

Community Participation on Pilkada of Mandailing Natal Regency in Panyabungan District, 2020 (Study of Political Communication)

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Abstract

The study discussed about Community Participation on Pilkada of Mandailing Natal Regency in Panyabungan District, 2020. This study use descriptive qualitative research. The result in study show that the election message conveyed by the Madina KPU involved a reference group, namely groups that have a big influence in determining good and correct elections, call them religious leaders, the existence of these religious leaders can remind the public to choose leaders according to their religion, choose leaders consciously and avoid the name money politics, as well as traditional leaders, there are traditional leaders or community leaders. All of them have an important role in the success of the Pilkada and invite the public to participate and be willing to cast their votes in the elections held by the KPU in 2020.

Keywords

Community; pilkada;
Mandailing Natal



I. Introduction

Panyabungan is one of the cities from the Mandailing Natal District in the Province of North Sumatra which participated in carrying out the local election for the Mandailing Natal Regency which was held simultaneously on December 9, 2020 last year in accordance with the obligation to hold the Regional Head Election of the Mandailing Natal Regency simultaneously in 2020. according to regulations and government in lieu of Law (Perpu) number 2 of 2020 concerning the third amendment to Law number 1 of 2015 concerning government regulations in lieu of Law number 1 of 2014 concerning the election of Governors, Regents and Mayors to become law (State Gazette of the Republic of Indonesia of 2020 number 1280).

In the implementation of this regional head election, spread across 23 sub-districts throughout 404 villages/kelurahan (sumut.ataranews.com: 2020) In the Mandailing Natal regional head election, three candidate pairs were determined, namely the candidate pair, candidate number 1 H. Muhammad Jafar Sukhairi-Atika Azmi Utammi of the PKB-PKS-HANURA party, then the candidate pair number 2 Drs. H. Dahlan Hasan Nasution- H. Aswin Lubis, the party supporting the PDI STRUGGLE- GOLKAR- NASDEM-PERINDO- PPP PKPI- BERKARYA. And candidate pair number 3 HM Sofwat Nasution-Ir. H. Zubeir Lubis, the proponent of the GERINDRA-PAN-DEMOCRATIC party.

Each of the three pairs of candidates, to gain public support, they carried out a campaign and conveyed their vision and mission as well as work programs to build a civilized Mandailing Natal Region in the future with various media. And this is one part of political communication to attract people's attention, with this political communication. Political communication plays an important role in encouraging people to participate and can open their mindset in choosing candidates who are good in their own eyes. Michael and Philip Althoff define political communication as a process by which relevant political

information is passed from one part of the political system to another, and between social systems and political systems. This process occurs continuously and includes a pattern of information exchange between individuals and groups at a level. (Asep Sentiawan, 2018:17)

In general, according to Burhan Burgin (2018:174), to build involvement in this election, of course, it cannot be separated from the communication cycle, communication is the most important part of all social systems in human society, including politics. In political communication, social facts are always associated with the events and times in which these social facts occur, this understanding is abbreviated as good momentum from the Madina KPU approach itself with lower-level ethok stakeholders who are an extension of the success of the regional head election.

Judging from a review of the facts that occurred in the field, which was seen by researchers in this regional head election, abuse and violations occurred so that it referred to various problem factors at the time of the regional head election, because departing from this problem, it often becomes a very issue discussion in the midst of the community and even issues This reached various social media, although one day before the election results, news came out that there were many frauds and violations that affected the vote, none other than money politics.

Money politics itself, even though the campaign conditions are well known to the public, often occur as if it is commonplace in the community and has even become entrenched by unscrupulous candidates for the regional head election (pilkada), responding to this will certainly break the course of democracy which has become the foundation of democracy the basis for regional head elections (pilkada). In essence, money politics is not easy to overcome or avoid from the community because money politics is like a tradition and cannot be quoted anything.

Regardless of the motivation, the important role of the Mandailing Natal KPU as the technical organizer is still trying to maximize the emergence of awareness from the community itself regardless of the factors, the role of the KPU continues to prioritize how to provoke public awareness, consciously and conscientiously, to channel their voting rights and choose which candidate according to us is the right one. The task of the district-level KPU as implementer as an institution as well as an organization is only to carry out as ordered from both laws and regulations (Fadillah Syarief, chairman of the Madina KPU).

Apart from that, personally, the KPU membership is demanded to continue to prioritize integrity, professionalism and responsibility, in addition to the organizers of the election contestants, they must be professional, both from parties and pairs of candidates. there will be significant problems in the implementation of the stages of the process, both elections and elections, understanding and maturity in running democracy need to be addressed again and do not fulfill political ambitions so that justifying all methods is not right provide understanding and approach to the community or provide education by way of socialization because this is certainly very important for the course of an election later in the prevention of violations and at the same time anticipating preventing money politics in this regional head election.

Indeed, the solution to our role in this election activity must open our mindset to be more mature when the post-conflict local election must be sought to build a civil society, our participation is our only way as a pillar to educate the nation and state. The future of the development of Mandailing Natal Regency in the next five years lies in the decision in our own hands, to find leaders who are worthy, honest, fair and able to protect the community in order to realize regional progress. Let's together cultivate and uphold the

value of truth, not justify mistakes, this is very much needed in self-awareness and must be changed as much as possible in terms of participation.

From the initial observations made by the researcher according to the description of the background above, the researcher is interested in taking the title "Community Participation in the Pilkada of Mandailing Natal Regency in Kec.Panyabungan 2020 (Political Communication Studies)".

II. Review of Literature

2.1 Political Communication Theories

According to Stephen W. Little John and Karen A. Fouss Volume 2 (2016: 909-915) Political communication theory explains the process of moving towards a goal, where elected and appointed leaders, the media, and the public use messages to construct meaning about political practice. When people exercise power with public support, their messages and interactions are strategic ways to influence public policy. Conceptualization of who is in power and how they exercise their power is a prominent concept in political communication theories. Power is the ability of political actors to gain, maintain and exercise authority in matters of government and influence relations and policies.

2.2 Political Communication

Given the important ideas of correspondence and culture, political correspondence is also essentially a part of social culture and is influenced by it. At the same time, political correspondence can develop, follow, and transmit political culture, so that by showing the construction of messages and examples of political correspondence, so that by showing the message design and examples of political correspondence that it creates, standard culture can be broken down. As Rush and Althoff point out, political correspondence is the transmission of politically important data from one political framework to another, and between social frameworks and public systems as elements of the dynamics of political systems, and media-dependent socialization, participation and recruitment political.

2.3 Functions and Objectives of Political Communication

According to Anang (2017: 84-94) there are five basic functions of political communication, namely:

- a. Illuminate the general public about what is happening around them.
- b. Provide political education to the public about the importance and meaning of existing realities. Also try to make goals into inclusion, which will instruct individuals according to the real world. Provide political education to the public on the meaning and significance of existing facts.
- c. For this situation, lawmakers are needed to try to make objective inclusions, which can instruct the general public about the truth of what is happening.
- d. Making ourselves accessible as a stage to oblige policy-driven issues, so that they can turn into conversations in the form of popular judgments and restore general assessment results.
- e. Make a distribution of the focus of government and political arrangements. Doing support that can help organize and project political organizations can be incorporated into the media.

2.4 Political Communication Channels

Basically, real political communication cannot be separated from the role of mass media. The media for today can give an idea of how far the political cycle can be compiled, newspapers, radio and television as a whole have information on issues driven by regulation for the wider environment. Although the broad subject of affiliation could not be more significant, coloring is now a distraction. When from the importance of a media association, when looking at the feelings of some aspects of the media network, political communication channels are divided into:

- a. Organization channel
- b. group channel
- c. Mass media channels
- d. Special channels are often used by certain people or individuals or groups who have political roles.

2.5 The Role of Mass Media in Pilkada

Mass media has three main functions that are innate in their work, namely providing specific data, instructing and involving the general public through media data that helps people by forming similarities about issues by utilizing mass media, individuals can further develop skills, information and learn about progress significant in many areas of life.

III. Research Method

Based on the problems that have been formulated by the researcher, in this study the author uses descriptive research. This descriptive research is a research that is directed to provide symptoms of facts or events systematically and accurately

IV. Results and Discussion

4.1 The Election Message conveyed by the KPU Involves Reference Groups

a. Definition of Reference Group

Reference groups or reference groups are groups that can directly (face to face) or indirectly influence attitudes, behavior, attitudes, values, norms as well as a reference system for individuals in decision making. A reference group can be a friend, relative, neighbor, artist, leader, or famous figure, a reference group also known as a reference group is an individual or group of people who have a significant influence on a person's behavior.

The following are the results of interviews related to the socialization of the election by inviting several groups involved in a meeting held in several locations such as the hall and the group management office, with Mr. Muhammad Husein Lubis as a member of the commission at the Madina KPU in the field of HR, on Monday 16 November 2021 as follows:

“Don’t be afraid to come to the polling station because it is no longer guaranteed that it is a safe position. The message we convey is to invite the community to participate for the progress of the Mandailing Natal Regency, Alhamdulillah, what we assume is the 2020 local election yesterday, and the people are very enthusiastic in this regional head election.”

Not only that, another response from Mr. Fadillah Syarif as the general chairman of the Madina KPU, on Tuesday, November 17, 2021, he said that:

"In addition to our internal socialization of organizers at the KPU and our staff, we instruct lower-level ranks to coordinate, in socializing with this reference group, let's say religious leaders/khotib in this counseling we convey good messages about the obligation to choose leaders and prohibitions against This money politics message will be conveyed again so that it can be collaborated so that what we hope is able to attract people's interest to channel their voting rights".

Then with Mr. Akhir Mada as the coordinating part of the data and information planning division, on Tuesday 17 November 2021 he said that:

"For this reason, we really invite cooperation because we also carry out socialization to all mass organizations in Mandailing Natal district as an extension of the KPU's arm to socialize it to the public so that they take an active role in exercising their voting rights in the 2020 elections".

Not only that, the response from Mr. Muhammad Yasir as part of the coordination of the legal and supervisory division, on Monday 16 November 2021, he said that"

"There must be, we have a schedule first, for example outreach to mass organizations, we gather all mass organizations from religious, regional, student circles. In the past, there were NU, Muhammadiyah, Aswadiyah, Church Association, HMI, PMII, IMM and others. All the mass organizations that we know are here are registered to the Limnas and we invite them, there are specials we prepare a special time and schedule for these mass organizations which we hope that the administrators of these mass organizations will socialize their respective members ".

Then with Mr. Muhammad Ikhsan as part of the coordination of the technical division of the organization, on Monday 16 November 2021, he said that:

"Of course, if we work together with all stakeholders in the community, such as outreach to certain groups such as community organizations and also in the 2020 elections, it is possible."

From the statement above that has been conveyed by all research informants, it can be seen that with the offline or face-to-face socialization involving all elements of society, both reference groups, all stakeholders and mass organizations in Mandailing Natal to work together to realize the Pilkada. quality, in other words, work together to encourage and encourage public participation so that they are willing to channel their voting rights, and with this cooperation can make things easier and interrelated to make this regional head election a success with the best hope.

Cooperation basically shows the existence of two or more parties who interact with each other to achieve a common goal. In connection with the determinants of optimizing community participation actively in exercising their voting rights, religious leaders play an important role in re-socializing what has been conveyed by the Madina KPU so that they can mobilize public political participation in an election, because it is believed that religious leaders are the most convinced and exemplified about what is right and good.

In the regional head election in Mandailing Natal Regency, the existence of this religious figure will be the benchmark in guiding, directing, providing understanding to the community to determine their choice, while the socialization carried out is of course in various places whose domains are not government assets such as in mosques, in the hall, there is also a place where residents of Dispolu-polu started 9, following the words of Mr.

Fahri Lubis as one of the religious leaders and Mr. Hj. Alwin Tanjung M.Th, on Thursday 19 November 2021 they said that:

"Obviously, what the KPU has conveyed to us, we convey back to the community so that together we can maintain unity and integrity in Madina, even though there are different choices in this election, but there should not be divisions, the important goal is how to lead this Madina leader. is a leader who is honest, fair and wise, that's our hope, in the content of the lecture we convey the point is to invite the people of Mandailing Natal to actively participate in choosing leaders according to our religion, don't make the wrong choice of leaders because they will lose in the next 5 years and also avoid the so-called abstentions".

b. Forms of Influence Reference Group

According to Sumarwan (2011), there are several forms of influence from the reference group, including:

1. Normative influence

Normative influence is the influence of a reference group on a person through social norms that must be obeyed and accompanied. The normative influence will continue to be strong for someone to follow the reference group, if there is strong pressure to comply with existing norms, social acceptance, as a strong motivation, and purchased products and services will appear as symbols of social norms. A consumer tends to follow what is said or recommended by the reference group if there is strong pressure to follow the norms and there are social sanctions for consumers who do not follow the recommendations of the reference group. A consumer may have a strong motivation to follow the attitude of his reference group, because there is a desire to be accepted by the reference group.

2. Effect of value expression

The reference group wants to influence a person through its function as a carrier of value expression. A consumer wants to buy an elegant vehicle with the aim that other people can see him as a successful person or the vehicle can improve his self-image. These consumers feel that people who own elegant vehicles will be appreciated and admired by others. Consumers think that other people think that someone's success is characterized by the ownership of a luxury vehicle, so he tries to have the vehicle so that he is seen as someone who has succeeded.

3. Influence of information

Reference groups will influence the choice of products or brands of a consumer, because the reference group is very reliable advice, because he has better knowledge and evidence. Consumers often accept other people's opinions when sharing reliable facts and necessary realities of reality. This is especially true when it is difficult to gauge the personality of a brand or product through observation. (kajianlibrar.com: 2021)

According to KPU Madina, it is re-stated regarding how important the involvement of this reference group is, according to the results of an interview with Mr. Muhammad Husein Lubis as a member of the commission at the Madina KPU in the field of HR, on Monday, November 16, 2021, as follows:

"I think that the clear mass is that they carry out downwards, I hope that community participation does not go up, it turns out that what we assume is actually going up because the spearhead is not socializing, I think they are because the basis is very clear, say NU, NU isn't it many in Mandailing Natal, then Muhammadiyah, Christians even though we decide a little we call them like GAMTI, Church Association, then we follow FKUB, how about we socialize with MUI, Ministry of Religion, Education, Schools go to high school both private and public " .

Not only that, another response from Mr. Fadillah Syarif as the general chairman of the Madina KPU, on Tuesday, November 17, 2021 he said that:

"It's very important, it's very important that each of us is an institution, organization, target mass, so that in the district we also carried out the socialization of ORMAS, OKP, student organizations, educational leaders, we all involve. Alhamdulillah, at the time of the event, we urge, invite each other to provide an understanding of socializing to the community which ends on how to increase public participation as voters".

The role of traditional leaders in the politics of Mandailing Natal Regency has a very strategic position because it can become a political force that can influence public opinion. Because of their ability to influence the community, traditional leaders are challenged by candidate pairs to be recruited into a campaign team or at least a volunteer team. They can exert influence on community members in the customary areas they control. Even when it becomes a bone of contention by candidate pairs in seeking community support.

The ability of traditional leaders to influence people's political choices is not the same as that of religious leaders. The difference in their influence lies in the range of areas of both. Religious figures are not limited by certain customary territory restrictions, they can enter all places of worship in Mandailing Natal. Customary leaders can only influence people in their customary territory, they cannot enter the territory of other traditional leaders. However, traditional leaders have a very important role in society, especially at the family level united in one Tongkonan. They campaign for candidate pairs to get support from the community in their environment, especially families.

4.2 The media used by the KPU in the socialization of the Pilkada

Utilizing the different media networks used by the Mandailing Natal KPU to conduct socialization related to the implementation and election of regents and deputy regents in 2020 is the basis for increasing election participation, namely using print media, electronic media, social media, it is very necessary and provides information to the wider community without have to meet them face to face.

According to Hafied Cangara (2010: 123) Media is a tool or means used to convey messages from communicators to the public, while the concept of mass communication itself is a tool used to convey messages from sources to the public such as newspapers, films, radio and television. A media can be called mass media if it has certain characteristics. According to Cangara, the characteristics of mass media include:

- a. Institutional in nature, namely the media management department consists of many people, from collecting, managing to presenting information.
- b. is directional which means that established communication is less likely to allow dialogue between sender and receiver. Even when there is a response or response, it is often time consuming and delayed.
- c. It is broad and uniform, which means it can overcome the barriers of time and distance, because it has speed. A broad and simultaneous movement, in which the transmitted information is received by many people at the same time.
- d. Using technical or mechanical equipment, such as radio, television, newspapers, and others.
- e. It is open, which means that anyone and anywhere can receive messages, regardless of age, gender, and ethnicity.

In the socialization activities carried out by the Madina KPU, the use of the media has a very important role in channeling political communication information messages conveyed by the KPU to the Mandailing Natal community. For example, the communication media used by the Madina KPU in conducting socialization related to the

elections in 2020 is to use electronic media such as private radio, namely Start Fm radio which is the majority listener of the Mandailing Natal community, this media is used to broadcast information related to the elections. The program broadcast on the radio is an interactive dialogue filled out by the chairman of the commissioner and the data & information planning commission as resource persons.

The KPU of Mandailing Natal Regency also uses print media by making banners, leaflets, and posters, billboards as socialization materials that will be distributed to the public and posted in certain strategic places to provide information related to Pilkada to the public. The socialization information in the form of an appeal for abstention is not a solution, let's vote on December 9, 2020 for the election of the Regent and Deputy Regent of Mandailing Natal, besides that it informs about whether the community has been registered in the DPT, money politics is the forerunner of corruption, and become a sovereign voter of a strong country in a peaceful election.

Meanwhile, the KPU of Mandailing Natal Regency uses social media because it is a place to work together with one another and is based on internet that allows people to interface without reality. Through online media, clients can talk to each other, interact with each other without being limited by space and time. Web-based media on election socialization that is loaded on the official website of the Madina KPU, for example Facebook, Twitter which contains information data related to the Regional Head Election (Pilkada). Socialization through online media is more focused on the innovation potential of smart citizens, especially new members of the millennium and youth voters who use a lot of web-based media.

4.3 Messages that touch or attract people's attention

In the process of implementation, the socialization of the election is the most important thing to attract the attention of the public so that they want to vote in regional head election activities (Pilkada) other than being carried out in a closed room for social activities. Socialization is also used in open spaces by using various important socialization props to see the effectiveness of the process of socialization activities carried out related to the momentum of elections and elections that have been, are currently and will be taking place every step of the democratic party is very helpful and has a positive impact not only on increasing awareness, but also the perception of the people who are present at the polling station giving their right to vote in elections.

The following are the results of interviews related to the KPU's message so that the public is interested in Mr. Muhammad Husein Lubis as a commission member at the Madina KPU in the field of HR, on Monday 16 November 2021 as follows:

"Actually, when we did socialization in the field, it was very, very difficult, many were pessimistic at first if the car still opened the windows, then when it was finished there would be no more broken friendships, then I uploaded their hearts with the language of the durian tree planted by ompung we are not enjoyed by him, meaning that the goodness we plant is not enjoyed now but enjoyed by the next generation. That's how this democracy is, I also invite them to come to the TPS, the improvement is not what we are now hoping for the next generation, let's actively participate in coming to the TPS".

Based on the results of the interview above, it is not easy to judge things that are not necessarily true, change our way of thinking to see the future, determine a good democracy for this region, let's actively participate in coming to the polling station.

Also in response to Mr. Fahri Lubis as one of the religious leaders, he said that:

"The hope that is conveyed by us as a religion is yes, what the cleric chooses is that the leader prioritizes education and religion or the term because Mandailing Natal, the

Veranda of Mecca, is the message and impression of the expectations of religious leaders and the community, the leader must know religion and custom, because this Christmas mandailing is a traditional country that obeys worship.

From some of the questions above, the author concludes that the success or failure of delivering messages in an attractive and easy-to-understand program tailored to the needs of the target audience, which is designed, prepared in good language and the packaging of the material presented by the Mandailing Natal KPU must be light in order to arouse the interest of the people of Mandailing Natal Regency. Interest is a continuation of attention which is the starting point for the emergence of a desire to do activities.

Interest can cause a person to be active in something that has caught his attention. Based on the results of the study concluded that basically participation is freedom of opinion and groups. Because participation shows that citizens follow and understand political issues and want to be involved in these activities, the community participates in giving/participating in giving vote support to candidate pairs in the Mandailing election Christmas 2020 in the form of direct contact/relationship with government officials.

In this case, the political participation of the people of Mandailing Natal Regency in the 2020 regional head election was the participation of the community in voting, where some were based on their own conscience, some made choices because they were influenced by promises or rewards, some because follow brother. The existence of a reference group that was socialized by the Madina KPU in Mandailing Natal Regency certainly has an important influence on the community because it is able to promote itself as an opinion leader.

In the Mandailing Natal community, opinion leaders themselves include reference groups such as religious leaders, traditional leaders and community leaders, and other mass organizations. This happens because this group has a close relationship between the individual and the community, so the form of communication carried out by the group receives special attention from the community. The influence of reference groups on people's decisions in the elections because the masses are clear that the reference groups seem positive and significant for the decisions of the people of Mandailing Natal, both partially and simultaneously. These results indicate that by applying the reference group approach, it will increase the celebration of the Mandailing Natal community. In general, people choose in various regions,

Usually they try to find and match the information they receive with each other. In fact, it is not uncommon for them to agree to jointly choose the right leader for them. In fact, people trust information more than their own group. In terms of individual influence is stronger than information derived from advertising. (Tarsisius kana: 539) This research is supported by the theory of Kotler (1998) that the majority of human communication is verbal. People talk to each other every day, exchange ideas, exchange information, comment, and handle other communications.

Maybe the fact that consumers' knowledge of different product brands is due to word of mouth, which is further strengthened by the theory of Kotler and Armstrong (2003) that consumer behavior is strongly influenced by small groups. Groups that have direct influence and are owned by one person are called membership groups. On the other hand, reference groups are direct or indirect in shaping a person's attitude or behavior. Supported by the Mandailing Natal KPU to socialize the 2020 Pilkada as a response to technological developments using sympathy media and public education, including mass media, electronic media and print media. By holding a distribution of banners and billboards at the village level, by holding interactive dialogues or on the radio Start FM, KPU Mandailing

Natal Regency also disseminated the 2020 Regional Head Election by means of face-to-face communication, namely novice voters, people with disabilities, reaching schools, the community, outreach at the sub-district level, raiding markets, houses of worship.

V. Conclusion

Based on the results of the research that the researchers describe in Chapter IV, the authors draw the following conclusions:

First In the regional head election of Mandailing Natal Regency which was won by candidate pair 2 H. Muhammad Jakfar Sukhairi Nst and Atika Azmi Utammi Nst by obtaining 79, 156 votes in the final total. According to data from the Madina KPU, the voter participation rate in general has increased to 70% in 2020 compared to 2015 only 56%, of course, this increase in community participation cannot be separated from the cooperation between the Madina KPU and various elements of society who are actively involved in making the implementation a success this election. The community participates because of an impulse from their conscience or from self-awareness to choose good leaders and can build the welfare of the Mandailing Natal community for the next 5 years.

Second, the election message conveyed by the Madina KPU involved a reference group, namely groups that have a big influence in determining good and correct elections, call them religious leaders, the existence of these religious leaders can remind the public to choose leaders according to their religion, choose leaders consciously and avoid the name money politics, as well as traditional leaders, there are traditional leaders or community leaders. All of them have an important role in the success of the Pilkada and invite the public to participate and be willing to cast their votes in the elections held by the KPU in 2020.

Third, Utilization of the media used by the Madina KPU in socializing the Pilkada to the wider community can inform the public that all information related to the elections is distributed on various media owned by the Madina KPU such as social media, print media, or electronic media so that the public does not miss information about the election stage and other socialization information at least the uploaded information is in the form of an invitation to "Come to the polling station and the recommendation to refuse political money".

Fourth, several messages that attracted the attention of the public in giving their voting rights several programs both in terms of material, the readiness made by the Madina KPU was able to arouse the interest of the community with language that was easy to understand and adapted to the intended target.

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