

# Perceptivity Of Campaign and Money Politic By Voters

(Case Study in the Regional Head Election In Rokan Hulu and Dumai District, Province of Riau 2015)

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**Abstract**—This research about perceptivity of Campaign and money politic By Voters in the Regional Head Election In Rokan Hulu and Dumai District, Province of Riau 2015. The campaign as a space for voters to obtain and assess the vision, mission and program of candidates. But the phenomenon is seen also used as a practice of money political by voters and candidates. Because of this is necessary to describe perceptivity of Campaign and money politic By Voters. To analyze it used the theory of symbolic interaction. The method is qualitative with in-depth interviews and documentation as tool of data collection. The result Perceptivity of Campaign By Voters is not only as a space to know the vision, mission and program of candidate. But more than that can know the identity, candidacy reasons, and target achievement of candidates. It is also a space for money politics. Than, money politics is interpreted as something that can be done considering that the elected candidate does not necessarily realize his political promises

**Keywords**— voters, campaigns, money politics

## I. INTRODUCTION

Since the birth of the reform on 1998, the political system in Indonesia is experiencing a change toward a more democratic. One factor is the re-opening of a space of freedom in setting the political party as the previous elections on 1955, which the New era opportunity for the closed meeting. Then, the values of democracy includes freedom (liberty) and equality of all citizen in the political system is recognized as a leader in terms of selection.

Selection of leader is covering the election of President and Vice President, election of the House of Representatives and local Parliament, and Regional Head Election. The election by used directly, except for the elections at the beginning of the reform was done indirectly. However, since the promulgation of Law No. 32 of 2004 and Government Regulation No. 6 of 2005, the elections carried out directly, as well as Representative council and presidential elections.

Direct election is an election mechanism, where people directly choose who the leaders they want. While the indirect election is an election mechanism, where the parliament as representatives of the people choose their leaders. Modification in the mechanism of the representative system to provide direct system also changes in political communication

objectives pairs of candidates. In a representative system, the pair of candidates only in political communication to a number of people (members of parliament). While the direct system, the pairs of candidates in political communication with many people both society and political parties. Political communication is the delivery of a political message from a political communicator to the communicant to achieve certain goals (Nair, 2003:4).

Then the mechanism of direct election is more democratic than the public regarded as representative, because directly to be involved for the leader. In addition, the mechanism is expected to avoid direct political praxis areas of political practice money (money politics). Logically, the pair of candidates Regional Head will find it difficult to 'buy votes' communities which are numerous. Unlike the case in the election of representatives, which really allows the money politics to deputies the short time relatively.

But in fact the practice of money politics is still going on and more open. Money politics is still going on either during the campaign or the quiet period ahead of the voting day. Activities campaign conducted pair of candidates not only convey the vision, mission and programs to influence voters. But also accompanied by the provision of material to the public, either in the form of money or goods. According to Law No. 8 in 2015, the campaign is an activity partner candidates to convince voters by offering a vision, mission and programs. Even in the regulation of the pairs of candidates are prohibited to money politics.

The phenomenon of money politics occurred in Riau Province that elections Rokan Hulu and Dumai town In simultaneous elections in 2015. The money politics begins not only from the candidate, but also the beginning of the community. Political practice is also called as the practice of buying and selling votes or buy-sell voice. The practice of buying and selling voice that sells voice activity by public to the candidate pair. These symptoms are seen with the emergence of several statements in the midst of society, such as waiting for the dawn attack, no prayer refuse sustenance, look for money of cigarette, money of toll, money of petrol, and so on. Then the practice of buy-sell voice that vote-buying activities by the pair of candidates to the voters either carried out directly or indirectly.

Political phenomenon of money on direct elections, Legislatice election and local electionis not new thing.

Researcher studies like Sunyoto (2009) and Pramono Agung Wibowo (2013), states that the success of the election of members of the legislature on pileg 2009 due to the use of political money. Research by Fitriyah (2013), mentions the efforts made pair of candidates to win elections is to use any public money politics and political receive the money.

Money political phenomenon also happened in the State of California, USA. Based on the results of research by Richard J. Semiatin (2012), about the new political campaign. California state legislator, Jesse Unruh gain (win) after used (utilize) of money as an instrument in the campaign. According to him, the money can help facilitate the talks and reinforce the message to the audience (voter)

Based on the problems, it is known that money politics became one of the strategies used pairs of candidates to influence voters. This strategy tends to do during the campaign. the other hand, the people are welcoming and accepting political money and impress as starter. Campaign activity should only contain delivery of the vision, mission and programs. But also accompanied by the provision of material either in goods or money (money politic). based on that, the researchers conduct research with two focus problems. First how perceptivity of campaign by voters? Second how perceptivity of money politic by voters?

## II. LITERATURE REVIEW

### A. *Meaning and Campaigns*

The meaning is the linkage between form and references. The reaction caused the people who listen to ideate or action or both. Meaning of distinguished denotative and connotative. Denotative points to a referent, the concept or idea of a referent. Connotative meaning is a kind of meaning in which the stimulus and the response contains emotional values (Saputra, 2015:12). In this study, meaning the campaign views of the opinion of voters in the elections in Rokan Hulu and Dumai town.

Then the campaign is a term in various fields like agriculture, forestry, sociology, political communication and so on. In agriculture and forestry the term campaign known as counseling. In the field of sociology, the term used is socialization or socialize. While the field of political communication, campaign or political campaign is the dissemination of information or ideas that political contain.

Political campaigns are organized activities that seek to influence the making decision and processes within a specific group. So the purpose was very specific political campaign depends on the type of general election. Political campaign for the legislative elections meant to influence prospective voters to decide to choose certain candidates. So also with the President and Regional Head (Suyuti, 2014: 101).

The campaign is communication activities to carried out in the electoral process and the elections both of elections. According to Law No. 8 in 2015, is an activity participating in

the election campaign (pair of candidates) to reassure voters by offering a vision, mission and programs. The process of delivering the vision, mission and program participants of election (candidate pairs) to do the couple themselves, supporting political parties or successful teams in both space and time (Fahmi, 2010:32).

Some scholars given the campaign definition as quoted Antar Venus (2007:7-8). Rogers and Storey interpret the campaign as a series of communication actions planned with the aim of creating a certain effect on a large number of audiences that is sustainable at a certain time. Then Pfau and Parrot says the campaign is a process designed consciously, gradual and sustainable performed at regular intervals with the aim of influencing the target audience that has been set (A campaign is conscious, sustained and incremental process designed to be implemented over a specified periode of time for the pupose of influencing a specified audience).

Campaign is a communication activity to aimed and persuade others that he may have knowledge, attitudes and behavior in accordance with the will or desire spreader or information providers. According Imawan persuasion campaign is to invite other people who do not agree or do not believe in the ideas offered, to be willing to join and support it (Cangara, 2009:276).

Based on the definition of the scientists, campaign activity that contains four things: (1) action campaign aimed to create a particular effect or impact. (2) the large number of audience (3) are usually concentrated in a certain period of time and (4) through a series of organized communication in action.

The ability to convey the message well and receipt of messages has change in attitude or behavior in accordance with the wishes of the pairs of candidates successful in the campaign. So, the pairs of candidates must be able to communicate to the public persuasion. Persuasion communication is communication that aims to change attitudes and behavior of people through the transmission of messages (Nimmo, 2005:118).

Besides of able to persuasion communication, pairs of candidates must also consider about form of campaigns. A form of campaign is the way political communicator (pair candidate Regional Head) convey political messages to the public (voters). According to Deddy Mulyana, (2013:31), a campaign can take the form of monologue or dialogue. Campaigns by way monologue, form a linear or unidirectional communication of political communicator to the communicant. Forms of this campaign is characterized by self love, deception, pretense, show, appearance, use, profits, persuasion and manipulation. While the campaign by means of dialogue using reciprocal communication (two way communication) between the pair of candidates with voters. This campaign marked their shape togetherness, heart openness, directness, honesty, spontaneity, candor and responsibility. Campaign monologue or dialogue has the same

goal of effect political message and change the behavior of voters.

### **B. Political Communication**

Political communication is a combination of various disciplines, especially communication and politics. To understand the political communication must first know and understand communication and politics. Communication is the process of transferring a message in the form of information, ideas or attitudes of the communicator to communicant with the aim of get responses (Nimmo, 2005:5). While politics is an activity within a country with regard to power of issues, decision making, public policy, and the distribution or allocation (Susanto, 2010:18). Based on the meaning or significance of communication and politics, political communication is any communication that contains about politics.

Political communication is a political activity on the basis of actual and potential consequences that organized behavior in conditions of conflict (Nimmo, 2005:10). In philosophy, political communications require to utilization of communications resources include human resources, infrastructure, and device to promote the establishment of a political system. When the political system is democracy, the powers that run the government is in the hands of the winner of the elections and protect the rights of the losers.

A similar argument is presented Professor Hafied Cangara (2009:36). According to political communication is a process of communication that have implications or consequences on the political activities; political communication has a politically charged messages. In that sense, political communication made to achieve certain goals (politics). Brian Mc Nair (2003:4) says political communication is any form of communication made by politicians and other political actors in order to achieve certain goals (All forms of communication under taken by politicians and other political actors for the purpose of achieving specific objectives).

In this study political communication is a good candidate pairs Regional Head in Rokan Hulu and Dumai town. The pair of candidate Regional Head called that is political communicator, people who gave information about things that contain meaning or political weight. People are grouped Leonard Doob, as quoted Dan Nimmo (2005:30) on three types of actors, namely politicians, professionals and activists. Politicians are people who serve as partisan (representative of the group) and ideology (people-oriented decision-making). Professionals such as promoters and journalists. Then activists namely those involved in both the political as well as communication and expertise about it, but do not hang up their living on the two fields.

In political communication, the pairs of candidate must be necessarily have the ability to convince voters. The ability to be possessed include being to be able and know yourself, credibility, appeal and equity, and has the power (Jupendri, 2016:105). First, is able to know yourself the pair of

candidates should be determine the readiness himself before start political communication. Develop a message for makes voter interest, determine the choice of appropriate media, anticipating obstacles or barriers that may exist, and to know the characteristics of voters (communicant).

Both have expertise and credibility that can be trusted. Skills related to ability, intelligence, insightful, experienced or trained. While the trust related to honesty, decency, sincerity and so forth (Ardial, 2009:81). The Greek philosopher Aristotle as quoted Hafied Cangara (2012:105) argues that credible people have ethos, pathos and logos. Ethos is the strength of the communicator in accordance with the character possessed, so that what is delivered can be trusted by the communicant. Pathos is the strength of a communicator in the control of emotions and feelings communicant or the audience. Logos is the strength of the communicator in the form of arguments that can be accepted by the mind.

All the three have a appeal and similarities. Candidates who have the appeal is well known communicator (familiarity); preferred (liking) and have a perfect appearance (physical, clothing, volume, and other physical support). Then the pair of candidates have in common with voters (communicant) in the form of religion, language, ethnicity, national origin, political parties, social organizations and other demographic elements. The fourth had the power (power) in communicating political communication. Power that is political resources that are critical to seize the political influence through intensive political communication. Have the strength or power will lead to the confidence for the expectant couple, so it will be easier to influence voters.

Furthermore, the vision, mission and programs delivered pairs of candidates during the campaign called with a political message. According to Dan Nimmo (2005:75,79), the political message was a political speech of talks can affect the others. Political speech is a symbolic action, because words are not only shaped the political verbal, but also nonverbal ie drawings, paintings, photographs, films, gestures, facial expressions, and all the way to act.

Political talks are symbolic activities associated with (1) the emblem, (2) language and (3) public opinion. These three factors are always attached to political messages propagated by the political communicator to the public in an effort to achieve a political goal (Susanto, 2010: 20).

Political message is the statement delivered, both of written and unwritten, verbal and non-verbal, covert and overt, either consciously or unconsciously that it contains of political weight. (Cangara, 2009:38). In a contestant such as elections, political message must be in accordance with the political issues that are growing, the message must be able to open and reveal the problems being faced, the political message should contain solutions and address community needs (Firmanzah, 2007:259).

### C. Voters

Voters is Receiver and target of the political message in the pairs of candidates (political communicator). Voters are targeting or political targets that are expected to provide support in the form of voice (vote) to the candidate pair (Cangara, 2009: 38). Then voters will easily to accept a political message, if the pair of candidates to know in advance the characteristics of voters. Characteristic is that sociodemographic, behavioral psychological profile and characteristics of audiences (Jupendri, 2016:130).

Sociodemographic aspect to consists of gender, age, population, location, education level, language, religion, occupation, and ideology. Aspects of psychological profile that aspects related to attitudes and behavior communicant include, emotions such as temperamental, irritable, impatient and jovial; how their opinions; if they want their needs to be met; and is there as long as they keep a sense of disappointment, frustration or resentment. Aspects of behavioral characteristics, including hobbies, values and norms (what things are taboo), social mobility (they like to travel or not), communication behaviors (habits, frankly or not).

Selector is an essential element both in the process of political communication, for without the audience there will be no relevant political messages. Brian Mc Nair (2015:13) refer to voters as a narrow audience (receiver political communication is limited). While the broad audience that is the recipient of political communication is not limited to those associated directly, but also the general public.

According to Law No. 8 in 2015, the voter population is aged a minimum of 17 (seventeen) years of age or are/have been married registered in the Election. Based on that, the voters in the elections in Rokan Hulu and Dumai town are local people (living), aged a minimum of 17 (seventeen) years of age or are/have been married registered in the elections.

Firmanzah (2008:87,114) which divides voters into three constituent political parties, constituency other political parties, and non-partisan society. The third category of these voters have two choices orientation in determining which policy problem solving and the ideological orientation. Orientation Policy problem solving that voters make their choice to the candidates who offer the program of work on a solution to the existing problems. While voters berorinetasi ideology will be more emphasis on the aspects of subjectivity nearness values, culture, religion, morality, norms, emotions and psychographics.

Political choices are determined by the extent to which the political orientation of the individual to the political system as a whole including political parties, actor or political elite. Narrowness extensive orientation and understanding of the person is determined by the scope of social groups and/or religious who enters (Hadi et al, 2006:27).

Furthermore, based on the orientation of the voter's choice is divided into four types: rational voters, voter critically,

traditional voters and voters skeptical (Firmanzah, 2008:119). Rational voters are high on policy-oriented problem-solving, and low oriented toward ideology. Voter turnout critical that high on policy-oriented problem-solving and ideology. Voter turnout is traditionally high on ideology-oriented and low-policy orientation on problem-solving. Voters skeptical that voters who had ideological and policy-oriented problem-solving is very low.

### D. Theory of Symbolic Interaction

Research on the theoretical base about Perceptivity of Campaign By Voters In Unison Elections In the Province of Riau 2015 using the theory of symbolic interaction. Application of this theory in the study is that the voters in Rokan Hulu and Dumai town interpret the political message pairs of candidates based on symbols received.

Symbolic interaction theory is a theory that viewed human social reality is created through the interaction of the meanings conveyed symbolically. These symbols created from the essence of culture in human beings are interconnected. Symbolic Interaction trying to understand human behavior from the perspective of human subjects. This means that human behavior should be seen as a process that is established and regulated by considering the expectations of others that form the interaction partners (Nurhadi, 2015:41).

The essence of symbolic interactionism is an activity that is a hallmark of human beings, namely communication or exchange symbol given meaning. Symbolic interaction occurs in a series of events conducted between individuals. This interaction occurs consciously and are associated with gestures, vocal, voice and body expressions which all have a purpose.

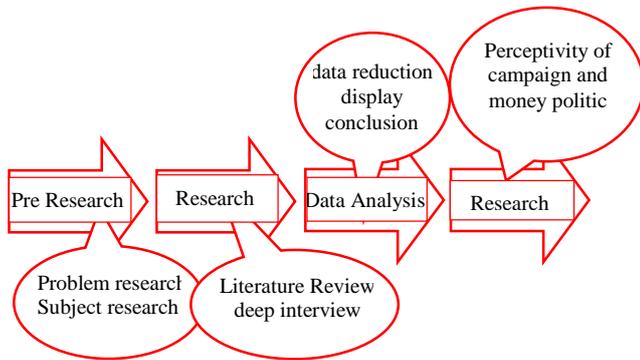
Symbols and meanings are the two things that can not stand alone, because it becomes important when the variant of self the actor interacting with other actors. The symbol (symbol) is the medium used to convey the message communicator (thoughts or feelings) to the communicants such as language, gestures, images, and color. Type the symbol most widely used languages in being able to "translate" one's thoughts to others. Then the meaning is the notion or concept that is owned or contained in a sign of linguistic or non verbal. Meaning in communication is based on experience and common understanding on a matter between the communicator and the communicant. Without sharing the meaning of the actor (the communicator and the communicant) will have difficulty in using the same language or in interpreting a similar incident (Umarsodan Elbadiansyah, 2014:188).

Symbolic Interaction Theory pioneered by George Herbert Mead and continued by his student Herbert Blumer. In this theory viewed as objects that can be directly studied and analyzed through its interaction with other individuals. Individuals interact with using symbols, that contains signs, gestures and words. Symbol or emblem is something that is

used to refer to something else, based on the agreement a group of people. According to Herbert Blumer (Umiarso and Elbadiansyah, 2014:193) There are three assumptions underlying premise or human action. There are (1). Human being act to- ward things on the basic of the meaning that the things have for them, (2). The meaning of the things arises out of the social interaction one with one’s fellow; (3). The meaning of things are handled in and modified through an interpretative process used by the person in dealing with the thing he encounters

**III. METHODOLOGY**

This study was descriptive qualitative case study type, where researchers have little opportunity to control events to be investigated, and is a contemporary phenomenon in the context of real life. The Research in Rokan Hulu and Dumai town. Subjects were voters determined by purposive sampling. Criteria informants voters, a minimum of an undergraduate education, involved in or aware of money politics. Data collection techniques used in-depth interviews. Then the data were analyzed using the model of Miles and Huberman of data reduction, data display and conclusion. So the namely research stages:



Picture 1. namely research stages

**IV. RESEARCH RESULT**

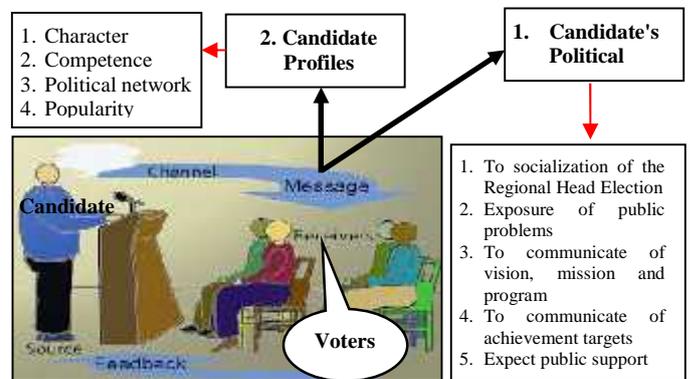
**A. Perceptivity of Campaign By Voters in the Regional Head Election In Rokan Hulu and Dumai District, Province of Riau 2015.**

Based on the results of in-depth interviews and documentation can be seen that the campaign is a space for candidates to communicate political messages. There are six political messages that voters receive from candidates during the campaign period. First, the candidate informs that the Head of Regional Elections will be held. Secondly, the candidate introduces himself, notifies his participation as a candidate and the reasons for his nomination. Third, the candidate presents the problems facing the community. Fourth, the candidate conveys the vision, mission and program to solve the problems that society is facing. Fifth, the candidate conveyed the performance achievement target of 5

(five) years. Sixth, candidates invite and expect support from the community.

The campaign for voters is a stage that gives space to get acquainted with the character, competence, political network, and candidate popularity level. Moreover, the voters can compare and select the candidates' work program and choose according to their needs.

Thus it can be seen that the perception of voters about the campaign there are two. First, the campaign is a space for knowing the candidate's political messages include; To socialization of the Regional Head Election; Exposure of public problems; To communicate of vision, mission and program; To communicate of achievement targets; and Expect public support. Second, the campaign is a space to be able to recognize candidate profiles include; character, competence, political network, and candidate popularity level; as well as comparing and selecting candidates by looking at the work program of the candidates and selecting candidates whose work program meets the needs. More clearly can be seen in the following images of two:



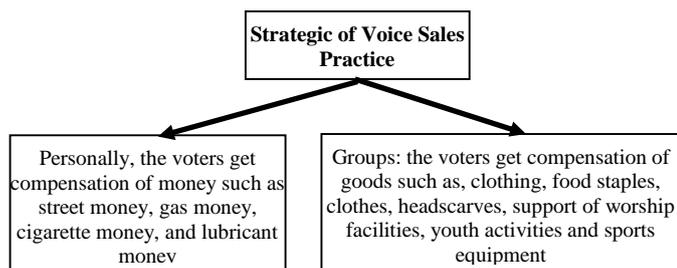
Picture 2. political message of the candidate

**B. Perceptivity of money politic By Voters in the Regional Head Election In Rokan Hulu and Dumai District, Province of Riau 2015**

Money politics is everything good money, goods or services used for the sake of nominations and influence voters. The political practice of a successful candidate or team. This practice not only begins with candidates, but also from voter initiatives. The practice of money politics starting from the candidate is referred to as a vote purchase, whereas money politics that begins from the public demand is called the sale of votes.

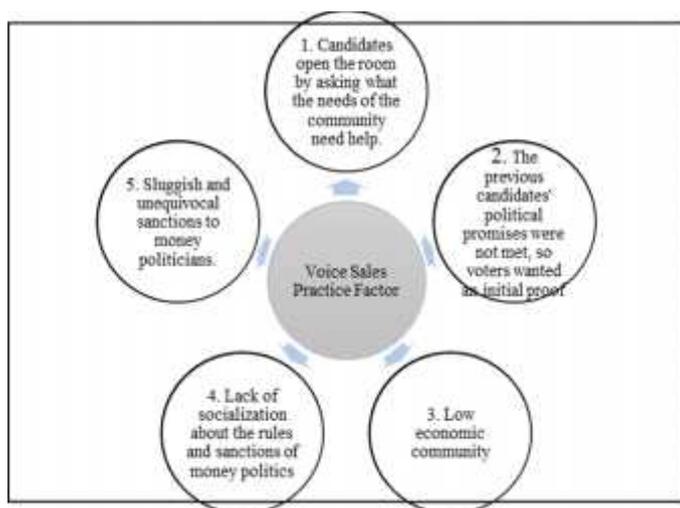
There are two strategic of voice sales practice. First personally, where voters offer their votes by requesting compensation in the form of money. Voters use various terms in asking money for such candidates; ‘street money (uang jalan), gas money (uang bensin), cigarette money (uang rokok), and lubricant money (uang pelicin)’. Secondly in groups, voters offer their votes by requesting compensation of goods to such candidates; clothing, food staples, clothes,

headscarves, support of worship facilities, youth activities and sports equipment. More clearly, sound sales practices (politics) can be seen in picture below:



Picture 3. Voice sales practice of strategic

The practice of money politics is known to voters as a wrong act, but not so know sanctions for such actions. Voters in Rokan Hulu and Dumai Districts say there are 5 (five) reasons for the practice of voice sales, namely (1) the candidate opens space by asking what needs the community needs to be assisted. (2) the previous candidate's political promises are not met, so the voters want an initial proof. (3) low economic community, (4) Lack of socialization on the rules and sanctions of money politics, and (5) Slow and unequivocal sanctions to the perpetrator money politic. More clearly the factors that cause voting practice voters can be seen in picture below:



Picture 4. Voice Sales Practice Factor

**V. CONCLUSIONS AND RECOMMENDATIONS**

**A. Conclusions**

1. The Campaign is a space for knowing the candidate's political message in the form of a notification on the Regional Head Elections; Self-introduction and nomination reasons; Exposure to community issues; Submission of vision, mission and program; Delivery of

performance performance targets; and Request for community support.

2. Campaign is a stage that gives space to be able to know the candidate's character, candidate's competence, candidate's political network, candidate's popularity level, can compare and select the candidate's work program and choose candidate whose work program according to the requirement.
3. Money politics is not just the initiative of the candidates to the voters (the practice of vote buying), but also the initiative of the voters to the candidate (sound sales practice).
4. The practice of voting (money politics) by voters is done personally and in groups. Personally, asking for money to the candidate using terms such as money, gas money, cigarettes, and grease. Then in groups, ask for help such as, uniforms, groceries, mukena, hijab, help the construction of religious facilities, assistance of youth activities, and sports equipment.
5. Voters engage in sound sales practices (money politics) are caused, Candidates open space by asking what needs the community needs to be helped; The previous candidates' political promises were unfulfilled, so the voters wanted an initial proof; Weak economic community; Lack of socialization on the rules and sanctions of money politics; and Sluggish and unequivocal sanctions to money politicians.

**B. Recommendations**

1. To the candidate to provide good political education to the public, not to conduct money politics or open the space for voters to practice sound sales.
2. To voters not to practice sound sales. The campaign should be used as a medium of information to know the candidate as an indicator in determining the choice.
3. To the Government to maximize the socialization of the campaign and the prohibition of money politics and sanctions.

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