

Pro-Public Policy Prospects: The Study of Candidates' Attribute for the Ternate Legislative Election in 2019

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ABSTRACT

A visual aid or attribute of a political campaign is an object or media to convey a vision, mission, program, or other information as an effort to influence voters' tendencies. So, each attribute must represent all candidate information that differs from other candidates to get support trends. This paper aims to predict the prospects of a policy pro-public by campaign attribute analyzing of Ternate elected legislative members on the 2019-2024 period and to find out whether campaign attributes work in influencing voter behavior. The result of this study is that most of the campaign attributes of elected legislators have not displayed information on potential pro-public policies.

Keywords: *political campaign, campaign attribute, pro-public policy issues*

1. INTRODUCTION

Political campaigns are the entry point to find out the prospects of public policy, which are the priority of legislative members in carrying out their functions. In the campaign, each candidate will be put a policy statement to introduce the political point that will be formulated in the future [1]. Furthermore, the candidate's policy statement can trace through campaign attributes in the form of; Billboards, Pamphlets, and Political Manifestos, which are political propaganda that distinguishes between one politician to another. If the campaign works in influencing political behavior, then the message contained in the campaign attributes of each candidate is undoubtedly essential.

Studies on political campaigns have been carried out, for example, studies on political campaigns of Social Democratic Parties in Sweden in the 1994 and 1998 elections [2], Election Surveys in Australia 2016 regarding the economic impact of voters and party choice [3]. Another study that directly focuses on policy outcomes that correspond to the interests of voters [4], then the study of Political Branding of the Australian Federal Party by examining words and phrases that represent each party [5]. This article aims to examine the statement and message of the campaign attribute for Ternate legislators on the period 2019-2024. There is two question focuses on this article, the first the potential of pro-public policy by analyzing the issues that are on the agenda-setting of each legislative member second, whether the campaign works in influencing voters 'decisions based on the content of the issues in the candidates' campaign attribute.

2. LITERATURE REVIEW

Classic views say that public policy is "what the government does and does not do" (whatever government does and not to do), but now society's guidance on what the

government must do becomes very complex [6]. Because of the complexity of desires, goals, and desires to be achieved, it requires an efficient administration process in the form of public policy [7], which called a stage. Scientifically, the person who first put forward the stages in the policy process was Lasswell namely; intelligence, promotion, formulation, appeal, application, termination, and evaluation, but in general and most used stages are those developed by May, Wildavsky (1978) and Anderson (1975), namely; Agenda Setting, Policy Formulation, Decision Making and Evaluation [8].

The public policy contains political decisions in implementing programs [9]. At the stage of agenda-setting, many problems and issues will arise up; therefore, a political decision is needed to select problems and issues that are relevant and possible to achieve [8]. In this case, politicians are required to choose problems and issues that are relevant to the problems of voters so that the voters will support that. Furthermore, public policies in Indonesia that are directly related to national interests, as stated in the UUD 1945, are People's Welfare, National Intelligence, and Public Order [7].

The second problem is whether the campaign attribute work in influencing voting behavior, or are there any factors related and even dominant factors in voting behavior. In theory, there are three models in looking at voting behavior, namely sociological, psychological, and rational choice models [10], [11], [12]), [13].

The sociological model views political behavior as related to sociological characteristics such as; social and economic status, religion, and ethnicity, while psychological models are more on emotional relationships such as; party identification (PI) and other affinities, then the rational model of voting behavior is more a matter of profit orientation. Voting behavior at the local level in Indonesia is a sociological model in particular primordial aspect. The primordial factors in voting behavior in the local politic are related to three things; the lack of candidate political ideas, the apathetic behavior of voters, and the effectiveness of the functions of political parties [14].

3. DISCUSSION

3.1. Pro-Public Policy Issues

Based on the results of recapitulation, the Ternate Election Commission (KPU Ternate), there were thirty members of the legislative elected for the period 2019-2024. The numbers of Ternate's legislative election by composition; PKB and Democrat Party each have four seats; Golkar, PDIP, Nasdem, and PPP each have three seats; while two seats for the Gerindra Party, PAN, the Berkarya Party, while the other PKS, Perindo, PBB and Hanura parties each have one seat on Ternate Parliament (DPRD Ternate). As many as 57% are incumbent of DPRD members who re-elected, while the remaining 43% are newly elected members in the 2019-2024 period.

Analysis results indicated that elected members who participated the elections of Ternate's legislative members in the 2019-2024 period, further what we encountered in the campaign attribute were standard words such as; "hope for blessing; struggling for change; care for the people; young works; women work; ready to serve; prosperity of the people and some of them only photos and names of candidates". Thus, it can be concluded that the candidate does not utilize the space in campaign attribute to influence voters by choosing issues that are voters' problems, as well as being a distinction between one candidate and another.

If we refer to the stage of public policy, then there is what we call the preparation of agenda, so that at this stage, what will emerge are several issues that become public problems. However, by examining the content in the contestants' campaign attribute in the Ternate Legislative Elections for the 2019-2024 period, we do not find specific issues on the agenda of each member who will be strived to become public policy.

Furthermore, to answer the prospect of pro-public policy by reviewing the campaign attribute on the members of the Ternate Legislature, then we can predict that the prospects are not sufficient. The campaign attributes are an entry point for candidates to display issues focused on fighting for public policy, and candidates maximized as campaign media to distinguish with the others. Even though some mentioned the issue of "people's welfare" in the campaign's attribute, but their scope was still general because there would be an analysis of which welfare, economic, social, and so on, which people would continue to emerge, whether fishermen, farmers or laborers.

3.2. Campaign Attributes

Do campaign attribute work in influencing voter behavior? The simple answer is no because there is no difference between those who only put photos and names on campaign attributes and those who mention "changes and welfare commitments." Even those who say fighting for "people's prosperity" in their campaign attributes do not get significant votes. Thus, if the campaign attribute does not work for voting behavior, then plainly other factors such as

sociological, psychological, and rational factors as social logic to explain.

Since there is no meaningful difference between them having issue content in their campaign attribute, compared to those who only put up photos and names, then there must be other factors related to voting behavior. Thus, the campaign attributes do not work to influence voter behavior, but sociological factors such as kinship were originating from family relations, ethnicity, and regional origin.

4. CONCLUSION

Based on the content of the campaign attributes, the prospect of pro-public policy is very abstract, because there were no legislative members in the 2019-2024 period precisely specifying the tools for public policy issues to become a program for the future. Furthermore, the campaign attributes did not effectively because there was no difference between those who mentioned the issue of assistants and those who only put up photos and names of legislative candidates.

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