

## THE ETHNIC IDENTITY USAGE (REGION/DISTRICT) AT THE GOVERNOR ELECTION IN NORTH SUMATRA, INDONESIA

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**ABSTRACT:** *In this reform era, the politicization of ethnic identity is happening, in which the ethnic identity of political competition is still being discussed. North Sumatra as the third largest province in Indonesia is a province that has multicultural profile which is filled by various ethnics such as: Malay, Karo, Simalungun, Toba, Angkola/Mandailing, Pakpak, Nias, Java, Minangkabau, Aceh, Chinese, Indian and others. With such multicultural features, the ethnic factors become interesting to be studied in relation to the direct governor election. The composition of the population of North Sumatra based on ethnic (region/district), namely: Java 33.4%, Tapanuli Toba 25.62%, Mandailing 11.27%, Nias 6.36%, Malay 5.86%, Karo 5.09%, Other tribe 3.29%, Chinese 2.71%, Minang 2.66%, Simalungun 2.04%, Aceh 0.97%, and Pakpak 0.73%. During this time, people in North Sumatra can be said to live in harmony though they have a difference destination.*

**KEYWORDS:** Ethnic Identity; Election; District; Harmony

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### INTRODUCTION

After the reform, the election of regional heads directly is welcomed the people with joy. This is because during the new order, the political aspirations and spaces for the people are muffled in an authoritarian and regressive way. However, with the enactment of a law on regional government (governor/vice governor, mayor/vice mayor, regents and the vices) directly elected by the people, has opened a new phase in the development of democracy in Indonesia. With the direct elections, political forces and social forces of people emerged, the impact of more democratically designed regional elections led to conflict and competition between elite political parties, ethnic elites and religious elites. Cornelis Lay (*Kompas*, dated 19 March 2005), stated that the regional election could bring ethnic a consolidation. Furthermore, Azhari (2003: 3) states that: "In this reform era, the politicization of ethnic identity is happening, in which the ethnic identity of political competition is still being discussed." Although in the previous elections in some districts/towns in North Sumatra, there is no conflict, but that does not mean the potential for conflict does not exist. This potential conflict sources from the socio cultural, political and ideological differences between the different groups of people. Basically conflict cannot be separated from the nature of human existence in a collective life. Moreover, Indonesian nation is endowed with such a high socio-cultural diversity, so it is only natural that this heterogeneous nation has a high potential for conflict.

North Sumatra as the third largest province in Indonesia is a province that has multicultural profile which is filled by various ethnics such as: Malay, Karo, Simalungun, Toba, Angkola/Mandailing, Pakpak, Nias, Java, Minangkabau, Aceh, Chinese, Indian and others. With such multicultural features, the ethnic factors become interesting to be studied in relation to the direct governor election. Ethnic as a part of culture is one of the discourses that can be used as a political vehicle. Ethnic identity has power as one of the factors that can influence the process of direct election of regional heads. Based on the above explanation, the usage of

ethnic identity in the election of candidate for 2013 Governor of North Sumatera will be studied further to reveal the fact.

## **REVIEW OF LITERATURE**

Kuper and Kuper in Nur Ahmad Fadhil Lubis (Lubis, 2004: 112) defines ethnicity as a basic relief of a social organization whose membership is based on equality of origin, history and which may include cultural, religious or linguistic similarities. Ethnicity is distinguished from tribe because ethnicity is based on biological inheritance. Ethnicity comes from the Greek "ethnuchos", which is literally used to describe the existence of a group of idolaters or pagans (Liliweri, 2001). However, in subsequent developments, the term ethnic refers more to the group assumed to be a fanatic group in its ideology. This development is called ethnocentrism which is the emotional attitude of a group of ethnic, ethnic, religious or ethnic groups who feel more superior than other ethnics.

Social experts analogize ethnic groups as a group of people who share common cultural traits, such as customs, cultural attitudes, cultural characteristics, and history. Ethnicity can also be seen by referring to ethnic groupings based on affiliation. So ethnicity is that individuals who perceive themselves, or who are considered by others, sharing the same traits to differentiate them from developing different cultural behaviors. In another sense, an ethnic group is a resident whose citizens have a distinct cultural heritage that distinguishes it from the heritage of another group.

The definition, according to Barth (1988: 11) is considered to be close to the general conditions of empirical and general ethnographic understanding that is ethnicity, culture, language and society. Although according to Barth, it is not possible to observe the phenomena of ethnic groups thoroughly as well as their position in the life of society and culture. This resulted in the neglect of important and critical questions which at the same time we strive to create an ideal type empirically in order to answer the various problems concerning the origins, structure and functions of the ethnic groups. For this reason, Barth (1988: 11) offers the meaning of ethnic as a set of human beings because of the similarity of race, religion, national origin or a combination of those categories that are tied to the cultural value system.

According to Parson (1968: 114), ethnic identity is: "the internal maintenance code system of individual personality", that is the pattern system of individual personality. This means there are certain criteria that mark and determine that something has become its identity. Along with this, Royce (1982: 7) defines identity as: "the sum total of feeling on the part of the group members about the values, symbols and common histories that ethnicity them as distinct group" that is the existence of a unity group about the values, symbols and history together as identities that are different from other groups. Thus, identity is placed on two aspects, based on the apparent (objective) and the invisible (subjective). The objective side according to Royce (1982: 8) defines identity as the language, phenotype, clothing, dance, religion and ethnic specialties of food. Moderate subjective aspects show around the ideological position of a person who needs continuous recognition (Huntington, 1993: 4). Nevertheless, both of these criteria have difficulty in their identification because they show the influence of social dynamics and tend to be manipulated (Royce 1982: 6).

## DISCUSSION

In this section, the research data results are described about the factual image of ethnic identity usage from the five couples of candidates 2013 governor elections of North Sumatera.

### Victory Team of GusMan

Region is also an ethnic boundary that is also not missed by several couples of candidates of governor and vice governor of North Sumatera not to forget to be targeted for the campaign to get the support of the vote. The presence of candidates of governor and vice governor of North Sumatera couple number 1, Gus Irawan Pasaribu-Soekirman in Teluk Dalam, South Nias, Wednesday, February 20, 2013 was quite stunning. At least 12,000 people gathered on the city's largest square to attend the inaugural of "GusMan" couple's campaign. Similarly, in Percut it was attended by 50 thousands of people on 28/02/2013.

In a campaign event conducted by the governor candidates of North Sumatera, Gus Irawan Pasaribu, his vision and mission and work program can be socialized. When the campaign was conducted in Marelán Square, Pasar I Rel, Sub district of Medan Marelán on February 27, 2012, he said that the work program that was poured into the vision of the mission of *Sumut Sejahtera* is clear and firm, namely to reduce the poverty rate to below 5%. This socialization was also conducted in front of Langkat people who hailed H. Gus Irawan Pasaribu and H. Soekirman ("GusMan") as the most powerful Candidates. It was revealed during the campaign the couple of candidates of governor and vice governor of North Sumatera serial number 1 in Langkat, precisely at the stadium Nurcahaya District of Tanjung Pura, Saturday (23/2). At least 12 thousand people were present, ranging from parents, teenagers to toddlers.

On March 7, 2012, when the simulation of voting that was demonstrated by Gus Irawan Pasaribu on the "GusMan" couple's campaign at Naposo Stadium, Padang Sidempuan there were promises for them. "We support "GusMan" to be leaders in North Sumatera. Bringing a better change. "As soon as the sound that came out of the sound system followed by shouts of "Long Live "GusMan" " by tens of thousands of supporters. In front of the community of Lubuk Pakam traders, hundreds of street vendors in T. Rajamuda Pasar II Street, Lubuk Pakam, Deli Serdang, December 9, 2012, enthusiastically welcomed the presence of governor candidate of North Sumatera, Gus Irawan Pasaribu (Gubus). The merchants were surprised and did not expect the sudden presence of Gus in their midst.

He did Similarly in Belawan, after *Ashar* praying at Al Aqobah Mosque, on Jalan TM Pahlawan, Belawan I Village, Gus Irawan Pasaribu was surrounded by Belawan residents, Monday (4/3) afternoon. Previously, Gus visited the residence of his old friend Ustadz T Ahmad Bakry at Pasar Street, Belawan II, Medan Belawan. When he came out of the mosque, suddenly, Gus became a hunted citizen just to shake hands and took pictures together. Gus served the citizens' request with pleasure and smile.

### Victory Team of ESJA

In order to attract the sympathy for his candidates, Jumiran Abdi, a candidate for vice governor of North Sumatera, supported by PDI-Perjuangan, PDS and PPRN, visited SMA Negeri 1, Madong Lubis Road, Kisaran, for having a nostalgic moment in Kisaran, Monday, January 7, 2013. The arrival of the man born October 4, 1950 was greeted by the Principal of SMA Negeri 1, Jumadi SPD MM and a number of teachers. "I am a graduate of SMA Negeri 1 year 1968-1970. I'm coming to have friendship, nostalgia and chatting with the teachers here. Many have

changed here," said the man who accompanied the candidate governor of North Sumatra, Effendi Simbolon while greeting a number of teachers. Effendi promised to build the power plant in Nias, so that his promised in his campaign in Socialization on NIAS Island, on Monday, December 10, 2012. The high cost of electricity procurement in Nias Island is still one of the main and crucial issues. The construction of the Promised Steam Power Plant has never been realized. The candidate (balloon) of Governor and Vice Governor of North Sumatra Effendi MS Simbolon-Djumiran Abdi during his visit in Nias Island promised the realization of the construction of the power plant, if they were selected later. "If we are elected on 7 March 2013 election, we will inventory the results of the meetings we have made with the community, leaders and parties in the four districts/towns of Nias Island," said Effendi MS Simbolon in a Special Working Meeting (*Rakerdasus*) in National Building, Jalan Supratman, Gunung Sitoli. Some areas they visited with the purpose of socialization, such as Consolidation of Victory in Berastagi Karo District on Friday, December 7, 2012. On Tuesday, December 11, 2012, Effendi MS Simbolon and Djumiran Abdi performed the socialization in Labuhan Batu, Serdang Bedagai and Padangsidempuan. On 23 November 2012, Effendi Simbolon-Djumiran Abdi visited Binjai and Langkat.

Dozens of merchants and buyers welcomed the arrival of the candidates for governor-vice governor of North Sumatra number two Effendi MS Simbolon-Djumiran Abdi, in a traditional market of Karo Regency, North Sumatra, on Thursday (21/2). This is the second campaign day of the Regional Head Election of North Sumatra. In his campaign, MS Simbolon - Djumiran Abdi talked with the traders and the buyers regarding the basic economy of the citizens. After that they went to Pasar Brastagi using sado, followed by public transportation to Pasar Kabanjahe. Monday, December 3, 2012. Effendi Simbolon conducting Political Safari to some towns. After declaring the campaign team and he team victory, last Thursday (22/11). The couple Effendi MS Simbolon Djumiran Abdi held a political safari.

After on Saturday (24/11) he visited Langkat and Binjai. On Sunday (25/11) Effendi Ms Simbolon - Djumiran Abdi traveled to District of Deli Serdang, Tebing Tinggi, and Pematang Siantar. As for the next political safaris schedule of the couple Efendi -Djumiran Abdi on Monday (26/11) visited Batubara, Tanjungbalai, and District of Asahan. On Tuesday (27/11), North Labuan Batu District, Labuan Batu and South Labuan Batu. Then on Wednesday (28/11) North Padang Lawas District, Padang Lawas Regency, Mandailing Natal Regency, South Tapanuli Regency, Padang Sidempuan, Sibolga, Central Tapanuli Regency, North Tapanuli Regency and Humbang Hasundutan Regency. Then, on Thursday (29/11), Toba Samosir District, Samosir Regency, Simalungun Regency, West Pakpak Regency, Dairi Regency, Karo Regency and Medan City. And for the last political safari, on Friday (30/11) and Saturday (1/12) Efendi-Djumiran will travel safari to South Nias Regency, North Nias Regency, West Nias Regency, Nias Regency, Gunung Sitoli City, and will be ended in Serdang Bedagai District. Meanwhile, Sendion Djumiran, Sido Hutajulu's actual secretary of the event, confirmed that the ongoing political safari is in the framework of meeting with the whole range and structural of the party.

Source:<http://www.aktual.co/politik/125816effendi-simbolon-lakukan-safari-politik-ke-sejumlah-kota->

Thousands of PDI Perjuangan (PDI P) cadres of Medan city attended the last campaign of Effendi Simbolon and Jumiran Abdi (ESJA) couples in Merdeka Square, Medan, North Sumatera, Sunday (3/3/2013). Mauarar Sirait who is a member of the House of Representatives from the faction of PDI P became the campaigner and the campaign this time also was attended

by the former Mayor of Solo who now serves as the Governor of Jakarta Joko Widodo or Jokowi.

### **Victory Team of CHARLY**

In November 26, 2012, DR. H Chairuman Harahap, S.H., M.H. While visiting the district of Asahan, the community enthusiastically saw directly the figure of the candidate of the populist Governor of North Sumatra, accompanied by Muda Asahan Julianto Putra LH, S.H. Sitting in the coffee shop of Bakti-Kisaran market area. The visit style of Chairuman-Fadly on Wednesday, 20 February 2013 at 19:10, Medan The campaign on the first day of the candidate couple of Governor of North Sumatra, Chairuman Harahap-Fadly Nurzal started with the Prophet's Maulid event in Marlintung Karang Anyar Village, Sub-district of Secanggang, Langkat Regency. The Prophet's Maulid event was held by the Golkar Party Golkar Branch Council started with a speech from Chairuman Harahap. Chairuman gave spirit of Tanjungpura residents Friday, January 25, 2013.

North Sumatra Governor Candidate Dr H Chairuman Harahap SH MH burned the spirit of the villagers of Cempa Village Hinai Tanjungpura Langkat to build the village together. Due to the community's active participation in the development, it can improve the living standards of rural communities. "We must have the determination and vigorously to build the economy of the villagers," said Chairuman Harahap in front of 500 villagers on Sunday (20/1) afternoon in dialogue and gathering under the palm oil trees accompanied by the representatives of DPD Golkar of North Sumatra Province Surhenta Sembiring, the Village Head of Cempa Solekan, Chairman of the Society of Muslim Trishaw Pullers (PABM) of Tanjungpura, Subaktiar SE, Chairman of Golkar PK Tanjungpura Azhari The event was harmonious and full of family. The Local people do not move from chairs. Chairuman Harahap Intends to build from Villages Friday, 01 March 2013 at 12:34 *Metrotvnews.com*, Medan: After a career as law enforcement and politician in the House of Representatives (DPR), Chairuman Harahap is now competing in the North Sumatra Governor election. His partner with young politician from the United Development Party (PPP), Fadly Nurzal, the couple number three has strong strength in coastal areas. Couple Chairuman Harahap-Fadly Nurzal carry tagline `Build from the Village` in setipa campaign. "Building from the village is the political will of the government to build from the village, so the initiative from the government," Chairuman explained when he was met Metro TV at Masjid Agung Medan, North Sumatra, Friday (1/3).

On Tuesday, January 15, 2013, Chairuman-Fadly in South Tapanuli, campaigned with his views, 'it's time to be further enhanced and given more attention'. Due to the lack and minimal of infrastructure development, for example, make this area lagging behind the progress of other regions. "I see the infrastructure is necessary for the highway between Sibolga-Padangsidimpuan, and between Padang Sidimpuan to the border of West Sumatra," said the Governor Candidate of North Sumatra Chairuman Harahap, in a dialogue with the farmers in the village of West Angkola Panobasan Lombang of South Tapanuli, last night.

On Tuesday, 21 February 2013 at 17:02 Chairuman-Fadly made a convoy in Padang Sidempuan. In the two campaigns, the couple of candidates for North Sumatra Governor (Chairman Harahap-Fadly Nurzal) chose parades around Padang Sidempuan to greet the people around the area, today. The investigators and campaign team of Fadly Chairuman started the convoy of Golkar Mulberry their office in Nauli junctions streets of At the streets of Nauli Simpang Silandit, Tapanuli- Imam Bonjol- SM Raja- Kolonel Sugiono- MT Haryono-Sutan

MT Haryono- Sutan M Arif-Sutan Soripada Mulia- Sudirman- Ompu Sarudak-Sudirman/Merdeka- DPC Golkar Office of Padang Sidempuan.

Based on the monitoring of *Waspada Online*, public interest against the couples number 3 is a very high considering Chairuman also was settled in Mulberry. Even the name of Chairuman's father enshrined one of the streets of the town. The convoys conducted by using open-air cars and motorcycles that have attached the attributes of the two candidates and accompanied by entertainment Gordang Sambilan make enthusiastic citizens higher. Formabem advised the residents not to be abstentions for No. 3 candidates, Saturday, February 16, 2013.

The Chairman of Belawan Building Society Forum (FORMABEM) M. Syafrick Sani Tarigan called on all the citizens of North Sumatra, especially the companies in Belawan not to be abstentions in facing the regional head election by following three steps, first at the day of his out of the house, both headed to the polls, vote number three, not to be abstentions because the golden voice of ours and one voice is crucial for the future of North Sumatra, especially for the people of Belawan who are looking forward to a change, let alone Belawan is the Number three gateway to the economy of North Sumatra in Indonesia. The candidate of North Sumatra Governor Chairuman Harahap visited fire victims at the location of Gunung Tua Padang Lawas Utara (*Paluta*) Market last night. Sobs full of emotion from the victims welcomed the presence of Chairuman in his hometown. Chairuman came to every house on that Tuesday morning. Although it did not claim any casualties, but the condition of the house damaged ravaged that caused loss of material. Chairuman came to pay attention by helping each family of the victims of the fire.

The people of South Tapanuli blessed Chairuman on Thursday, 17 January 2013. Part of the South Tapanuli (*Tabagsel*) society blessed Chairuman Harahap, in order to lead North Sumatra, through the election of the Governor of North Sumatra on March 7, 2013. Because like other governor of North Sumatra from Tabagsel, including Raja Inal Siregar he reads an enlightening the development program. If Raja Inal Siregar is known as the *Marsipature Hutana* program, then Chairuman has been known as the development program of the village.

The people of South Tapanuli put their hope to Chairuman on Sunday, 20 January 2013. The people of Padangsidempuan and South Tapanuli put their hopes to Chairuman Harahap to build North Sumatra. Chairuman is expected to be a leader and carve out achievements like his predecessors. "History is an important fact that says the son of South Tapanuli (*Tapsel*) has successfully led and built North Sumatra, so we are not hesitant to choose Chairuman Harahap to become a the governor of North Sumatra," said the Chairman of DPD Golkar December 7, 2012.

The total support of Asahan Youths (students, college students and youth) to the Vice Governor Candidate (H. Fadly Nurzal, S.Ag) coupled with the the Governor Candidate of North Sumatra (DR. H. Chairuman Harahap, SH, MH). Come on ... build from the village !!!, the young generation of the nation's successors are very enthusiastic to welcome Fadly Nurzal in the joint secretariat of several institutions students, college students & youth located on the street Budi Utomo – Mutiara, Municipality of Asahan.

The residents of Hampan Perak believe that Chairuman seriously improves the road condition on Monday, 28 January 2013, The group of the candidates for North Sumatra Governor, Harumanap Chairuman yesterday, monitored the condition of Paluh Manan Village road, Sub-district of Hampan Perak, District of Deli Serdang, which was badly damaged, The village.

In this journey, the entourage gets constrained, where it was found the cobbled streets and perforated to force Chairuman Harahap and wife, got off the Alphard car that could not go through the hole.

### **Victory Team of AMRI-RE**

Amri Tambunan visited the Binjai-Langkat Residents of Binjai, (*Analisa*). The candidates for the Governor of North Sumatra 2013-2018 period from number four, Amri Tambunan was accompanied by the Vice Governor of North Sumatra candidate RE Nainggolan visited the "Amri-RE" winning team and all the citizens of Binjai and Langkat in the field of Perumahan Mutiara Bangun Resort, Binjai on Saturday (12/1) .

Batubara- The District of Lima Puluh people of Batubara expressed the attitude to win the couple of Haji Amri Tambunan and Rustam Effendi (RE) Nainggolan ("AMRI-RE") at the Regional Head Election of North Sumatera. The attitude was conveyed by various elements of the community of Sub-district of Lima Puluh at the gathering of the victory team of "Amri-RE" District of Batubara with 300 more people in Lubuk Besar Village, Sub-district of Lima Puluh. The governor candidate of North Sumatra Drs Haji Amri Tambunan was welcomed by Langkat Tanjung Pura people. The governor candidates of North Sumatra Drs Haji Amri Tambunan who visited the Winning Post of "Amri-RE" in the town of Tanjung Pura Langkat after attending an invitation by a large family of Hasan Basri (parents of former Governor of North Sumatra H Syamsul Arifin SE), Friday (4/1) afternoon was welcomed by a number of Langkat public figures. Full familiarity with *Mustasyar* NU Regent of North Sumatra's Deli Serdang in a large family residence of Hj Rohani Darus Danil (former Mayor of Tebing Tinggi) seemed to greet hundreds of attendees who have expressed their readiness to win the "Amri-RE" couple in the governor elections in March 7, 2013.

Labuhan Batu – The vice-governor of North Sumatra RE Nainggolan visited the winning post of "Amri-RE" in Labuhan Batu regency, North Sumatra after attending the Inaugural Friends of RE in Aek Kanopan, Thursday (7/2) afternoon was welcomed by a number of Labuhan Batu public figures. With a great joy and intimacy, RE Nainggolan was greeted as well as talking with dozens of community leaders who expressed optimism Labuhan optimistic deliver "AMRI-RE" couple win in the governor elections in March 7, 2013 to come.

Lau Dendang, the people of Lau Dendang Village Percut Sei Tuan District has no doubt about the Regent of Deli Serdang Drs H Amri Tambunan to lead North Sumatra 5 years ahead. "We are so convinced of his leadership, because Mr. Amri really understands the rule and has proved works in fact in the lead Deli Serdang," said Chairman of BKM (*Badan Kenaziran Mesjid*) of Al-Iman Lau Dendang Sulaiman SE, MM at the inauguration of the Masjid Al-Iman in sub village IX, Friday (1/2).

The residents of Manduamas Sub-district, Central Tapanuli stated their commitment to fully support the couple Drs H Amri Tambunan and Dr RE Nainggolan, MM who are the native sons of North Sumatra with the best ability and experience. "Frankly, the rulers here are very persistent in directing citizens to support certain candidates who are also in power. We do not like it, because we see he has nothing to do so far, besides displaying banners and good-looking photographs everywhere," said Ganda Naibaho, when he met RE Nainggolan at Manduamas Market on Monday (11/2 / 2013) afternoon.

## Victory Team of GanTeng

The declaration of Solidarity Community of Tengku Erry Nuradi (KonsisTEN) of North Sumatera was attended by thousands of residents on Monday, 24 September 2012. The regent of Serdangbedagai HT Erry Nuradi confirmed the Solidarity Community of Tengku Erry Nuradi (KonsisTEN) of North Sumatera. Inauguration witnessed by the Chairman of National Youth, Taufan Eko Nugroho (TEN) Rotorasiko who is also the Chairman of KNPI, appointed the KonsisTEN Chairman of North Sumatera S Sultuddin SE, the Secretary Zulkarnaen Herman SH and the Treasurer M Fauzy. The inauguration that took place in the Open Hall of Marine Tourism Area Theme Park Pantai Cermin, Saturday (22/9) afternoon, also is equipped with other management apparatus, consisting of Youth Board (*Karang Taruna*) of 33 districts/towns of North Sumatera.

SEIRAMPAH, *Forum Rakyat Bangkit* (FRB) of Serdang Bedagai declared their attitude to succeed Gatot Pujo Nugroho in the 2013 governor elections. The FRB considers that there is a common vision and mission between their organizations and the ad interim of North Sumatera Governor. The readiness of this support was revealed by the Chairman of the *Forum Rakyat Bangkit* elected Abdul Rahim during the declaration as well as the inauguration of FRB management for the period 2012-2015 yesterday. The inauguration that was held in the courtyard of RM Hj Murni, Firdaus, Sei Rampah was immediately attended by the Governor of North Sumatera Gatot Pujo Nugroho. FRB succeeded Gatot to become the governor of North Sumatera (*Istimewa*)

The people of Dairi are ready to win “GanTeng” Sidikalang, (*Analisa*). H Gatot Pujo Nugroho ST, Saturday (15/12) visited GPN Center Office at Jalan Sisingamangaraja Sidikalang Dairi Regency. The arrival of the candidate for North Sumatera Governor is to encourage the sympathizers, the supporters and the winning team of “GanTeng” (Gatot and Tengku Erry Nuradi) who are the members of GPN Center Dairi District. Dairi residents who were present were determined to win Gatot-Erry. The arrival of PKS cadres was greeted enthusiastically by the supporters who joined in the GPN Center. 12 February, The Gayo Community in North Sumatera hoped the couples “GanTeng” improve the education quality. The vice governor candidates of North Sumtra, Tengku Erry Nuradi took a photograph together with *Keluarga Besar Masyarakat Gayo* (KBMG) after the gathering at Medan Club, at RA Kartini Street Medan, Tuesday (6/3/2013). KBMG hopes “GanTeng” couples would improve the quality of education in North Sumatera if they won the governor election of North Sumatera in March. *Keluarga Besar Masyarakat Gayo* (KBMG) of North Sumatera expects the governor and the vice governor candidates of North Sumatera number 5, Gatot Pujo Nugroho-Tengku Erry Nuradi will improve the quality of education in North Sumatera.

Pandu is ready to win “GanTeng” <http://www.dnaberita.com/berita-81409-pandu-siap-mengangkan-ganteng.html> - The *Tim relawan Pemenangan Terpadu* or Integrated Victory Volunteer Team (Pandu) is ready to win the couple of the governor and the vice governor of North Sumatera Gatot-Tengku Erry (“GanTeng”) in Deliserdang region, on the election of the Governor of North Sumatera (*Pilgubsu*) is planned to be held in March 7, 2013. This was confirmed by the head of Pandu for Deliserdang Municipality, Gito was accompanied by the secretary of Irwansyah, SE, during the Pandu declaration ceremony held at the secretariat of Pandu Deliserdang Regency on Jalan Medan-Lubukpakam Km 26, sub village 2 Pardamean Village, Sub-district of Tanjung Morawa. Sunday, November 25, 2012 Gatot's gathering to Labuhan Batu students on Monday, 26 November 2012 <http://www.dnaberita.com/berita-78463-plt-gubsu-motivasi-mahasiswa-agar-berwirausaha.html> The Community Leader of

Sidimpuan: “GanTeng” The Couple of The World and The Hereafter Leader. The vice governor candidate of North Sumatra Tengku Erry Nuradi took a photograph together with the Islamic teachers, religion leaders and the community leaders of South Tapanuli in the event of hospitality at Hotel Istana VI, Jl. KH. Ahmad Dahlan Padang Sidimpuan, Sunday (3/2/2013). The community leaders assessed the Gatot-Erry couple is the figure of the world leader hereafter. In Padang Sidimpuan, among the religion leaders, Gatot Pujo Nugroho-Tengku Erry Nuradi (“GanTeng”) is a future leader of the world and the hereafter. Gatot and Erry are ideal partners because they have a religious blend and experience of governance.

February 16th. Residents of Dairi Supports the “GanTeng” Couple, posted on 16 Feb 2013. Hits: A total of 160 pastors, residents of Dairi and Fak-Fak provide support and declare they were ready to win the couple Gatot and Tengku Erry (“GanTeng”) as the Governor and the Vice Governor for the period of 2013-2018. Gatot who was then asked to wear Dairi's traditional dress and Fak-Fak, Bulang-Bulang, witnessed the commitment. Not much different from the attitude of the Pastor Community and the Church Leaders, Dairi and Fak-Fak traditional communities also stated the same thing. The community leader Raja Abin Ujung even stated the readiness to mobilize more than 6,000 residents to win Gatot-Tengku Erry in his area. The following is the voting results of North Sumatera regional elections in 2013 from each candidate:

### Vote Count Results of North Sumatera Election 2013

#### 1. MEDAN

Couple 1 gained	177.082
Couple 2 gained	193.241
Couple 3 gained	45.905
Couple 4 gained	61.962
Couple 5 gained	279.156
<b>Total votes</b>	<b>776.920</b>
<b>Invalid votes</b>	<b>19.574</b>

#### 2. DELI SERDANG

Couple 1 gained	155.446
Couple 2 gained	116.600
Couple 3 gained	36.076
Couple 4 gained	143.024
Couple 5 gained	196.905
<b>Total votes</b>	<b>626.922</b>
<b>Invalid votes</b>	<b>18.871</b>

#### 3. SERDANG BEDAGAI

Couple 1 gained	64.151
Couple 2 gained	40.838
Couple 3 gained	18.950
Couple 4 gained	13.463
Couple 5 gained	104.466
<b>Total votes</b>	<b>248.173</b>
<b>Invalid votes</b>	<b>241.868</b>

**4. TEBING TINGGI**

Couple 1 gained	18.398
Couple 2 gained	10.104
Couple 3 gained	45.07
Couple 4 gained	33.44
Couple 5 gained	19.063
<b>Total votes</b>	<b>57.997</b>
<b>Invalid votes</b>	<b>2.581</b>

**5. LABUHANBATU**

Couple 1 gained	35.471
Couple 2 gained	22.290
Couple 3 gained	25.283
Couple 4 gained	9.147
Couple 5 gained	61.559
<b>Total votes</b>	<b>157.235</b>
<b>Invalid votes</b>	<b>3.485</b>

**6. LABUHAN BATU SELATAN**

Couple 1 gained	22.524
Couple 2 gained	15.355
Couple 3 gained	14.390
Couple 4 gained	5.782
Couple 5 gained	41.413
<b>Total votes</b>	<b>103.018</b>
<b>Invalid votes</b>	<b>3.554</b>

**7. LABUHAN BATU UTARA**

Couple 1 gained	30.561
Couple 2 gained	19.606
Couple 3 gained	11.620
Couple 4 gained	7.282
Couple 5 gained	76.692
<b>Total votes</b>	<b>149.672</b>
<b>Invalid votes</b>	<b>3.911</b>

**8. ASAHAN**

Couple 1 gained	58.808
Couple 2 gained	30.742
Couple 3 gained	33.185
Couple 4 gained	23.990
Couple 5 gained	109.433
<b>Total votes</b>	<b>264.048</b>
<b>Invalid votes</b>	<b>7.890</b>

**9. BATUBARA**

Couple 1 gained	29.972
Couple 2 gained	20.396
Couple 3 gained	11.859

Couple 4 gained	8.235
Couple 5 gained	69.375
<b>Total votes</b>	<b>143.370</b>
<b>Invalid votes</b>	<b>3.533</b>

#### 10. TANJUNG BALAI

Couple 1 gained	8.703
Couple 2 gained	6.738
Couple 3 gained	11.984
Couple 4 gained	3.045
Couple 5 gained	13.383
<b>Total votes</b>	<b>45.463</b>
<b>Invalid votes</b>	<b>1.610</b>

#### 11. TAPANULI SELATAN

Couple 1 gained	54.475
Couple 2 gained	14.523
Couple 3 gained	16.956
Couple 4 gained	8.137
Couple 5 gained	21.709
<b>Total votes</b>	<b>118.560</b>
<b>Invalid votes</b>	<b>2.760</b>

#### 12. PADANG SIDIMPUAN

Couple 1 gained	31.225
Couple 2 gained	6.607
Couple 3 gained	11.480
Couple 4 gained	2.978
Couple 5 gained	21.031
<b>Total votes</b>	<b>75.248</b>
<b>Invalid votes</b>	<b>1.924</b>

#### 13. MANDAILING NATAL

Couple 1 gained	50.874
Couple 2 gained	6.385
Couple 3 gained	24.437
Couple 4 gained	9.542
Couple 5 gained	60.558
<b>Total votes</b>	<b>156.060</b>
<b>Invalid votes</b>	<b>4.264</b>

#### 14. PADANDG LAWAS

Couple 1 gained	26.011
Couple 2 gained	4.256
Couple 3 gained	28.590
Couple 4 gained	5.315
Couple 5 gained	23.394
<b>Total votes</b>	<b>91.692</b>
<b>Invalid votes</b>	<b>4.126</b>

**15. PADANG LAWAS UTARA**

Couple 1 gained	24.210
Couple 2 gained	7.738
Couple 3 gained	40.620
Couple 4 gained	7.896
Couple 5 gained	23.171
<b>Total votes</b>	<b>105.079</b>
<b>Invalid votes</b>	<b>1.444</b>

**16. NIAS**

Couple 1 gained	2.449
Couple 2 gained	24.832
Couple 3 gained	1.974
Couple 4 gained	12.595
Couple 5 gained	4.074
<b>Total votes</b>	<b>47.200</b>
<b>Invalid votes</b>	<b>1.276</b>

**17. NIAS SELATAN**

Couple 1 gained	17.766
Couple 2 gained	4.3379
Couple 3 gained	4.353
Couple 4 gained	7.662
Couple 5 gained	53.994
<b>Total votes</b>	<b>133.447</b>
<b>Invalid votes</b>	<b>6.293</b>

**18. NIAS BARAT**

Couple 1 gained	2.190
Couple 2 gained	12.305
Couple 3 gained	1.597
Couple 4 gained	10.639
Couple 5 gained	2.242
<b>Total votes</b>	<b>29.304</b>
<b>Invalid votes</b>	<b>331</b>

**19. NIAS UTARA**

Couple 1 gained	1.936
Couple 2 gained	18.628
Couple 3 gained	1.287
Couple 4 gained	10.911
Couple 5 gained	3.722
<b>Total votes</b>	<b>37.853</b>
<b>Invalid votes</b>	<b>1.369</b>

**20. GUNUNG SITOLI**

Couple 1 gained	2.472
Couple 2 gained	27.393
Couple 3 gained	1.390

Couple 4 gained	7.077
Couple 5 gained	4.514
<b>Total votes</b>	<b>43.533</b>
<b>Invalid votes</b>	<b>687</b>

### 21. TAPANULI TENGAH

Couple 1 gained	17.208
Couple 2 gained	41.631
Couple 3 gained	4.498
Couple 4 gained	11.577
Couple 5 gained	43.588
<b>Total votes</b>	<b>121.464</b>
<b>Invalid votes</b>	<b>2.962</b>

### 22. SIBOLGA

Couple 1 gained	7.828
Couple 2 gained	11.873
Couple 3 gained	1.606
Couple 4 gained	2.845
Couple 5 gained	5.543
<b>Total votes</b>	<b>30.194</b>
<b>Invalid votes</b>	<b>499</b>

### 23. TAPANULI UTARA

Couple 1 gained	16.927
Couple 2 gained	62.634
Couple 3 gained	2.357
Couple 4 gained	33.032
Couple 5 gained	3.373
<b>Total votes</b>	<b>119.781</b>
<b>Invalid votes</b>	<b>1.458</b>

### 24. HUMBANG HASUNDUTAN

Couple 1 gained	3.810
Couple 2 gained	39.484
Couple 3 gained	760
Couple 4 gained	26.613
Couple 5 gained	2.972
<b>Total votes</b>	<b>74.919</b>
<b>Invalid votes</b>	<b>1.280</b>

### 25. SIMALUNGUN

Couple 1 gained	51.643
Couple 2 gained	102.380
Couple 3 gained	29.378
Couple 4 gained	40.051
Couple 5 gained	94.074
<b>Total votes</b>	<b>325.212</b>
<b>Invalid votes</b>	<b>7.686</b>

**26. PEMATANG SIANTAR**

Couple 1 gained	15.168
Couple 2 gained	37.837
Couple 3 gained	5.107
Couple 4 gained	14.019
Couple 5 gained	18.429
<b>Total votes</b>	<b>92.706</b>
<b>Invalid votes</b>	<b>2.146</b>

**27. TOBA SAMOSIR**

Couple 1 gained	8.860
Couple 2 gained	40.003
Couple 3 gained	1.915
Couple 4 gained	16.378
Couple 5 gained	3.295
<b>Total votes</b>	<b>71.584</b>
<b>Invalid votes</b>	<b>1.133</b>

**28. SAMOSIR**

Couple 1 gained	4.185
Couple 2 gained	36.394
Couple 3 gained	843
Couple 4 gained	8.957
Couple 5 gained	1.779
<b>Total votes</b>	<b>52.691</b>
<b>Invalid votes</b>	<b>533</b>

**29. KARO**

Couple 1 gained	16.671
Couple 2 gained	53.473
Couple 3 gained	5.313
Couple 4 gained	19.811
Couple 5 gained	25.965
<b>Total votes</b>	<b>125.109</b>
<b>Invalid votes</b>	<b>3.876</b>

**30. DAIRI**

Couple 1 gained	15.540
Couple 2 gained	59.472
Couple 3 gained	4.851
Couple 4 gained	17.812
Couple 5 gained	13.160
<b>Total votes</b>	<b>113.358</b>
<b>Invalid votes</b>	<b>2.523</b>

**31. PAKPAK BHARAT**

Couple 1 gained	2.100
Couple 2 gained	4.936
Couple 3 gained	975

Couple 4 gained	2.435
Couple 5 gained	5.642
<b>Total votes</b>	<b>16.582</b>
<b>Invalid votes</b>	<b>494</b>

**32. LANGKAT**

Couple 1 gained	71.550
Couple 2 gained	39.978
Couple 3 gained	39.957
Couple 4 gained	33.752
Couple 5 gained	158.583
<b>Total votes</b>	<b>358.916</b>
<b>Invalid votes</b>	<b>15.096</b>

**33. BINJAI**

Couple 1 gained	21.219
Couple 2 gained	11.136
Couple 3 gained	8.093
Couple 4 gained	5.106
Couple 5 gained	38.077
<b>Total votes</b>	<b>88.120</b>
<b>Invalid votes</b>	<b>4.489</b>

**TOTAL VOTES**

Couple 1 gained	1.027.433 (21,13%)
Couple 2 gained	1.183.187 (24,34%)
Couple 3 gained	452.096 (9,30%)
Couple 4 gained	594.414 (12,23%)
Couple 5 gained	1.604.337 (33%)
<b>Total</b>	<b>4.861.467</b>
<b>Invalid Votes</b>	<b>139.963</b>
<b>Votes Valid and Invalid</b>	<b>5.001.430</b>

*Source: kpud-sumutprov.go.id*

Based on the above data, it shows the factual figure that the election in North Sumatra in 2013 is still using ethnic politics. In the political struggle today almost every performance of political competition such as the regional head election. Ethnic has been used as one means to campaign and attract the sympathy of people, especially those from certain ethnic. The issue of SARA especially ethnic is still often used as the "selling" material when conducting the political campaign, this cannot be separated from the plural culture of the society and maintain its own primordial bond. It will be very frequent to meet ethnic societies based on ethnic proximity to support missions of candidates who participate in the political competition. Regardless of the bargaining, there are values that are contained in the relationship between the ethnicity and the politics. If it is associated with other disciplines such as Anthropology, which emphasize the cultural or kinship approach, it is undeniable that the culture of North Sumatra people in Regional Head Election is still strongly influenced by primordial backgrounds (ethnicity and religion). It is also based on Regional Head Elections that were performed before. The

community selected a couple of candidates because of taking into account the ethnic and religious background rather than the political party that carried them. The choice of people which is based on these primordial backgrounds can remain intense for several reasons. First, the political party does not perform its function so that it is difficult for the public to distinguish the ideology of the political parties from each other. Moreover, during this time political parties are only busy during elections, party congresses, and internal activities that are not related to the interests of the community.

Along with political-identity behavior, the leader candidates often take primordial issues for their political interests. On one hand, this primordial issue usage is still regarded as a net that can capture the voice of the people. On the other hand, this primordial issue is used as a mask to cover the track record of the prospective leaders. Thus, the primordial factor is not the guarantee of creating a clean and integrated leader. Ethnic politics or political campaigns through ethnic issue approaches are still very dominant in the North Sumatran election, in some studies, when they provide some rational choice options according to the subjectivity of the electorate, the majority vote for religion and ethnicity. It means that the closeness of kinship is very prominent and plays a role, given the very diverse cultures, and then each ethnic and tribal association wants to place their respective representatives in the government. In a democracy, such political map is legitimated because it is the public's most wide-open space for assembly and association that allows the community to have a vote in choosing, which follows the choice of their respective groups. Then, the tribal association (*paguyuban*) is only per unit, not whole or macro in determining the political choice or in the political participation.

## CONCLUSION

North Sumatra is often said to be the miniature of Indonesia because all ethnic groups are found in this area. The composition of the population of North Sumatra based on ethnic (region/district), namely: Java 33.4%, Tapanuli Toba 25.62%, Mandailing 11.27%, Nias 6.36%, Malay 5.86%, Karo 5.09% , Other tribe 3.29%, Chinese 2.71%, Minang 2.66%, Simalungun 2.04%, Aceh 0.97%, and Pakpak 0.73%. During this time, the people of North Sumatra can be said to live in harmony amid differences. This is the hallmark of North Sumatra with multicultural without any dominant culture. The description of the factual usage of ethnic identity in the Regional Head Election of North Sumatra in 2013, in analyzing the political behavior, the prioritizing primordial or kinship, the voter background in North Sumatra in general is subjective, so rational choice based on the personal interest or group. Thus, in fact, the vision and mission offered by the candidates are not taken into account by the voters.

In general, North Sumatra has a complex society, coming from various ethnic tribes. Through cultural approach or kinship, it shows the culture of the people of North Sumatra in the Regional Head Election is still strongly influenced by the background of the region/district. It is also based on Regional Head Election that has been going before. The community selects one couple of candidates because they consider the background of the region/district rather than the party that carries them.

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