son of Getasan sub-district, making Getasan to contribute greatly in giving victory to this couple. In addition, Ngesti was also the chairperson of Commission C of the Semarang Regency DPRD with the vote of 14,728 as the only candidate to reach the BPP and have a good role in the Semarang community. The factor of the campaign team and volunteers also has a big contribution because the success team becomes a form of socialization that is more easily understood by the community and even the successful team moves up to the RT level, besides of course inviting family and colleagues who have the right to vote.

Keywords: Election; Voting Preference; Popularity

Introduction

Election is a process carried out to elect prospective leaders in an administrative scope both at regional and national levels. In this case, Semarang Regency is one of the regions in Central Java province which holds regional elections (Pilkada). In the midst of preparations for the elections, a number of candidates have appeared and are nominated by political parties (political parties) who are eligible to run. There are 2 candidates who are candidates for regent and deputy regent candidates who have registered and passed the administrative requirements of the KPU namely the pairs of candidates for

regent and deputy regent such as dr. H. Mundjirin ES, SpOG with Ngesti Nugraha, SH supported by PDIP, Gerindra, PAN and Nur Jatmiko's partner with Mas' Ridwan, SE, supported by PKB, Golkar, PKS, Hanura. In the election many attempts were made by the candidate pair to influence people's choices.

The study of elections in the study of political science is known as the concept of voting behavior (voting behavior) where voter behavior is formed by a process of socialization, known as political socialization (political socialization). While participation in elections is a form of political participation (Rofieq & Nuryono, 2016). Social circle theory states that every human being bound in various social circles must influence each other. This certainly has a close relationship with the influence on people's voting behavior. The assumption is that a voter lives in a particular context such as his place of residence, religion, economy, occupation and age, resulting in a social circle that influences the voter's decision, due to the existing social controls and pressures (Musi, 2014).

Research on voter behavior in political participation generally consists of three approaches, namely The Columbia Study, The Michigan Model, and Rational Choice, better known as sociological, psychological and rational choice (Musi, 2014). Besides that, another approach was also developed by Lau and Redlawsk (Delia Baldassarri, 2013) which is a rational choice where people choose based on as much information as they can about candidate pairs, early socialization where individuals develop strong party identification in the previous year and are selective in determining the choice of political parties that carry, fast and frugal (fast and frugal) and bounded rationality that seeks to minimize the amount of information processed through the use of heuristics.

In this study, indicators as a basis for understanding community preference in Semarang Regent election are the role of the success team, aspects of material compensation or incentives by candidate pairs (money politics), campaign issues, identification of figures / popularity of candidate pairs, the role of religious and bureaucrat figures, the role of Political parties supporting candidate pairs, economic conditions of voters and political affiliation of voters.

Implementing political campaigns is generally assisted by successful teams. Success team is a team formed by political parties and their coalition to manage, formulate, and design winning strategies in elections (Anwar, 2003). This is very influential in influencing people's voting behavior where the role of the successful team in addition to conveying the vision and mission in the issue of the campaign, they also often become an extension of the candidate pair to provide material compensation or incentives (money politics). These incentives can be in the form of basic needs (basic necessities), health assistance, or in the form of money. Even though money politics is a destructive practice that distorts the quality of democracy (Chaniago, 2016).

The money political strategy adopted by the election participants is (Nail, 2018): First the dawn attack in which the election participants use the power of capital (money, food and other forms) by giving prospective voters the hope of voting, this dawn attack is usually carried out when the voting is almost done (between the quiet period, until the voting). Second, Mass Mobilization, where mass mobilization is held by giving a sum of money in the hope that the campaign will be attended by many people / potential voters. Giving this amount of money under the pretext of substituting transport money, tired money and food allowance.

In relation to money politics, people with high socioeconomic status will be able to understand money political activities as a reason to choose or not choose the candidate pair. Socioeconomic influences such as education status, income, and differences in types of employment (non-farmer compared to farmers) play a role in increasing political participation and being one of the preferences in choosing.

Campaign issues in general elections must generally be packaged as attractive as possible. According to Firmanzah (Firmanzah, 2012) the strategy in packaging political messages is very important. Packaging has an important role in directing the community to interpret the political message carried. In addition, the message raised must also be in accordance with the political issues that are developing in society.

Political parties as a vehicle used by candidate pairs in achieving their goals are also not spared from the public view. In terms of the influence of political affiliation and political parties are closely related when viewed from a psychological approach to voting behavior. Through this approach, voters' perceptions of political parties emerge or what the emotional relationship between voters and certain political parties arises (Hemay & Munandar, 2015). Not infrequently there are several pairs of candidates who do not get a political party that is quite popular. This condition will encourage every candidate in the local elections to further strengthen their figure and popularity at the respective regional level rather than expecting profit by relying entirely on the big party.

Political figures, religious leaders or community or traditional leaders as local elites have their own characteristics to provide support in the elections. This is because these figures have quite a strong influence in the community both directly and indirectly. The local elite in its influence can lead to community behavior to determine their choices, to get satisfactory results in the elections.

Methodology

This research is a qualitative research with primary data collected through interviews and observations. The form of interviews conducted using closed interviews where answer choices are available. The number of respondents in this study amounted to 125 respondents and were drawn from 13 villages in Getasan District. In data analysis is done through data reduction, data presentation and conclusion drawing / verification (Miles & Huberman, 2007). Through the process of reducing the data the results of interviews are simplified, extracted and transformed the data obtained. This data reduction continues as easily as the data collection process takes place. The data will be reduced through rigorous selection, summary or brief description, classifying it into a broader pattern and the like. Thus, through this process, it is expected that sharpening, classification, disposal of unnecessary data and organizing data can be drawn conclusions.

Result and Discussion

Getasan Subdistrict is one of the administrative sections of Semarang Regency and is located between Salatiga City and Magelang Regency. In this district there are 13 villages, 70 RWs, and 376 RTs with an area of 65.80 km². The thirteen villages are Batur, Ngrawan, Nogosaren, Tajuk, Poloboga, Manggihan, Getasan, Pongangan, Jetak, Kopeng, Sumogawe, Wates and Tolokan. From the 2014 statistical results, the population is 49,238 people consisting of 24,309 men and 24,929 women.

The livelihoods of the population in Getasan sub-district are mostly in agriculture (farmers) at 35.89%. then the industrial sector 22.25%, the trade sector as much as 16.03%, the social services sector 13.51%, 6.41% construction, while the rest is divided into 4 other sectors. When viewed in terms of the

socio-economic community of Getasan sub-district, it will be very easily influenced by the candidate pair in influencing voting preferences. This can be seen from citizens with high education and economic status who generally understand and know more about their rights and obligations as citizens, especially in the political field because they already know the criteria of a candidate pair who will advance in the elections.

This is closely related to the process of money politics where the main target of money politics is given to people who have high socioeconomic. However, from observations and research conducted, the practice of money politics does not occur in Getasan sub-district. It's just that the candidate pair held a hospitality event as a form of community support for the candidate pair. In this case, the candidate pair Mundjirin-Ngesti held a friendly meeting and invited the community to attend the event by entertaining food and some activities related to requests for blessing from the people of Getasan district. Regarding the economy of the community, the majority of farmers state that the election of the chosen candidate pair will bring a better change in society, especially in the economic field. They assume after the election of the candidate pair, they are able to work in accordance with their abilities safely.

In the 2015 regional elections in Semarang district was won by the candidate number 1, namely dr. H. Mundjirin ES, SpOG with Ngesti Nugraha, SH supported by PDIP, Gerindra, PAN received 29,345 votes (88.11%) and candidate pair no. 2 Nur Jatmiko with Mas'ud Ridwan, SE supported by PKB, Golkar, PKS, Hanura received 2836 votes (8.52%). Invalid votes were 1123 votes (3.37%).

The successful team in an effort to win one candidate is very important. The success team is expected to have a positive influence on the community with the aim of winning one of the candidate pairs. In Getasan sub-district itself, the influence of the successful team on voting preferences was strong enough that 102 respondents interviewed stated that the reason for their choice preference was due to the role of the success team promoting one of the candidate pairs. In addition, the successful team is also considered a form of socialization that is easily understood by the community. So that the victory obtained by candidate pair 1 gets a large contribution from the Success Team / campaign team. The campaign team and volunteers are considered solid from the district level to the polling stations (TPS) where the number of campaign teams reaches 13,500 volunteers. They even move up to the RT level, besides of course inviting their family and colleagues who have the right to vote.

The campaign activities that are generally participated in by all successful teams usually have a large impact on the partners they support. In the campaign process, political institutions will create jargon, slogans and images that will be displayed to the public as a derivative of the vision and mission of the candidate pair brought. The slogan echoed for candidate pair number 1 is Mukti and for candidate pair number 2 is Jati Mas. The slogan was taken from the name of the candidate pair namely Mundjirin - Ngesti Nugraha (Mukti) and Nur Jatmiko-Mas'ud Ridwan (Jati Mas).

In a rational approach that produces rational choices there are also situational factors that play a role in influencing one's political choices, for example the factors of campaign issues and the vision and mission of the nominated candidate (Yusuf, 2014). In this case, the vision carried out by candidate number 1 Mundjirin- Ngesti Nugraha is the Affirmation of Semarang Regency which is Advanced, Independent, Orderly and Prosperous (MATRA II). The vision that was delivered in this period is a derivative of the vision that was delivered in the previous Nominating period by Mundjirin. Mundjirin wants a progress, then added in the vision forward words, where previously only MATRA (Independent, Orderly and Prosperous). The main focus of Mundjirin is to improve the existing human resources in Semarang Regency first to later be able to lead the vision offered. While the vision presented by candidate number 2, Nur Jatmiko-Mas'ud Ridwan is to realize Semarang district as a center for industry, agriculture, ecotourism and religion. In this case, the people of Getasan sub-district did not focus so much on the content of the vision and mission of the candidate pair although it did not rule out the possibility of a hope for a better Semarang district. The community participation in Getasan sub-district in this case can be

seen from the community involvement to participate in the campaign which is quite low. This is seen from the results of the study, only 5 respondents were actively involved in the campaign.

The popularity of the candidate pair is very influential in this election. This is because the number 1 candidate pair Dr. H. Mundjirin ES, SpOG and Ngesti Nugraha, SH are candidates for incumbent (Dr. H. Mundjirin ES, SpOG) and paired with native sons from Getasan sub-district. The habit of blusukan to the community while serving as regent previously made the popularity of Mundjirin known by the community. This has become a big capital in influencing people's preference to choose because the community's trust in their leaders has been built. On the other hand, Ngesti as a native of the Getasan sub-district made Getasan who was once the chairman of Commission C of the Semarang district DPRD with 14,728 votes as the only candidate who reached the voter divider number (BPP) contributed greatly in giving victory to this pair. From the results of interviews conducted, as many as 120 respondents made their choice due to the popularity of the candidate pair.

The pair of candidates in the Semarang district election were carried out by 7 political parties namely PDIP, Gerindra, PAN, PKB, Golkar, PKS and Hanura. As a political organization that runs party ideology, this political party also exerts influence on people's voting preferences. As stated by respondents, 56 of them voted for PDIP, 8 voted for PAN, 5 voted for Golkar and 3 voted for PKS to strengthen the reasons for giving their right to vote to one of the candidate pairs. Further related to political parties, the community also has affiliation with certain political parties where there are some respondents who enter the party and become political party sympathizers.

During the campaign, the Head of the Team for Winning Candidate pair number 2, Nur Jatmiko-Mas'ud Ridwan, expressed optimism that the pair he was carrying would obtain a dominant voice in the elections. This is because it is supported by more party resources than its rivals. The support of human resources comes from the constituents of the supporting political parties, namely PKB, PKS, Golkar and Hanura. On the other hand, candidate pair number 1 Mundjirin- Ngesti Nugraha expressed their optimism even though there were only 3 parties namely PDIP, Gerindra, PAN but the party was fairly solid. However, on polling day, the victory was owned by the candidate pair Mundjirin-Ngesti. The number of political parties as a vehicle used does not have a significant influence in influencing the preferences of people in the Getasan sub-district.

In relation to the role of community leaders both religious leaders, traditional leaders and elite figures who are considered as one who has considerable influence in influencing community preferences do not have enough contribution in this election in Getasan sub-district. As is common in Javanese society, the high client Patron relationship influences community preferences in making choices. The client patron can generally be seen from the role of traditional leaders or religious leaders who have direct influence on the community. As in the study of Afan Gaffar (Emilia & Ichwanuddin, 2015) that there is a tendency for voter behavior or socio religious and personal socio political preferences. However, from the results of the study, there is almost no influence on the client's patron that influences people's preferences in choosing. What was found was only the role of the bureaucracy / RT which also participated in the socialization activities. In other words, community leaders only play a small role in the fate of candidates to win in this election.

Conclusion

From the results of this study, each indicator that is a factor influencing community preferences in granting voting rights cannot be seen separately. This is because the factors that are interconnected and

influential. It's just that, in terms of weight it can only be seen from the aspect of factor proportionality, how big is the dominant factor and is able to explain political choices better. In addition, the practice of money politics is not found in the Getasan sub-district and the role of political parties can be defeated by the popularity of candidates who advance in the elections.

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