

**PERCEPTIVITY OF CAMPAIGN BY VOTERS IN UNISON ELECTIONS
IN THE PROVINCE OF RIAU 2015**
(Case Study: The Unison Elections In Rokan Hulu and Dumai District)

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Abstract

The research aimed to describe the meaning of the campaign by voters and identify the cause of political money for simultaneously election in the Riau, 2015. The campaign is the space that should be used to assess the voters' vision, mission and programs participating in the election. But in reality the campaign period tends to be used for money politics. To analyze, researchers used the theory of symbolic interaction with descriptive qualitative approach. The study was conducted in Rokan Hulu and Dumai are using in-depth interviews and documentation as a means of collecting data. The research result is a campaign meant not only as a space to assess the vision, mission and programs participating in the election. But also as a space for the voter to negotiate or voice transactions (money politics). Voters money politics due to economic factors and habits.

Keywords: campaign, money politics, voters, election participants

1. Introduction

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

Selection of leader is covering the election of President and Vice-President (Election), election of the House of Representatives / DPR and the Regional Representatives Council / Parliament, as well as local elections / Governor and Vice Governor, Regent and Vice Regent, Mayor and Deputy Mayor (elections). Election is done directly, except for the elections at the beginning of the reform was done indirectly. However, since the promulgation of Law No. 32 of 2004 and Government Regulation No. 6 of 2005, the elections carried out directly, as well as Representative council and presidential elections.

Direct election is an election mechanism, where people directly choose who the leaders they want. While the indirect election is an election mechanism, where the parliament as representatives of the people choose their leaders. Modification in the mechanism of the representative system to provide direct system also changes in political communication objectives pairs of candidates. In a representative system, the pair of candidates only in political communication to a number of people (members of parliament). While the direct system, the pairs of candidates in political communication with many people both society and political parties. Political communication is the delivery of a political message from a political communicator to the communicant to achieve certain goals (Nair, 2003: 4).

Then the mechanism of direct election is more democratic than the public regarded as representative, because directly to be involved for the leader. In addition, the mechanism is expected to avoid direct political praxis areas of political practice money (money politics). Logically, the pair of

candidates Regional Head will find it difficult to 'buy votes' communities which are numerous. Unlike the case in the election of representatives, which really allows the money politics to deputies the short time relatively.

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

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

Political phenomenon of money on direct elections, Legislatice election and local electionis not new thing. Reseacherstudies like Sunyoto (2009) and Pramono Agung Wibowo (2013), states that the success of the election of members of the legislature on pileg 2009 due to the use of political money. Research by Fitriyah (2013), mentions the efforts made pair of candidates to win elections is to use any public money politics and political receive the money.

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

Based on the problems, it is known that money politics became one of the strategies used pairs of candidates to influence voters. This strategy tends to do during the campaign. On the other hand, the people are welcoming and accepting political money and impress as starter. Campaign activity should only contain delivery of the vision, mission and programs. But also accompanied by the provision of material either in goods or money. Therefore, researcher want to analyze, (1) How meaning campaigns by votersin unisonelections in the Province of Riau 2015? (2) Why votersdo money politics in unisonelections in the Province of Riau 2015?

II. Literature Review

A. Meaning and Campaigns

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

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

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

The campaign is communication activities to carried out in the electoral process and the elections both of elections. According to Law No. 8 in 2015, is an activity participating in the election campaign (pair of candidates) to reassure voters by offering a vision, mission and programs. The process of delivering the vision, mission and program participants of election (candidate pairs) to do the couple themselves, supporting political parties or successful teams in both space and time (Fahmi, 2010: 32).

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

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

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

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

Besides of able to persuasion communication , pairs of candidates must also consider about form of campaigns . A form of campaign is the way political communicator (pair candidate Regional Head) convey political messages to the public (voters). According to DedyMulyana, (2013: 31), a campaign can take the form of monologue or dialogue. Campaigns by way monologue, form a linear or unidirectional communication of political communicator to the communicant. Forms of this campaign is characterized by self-love, deception, pretense, show, appearance, use, profits, persuasion and manipulation. While the campaign by means of dialogue using reciprocal communication (two way communication) between the pair of candidates with voters. This campaign

marked their shape togetherness, heart openness, directness, honesty, spontaneity, candor and responsibility. Campaign monologue or dialogue has the same goal of effect political message and change the behavior of voters.

B. Political Communication

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

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

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

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

In political communication, the pairs of candidate must be necessarily have the ability to convince voters. The ability to be possessed include being to be able and know yourself, credibility, appeal and equity, and has the power (Jupendri, 2016: 105). First, is able to know yourself the pair of candidates should be determine the readiness himself before start political communication. Develop a message for makes voter interest, determine the choice of appropriate media, anticipating obstacles or barriers that may exist, and to know the characteristics of voters (communicant).

Both have expertise and credibility that can be trusted. Skills related to ability, intelligence, insightful, experienced or trained. While the trust related to honesty, decency, sincerity and so forth (Ardial, 2009: 81). The Greek philosopher Aristotle as quoted HafiedCangara (2012: 105) argues that

credible people have ethos, pathos and logos. Ethos is the strength of the communicator in accordance with the character possessed, so that what is delivered can be trusted by the communicant. Pathos is the strength of a communicator in the control of emotions and feelings communicant or the audience. Logos is the strength of the communicator in the form of arguments that can be accepted by the mind.

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

Furthermore, the vision, mission and programs delivered pairs of candidates during the campaign called with a political message. According to Dan Nimmo (2005: 75.79), the political message was a political speech of talks can affect the others. Political speech is a symbolic action, because words are not only shaped the political verbal, but also nonverbal ie drawings, paintings, photographs, films, gestures, facial expressions, and all the way to act. Political talks are symbolic activities associated with (1) the emblem, (2) language and (3) public opinion. These three factors are always attached to political messages propagated by the political communicator to the public in an effort to achieve a political goal (Susanto, 2010: 20).

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

C. Voters

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

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

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

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

Firmanzah (2008: 87.114) which divides voters into three constituent political parties, constituency other political parties, and non-partisan society. The third category of these voters have two choices orientation in determining which policy-problem-solving and the ideological orientation. Orientation Policy-problem-solving that voters make their choice to the candidates who offer the program of work on a solution to the existing problems. While voters berorientasi ideology will be more emphasis on the aspects of subjectivity nearness values, culture, religion, morality, norms, emotions and psychographics.

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

Furthermore, based on the orientation of the voter's choice is divided into four types: rational voters, voter critically, traditional voters and voters skeptical (Firmanzah, 2008: 119). Rational voters are high on policy-oriented problem-solving, and low oriented toward ideology. Voter turnout critical that high on policy-oriented problem-solving and ideology. Voter turnout is traditionally high on ideology-oriented and low-policy orientation on problem-solving. Voters skeptical that voters who had ideological and policy-oriented problem-solving is very low.

D. Theory of Symbolic Interaction

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

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

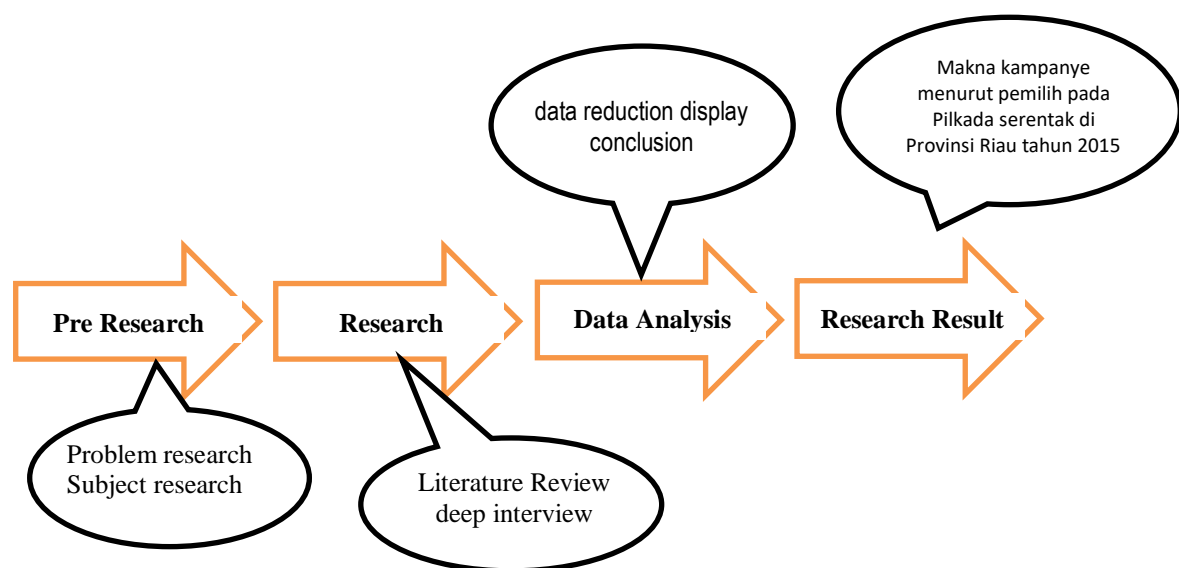
The essence of symbolic interactionism is an activity that is a hallmark of human beings, namely communication or exchange symbol given meaning. Symbolic interaction occurs in a series of events conducted between individuals. This interaction occurs consciously and are associated with gestures, vocal,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

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

Symbolic Interaction Theory pioneered by George Herbert Mead and continued by his student Herbert Blumer. In this theory viewed as objects that can be directly studied and analyzed through its interaction with other individuals. Individuals interact with using symbols, that contains signs, gestures and words. Symbol or emblem is something that is used to refer to something else, based on the agreement a group of people. According to Herbert Blumer (Umiarso and Elbadiansyah, 2014: 193)There are three assumptions underlying premise or human action. Thera are (1). Human being act to- ward things on the basic of the meaning that the things have for them, (2). The meaning of the things arises out of the social interaction one with one's fellow; (3). The meaning of things are handled in and modified through an interpretative process used by the person in dealing with the thing he encounters.

III. Methodology

This study was descriptive qualitative case study type, where researchers have little opportunity to control events to be investigated, and is a contemporary phenomenon in the context of real life. The Research in Rokan Hulu and Dumaitown in March 2015.Subjects were voters determined by purposive sampling. Criteria informants voters, a minimum of an undergraduate education, involved in or aware of money politics. Data collection techniques used in-depth interviews. Then the data were analyzed using the model of Miles and Huberman of data reduction, data display and conclusion. So the namely research stages:



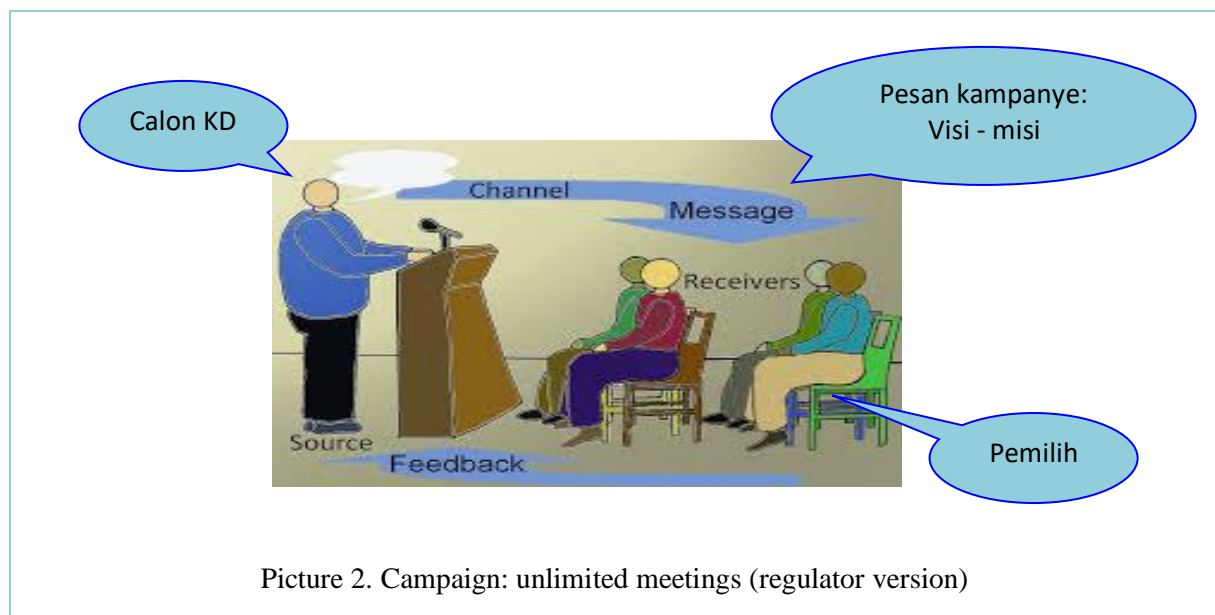
Picture 1.namely research stages

IV. Research Result

In this discussion, the researcher will describe the meaning of the campaign by voters and voters reason to money politic in Unison Elections In the Province of Riau 2015. The campaign in the elections is a social reality that is taking place within a certain time. Theoretically meaning are scientists such campaigns have been disclosed, Pfau and Parrot, which is a process designed consciously, gradual and ongoing, carried out at regular intervals with the aim of influencing audiences or targets (Venus 2007: 8).

Then, according to Law No. 8 in 2015, is an activity participating in the election campaign to convince voters by offering a vision, mission and programs. The principle in the election that is independent, fair, rule of law, order, public interest, transparency, proportionality, professionalism, accountability, efficiency, effectiveness, and accessibility. Furthermore, the campaign adheres to three principles, namely honest, open and dialogical. Thus, all fraudulent activities such as money politics was banned in the campaign activities.

To conduct the campaign, the election organizer (KPU) set in various forms, including public debates, dissemination of campaign materials, installation campaign props, and / or advertising in the print media and / or electronic (mass media), conclave. Face to face meetings and dialogues, and / or Other activities that do not violate the prohibition campaigns, such as the rally is limited, cultural activities (performing arts, harvest, concert music, etc.), sporting events (football games, motion leisurely stroll, cycling, etc.), social activities (mass circumcision, fairs, blood donation, race, etc.) and / or the campaign through social media like facebook, twitter, path and others (Commission Regulation No. 7 2015). In the following simple workflow campaign by Act No. 8 2015



Picture 2. Campaign: unlimited meetings (regulator version)

1. Meaning campaigns by voters in Unison Elections In the Province of Riau 2015

In the process, there was an additional meaning to the campaign by voters as an audience or target. The addition of meaning as voter action on symbols (language) received from prospective Regional Head. In the theory of symbolic interaction by Herbert Blumert, human actions make sense of a reality based on three assumptions (Umiarso and Elbadiansyah, 2014: 193).

- a. Humans act against something of the meaning which is owned by objects, events, or phenomena.
- b. That meaning is delivered as a result of interaction with others. Meaning negotiated through the use of language.
- c. Meanings are handled and modified through a process of interpretation in order to deal with certain other phenomena.

Based on the results of this research is the meaning of the campaign by voters either in Rokan Hulu and City of Dumai in simultaneous elections 2015. The campaign is a form of political communication who conducted regional head candidates to the voters with a specific timeframe in the elections with the aim of convincing voters to want to select it. Forms of political communication was in the form of delivering political messages are:

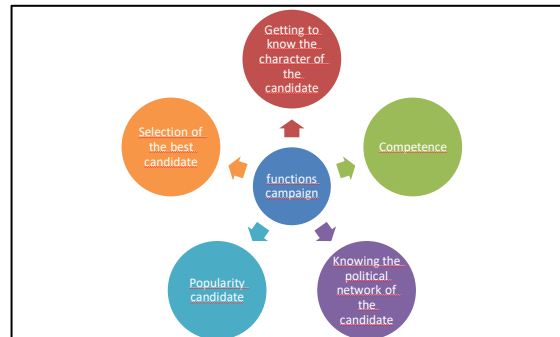
- a. The introduction of the general elections to voters.
- b. The introduction of themselves to voters, namely
 - 1) Inform participate as a candidate
 - 2) Delivering biodata prospective
 - 3) Reasons participate of pair
- c. Exposure problems experienced by the community
- d. Delivering solutions to problems such as vision, mission and programs
- e. Delivering the target gains of the next "5 years" (physical and non-physical);
- f. Urge and expect support from the community.

Of the six political message content delivered pairs of candidates during the campaign, the political message in the form of the introduction of elections is a form of participation of the candidate pairs socialize organizing elections. the introduction of self-made pair of candidates in an effort to reassure voters about his credibility. According Aristotle credible people have ethos, pathos and logos (Cangara, 2012: 105). Ethos is trustworthy, Pathos is able to control the emotions and feelings, and Logos is competence.

Exposure problems according what happened and fix this solution shows the pairs of candidates were able to lead. Then the delivery targets next 5 years the gains of both physical and non-physical also can strengthen the confidence of voters about the candidate's ability to lead. Based on campaign material that was obtained voter, then the meaning is not just a campaign to convince voters with the vision, mission and programs only. But must be equipped with a self-introduction, the reason for running as well as the target's Performance achievement. Here the meaning of the campaign by voters in Rokan Hulu and City of Dumai in simultaneous elections 2015

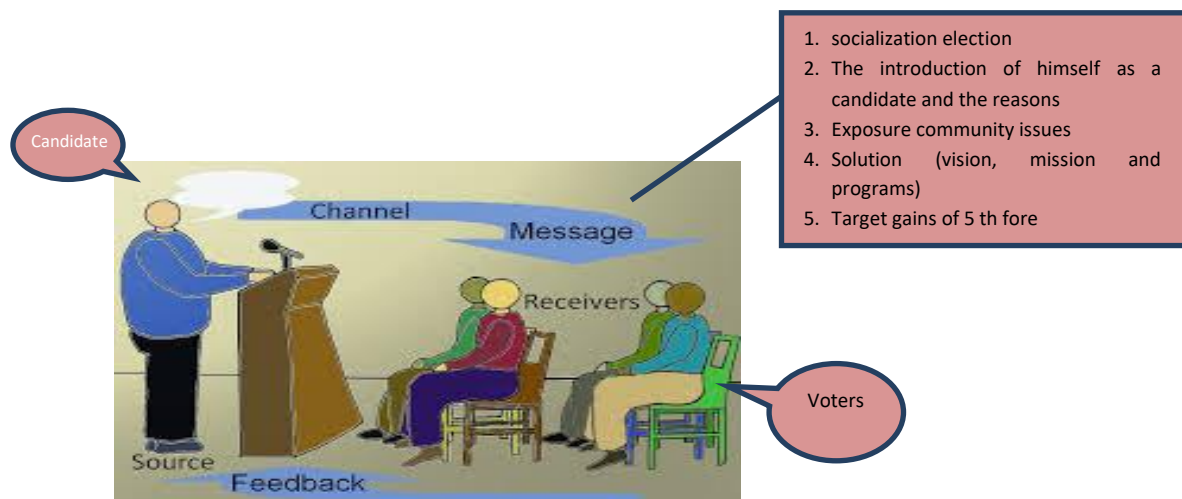
The campaign is a stage, with space for the community to recognize the character of the candidate pairs (face to face meetings) in order to know the identity of the candidate, knowing his ability (competence) such as public speaking candidates (rallies, meetings are limited), knowing the

political network owned by the candidate, knowing the popularity of the candidate (rally), selecting the candidates who work programs according to the needs. In more detail the function of the campaign for the voter can be seen in the picture below.



Picture3.Campaign: unlimited meetings (voters version)

The campaign is a stage, with space for the community to recognize the character of the candidate pairs (face to face meetings), so it knows the identity of the candidate, knowing his ability (competence) such as public speaking, (Rallies, meetings are limited), knowing the political network owned by the candidate (the rally), know the popularity of candidates (rally), selecting the candidates who work programs according to the needs. This shows how important the campaign for voters. In more detail the function of the campaign for the voter can be seen in picture3



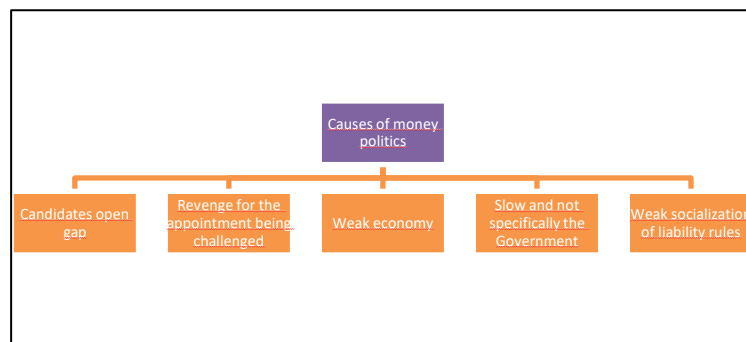
Picture4. function of campaign

2. The Reason Voters Do Money Politic In Unison Elections In the Province of Riau 2015

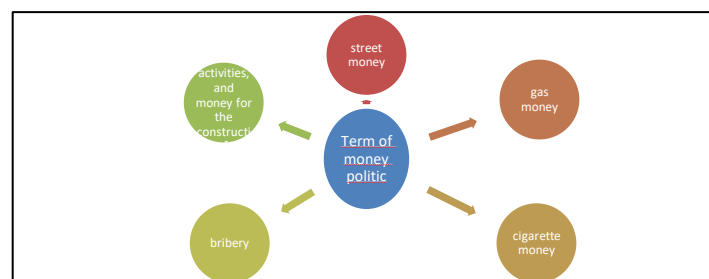
Furthermore, the practice of vote-buying voters conducted either in Rokan Hulu and City of Dumai will be elaborated based on the opinions of voters. The practice of buying and selling is done selector sound when the election campaign begins. Because at that time, there is room for voters to meet candidates directly.

The practice of vote-buying is an activity offered sound to the candidate pair in exchange for the candidate gives the material. The shape of the material provided is money or goods. The type of goods that voters received uniforms and support for youth activities. In addition, there are also other voters who obtain groceries, mukena, assistance for the construction of the Mosque, uniforms recitation mothers, and sports equipment. This activity is mostly performed in groups or on behalf of the group.

The term used vote buying voters with its own language that street money, gas money, cigarette money, bribery, money for youth activities, and money for the construction of the Mosque. The need for youth activities and places of worship to be a part used as an instrument to woo a pair of candidates. By more clearly seen in Figure 5



Picture5.Term of money politic



Picture6.Causes of money politics

The term used vote buying voters with its own language that street money, gas money, cigarette money, bribery, money for youth activities, and money for the construction of the Mosque. The need for youth activities and places of worship to be a part used as an instrument to woo prospective partner.

The practice of buying and selling sound occurs due to five factors: (1) the opening of the chamber by a pair of candidates is to ask what the community needs. (2) as revenge for the political promises of candidates previously unfulfilled. (3) Weak economic community (4) Slow and not specifically the Government cope. (5) Lack of socialization of rules and sanctions. By more clearly seen in the image below:

IV. Conclusions

1. The election campaign is a form of political communication who conducted a couple of candidates to the voters with a certain time range that aims to convince voters that want to choose
2. To convince the voters, not just a couple of candidates to convince voters with the vision, mission and programs. But must be preceded by an introduction of self, the reason the nomination, the target performance achievement and ask directly elected by voters
3. Campaign interpreted not only as a space to assessing and selecting the candidate, but also as a space for the voter to negotiate or voice transactions (money politics)
4. The practice of money politics did not just start from the candidate to the voters (the practice of buy-sell voice), but also from voters to candidates (the practice of buying and selling votes).
5. The practice of buying and selling voice occur during the campaign, because voters can directly meet and dialogue with the pairs of candidates
6. The practice of vote buying occurred due to the space opened by candidate, political candidates promise previously unfulfilled, lack of socialization Government and political sanctions on the prohibition of money, so it becomes a habit in society

VI. Recommendation

1. Regional Head to the candidate pair in order to provide a good political education to the community, avoid the practice of money politics and does not give a gap or space for the public to sell voice
2. To voters, to avoid money politics. The campaign used as a medium of information about candidates, so that they can make choices correctly
3. To the Government, in order to maximize the laws and regulations on elections, especially with regard to the prohibition and political sanctions money

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