The Voters Behavior on The Local Leaders Election in Bojonegoro Regency

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Abstract: Election is a form of freedom of speech, opinion and association. Voters can enjoy the freedom they have in choosing without intimidation and fraud. Election Commission Regency / City is an institution carrying out the stages of the delivery of election of regional head and deputy regional head. Direct election of regional head and deputy head of the Bojonegoro area has been done twice, but in the implementation of the general elections, voting behavior is difficult to allege. This can be seen from the map supporters of candidates in the General Election of Regional Head Bojonegoro. This study used a qualitative descriptive analysis method. The focus of this research is to use the Voting Rights in the implementation of the Regional Head Election Bojonegoro. Some reasons to vote in the election Kada Bojonegoro, media campaign of interest in the election, the candidate selected pair in the election, and the factors that influence voters in choosing a partner candidate in the election of Regional Head Bojonegoro. The populations in this study are all the voters in Bojonegoro as many as 1,038,378 voters. Because of the limited time, cost and labor, the study used a sample of 270 people. Sampling technique used in the study is simple random sampling technique. The results of this study are voters in the vote in the elections at local Head Bojonegoro in 2012 have been very good. The reason voters abstain from voting showed apathy towards the implementation of the election of Regional Head Bojonegoro in 2012. Media interest in the campaign of the election of Regional Head Bojonegoro through face to face and couples incumbent is still trusted by voters in Bojonegoro that the couple has shown his work program for Bojonegoro lead. Factor that influence the voters in choosing the candidates due to the rewards of the candidate pairs.

Keywords: Voters behavior, electoral Regional and Deputy Head Bojonegoro.

1. Introduction

Democracy was developed to accommodate the aspirations of the people. Simply put, democracy can be defined as government-run of the people, by the people and for the people. Based on the principles of democracy, Election is a manifestation of freedom of speech, opinion and association. Through these elections people also limits the powers of government, because every voter can use the freedom they have without intimidation and fraud that makes the freedom of voters bothered. Election is one of the most important instruments in the modern democratic political system. Election has even become one of the main parameters used international community to see whether or not a country democratic. Based on Law No. 32 Year 2004 regarding Regional Government as recently amended by Law Number 12 Year 2008, explains that the local elections (regent, mayor and governor) are elected directly by the people. Through direct election, the head of the region should be held directly accountable to the people, where people do not have to leave his voice through the Regional Representatives Council (DPRD) but people can make their choice based on clear and transparent criteria. The birth of the direct election of regional head and deputy regional head is a step forward in the democratic process in Indonesia. According to Joko J. Prihatmoko "Through the direct election of regional heads meant to restore basic rights of the people in the area to participate in the political process in the framework of local political recruitment democratically" [1].

Election Commission Regency / City is an institution carrying out the stages of the delivery of election of regional head and deputy regional head who perform their duties according to Law Number 32 Year 2004 regarding Regional Government as most recently amended by Law No. 12 of 2008 and Act – Act No. 15 of 2011 on the Election and Government Regulation number 6 year 2005 regarding the Election, Legalization, Appointment and Dismissal of the head and deputy head region. The Direct Election of
regional head and deputy regional head Bojonegoro has done twice. The processes of implementation of the regional head and deputy head of the Bojonegoro area have been implemented on 10 November 2012. This proves that democracy has grown purely in Bojonegoro. In accordance with Government Regulation Number 49 of 2009 on the Third Amendment to Government Regulation Number 6 Year 2005 regarding the Election, Legalization, Appointment and Dismissal of Regional Head and deputy regional head who has the right to nominate themselves as candidates for regional head and deputy head of the regency of Bojonegoro, the participants of the election Regional head and Deputy head of candidate pairs that carried the party or coalition of political parties or individual candidates in pairs, where they will compete for the heart of the community to support the candidate, so as to occupy positions.

In the general elections of regional head and deputy head of the Bojonegoro regency, voting behavior is difficult to allege. This is reflected in the map supporters of candidates in the election kada Bojonegoro predictable who will be the winner candidate pairs H. Moh. Choiri, SH., M.Sc.-Drs. H. Untung Basuki, M.Sc. because it is supported by 20 seats in parliament Bojonegoro by the number of valid votes the election results in 2012 as many as 322,740. But the results of the elections of regional heads of Bojonegoro won by other candidates, namely Drs. H. Suyoto, M.Si-Drs. Setyo Hartono, MM by a vote of 320,536 or 44.37% thus Bojonegoro Regional Head Election held in 2012 only one round. Thus, based on this background, the research will be done on Voter Behavior on Election of Regional Head and Deputy Regional Head Bojonegoro. This research is a study conducted in Bojonegoro. Issues to be examined can be formulated as follows: “How is the Voter Behavior on Election of Regional Head and Deputy Regional Head Bojonegoro. (A Study in Bojonegoro) ”. The goal is to determine the Voter Behavior on Election of Regional Head and Deputy Regional Head Bojonegoro. The benefits of the research are to inform the Government of Bojonegoro in policy making to infer the behavior of voters on Election of Regional Head and Deputy Head Bojonegoro.

2. Method

This research uses descriptive qualitative research. Descriptive research is the kind of research that aims to explore and clarify a phenomenon or social reality [2][3]. This research was conducted in all the voters in Bojonegoro by the number of 1,038,378 voters. Due to limited time, cost and effort, the study used a sample as an object of research [3][4][5]. The sampling technique in this study using simple random sampling technique with a sample size of 270 people, of which from 27 districts in Bojonegoro taken 10 people as a sample for each district.

The focus of this research are: (1) Using the Voting Rights in the implementation of the Regional Head Election Bojonegoro, (2) Reasons to vote in the election of Regional Head Bojonegoro, and (3) Media campaign of interest in the election Kapala Regional Bojonegoro (4) the pair of candidates elected in the general election Kada Bojonegoro, and (5) factors influencing voters in choosing a partner candidates in the election of Regional Head Bojonegoro.

3. Results

Definition of Behavior

Human behavior is all activities or human activity, whether observed directly, or which can not be observed by outsiders. Skinner, formulate that response or behavior is a person's reaction to stimulus or stimuli from the outside. Therefore, this behavior occurs via the process of the stimulus on the organism, and the organism then responded, then Skinner's theory is called the theory of “S-O-R” or Stimulus-Organism-Response. According to Lawrence Green (1980), the factors that influence behavior, among others: (1) predisposing factors (predisposing factor), (2) Factors supporting (enabling factor), and (3) The driving factor (reinforcing factor).

Definition Voters

According to Joko J. Prihatmoko definition voters are all parties to the main purpose of the contestants for their influence and make sure that the supports and then to vote for contestants concerned [1]. Voters in this case can be constituents and the community at large. Constituents are groups of people who feel represented by a particular ideology which then manifests itself in political institutions such as political parties. Voters are part of the wider community who may not be a constituent of certain political parties.

Definition of voters in accordance with the regulations Election Commission Number 12 of 2010 on Guidelines Procedures for Updating Data and the voters list in the General Election of Regional Head and Deputy Regional Head Article 1 point 9 states: "Voters is a citizen of the Republic of Indonesia (WNRI) on the day and date of voting Election of Governor and Deputy
Governors or General Election of Regent and Vice Regent or the Election of Mayor and Deputy Mayor have turned 17 (seventeen) years or older as evidenced by resident identity card (KTP) or are / have been married. "(Commission Regulation No. 12 of 2010: 5),

Voter behavior

Issues and political policies largely determine voting behavior, but there are other factors that also affect. Voters could have chosen a better candidate and potential candidates for regional head of the board members, as it is considered as representative of religious or because of their emotional attachment to a person with ties of loyalty to the figure in question. Factors that influence the election are required by the candidate in order to formulate a marketing strategy or even the program itself. Information about these variables is obviously useful in formulating a communications strategy, the management of candidates, and preparation of issues and policies that will be offered to the voters. The effectiveness and efficiency of the delivery of political messages are highly dependent on the candidates understanding of the behavior of voters in the area to be represented or led. Thus, the behavior of voters, the people who will represent or be led, will become an important information campaign in planning and resource allocation of a person.

In connection with the voter's behavior, there are several approaches to studying it, namely: a sociological approach, psychological approach, and the approach rationales. Sociological approach basically explains that the social characteristics and social groupings - age, gender, religion, occupation, family background, activities in formal and informal groups, and others can give a significant influence on the formation of voter behavior. Because the sociological approach still has a weakness, it appears the model of voting behavior based on psychological approaches. Pioneers of this approach August Campbell is a researcher at the Research Centre on the investigation. This approach was developed entirely in the United States with major contributors to the University of Michigan, so the model of voting behavior based on psychological approaches are also often called schools of Michigan. Schools of Michigan underlie their political attitudes of voters who settled. This theory is based on the concept of attitude and socializing. Party identification is an important factor for understanding the behavior of voters. Based on the concept of communication actions, voters are influenced by the party identification of voters classified as reactive. These concepts also associate the sociological approach to the psychological approach. A rational approach is based on the condition of some voters changed the political choices of an election to another. Certain political events could change a person's political preferences selection. In other words, that the behavior of the voters is not only determined by the characteristics of the social and party identification. A rational approach is primarily concerned with the orientation of the voters, the candidate's orientation and orientation issues. Voters do "votes" are valid against the party bids. The rational voter motivation, principles, knowledge, and get enough information. Their actions are not by chance or habit, not for its own sake, but for the public interest in mind and sound judgment.

Voters Orientation

In an election, voters have a different orientation between the voters with other voters. The orientation of the electorate can be divided into two kinds, namely: (1) Orientation Policy - Problem Solving, in which voters will tend to objectively choose a political party or contestants who have a sensitivity to the problem of local (national) and clarity-clarity work program of the parties, (2) Orientation ideology, where voters tend to be concerned with the ideology of a party or candidate. The closer the similarity of the party or electoral contestants, then this kind of voters will tend to vote for the party or contestant.

Types of Voters

Voters are divided into several types, namely: (1) Rational Voter, voters prioritize high orientation towards policy-oriented problem solving and low for ideological factors. The most important thing for the voters of this type is what can (and have) done by a party or a candidate election, (2) Voters Critical, where voters are critical will always analyze the link between the party system ideology with policies that are made, (3) voters Traditionally, the voters of this type have an orientation that is very high and does not see the policy of a political party or a candidate as an important decision-making, and (4) voters Skepsis, the voters of this type does not have the ideological orientation that is high enough with a political party or contestants election, voters also do not make a policy becomes an important matter. Even if they participate in the elections, they usually do it at random or random. They believe that whoever wins in the election, the result is the same, there is no significant change that can be divided to the conditions of the region or country. The Direct Election of Regional Head is Being
Democracy Local Level According to Miriam Budiharjo in his book Fundamentals of Political Science "The term democracy according to the origin of the word means" people in power "or" government of rule by the people "The Greek word demos means people, kratos / krattein mean power / power [6]. Direct election of regional heads, as well as a means of democratic education process, is also a form of local democracy which is a big change in the Indonesian state administration. Significant changes in the state system of Indonesia, including multi-party system, in the 1999 election that is free from political intervention. Furthermore, in the 2004 election apart followed by multiparty, also conducted the election of President and Vice President directly by the people organized by the General Election Commission (KPU), which is national, permanent and independent. Based on the Law of the Republic of Indonesia Number 32 Year 2004 regarding Regional Government as recently amended by Law of the Republic of Indonesia Number 12 of 2008, of which mandates that the Regional Head and Deputy Head of Region have direct, general, free, confidential, honest and fair, as well as the election of president and vice president in 2004. Thus the process of democratization of local governance is increasingly manifested in the regions. There are two reasons that the Election of Regional Head and Deputy Regional Head directly it can be said to be more democratic, namely: (1) further open the door for the emergence of the Regional Head in accordance with the will of the majority of the people themselves, and (2) to maintain the stability of the government in order not easily dropped in the middle of the road. Regional Head and Deputy Head of elected directly by the people, the way in which the requirements and procedures set out in legislation, Couple candidate Regional Head and Deputy Regional Head may be nominated by a political party or coalition of political parties participating in the election that obtain a certain number of seats in parliament and or support the vote in legislative elections in a certain amount.

Based on Law No. 32 Year 2004 regarding Regional Government as most recently amended by Law No. 12 of 2008, the election of Regional Head and Deputy Regional Head is not categorized as a general election. For efficiency, the Regional Commission which were established by Law No. 12 2003 were given authority to organize the election of Regional Head and Deputy Head of Region, including also given the authority to arrange all the procedures relating to the preparation and implementation based on the government regulation. Regional

Head Election Commission held accountable to Parliament (Article 4). Then the voter list is registered as a resident of the area concerned as evidenced by an identity card and had settled a maximum of six months. The voter list will be validated with the involvement of local RT and RW officials. Each voter will receive a new voter card made by the Election Commission. The spirit of the laws and government regulations require Regional Head Election lasted only one round. Nevertheless the possibilities of two rounds as the presidential selection remains open, only a very small chance, because the winner is not required to collect votes above 50 percent. If there is no spouse who earned half plus one, candidates who got the vote over 30 percent of the vote is declared the winner. The second round is possible if none of the candidates who won more than 30 percent of the vote.

General Election of Regional Head and Deputy Head of Bojonegoro is a way or means to determine the people who will represent the people in running the government. Election of Regional Head and Deputy Head Bojonegoro area has been carried out on November 10, 2012. Participants Election of Regional Head and Deputy Head Bojonegoro area followed by five pairs of candidates consisting of: (1) The candidate pairs Drs. H. Suyoto, M. Si and Drs. H. Setyo Hartono, M.M (incumbent), (2) Couples candidate Dr. HM. Talha, SH, M. Hum and Budiyanto, (3) Couples candidate H. Moch Choiri, SH, M. Si and Drs. H. Untung Basuki, M. Si, (4) Couples candidate Dr. Hj. Andromeda Qomariah, Dra, M.M and Ir. Budi Ismu Sigit Hariyanto, and (5) Candidate Pair DVM. Sarif Usman and Dra. Hj. Syamsiah Rahim, M.M. Number of bearer party candidate pairs that most prospective partner H. Moch Choiri, SH, M. Si and Drs. H. Untung Basuki, M. Si with 20 seats in parliament Bojonegoro or 232 740 valid votes in 2009. The result of the election voters list (DPT) was passed by the PPS on 21 September 2012. The determination of the number of all PPS and PPK DPT recapitulation in Bojonegoro is conducted by the Commission on 29 September 2012. The number of permanent voters list in Bojonegoro is the number of male voters’ as many as 515 695 people or 49.66%, while the numbers of women voters have as many as 522 683 or 50.34%.

The Result of Vote Election on Regional Head Bojonegoro

Recapitulation of vote counting results of the General Election Commission (KPU) Bojonegoro held on Sunday November 18, 2012 with an open plenary meeting which took place
at the KPU office of Bojonegoro Regency. In recapitulation in Regency Bojonegoro it dillakukan perekapan data include: (1) Data on the state of the electorate, in which the acquired data to be written in Table 1, (2) Data on the state of the use of ballots written in Table 2, (3) Data on the vote of each pair of candidates written in Table 3.

**Table 1.** Data about the state of the voters Regional Election Bojonegoro Regency in 2012

<table>
<thead>
<tr>
<th>No</th>
<th>Description</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total legal voters</td>
<td>1.038.378</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Legal voters that voted</td>
<td>741.112</td>
<td>71,37</td>
</tr>
<tr>
<td>3</td>
<td>Legal voters that didn’t voted</td>
<td>297.266</td>
<td>28,63</td>
</tr>
</tbody>
</table>

**Table 2.** Data on the vote of each pair of candidates

<table>
<thead>
<tr>
<th>No</th>
<th>Descriptions</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total of received ballot</td>
<td>1.063.661</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Total of used ballot</td>
<td>741.112</td>
<td>69,7</td>
</tr>
<tr>
<td>3</td>
<td>Total of rejected ballot</td>
<td>599</td>
<td>2,5</td>
</tr>
<tr>
<td>4</td>
<td>Total of unused ballot</td>
<td>321.950</td>
<td>27,8</td>
</tr>
</tbody>
</table>

**Table 3.** Data on the vote of each pair of candidates

<table>
<thead>
<tr>
<th>No</th>
<th>Candidate Pairs</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Drs. H. Suyoto, M. Si and Drs. H. Setyo Hartono, M.M</td>
<td>320.536</td>
<td>44,38</td>
</tr>
<tr>
<td>2</td>
<td>Dr. HM. Thalhah, SH, M. Hum and Budiyanto</td>
<td>104.803</td>
<td>14,51</td>
</tr>
<tr>
<td>3</td>
<td>H. Moch Choiri, SH, M. Si and Drs. H. Untung Basuki, M. Si</td>
<td>227.522</td>
<td>31,50</td>
</tr>
<tr>
<td>4</td>
<td>Drh. Sarif Usman and Dra. Hj. Syamsiah Rahim, M.M</td>
<td>20.311</td>
<td>2,81</td>
</tr>
<tr>
<td>5</td>
<td>Dr. Hj. Andromeda Qomariah, Dra. M.M and Ir. Sigit Budi Ismu Hariyanto</td>
<td>49.117</td>
<td>6,80</td>
</tr>
</tbody>
</table>

Total Acquisition Vote entire Candidate Pairs 722.289 100 

Source: Primary Data Processed

Under the law number 32 of 2004 on Regional Government as recently amended by Law No. 12 of 2008 and the General Elections Commission Regulation No. 16 of 2010 article 46 paragraph (1) and (2) it appears that the results of the elections of regional heads Bojonegoro shows that there are two candidates who gained more votes than the 30% that the candidate pairs Drs. H. Suyoto, M. Si and Drs. H. Setyo Hartono, M.M by a vote of 320 536 votes or 44.38% and the pairs of candidates H. Moch Choiri, SH, M. Si and Drs. H. Untung Basuki, M. Si by a vote of 227 522 votes or 31.50%. Thus, the election of Regional Head Bojonegoro in 2012 only 1 (one) round and the candidate pairs Drs. H. Suyoto, M. Si and Drs. H. Setyo Hartono, M.M designated as a candidate Bojonegoro regent and deputy regent elected by a vote of as much as 44.38%.

**Profile of Respondents**

As argued above that the respondents of this study is that people Bojonegoro captured 10 people each subdistricts in Bojonegoro district, bringing the total number of respondents in this study as many as 270 people were grouped according to age, gender, level of education and employment. With the highest number of respondents aged between 31 years to 40 years as many as 77 people or 28.52%, consisting of 35 male respondents and 42 female respondents. The education levels of most of the respondents have a high school education level as many as 145 people or 53.70%.

**Data Results**

People who use the right to vote in the local elections of Bojonegoro regency on November 10, 2012 are 228 or 84.44% of people who use their voting rights and 42 or 15.56% of people do not exercise their voting rights in the election of Regional Head Bojonegoro.

The reason most voters who did not vote in the election of Regional Head Bojonegoro is not getting money from pairs of candidates or the campaign team as much as 23 or 57.5%. There are as much as 12 or 30% Voters who do not use their right to vote on polling day, because other interests. For voters who do not exercise their voting rights for not believing the pair of candidates as many as 5 people or 12.5%. Then the reason for voters who do not exercise their voting rights because it is not included in the voters list (DPT) does not exist, so this shows that in the implementation of the Regional Head Election Bojonegoro no problems relating to the voters list.
Media campaigns are interesting in the implementation of the Regional Head Election Bojonegoro is through face to face as many as 97 voters, or 42.54%. For media campaign through print media respondents were 45 voters, or 19.74%, while the media campaign through banners total of 37 voters, or 16.23%. Then the media campaign through electronic media the results of respondents' answers as much as 30 voters or 13.16% and media campaigns that are less attractive through a campaign of open / general meeting were 19 voters, or 8.33%.

Candidates who have been selected in the General Election of Regional Head Bojonegoro is as much as 87 or 38.16% of voters chose the candidate pairs Drs. H. Suyoto, M. Si and Drs. H. Setyo Hartono, M.M. Then the candidate pair H. Moch Choiri, SH, M. Si and Drs. H. Untung Basuki, M. Si selected by 76 voters, or 33.33%, while choosing a partner candidate Dr. HM. Talha, SH, M. Hum and Budiyanto total of 49 voters, or 21.49%. For couples candidate Dr. Hj. Andromeda Qomariah, Dra, M.M and Ir. Budi Ismu Sigit Hariyanto which is an independent partner selected by 12 voters, or 5.26% and the pairs of candidates DVM. Sarif Usman and Dra. Hj. Syamsiah Rahim, M.M are also departing from four independent elected by voters or 1.75%. It can be said that the candidate pairs Drs. H. Suyoto, M. Si and Drs. H. Setyo Hartono, M.M an incumbent candidate, so it is more widely known by the people of both personal and work programs have been run. Factors influencing voters in choosing a candidate pair at most due to their remuneration by 69 voters, or 30.26%. For factors that affect voters for political parties that support as many as 56 voters, or 24.56%, while the invitation for reasons of family, friends etc. there were 43 voters, or 18.86%. The factors that influence the voters because the figure of as much as 38 voters, or 16.67%, and by reason of the vision and mission there were 22 voters, or 9.65%. This shows that the rewards can be purchased right voters.

Results Analysis and Interpretation of Data

Based on research data, it is seen that there are as many as 228 or 84.44% of people who use their voting rights and 42 or 15.56% of people do not use their right to vote in the Head election Bojonegoro. This suggests that the presence of voters to exercise the right to vote was in response to the stimulus in the form of socialization is done both by the Election Commission Bojonegoro and by pairs of candidates and campaign teams to voters. Thus, the turnout using the right vote in Regional Head elections in Bojonegoro is very good. The reason voters did not exercise their voting rights due to not getting money from pairs of candidates or the campaign team as much as 23 or 57.5%. Of the respondents regarding the reasons not to vote, then it can be assumed that voters who did not vote can be categorized as Voters Skepsis, where voters have confidence that whoever wins in the election, the result is the same, no significant changes in the area or society. The reason is because not earn rewards or cash from the pair of candidates or their campaign teams showed apathy towards the implementation of Bojonegoro kada election in 2012. Voters who have this apathy prefer to do other activities instead of coming to the polling stations (TPS) to use the right voting. Media campaigns are interesting when the campaign period is through face to face as many as 97 voters or 42.54. This shows that with the campaign through face to face, the pair of candidates or the campaign team is able to offer a work program or a solution for a problem that exists. Thus it can be said that the behavior of voters in choosing the Policy-oriented.

Problem Solving

Candidates who have been selected in the General Election of Regional Head Bojonegoro is as much as 87 or 38.16% of voters chose the candidate pairs Drs. H. Suyoto, M. Si and Drs. H. Setyo Hartono, M.M. This indicates that the candidate pair Drs. H. Suyoto, M. Si and Drs. H. Setyo Hartono, M.M. voters still believed to lead Bojonegoro during the 5 (five) years period of for showing the work program for the lead Bojonegoro.

The factors that affect voters in choosing a candidate pair at most due to their remuneration by 69 voters, or 30.26%. According to a rational approach, one of the factors that can affect voter behavior is economic rewards directly to their constituents, especially to the population below the poverty line.

4. Conclusion

The conclusion of this study are: (1) Voters in the vote in the Region Head elections Bojonegoro in 2012 has been very good. (2) Reasons voters abstain from voting showed apathy toward the elections kada Bojonegoro in 2012, (3) Media campaign of interest in the Regional Head elections Bojonegoro through face to face for a couple of candidates or the campaign team is able to offer a work program or a solution for a problem that exists, (4) couples incumbent is still trusted by voters Bojonegoro for showing the work program for the lead Bojonegoro, ( 5) factors influencing
voters to choose candidates who most due to the rewards of the candidate pairs.

5. References


