

Management of the Campaign Funds in Election of Regional Head

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Abstract

The problem in this article is details of campaign fund budgets that are still covered up and individual contributors do not fill in the contributor statement. This article aims to analyze the implementation of the principles of the rule of law, transparency, and accountability in the management of regional head election campaign funds. The method in writing this article uses a literature review. Data is collected by searching various literature in the form of research articles that are relevant to the problems found. The results of the study are seen from the principle of the rule of law there are candidate pairs using campaign funds outside of special accounts. Furthermore, the principle of transparency is a matter of the details of campaign budgets that are still covered up and money politics in election campaigns. Then there is a problem with the principle of accountability, namely individual contributor do not fill in the contributor statement. So it can be concluded that in the management of campaign funds in the election of regional heads the principles of law, transparency and accountability have not been well implemented.

Keywords: *management, campaign funds, rule of law, transparency, accountability*

Introduction

Direct regional head elections are held in addition to increasing the implementation of democracy in the political process in the regions, but also to build up a government that is legitimate, strong, responsible, and capable in carrying out governance in the region. Besides, the people have the full right to choose and determine their respective regional heads. This is following the basic principles of democracy which says that in democratic life leaders are elected and given a mandate by the people.

Election of regional heads can support the democratic process in the regions if supported by democratic campaign fund management. However, its practice in upholding the principles of the rule of law, transparency, and accountability has not yet been able to be carried out completely, especially in the management of election campaign funds that have been carried out in the State of Indonesia. Problems in managing campaign funds include the management and reporting of campaign funds that are not yet transparent and accountable, regulations on managing campaign funds have not been able to prevent the occurrence of money politics, donations of campaign funds are not following the rules, and suspicious transactions in regional head election.

The issue of transparency and accountability is caused by at least three factors, namely the limitations of existing regulations, weak enforcement of regulations, and the still weak political will of all stakeholders. This was revealed from the research of (Utari, 2016) and (Moonti & Marten, 2018) which revealed several problems faced with managing quality local elections and preventing money politics in Indonesia is money politics has occurred in the series of processes of managing regional head elections and regulations that is inadequate to ward off money politics. The implementation of local elections in West Sumatra in 2015 was also problematic, that is regulation of the use of campaign funds that had not been firm (antara.sumbar.com/, March 7, 2016).

(Valarie A. Zeithaml, A. Parasuraman, Leonard L. Berry, 1990) and (Rofelawaty, 2018) regarding the application of the Republic of Indonesia Election Commission Regulation number 5 of 2017 in 13

Regencies / Cities in the Province of South Kalimantan that conducted the regional elections in 2018, there were pairs of candidates who did not implement the regulation and became a trigger to implement post-election corruption action. As well as difficulties in managing and preparing campaign finance reports. Not much different from the results of the research of (Hadi & Faizal, 2019) regarding the relationship connectivity of regional head election and the corruption cultural behavior in Indonesia, that in the implementation of general elections in Indonesia there are three types of corruption. *First*, the purchase of political votes. *Second*, the receipt of campaign funds originating from anywhere that is prohibited by statutory regulations, such as funded by state officials who use state funds. *Third*, abuse of position power for the purposes or objectives of the campaign and also state facilities. Then the results of (Putra, 2018) on transparency and accountability of campaign funds, the Center for Reporting and Analysis of Financial Transactions (PPATK) found 143 suspicious transactions of which 23 transactions were found in the West Java regional elections in 2018. Then PPATK also recorded about 1,092 suspicious cash transaction reports in the simultaneous regional head elections in 2018.

This article is very important to prevent problems in the implementation of regional head elections, if this problem is not prevented then it can affect public confidence in the results of regional head elections and can gradually threaten the democratic process at the regional level. The writing of this article will be revealed: *First*, how is the implementation of the principle of the rule of law in the management of campaign funds on the election of the regional head? *Second*, how is the implementation of the principle of transparency in managing campaign funds on the election of the regional head? *Third*, how is the implementation of the principle of accountability in managing campaign funds on the election of regional head?. So this article aims to analyze the evaluation of the implementation of the principle of the rule of law, transparency, and accountability in the management of campaign funds on local elections.

Method

This article uses the literature review method in elaborating research articles that are relevant to the writing theme, namely the evaluation of the implementation of the principle rule of law, transparency and accountability in the management of campaign funds on the regional head election. Data collection techniques in research are finding, reviewing, selecting and elaborating various relevant research articles. The data analysis technique used is content analysis.

Results and Discussion

The campaign is the most important part of the general election so that it can attract and convince voters to determine his choice. (Adnan, 2012) explain the implementation of the campaign carried out in various ways, namely limited meetings, face-to-face and dialogue, dissemination of information through print and electronic media, broadcasting via radio or television, distribution of campaign materials to the general public, installation of props in public places, general meetings, public debates / open debates between candidates or other activities that do not violate statutory regulations. When the campaign requires large funds. Campaign funds are several costs in the form of money, goods, and services used by candidate pairs to finance election campaign activities. To implement good governance, (Anggara, 2012) explains that there are several main principles of good governance, namely accountability, transparency, and the rule of law coupled with management competencies and human rights. In this article, the author only takes three principles to assess the implementation of regional head election campaign fund management namely the principle of the rule of law, transparency, and accountability.

Principles of Rule of Law in Campaign Fund Management

The rule of law means that good governance has the characteristics in the form of guaranteeing legal certainty and a sense of justice in every public policy. Following the explanation of (United Nations Development Programme, 1997) that the legal framework must be fair and implemented indiscriminately, especially the law for human rights. If it is linked to the management of campaign funds in the election of regional heads, the candidate pairs must obey the rules made by the General

Election Commission related to campaign funds without distinguishing between one pair of candidates with another pair of candidates.

Based on the results of (Lizam, 2016) on managing campaign funds the Indonesian Democratic Party of Struggle in Tanjung Pinang City in the 2014 legislative elections. The results of the study are the late submission of party financial statements that exceed the deadline given by the General Election Commissions. Furthermore (Putra, 2018) on transparency and accountability of campaign funds in the holding of regional head election simultaneously in 2018. The results of the study namely Bawaslu found Rp. 14 Billion campaign funds used by candidate pairs outside of special accounts that have been reported to the General Election Commissions, with details of Rp10,805,174,636 used at the district/city level and Rp3,984,157,334 used at the provincial level.

Then (Rofelawaty, 2018) regarding the application of Election Commission Regulation number 5 of 2017. The results of the research are triggering a pair of candidates not to implement General Election Commissions regulation number 5 in 2017, as well as being a trigger for carrying out post-election corruption. Also in (Bayu Nurcahyo Andini, Frenqui Monteiro, 2018) research on managing reception and use of campaign funds. The results of the study are there are still political parties that do not report a list of contributors either individually or in groups.

Based on the research results above, we can analyze that the legal rules made by the General Election Commission of the Republic of Indonesia have not been able to implement the ideal principle in realizing the principles of transparency and accountability. general election commission regulations number 5 of 2017 in article 13 already regulates opening a special account for campaign funds before the funds are used. However, there are still pairs of candidates who use campaign funds outside of special accounts. Then the General Election Commission Regulation number 5 of 2017 also regulates the Initial Campaign Funds Report in article 22, the Report on the Acceptance of Campaign Fund Donations in article 28, and the income and expenditure report in article 34, but there are still pairs of candidates who are not compliant in reporting funds campaign. Also, there are still political parties that do not report the list of contributors, even though it has been regulated in article 8 regarding donors to complete their identities. So it can be concluded that there has been no progress in law enforcement regarding the regulation and management of election campaign funds.

Principles of Transparency in Campaign Fund Management

Transparency in the administration of government has become a necessity that cannot be ignored anymore. (Sedarmayanti, 2004) said that good governance will be transparent to its people both at the central and regional levels. (Valarie A. Zeithaml, A. Parasuraman, Leonard L. Berry, 1990) explains that transparency is built based on a free flow of information. Research on the principle of transparency in managing campaign funds in the regional head election has been carried out in various regions in Indonesia. In general, the results of the research indicate that various problems have arisen in transparency in managing campaign funds. As revealed in the research of (Moonti & Marten, 2018) regarding the impact of money politics on democracy. The results of the study are the Election Oversight Body (Bawaslu) found 600 alleged money politics in the simultaneous regional head election in 2017. The finding occurred in 101 regions that held regional head election. The alleged money politics was carried out by volunteer candidate pairs and individuals which was carried out during a quiet period that lasted for three days on 12-14 February 2017. The monitoring results of the People's Voter Education Network (JPPR) in the 2015 regional head election also found several practices of money politics with different modes.

Then the results of (Hadi & Faizal, 2019) concerning the relationship between regional head election connectivity and cultural behavior of corruption in Indonesia. The results of the research are the practice of money politics by giving money, food, and other natural to prospective voters into a transactional political phenomenon that is still rife in conducting regional head election known as the dawn attack. Also, the practice of buying votes by giving a certain amount of money to the regional head election

organizers to inflate the votes and steal the votes of other candidates keep happening. Not much different from the results of (Sudiatmaka & Sudika Mangku, 2019) regarding the handling and enforcement of law related to the direct election of regional heads in the Buleleng Regency. The results of the study are various violations that occur such as money politics because of the desire of the candidates to win the election. Furthermore, the results of (Pandapotan, 2019) regarding malpractice in the holding of the regional head election. The results of the study are the fact that in the 2017 DKI Jakarta regional head election there is money politics in the form of groceries.

Then (Bayu Nurcahyo Andini, Frenqui Monteiro, 2018) research on managing the revenue and use of campaign funds. The results of the study are reports on the acceptance and use of campaign funds for political parties that have not been transparent because political parties participating in the election did not open the list of contributors in the report form provided by the General Election Commissions. Furthermore, the results of (Lizam, 2016) on the management of campaign funds for the Indonesian Democratic Party of Struggle in Tanjung Pinang City in the 2014 legislative elections. The results of the study are that there have not yet been any transparent aspects in terms of both income and expenditure. non-transparent details of funds and lists of contributors kept a secret.

In contrast to the above research results revealed by the results of (Diputra, Gede Aristana, Gede Adi Yuniarta, 2017) research on transparency and accountability regarding the campaign finance reports of Bangli candidates Regent and Deputy Regent candidates in 2015. The results of the study are the candidates for the Regent and Deputy Regent of Bangli in 2015 have reported campaign funds in a transparent and accountable manner by Election Commission Regulation Number 8 of 2015 as evidenced by the submission of compliant opinion from the Public Accountant Office.

Based on the research results above, it can be concluded that the principle of transparency in managing campaign funds has not been implemented either in the legislative general election or in the regional head election. There are still problems such as money politics in the election campaign because of the desire of the candidates to win the election, the details of the campaign's budget which are still covered up, list of contributors kept a secret.

Principles of Accountability in Campaign Fund Management

One important aspect of financial management is that financial management must be accountable to budget users and can be understood by the public. According to (Mardiasmo, 2002) that accountability is an obligation to provide accountability, present, report and disclose all activities and activities for which it is responsible. Research on the principle of accountability in managing campaign funds in the regional head election has been conducted in various regions in Indonesia. In general, the results of the study show that various problems arise in the accountability of managing campaign funds. As revealed in (Bayu Nurcahyo Andini, Frenqui Monteiro, 2018) research on managing the revenue and use of campaign funds. The results of the study are that political parties do not record all receipts and uses of funds both in special accounts of campaign funds and in the list of reports on the receipt and use of campaign funds. Furthermore (Diputra, Gede Aristana, Gede Adi Yuniarta, 2017) research on transparency and accountability regarding the campaign finance reports of Bangli Regent and Deputy Regent candidates in 2015. The research results are the lack of understanding of the candidate pairs in making campaign finance reports.

Based on the results of (Lizam, 2016) concerning the management of campaign funds for the Indonesian Democratic Party of Struggle in Tanjung Pinang City in the 2014 legislative elections. The results of the research show that there were violations of the late submission of party financial statements that exceeded the time limit given by the General Election Commissions. (Valarie A. Zeithaml, A. Parasuraman, Leonard L. Berry, 1990) research accountability of a political party in the context of the local election. The result of the research is that the financial statements made by political

parties, in general, have not been prepared properly for transactions that occurred. Reports are made for political purposes and administrative legitimacy only.

Based on the results of the above research it can be concluded that the principle of accountability has not been implemented in the management of campaign funds either in the legislative general election or in the election of regional heads. There are problems such as political parties not recording all receipts and uses of funds both in special accounts of campaign funds or in the list of reports on the receipt and use of campaign funds, lack of understanding of candidate pairs in making campaign finance reports, late submission of party financial statements that exceed the deadline given by the General Election Commission, and financial reports prepared by political parties, in general, have not been prepared properly on transactions that took place.

Conclusions

Based on the results of the research above and the results of the analysis of the review of the author's literature, it can be concluded that the legal rules made by the General Election Commission of the Republic of Indonesia are still weak because they have not been able to implement the ideal principle in realizing the principles of transparency and accountability. Then the principle of transparency in managing campaign funds has not yet been carried out in the regional head elections, because there are problems such as money politics in the election campaign because of the desire of the candidates to win the election, details of campaign budgets that are still covered up, list of contributors kept a secret. Furthermore, the principle of accountability in managing campaign funds has not yet been carried out in the election of regional heads, because political parties do not record all receipts and uses of funds both in special accounts of campaign funds and in lists of reports on the receipt and use of campaign funds, lack of understanding of candidate pairs in making campaign finance reports, late submission of party financial reports that exceed the deadline given by the General Election Commission, and financial reports made by political parties, in general, have not been prepared properly on transactions that occur.

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