POLITICAL COMMUNICATION AND PREFERENCE OF RESPONDENTS IN THE WEST NIAS ELECTION IN 2015, INDONESIA

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ABSTRACT: *Political problems can be assessed through various approaches. It can be learned from the point of view of power, political structure, political participation, political culture, constitution, education and political socialization, political thinking, and also political marketing. Political communication media selected as instruments for transferring information on various knowledge, news, and socio-cultural, economic and political values that can trace the record, development programs offered through the vision and mission of the candidate pairs of West Nias regents / deputy regents in the elections in 2015, it had a decisive role as a background for voter preferences, popularizing contesting candidate pairs and electability (electability).*

KEYWORDS: Political Communication; Respondents; General Election; Voters

INTRODUCTION

The choice of a political marketing approach is, among other things, driven by the development of democracy in Indonesia, especially at the local level which has experienced a rapid increase. This can be seen from the election of the Regional Head and Deputy Regional Head, both the Governor and Deputy Governor and Regent / Mayor and Deputy Regent / Mayor directly by the people which is the realization of the people's basic rights in choosing leaders in the region. With that the people have the opportunity and sovereignty to determine regional leaders in a direct, free and confidential manner without intervention (autonomous). Political life is a part of everyday life in the interaction between citizens and the government, and institutions outside the government. It has produced and formed variations of opinions, views and knowledge about political marketing practices in all political systems. Therefore, often we can see and measure the knowledge, feelings and attitudes of citizens towards their country, government and political leadership. Political marketing is a part of society with more distinctive characteristics. In essence, political marketing is all the methods used in political campaigns to influence voters' choices.

The method used will form a series of political meanings automatically in the minds of voters in making their choices. This political meaning is the important political marketing output that determines which party the voter will vote for. During this time the use of the term marketing is better known in the business world, the science of marketing is a discipline of knowledge that connects producers with consumers. Relationship in marketing does not only occur in one direction but in two directions simultaneously and simultaneously. Producers need to introduce and bring products and services produced to consumers. All marketing efforts are intended to convince consumers that the products offered do have better quality compared to products sold

by competitors. The methods and approaches contained in marketing science can help political institutions to bring political products to constituents and society at large. The use of marketing methods in the political field is known as political marketing. Emphasis in political marketing is the use of marketing approaches and methods to help politicians (in this case the candidates for regional heads and deputy regional heads) and political parties to be more efficient and effective in helping two-way relations with constituents and the community. Political marketing has a role to determine the democratization process. Election winning team members direct their marketing ability to seize as many constituencies as possible and try to sell their candidates in various ways. This is often felt to have no difference by advertising products in the media, promoting outdor and indoor. All techniques are used so that their candidate ratings are high and the people choose them in the voting booths. In addition, political marketing can improve the quality of the relationship between contestants and voters. Voters are parties who must be understood, understood and sought solutions to any problems faced.

Political marketing places the principle that voters are subjects, not objects of manipulation and exploitation. The development of the center of attention to the use of political marketing strategies is an alternative in influencing the political climate which is full of open and transparent competition when dealing with the community and getting greater support. Based on this, the political marketing strategy can be applied in regional head elections and is expected to be able to bridge the interests of candidates for regional heads and communities. Seen as a process that can increase the critical power of society in politics, so that the people are not always victims and objects of manipulation of the political elite. For this reason, the community needs to be empowered and there needs to be conditions that allow the process of political learning. The direct election of regional heads and deputy regional heads or often called Direct Election is a condition that allows the process of political learning towards the community to be realized, so that the critical power of the community in politics increases. Direct regional elections are basically a democratic mechanism in the context of recruiting leaders in the regions, where the people are given full rights and freedoms to determine candidates for regional heads who are considered capable of voicing their aspirations. The first history of direct election of regional heads and deputy regional heads is based on a legal basis, namely Law No. 1 of 2015 concerning Regional Government and its implementation guidelines contained in Government Regulation No. 6 of 2005 concerning Procedures for Election, Ratification, Appointment and Dismissal of Regional Heads. Through this political marketing, voters can feel confident that the regional head candidates who will be elected are truly qualified and able to voice their aspirations. On this basis what makes the writer interested in choosing the title of political marketing in the elections, because basically political marketing is a way or strategy used in political campaigns to influence voters' choices. Where the method or strategy used will form a series of political meanings in the voters' minds and this political meaning will influence the voters in determining their choices. In political marketing research in this election, the reason the author took a study of the winning pair of West Nias Regent Faduhusi daely-Khenoki Waruwu in the Nias Regional Election in West Nias on 22 December 2015 For the people themselves, the implementation of political marketing in the election can help and facilitate the community broader information about political life. With the competition between candidates for regional heads, each candidate tries to compete to influence public opinion. Crowded and intense marketing activities make the content of information conveyed to the public also greater. Mass communication by candidates for regional heads makes it easier for the public to obtain information and data about all things, from their rights and obligations as citizens, the background of candidates for regional heads, work programs, current issues to regulations related to political life . So that through this political marketing voters can feel

confident that the candidates for regional heads who will be elected are truly qualified and able to voice their aspirations.

LITERATURE REVIEW

Definition of Political Marketing

The democratic system adopted by Indonesia preaches the community in a better direction where the community is more critical in assessing and analyzing what is done by political parties. In the period before democracy was implemented, people tend to be silent and accept when political parties only give promises without realization. The approach applied by political parties in the past only saw the importance of society as a tool to win the general election and then left it, this approach is called an exploitative approach (Firmanzah, 2012: 64). This approach only makes the community as a tool and instrument of political parties to win elections. When the goal is achieved, the political party relationship with the community ends. This approach ignores the fact that the community is able to develop and develop their rational perception to assess the performance of political parties.

Along with the development of information and communication technology, today's society is more aware and knows how to do the right politics. The impact on political parties is that if they are still using an exploitative approach, political parties or candidates will be increasingly abandoned by their constituents or supporters and will increasingly lose opportunities to win elections. Therefore, a new approach namely the political marketing approach needs to be applied by political parties or candidates if they do not want to lose support from the community as voters. Political marketing consists of two words, namely political and marketing. Political Marketing according to Lock and Harris (in Inco Hary Perdana 2012: 19) refers to political marketing is concerned with communicating with party members, media and prospective sources of funding as well as the electorate, while Wring is in Inco (Hary Perdana 2012: 19) define political marketing as the party or candidate for use of opinion research and environmental analysis to produce and promote a competitive offering which will help the realization of organizational goals and satisfy groups of electors in exchange for their votes. The concept of political marketing tries to make changes in the political world with the aim of being able to restore the political world to its original goal of absorbing and appreciating people's opinions.

Political Segmentation

Society consists of many individuals who have the value of each truth in assessing something. Likewise in assessing candidates to determine which candidates will be chosen. Community dynamics that differ from each other require political parties or candidates to be able to identify groups within the community to understand the characteristics of each. This activity can be said to be a segmentation process. Voter segmentation according to Kollat in Firmanzah (2012: 187) can be explained in the following table:

Table 1: Voter Segmentation Method

Basic Segmentation	Explanation
Geography	Communities can be segmented based on geography and population density. For example, the products and services needed by people who live in rural areas will be different from the political products needed by urban people. Also between the mountains and the coast, each has different needs from each other.
Demography	Political consumers can be distinguished based on age, gender, income, education, employment and social class. Each category has different characteristics about political issues with each other. So it needs to be grouped according to demographic categories.
Psicographers	Psychography provides additional segmentation methods based on geography. In this method, segmentation is carried out based on habits, lifestyle, and behavior that may be related to political issues.
Behavior	Communities can be distinguished and grouped based on decision-making processes, intensity of interest and involvement with political issues, loyalty, and attention to political issues. Each group has different behaviors, so it needs to be identified.
Sociocultural	Community grouping can be done through social and cultural characteristics. Classifications such as culture, ethnicity, ethnicity and specific rituals often differentiate intensity, interest and behavior towards political issues.
Causation	In addition to static segmentation methods, this method classifies communities based on behaviors arising from political issues. The causes and effects of voter perspective. Voters can group based on rational, traditional, critical and ambiguous voters.

Market orientation is very dependent on segmentation which is activities such as detection, evaluation and selection of groups that have similar characteristics so that it is possible to design a strategy that matches these characteristics (Francisco in Firmanzah, 2012: 182). Segmentation is very necessary to develop programs that are appropriate to the characteristics of the group. With segmentation it will also facilitate candidates in communicating and building interaction with the community.

Typology of voters

According to Gaffar in Marzuki Alie (2013: 53) voter behavior is a person's decision to vote for a particular candidate. This happens in direct elections both at the central level and the smallest level such as villages. The behavior of the people as voters is very different especially in providing their support, so that the voter segmentation is very necessary to be able to implement a political approach strategy. The community as voters can be categorized into several groups based on the reasons for choosing. that is (Firmanzah, 2012:110):

a. Constituents

Constituents are community groups represented and have closeness to a political party or candidate. This community group is the candidate's support base. Constituents have the highest loyalty compared to other types of voters.

b. Not Partisan

Non-partisans are floating masses who still have not decided which political party they support. Non-partisans do not bind themselves to any political party. Usually this type of voter will make a choice at the end of the campaign period or they do not vote at all because they feel that there is no candidate that matches their expectations.

c. Supporters or Constituents of Other Candidates

Political Campaign Strategy

According to Adman Nursal (in Inco 2012: 45) in political marketing, there are three political marketing campaign strategies, namely; marketing political products directly to prospective voters (push political marketing), marketing political products through mass media (pull political marketing) and through groups, figures or organizations that have influence (pass political marketing). Each will be explained below:

1) Direct Marketing to Prospective Voters (*Push Political Marketing)*

Push Political Marketing is the marketing of political products directly to prospective voters. This strategy focuses more on issues that are important to the electorate and not just selling candidates or parties as a community. Communication messages on this strategy can be delivered directly by candidates or parties, but can also be through volunteers who come to distribute flyers, flyers, stickers and so on. This volunteer is responsible for collecting data in the form of electorate perceptions, measuring the effect of messages and recording changes in electorate attitudes and behavior. In national level elections, this strategy is the most difficult thing to do considering that it requires a lot of energy and costs. But for local elections this method is quite easy to do.

2) Marketing through Mass Media *(Pull Political Marketing)*

Pull Political Marketing is the most widely used strategy by parties and candidates. Submission of this strategy message is carried out through mass media both electronic, print, outdoor, mobile and internet. This strategy has the advantage of being able to bombard messages to audiences, but its effectiveness cannot be measured. Because it requires a very large cost, this strategy is usually carried out by rich parties or candidates or have a lot of campaign funds.

3) Marketing through influential figures, groups or organizations (*Pass Political Marketing)*

Political Communication

To arrive at the definition of political communication, we must first understand the meaning of communication and politics separately. At the macro level, communication according to Littlejohn (2002: 3) is something that is disseminated, important, complex aspects of human life. Human communication serves all things, is universal, a process of our interaction with

others in the form of messages from people we have never known, people living, and communicators who are near and far. Theodorson & Theodorson define the limits of communication as the activity of transmitting information, ideas, attitudes or emotional statements from one person or group that is conveyed to another, especially through certain symbols (Ruslan, 2003:89). Jane Pauley (dalam Liliweri: 2004: 7) states that in the definition of communication there are three components, namely; (1) information transmission (2) understanding transmission, (3) use the same symbols. Thematic essence of communication includes the sender (*communicators*) , channel media (*channels*), *messages*, *receivers*, *affected*, *mutually relationships*, and sometimes it continues with the mutual action in the form of physical contact, cooperation in action, and or vice versa the effects of communication can reveal social processes that are competitive, accommodation and even conflict.

At the micro level, communication is actually the use of symbols in social interaction. The thinking of symbolic interactionism theorists defines a symbol as something whose value or meaning is given to it by those who use it (Sunarto: 2003:44). The meaning or value is not derived from or determined by the properties that are intrinsically contained in the physical form of something. Menurut Herberth Blumer (Sunarto: 2003:44) that the meaning that belongs to something comes from or arises from social interaction between someone or each other.

From the above explanation it can be understood that communication is very important in human life, especially in its interactions with other people in groups, communities, organizations, communities and relationships between ethnic groups and nations. Communication is the framing of relationships between personal, group and organizational networks (*networking of organization*). Communication is the main core that builds the behavior of individuals in their interactions with others. Therefore, interaction does not only pay attention to what is being said (verbal communications) by others but also what it does. In this case, the non-verbal communication or body language (body language) has a role, where the expression is the most classic form of communication understood in the history of interaction between individuals and social groups.

Deciphering politics, actually lies in the scope of studies that focus on power, namely trias politica (president and cabinet, parliament, judicial power). In addition, politics implies the relationship of political forces in the form of power from existing institutions, and the point is not to deviate from the essence of utilization and power play. In addition, in Riswandi (2009: 1-2) illustrated the definition of politics, among others, is that politics is a relationship that produces who gets what, when and how. In addition, that politics is the process of dividing values and authority, or ways of obtaining power, demonstrating it, and defending it. In addition, politics can be interpreted as influencing activities, actions directed towards maintaining or expanding the actions of others, or collective activities of people who regulate their actions in conflict conditions.

Politics and communication are two things that can be interrelated in a conversation about power, influence, authority / authority, and conflict. In addition, interpreting political communication, the essence is related to social interaction and social conflict. Nimno (in Riswandi: 2009, 3) formulate political communication as a political activity on the basis of actual consequences governing human behavior, with the scope of political communicators, political messages, media of political communication, and the consequences of political communication. Political communication activities aim to harmonize and ensure the sustainability of the political system on an ongoing basis that will protect all elements and members of the political system. Besides that, Maswadi Rauf (dalam Harun & Sumarno; 2006,

3) states that communication as a political activity is the delivery of messages characterized by politics by political actors to other parties, where political communication activities can be empirical or scientific. While Rusadi Kantaprawira (in Harun & Sumarno: 2006, 3) stating political communication is to connect political thoughts that live in society, both internal group thoughts, agencies, associations, or government political life sectors.

Democracy in the Elections

According to Almond, political culture is an attitude of orientation that is typical of the community (regional) towards the political system and the ongoing political structure. With a cultural approach in examining regional political phenomena today, there can be known trends in direction and the ongoing political process. So when looking at the current political conditions, it can be an important note in the course of the political process that is more directed to a society's attitude and orientation in building democracy as a regional political culture.

But what kind of political culture is able to build democracy in various regions and whether the people in the regions are also responsive to the ongoing political process, for example the simultaneous regional elections that will take place on 9 December 2015 so that the simultaneous representation of democracy is a representation of political attitudes and orientations community towards their interests.

a. Regional Political Culture

Regional political culture at the level of democratic values in principle is an attitude, view and moral orientation of the community which reflects the rights to freedom of mind to express orally, in writing, gather and associate. Formally these rights are also contained in our constitution, but materially in fact our constitution does not explicitly state the manifestation of democratic rights. Rather, the next regulation is stipulated by the Law, so it is not excessive if it is said that the euphoria of reform now seems as if there is a general awareness or broad agreement that passes through various attitudes of political orientation, that first, democratic rights are time to manifest in a free form. free. Second, one of the simplest and easiest forms of democratic manifestation is the procession of direct elections by the people in the General Election, Pilpres and Pilkada. Looking at the current conditions, it seems that democracy is still understood by the public as limited to the General Elections, Presidential Election. This trend has become a political polarization that is quite astonishing and worrying especially in the 2014 presidential election. The attitude and political orientation of polarized society are two poles that face each other as the political structure built at that time. The Red and White Coalition with presidential candidates Prabowo Subianto and Jokowi from the Great Indonesian Coalition. Looking at the national political phenomenon can be a benchmark for how the trend of national political culture is then balanced into various regions.

Basically this explains that the attitude and political orientation of society are still held hostage in sectarian political symbolism. Society is still easily influenced and participates in political pragmatism. Communities are so easily ignited and mired in a pragmatic sectarian political aggregate. Reflecting on the presidential election, the estuary of democratization in Indonesia should not be polarized in the representation of the presidential candidates who are promoted, but should be more substantial to the commitment and work programs of the government for the next 5 years.

As the simultaneous regional election will be held on December 9, 2015, there are at least 7 regions that only have candidates for regional heads. and there are 81 regions that have 2

candidate pairs for regional heads. This means that in these regions there has also been a representation of political democracy as in the 2014 presidential election. The existing political parties also feel that they have no power and commitment to build a political culture that is more democratically representative for the people in the area by bravely offering prospective alternative leaders. more than two figures to be chosen by the people in their area. There are even political parties who feel they have lost before fighting in the elections.

METHODOLOGY

Departing from the description and explanation of the purpose of the study and the basic theoretical framework above, this study has a methodological purpose, namely descriptive. Descriptive research is the steps of carrying out an objective reinterpretation of the social phenomena contained in the problem under study. This type of research does not question the relationship between existing variables, is not intended to attract generalizations that explain the variables that cause a phenomenon or social reality. In descriptive research does not use or do not test hypotheses (as is done in explanative research), it is not intended to build and develop a vocabulary theory. Research like this is usually done without a hypothesis that is formulated too tightly. In other words, this study does not test the hypothesis but only describes, makes a systematic, factual and accurate description, description or painting of the current state. Descriptive method is a method of examining the status of human groups, an object, a condition, a system of thought or events in the present. This method is a step to do an objective representation of the symptoms contained in the problem under study.

This study basically relies on descriptive research. Quantitative research applications are focused on survey techniques where sample withdrawals are carried out in a positive manner, due to the limitations of DPT data and the distribution of residences that are far apart. Strengthening and deepening the format of this research was carried out qualitatively as a methodological consequence of the use of descriptive methods. Bogdan and Taylor revealed that qualitative methodology as a research procedure produces descriptive data in the form of written or oral words from people and observable behavior. Qualitative research can be interpreted as a series of activities or processes of information gathering, from the natural conditions in the life of an object, linked to problem solving, both from a theoretical and practical point of view. From the above understanding it is clear that qualitative research is inductive, because it does not start from a hypothesis as a generalization to be tested for truth through special data collection. Qualitative research begins by gathering information in a natural situation to be formulated into a generalization that can be accepted by human common sense. Issues that will be disclosed can be prepared before collecting data or information, but may develop and change during the research activity. Thus the data or information collected by the data is directed to the sentence being spoken, the written sentence and the behavior of the activity. Information can be learned and interpreted as an attempt to understand its meaning in accordance with the point of view of the data source. Then the specific information, in the theoretical form through a qualitative research process, is not impossible to produce new theories, not just for practical purposes. Specifically, the descriptive research that the author uses can be interpreted as a problem solving procedure by describing the state of the research object based on the facts that appear or as it is. Existing facts or data are collected, classified and then analyzed. In descriptive research, the author focuses on finding the facts as they really are. Therefore, in this study, the author develops concepts and collects facts, but does not conduct hypothesis testing. This study took a research location in West Nias Regency.

DISCUSSION

Theoretically the communication model and public campaign can successfully achieve its goals, when it contains the concepts of "agenda" and "entitlement", for example to market certain items, the direction of "marketplace issues" that should depend on public perception can be reflected or paralleled by the position of the agenda issue public with advocacy by support groups against "entitlement" views of opposing groups. The relationship between individuals and society is mutual reciprocity, which cannot be explained partially. Explanations that allow us to be able to understand it may be helped through complex models that clarify our perceptions of the world but cannot explain individual specific traits.

The introduction of voters used as respondents in this study on Paslon and Political Parties supporting figures turned out to be much influenced by the factors of political socialization that had been received, because these factors could influence and change voter preferences towards Paslon, especially for respondents who first participated in the election or embodied his political sovereignty in choosing West Nias Regency government officials in charge of 2015-2020.

Table 2: Respondent's preference readiness for the Paslon of West Nias Regent / Deputy Regent who will be elected before reaching the polling station in the 2015 elections

Selector Preference Readiness	F	%
There is already a choice	67	83.75
There are no choices	13	16.25
Total	80	100.0

Source: Processed from the Research Questionnaire, 2018

In the implementation of the 2015 elections, however, the level of readiness of voters to stabilize their choices before entering the voting booth was high, with only 67 people (83.75%) who had a preference for Paslon who would be chosen, while 13 people (16.25 %) Respondents still have no choice when entering the voting booth, so that their choices may be directed not to be related to their intelligence, but rather to be sporadic and *'gambling'*, because they are only new voters and have not received complete political socialization.

Table 3: The reason for the respondents felt that they were not ready with the choice when they went to the polling station in the elections

Reason	F
Don't know which Paslon will be chosen	12
Don't know the name that will be chosen	1
Others	2
Not too keen on political issues	1
Total	16

Source: Processed from the Research Questionnaire, 2018

Table 4: Factors that caused respondents to choose the Paslon of the 2015 West Nias Regent / Deputy Regent.

No	Factor	Be considered	Not be consideration	Not ready
1.	Candidate gender	21 (25,9 %)	46 (56,8 %)	14 (17,3 %)
2.	Prospective religion	27 (33,3 %)	40 (49,4 %)	14 (17,3 %)
3.	Origin of ethnic / ethnic candidates	13 (16,0 %)	54 (66,7 %)	14 (17,3 %)
4.	Political parties bearers	37 (45,7 %)	29 (35,8 %)	15 (81,5 %)
5.	Programs submitted by Paslon	50 (61,7 %)	16 (19,8 %)	15 (81,5 %)
6.	Campaign conducted by Paslon	28 (34,6 %)	39 (48,1 %)	14 (17,3 %)
7.	Direct personal talk with what was done by Paslon before the elections	33 (40,7 %)	34 (42,0 %)	14 (17,3 %)
8.	Paslon Performance Before Pilkada	42 (51,9 %)	25 (30,9 %)	14 (17,3 %)
9.	Money assistance received from Paslon	6 (7,4 %)	61 (75,3 %)	14 (17,3 %)
10.	Other forms of assistance received from Paslon	5 (6,2 %)	62 (76,5 %)	14 (17,3 %)
11.	The Campaign Theme of Paslon Political Parties	31 (38,3 %)	33 (40,7 %)	17 (21,0 %)
12.	Information from Other People (Family, Friends, Kerbat, etc.)	38 (46,9 %)	29 (35,8 %)	17 (21,0 %)
13.	Media Coverage (Newspapers / TV / Magazines)	27 (33,3 %)	39 (48,1 %)	15 (18,5 %)
14.	Other, Mention	1. The existence of a family relationship 2. Age and prospective education		

Source: Processed from the Research Questionnaire, 2018

The stipulation of the KPU as outlined in the Decree of the West Nias Regency KPU Number 53 / Kpts / KPU-Kab / 002.680661 / 2015, dated 22-12-2015 was based on the results of the determination of the vote recapitulation of the results of the West Nias Regional Election, December 17, 2015, the pair Faduhusi Daely -Khenoki Waruwu won 56.87 percent of the votes (20,475 votes) ahead of Adrianus Aroziduhu Gulö-Oneyus Halawa who won 43.13 percent (15,530 votes).

Why did the Faduhusi Daely-Khenoki Waruwu pair win the West Nias Regency Election? The background profile and track record of the Paslon according to respondents is expected to be significant in addressing the development problems of West Nias Regency which currently require proper handling.

CONCLUSION

Political problems can be assessed through various approaches. It can be learned from the point of view of power, political structure, political participation, political culture, constitution, education and political socialization, political thinking, and also political marketing. Likewise the electability of the Faduhusu Daely and Khenoki Waruwu pair as West Nias Regent / Deputy Regent in the Last December 9th 2015 Pilkada event, which can be approached from the applied political marketing strategy.

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