



Factors Affecting Changes in Citizens' Choices in Mayoral Election Dumai in 2020

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Abstract— Determining which regional head candidate to elect is a citizen's right. However, changes in choices due to irrational reasons can lead to a lower quality of elected regional heads. This study aims to determine what factors influence changes in the choice of regional head candidates in the 2020 regional head election in Dumai City? The study uses quantitative methods. Data was collected using a questionnaire from 1,000 respondents from 7 sub-districts in Dumai City. Data were analyzed using the crosstabulation test. The results of the study show that 3 main factors influence changes in citizens' choices during the Wako election, namely the candidate's vision, mission and program are more straightforward and more measurable (50,8%), because they are given money (43,0%) and because they are given necessities (39,2%). The residents who changed their choices because the Mayor candidate's Vision, Mission & Program was clearer and more measurable were from the State Civil Service (60,0%). Respondents who changed their choices because they were given money were dock workers (77,4%), traders (55,1%) and housewives (54,5%). Meanwhile, respondents who changed their choice because they were given necessities were housewives (53,5%), farmers (52,7%) and traders (52,4%). Even though the percentage of change in choice due to being interested in the Vision, Mission and Program of the mayoral candidate is greater, the potential for the money politics and sharing of basic necessities remains a threat because respondents' common sense can change if they receive something from the winning team of the mayoral candidate.

Keywords— Regional head elections, democracy, money politics, urban development

I. INTRODUCTION

Humans are creatures created by God who have hearts that can easily change. The liver (*qolbu*) has the characteristic of easily turning back and forth. The heart can change from bad to good, change from good to better. On the other hand, the heart can change from good to bad, even from bad to worse. Is a change of heart a bad thing? Not necessarily. Changing your heart from being careless to remembering Allah S.W.T., is that bad? Of course not. On the other hand, changing the

heart from fear and love of Allah S.W.T. to fear and love of someone other than Allah S.W.T. is of course bad.

In studying voter behavior, changes in citizens' choices cannot immediately be said to be bad. Shifting the choice from poor, incompetent regional head candidates to better and more qualified candidates is not bad. However, if the choice changes because they are given money, basic necessities, clothes, shopping vouchers and goods (materials), then there is an indication that this is a political crime.

The election for Mayor of Dumai in 2020 was attended by four pairs of candidates, namely Hendri Sandra-Rizal Akbar, Eko Suharjo-Sarifah, Paisal-Amris and Edi Sepen-Zainal Abidin. The results of the final calculation of the total votes by *General Election Commissions* of Dumai City determined that the majority vote was obtained by the Paisal-Amris pair at 39.5% of the 204,086 voters.

Dumai is located on the edge of the Malacca Strait which directly borders Malaysia. Population demographics are different from other districts/cities in Riau Province. An important question to seek answers regarding the focus of this study is whether the people of Dumai City with the second lowest percentage of poverty in Riau Province will easily change their choices because they were promised money/goods/materials during the election of Mayor and Deputy Mayor of Dumai?

II. RESEARCH OBJECTIVE

To find out the factors influencing changes in citizens' choices in the 2020 Dumai mayoral election.

III. LITERATURE REVIEW

A. Change Voter Behavior Theory

Newman (in Nursal 2004: 126) groups voters into four groups, namely:

- a. Rational voters are a group of voters who focus their attention on issue factors and contestant policies in determining their choices
- b. Emotional voters are a group of voters who are influenced by certain feelings such as sadness, worry and joy regarding certain hopes in determining their political choices

c. Social voters are groups who associate election contestants with certain social groups in determining their political choices

d. Situational voters are those who are influenced by certain situational factors in determining their choices. This segment is driven by change and will shift its political choices if certain conditions occur.

Nursal (2004:72) more specifically explains the factors that influence voter behavior, namely:

a. Social Image is the image of a candidate or party in the minds of voters

b. Party identification is a long process of socialization and forming strong ties with political parties or other social organizations.

c. Emotional feelings are the emotional dimension that radiates from a contestant or candidate as indicated by the political promises offered.

d. Candidate Image, which refers to important personal traits that are considered to be the candidate's character. Some of the traits that constitute a Candidate personality are articulate, compassionate, stable, energetic, honest, tough, and so on.

e. Political Issues and Policies, namely presenting the policies or programs promised by political parties or candidates if they win the election. The basic platforms often offered by election contestants to voters are economic policy, foreign policy, domestic policy, social policy, political and security policy, legal policy, and leadership characteristics.

f. Recent Events refers to the collection of events, issues and policies that developed leading up to and during the campaign. Latest Events include domestic issues and foreign issues. Domestic problems include, for example, inflation rates, economic predictions, separatist movements, security threats, rampant corruption, and so on. These include foreign issues, for example wars between neighbouring countries, invasion of a country, and so on which directly or indirectly influence voters.

g. Personal Events, which refers to personal life and events that have been personally experienced by a candidate, for example sexual scandals, business scandals, being a victim of a certain regime, being a figure in a certain struggle, taking part in fighting to defend the homeland, and so on.

h. Epistemic factors are specific election issues that can trigger voters' desires regarding new things. Epistemic issues are very likely to arise amidst public distrust of political institutions that are part of the running system.

B. Local Political Culture Theory

According to Edi Kusmayadi et.al (2009), heterogeneous urban communities tend to be more rational, pragmatic, not easy to influence, sometimes have an ambivalent attitude, and are material-oriented. Attitudes and views on whether to vote or not vote in the political process are greater, so that the level of political awareness and participation is determined by the attitudes and views of the individual concerned, and is not easily influenced by certain figures or ties of primordialism. The social conditions of society in these strata require candidates who have high capabilities both from a sociological aspect (having the ability to easily adapt to social

groups and being able to influence the attitudes and orientation of that community), or high popularity and reputation in that social group. If a candidate can do this, it is very clear that voters will receive votes from that community. In high density residential areas, voting behaviour tendencies are very diverse, they are generally not easy to control or condition. Voter behaviour in this settlement pattern prioritizes personal and group interests more than prioritizing the interests of other people. The activities of citizens in these community groups in the political process are taken into account by how much compensation they will receive compared to their daily activities in earning a living.

IV. RESEARCH METHOD

The study uses quantitative methods. Data was collected using a questionnaire from 1,000 respondents from 7 districts in Dumai City. Data were analysed using the crosstabulation test. To measure the factors causing changes in citizens' choices during the Dumai mayoral election, researchers have prepared choices, namely 7 factors with yes or no answer options.

Table 1. Indicators for Measuring Factors Causing Changes in Respondents' Choices

No.	Factors causing changes in choice	No	Yes
1.	Given money	1	2
2.	Given basic necessities	1	2
3.	Influenced by family	1	2
4.	Influenced by religious figures	1	2
5.	Influenced by traditional figures	1	2
6.	Party supporting Candidates	1	2
7.	The candidate's vision, mission & programs	1	2

V. RESEARCH FINDING AND DISCUSSION

i.

Table 2. Respondent Demographic

Respondent Demographic		N	%
Gender	Male	646	64,6
	Female	354	35,4
Occupation	Civil Servant	80	8,0
	Employee	136	13,6
	Farmer	55	5,5
	Trader	147	14,7
	Port Workers	31	3,1
	Fisherman	13	1,3
	Housewife	187	18,7
	Working Alone	298	29,8
	Students	53	5,3
Age	Less than 20 Years	68	6,8
	21-30 Years	227	22,7
	31-40 Years	308	30,8
	41-50 Years	263	26,3
	More than 51 Years	134	13,4
Total		1.000	100,0

Table 2 shows the demographics of respondents that there are more men (64.6%) than women (35.4%). Respondents who worked as civil servants workers were 80 people (8.0%), company employees were 136 people (13.6%), port workers were 31 people (3.1%), housewives were 187 people (18.7%) and 298 people (29.8%) worked alone. Furthermore, respondents aged under 20 years were 68 people (6.8%), 21-30 years old were 227 people (22.7%), 41-50 years old were 263 people (26.3%) and those aged over 51 years were as many as 134 people (13.4%).

Using descriptive test shows that the factors causing changes in respondents' choices are the mayor candidate's vision, mission & program being clearer & measurable (mean=1.51), being given money (mean=1.43) and being given basic necessities (mean=1.39).

The residents who changed their choices because the Mayor candidate's Vision, Mission & Program were clearer and more measurable were from the Civil Servant (60.0%) and Port Workers (58.5%). Meanwhile, respondents who work as fishermen still do not change their choice no matter how good the Vision, Mission & Development Program promised by the regional head. Changing choices because they are interested in the Vision, Mission & Development Program is a rational choice. The study proves that ASN in Dumai City can think very rationally compared to other professions.

As an industrial and port city, the fishing community has been marginalized. Lack of development benefits so they tend to be apathetic and distrustful of development program offers from mayoral and deputy mayoral candidates.

An interesting study finding was the change in respondents' choices because they were given money. In the section above the author has written that the poverty rate in Dumai City is number 2 lowest in Riau Province. But why are Dumai City residents still able to change their choices when given money? Do they receive money because of poverty, is the culture of money politics common among voters or is there another reason? Figure 6 shows that the highest percentage of respondents changed their choice because they were given money were port workers (77.4%), traders (55.1%) and housewives (54.5%). According to Hepi Riza Zen (2015) money can influence voters' decisions, it can be used as a tool to influence someone in making decisions.

What about traders and housewives? Why when given money do their choices change? The year 2019-2021 is an economic test for all levels of society. What is most noticeable are traders, quiet markets, people are prohibited from leaving the house, keeping their distance, people holding back money and not shopping enough. Likewise, respondents from housewives must be able to manage their expenses, household expenses, gas purchase costs, electricity contribution arrears and children's school pocket money. Too heavy economic pressure for those living in urban areas causes housewives to be influenced to change their choices when given money.

The occurrence of various cases of money politics during the election period is taking opportunities to pretend to help the

people, even though they are giving money for the political benefits of the elite. Juliansyah (2007) states that money is an effort to influence other people by using material rewards or it can also be interpreted as buying and selling votes in the political and power process. Ismawan (1999) also stated that money politics is an act of buying and selling votes in the political and power process.

According to Muhammad Hoiru Nail (2018), a way is needed to overcome violations of money politics, so that the officials produced are officials produced by clean general elections with integrity and fulfil the five principles of general elections. This is necessary because if the correct (honest and fair) method is not found then injustice will occur, election candidates can use their high financial strength to defeat candidates who are not/weak in financial terms. Likewise, according to Mujiono Hafidh Prasetyo (2020) that democracy will maintain its purity in the hands of post-conflict regional election organizers and the people. One of the political crimes and legal irregularities that tarnish the image of the democratic party is money politics.

VI. CONCLUSION

Even though Dumai City is known as an industrial and port city, it cannot guarantee that the people in this city live a decent and prosperous life. The issue of poverty in urban areas is interesting for further study. As poor as the village people are, they don't buy rice, they don't buy vegetables, they catch their own fish in rivers/lakes. This is different from the life of city people where almost everything has to be bought. The choice does not change under any circumstances only among civil servants and company employees, while port workers, housewives and fishermen still waver when tested with money and basic necessities.

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