

# Analysis of Vote Behavior in Election

## (Psychological Study of Election Behavior on the Young Generation)

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**Abstract**—Party ID can be formed when it looks like clearly. Through a process of socialization and institutionalization to the community which over the long term will build partisanship having opportunity to create loyalty of the voters. The problem is to build the loyalty and partisanship in the soul of voters requires the process which is quite long and take much time. For novice voters, it is still a great probable cause the confused in determined to vote. To study the loyalty vote behaviour building of the young, the research which is focused upon UPI students was carried out by applying quantitative approach. The result concludes that generally, the process of the planting political behavior of the students of UPI is obtained through the searching process individually about the characteristic of political party/candidate which they will choose. It is resultings behavior that based on political knowledge which they've learnt, especially in the class learning process. Beside, it seems that they don't have to much tend to nominate anyone to lead because their closeness in personally with the appropriate person nor expects the profit from their choosen of the person as the leader.

**Keywords**—election behavior; behavior psychological approach; young generation voter

### I. INTRODUCTION

The influence of party identification (party ID) to optimal position of vote behaviour so far, rarely used by political scientist to explain the politic electoral characteristics in Indonesia". Mujani, Liddle and Ambardi stated in their book "Kuasai Rakyat" [1]. When it's examined further, the voters' political orientation is strongly influenced by partisan loyalty (proximity to the political parties) that's developed long time ago, and the short-term as the popularity of candidate based on policy agenda. This loyalty is the partisans' strong "inner" attachment to political party/candidate. Here the political parties, candidates, particular individual figures, families or specific community groups have a huge role in voters' alignment, and so the party ID serve as a platform for the voters in determining the choice.

Party ID can be formed when the identity of party (ideology, programme, or candidate) clear of its existence. Through the process of its socialization and institutionalize to the community which in the long-term will build partisanship (alignment), political parties, candidates or politicians, as well as community organizations of political party had an opportunity to create the loyalty of their voters. As presented

by Haryanto that partisanship was considered has an impact on the individual perception and so they can be along with evaluation which carried out the issues and candidate, and eventually affect the choice itself [2].

Partisanship to the political parties/candidates can be formed in voters through the process of socialization or planting the views, ideology, vision and mission and image of political party/candidate which takes place within a relatively long time and continuously. It's stated by Haryanto in his research at South Sulawesi that political parties/politicians who's campaigning its/their ideology or vision-mission will give them a victory as the impact of voters' alignment and loyalty [3].

The problem today is planting loyalty and partisanship in voter's needs process of which is quite long and take longer time. For the voters who used to engage in politics or who have participated in the electoral process repeatedly, may have been know very much, understand and believes which political party or who will they choose. But for novice voters, it probable cause of confusion to decide to choose. Regarding it, Antunes affirm, "Partisanship is acquired through a socialization process, influenced by the values and attitudes of family, colleagues and peers" [4]. This is the thing which exited to examine further, especially the novice voters who have been studying in higher education which their critical thinking is growing.

Based on that premises, authors attempted to address the main problem which is associated with young generations' loyalty of political behaviour as follows: (1) How is planting loyalty of political behaviour to younger generation, especially to students of UPI? (2) How are the both loyalty and alignment of students of UPI in choosing a political party/candidate in election?

### II. LITERATURE REVIEW

#### A. Basic Concept of Political Behaviour

Political behaviour is the interaction among the political actors such as society, government, and other institutions in political process. At least, in the political process there is the rule, the oppose and the obey, and the affecting political process, such as in making, implementing and enforcement the policy. Political behaviour can be formulated as activities

which related to the process of making and implementing political decision.

The tendency of political behaviour in Indonesian people is influenced by culture society. In socio-culture point of view, the Indonesian people have dualist culture elements in their political culture. It's related to three kinds as follow: (1) dualism between cultures which give priority to the harmony and dynamicism, (2) dualism between culture and tradition which gave flexibility and limitation, and (3) dualism that is implications of the western values in Indonesian people [5].

Related to political behaviour, concept of behaviour can be understood as all things or act that is being done by someone, behaviour is a personal main characteristics to do something as the result of combining many factors such as psychological, physical, biological and social condition that affect persons' life.

Waligito suggested that behavior is an individual activity, in a wider sense includes the overt behavior and inert behaviour [6]. Individual behavior did not emanate by itself, but as a result of a stimulus that be received by someone, as well as both internal and external stimulus.

In the study of voting behaviour, Antunes suggested that at least there are three models in the study of voting behavior, i.e. sociological model which be identified as Columbia models by focusing on the influence of social factors; psychological model that be identified as Michigan model which views that party identification is the main factor behind the voting behavior of the voters; and rational choice theory or economic model which be identified as Rochester model that be based on economic theory of democracy [7].

### *B. Planting Political Behavior*

Planting political behaviour to both individual or community, or in other words called political education, could be implemented trough any formal education institutions. In addition, state was the effective institution as a means of political education on its citizens, for example, the election to choose the parlement members, and something like that. Related to this kind, Handoyo and Lestari suggested that families, schools political parties, and the mass media and all its kind, are the most essential for political education [8].

Family is the most important media for political education and most urgent during childhood. The most realistic influence is how the family can build their basic political affiliation and loyalty, forming guidelines of basic personality which will be contributed to grow the political orientation of children and to develop their both political consciousness and political thinking. Even the individual experiences of interacting with "the power" of their parents will determine how to interact in the rule of state partially in the next time.

This is also true with schools. Teaching and learning in the school have huge influence in politic education, especially for young generations. Through teaching and learning, politic education can be achieved in particular subject as in national education and history.

Meanwhile, political parties, especially in develop countries such as Indonesia, play the main role to create and change the political culture. To some extent, political parties play the role in politic education trough: first, teaching political correctly. It could be conducted by creating the meetings, muktamar, reception, political training programs, national history teaching and publishing programs and views in many journals and its bulletins [9]. The political party creates many of information of politic, economic and social for people by the simple ways but, will raise their political awareness.

This also happened to the life of the political party as a preparation media for individuals to decide and to think independently about the general problems, and ability to being critical and decide the choice.

### III. METHOD

Referring to the problems that have been formulated and outcomes that want to produced, this research applied quantitative research approach design where the reality of the object of this research is concrete, observable, can be classified, and measurable [10].

The object of this research being concentrated at Indonesia Education University (UPI) by considering that the young generation as novice voters, especially higher education could be identified as subject who has both a relatively high education and critical thinking to decide, which in this case, they'll show their loyalty and alignment to the political party or candidate in election in Indonesia.

### IV. RESULTS AND DISCUSSION

#### *A. Planting Political Behavior to the Students of UPI*

Every individuals' decisions in determining political attitude which is related with behavior in choosing leader, It will be affected by someones' insight and knowledge about the political parties/candidates. The insight and knowledge could be obtained through planting political behavior or political education, as well as in family, school, or society.

There're many ways to plant political behaviour, especially to young generation as novice voters, that could be emerged from themself or trough the interaction with social site. Table I shows how are the students of UPI as the respondents in this research have insight and knowledge of political parties related to the leader who will they choose.

TABLE I. OBTAINED INSIGHT/KNOWLEDGE ABOUT POLITICAL PARTIES/CANDIDATES

No.	Obtained Insight/Knowledge	Sum	Percentage	Percentage Mean
1	<i>Individually</i>			77.8 %
	Looking for information of candidate by him/herself	186	77.8 %	
2	<i>In his/her family</i>			42.3 %
	Discussing political parties in his/her family	101	42.3 %	
3	<i>In social site</i>			24.5 %
	Discussing political parties with friends	110	46.0 %	
	Discussing political parties with neighbors	18	7.5 %	
	Discussing political parties with community	48	20.1 %	

Source: Research data 2018.

The table above shows that in general, the respondents tend to gain their insight and knowledge of political parties by him/herself (77.8 %), meanwhile to gain it by discussion in his/her family seems to be lack of concern. It can be seen from less than half (42.3 %) of the respondents who discuss the political parties in his/her family.

Meanwhile, to gain insight and knowledge of political parties through interaction in social site seen very small (24.5 %), included it, only 46 % of it gain by discussing with their friends. While, the interaction with neighbors and community is very rare (only 7.5 % and 20.1 % of it).

TABLE II. THE VIEWS OF RESPONDENTS ABOUT POLITICAL PARTIES

No.	Respondents View	Sum	Percentage
1	The political party could pass their aspirations	72	30.1 %
2	The political party could well perform its function	94	39.3 %

Source: Research data 2018.

The efforts to gain insights and knowledge of political parties would impact to the views of someone about the political parties itself. It can be seen from the respondents' trust to the political parties can pass their aspiration which is small (30.1 %). So it is with the view that the political parties could well perform its function seen only a little (39.3 %) of respondents have it (table II).

*B. Loyalty and Alignment to Elect*

As it has been revealed before that every decision to choose the leader cannot be separated from various underlying reasons, it similarly with muslim students of UPI as respondents of this research. There're some reasons which underlying respondents to choose their leader. These reasons is the evidence of muslim students of UPI in their behaviour to choose the leader.

Behavior that meant here is the essential characteristics of individual to make a certain activities of combining many factors such as psychological, physical, biological and social condition that affect persons' life. In the meantime, Edwards, Secord and Becman suggested that behavior is the positiveness

or negative degrees of attitude about the psychological object as a descendant of persons' feeling (affection), thinking (cognition) and action predisposing around [11].

Relating to political behaviour, especially in election behaviour, political participation of society become a part of choosing the rule of region or country. Political participation is voluntary activities of people where they take part in election which will forming the policy directly or indirectly. This voluntary trait is called by Franklin as psychological power [12].

Based on psychology point of view, the attitude and behaviour to choose the leader whereby a person demonstrate the attitude of or a certain behavior as a result of his/her wishes to equal or unequal with the figure who is well-respected, or otherwise, choose the figure to equal or unequal with him/her. Reviewed from this perspective, the young voters, which in this case is the students of UPI, seem to have a trend which is not very large to choose a leader based on their allegiance personally or based on expects net of the person who became a leader.

However, the tendency of students of UPI to choose leader who are in accordance with their assessment is considered large relatively. So it is with predisposition to choose a leader who can build the region where they reside as voter seem to be most attention among this students. This is very reasonable considering the students as academician who have high idealism but still have not enough experience in politics will expect the leader who in accordance with what they wanted and they understood through the socialization process in scientific communities.

V. CONCLUSION

Planting political behaviour (both loyalty and alignment) to the students of UPI in general, obtained through search information about political parties/candidates individually. This brought a behavior based on their political knowledge that they learned in class.

Meanwhile, based on psychology point of view, the attitude and behaviour to choose the leader whereby a person demonstrate the attitude of or a certain behavior as a result of his/her wishes to equal or unequal with the figure who is well-respected, or otherwise, choose the figure to equal or unequal with him/her. Reviewed from this perspective, the young voters, which in this case is the students of UPI, seem to have a trend which is not very large to choose a leader based on their allegiance personally or based on expects net of the person who became a leader.

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