SOCIAL CAPITAL CONSTRUCTION IN BUILDING THE POLITICAL POWER OF INDEPENDENT CANDIDATES FOR ELECTION OF REGIONAL HEAD DONGGALA REGENCY 2013

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Abstract- The purpose of this study is to find the form of social capital construction that independent candidates have in the 2013 regional head election when they can defeat the dominance of political parties that have mass bases, strong organizational structures, and hold power. Analyzing the ability of independent candidates to manage social capital, to achieve these goals, this study was designed as qualitative research relying on the strength of informants who were randomly selected purposively, namely the winning team, community leaders, and religious leaders using in-depth interview guidelines and Focus Group Discussion (FGD) instruments. The analytical technique used is descriptive qualitative with the theoretical approach of Robert D Putnam. The results of this study indicate that independent candidates can manage and organize social capital through the concept of; beliefs, social networks, and social norms. The important role of social capital in winning the 2013 regional head election for Donggala Regency is the discovery of genealogical factors by carrying the symbol "isemapa maipeapa" which means who else when will be a social glue tool, especially the Kaili ethnic. The consequences of the role of social capital are also able to encourage public participation in voting, social capital can anticipate black campaigns and money politics in the elections.

Keywords: Social Capital, Independent Candidate, Regional Head Election

1. INTRODUCTION

The last decade has shown that the dominance of political parties in regional elections is very real. Simultaneous regional election data in 2015, from the total implementation of regional elections in 269 regions, there were only 5 (five) pairs selected from individual candidates for the post of mayor/deputy mayor, while for districts there were only 8 (eight) pairs (Arya Fernandes, Jpnn.com , 18/3/2016).

Political parties are considered to have maximum power, because they have a large capital, and have long worked and formed networks. The party becomes the power to win the regional head election, the party is the engine and the driving force for the winning of a candidate/candidate for a regional head. Anything political parties can do to win, including large financing from large coalitions of political elites or what we often know as cartel politics (Antonius Made Tony Supriatma, 2013).

Political parties will tend to rely all their operational costs on state institutions and groups or segments of society that can afford it, such as officials and businessmen. This condition gives a strong picture that political parties have great power, both their long working hours to instill confidence in their voters, socialization, and ability to cooperate with policymakers, as well as their financial strength, even the development of a network of organizations under political parties has been managed. based on ties or associations, social solidarity, and interests such as the emergence of a sense of regionalism, ethnicity, religious similarity, kinship, the emergence of alumni associations everywhere, youth, other social organizations such as youth groups, women leaders, business professions, to sports groups, arts, and mass media so that mourning matters have become a trend to be used as political assets at the current regional election level, even in the regional coconut nominations, the calculation of candidacy support has also been arranged in such a way, intended to make it difficult for independent candidates.

Political conditions like that, gave rise to the community's initiative to take the fight. They prepare themselves as independent candidates moreover the regulations provide opportunities for that. The main

strength that they rely on is social capital, namely their ability to adapt to convince their voters to support them

The phenomenon of the victory of several independent candidates in the regional head elections is not without consequences. the facts show that the power of political parties is no longer the only way to win the seat of the regional head. In some places, the elections were won by independent candidates. This raises a big question, what did the independent candidates do to win their political battle in the Election Of Local Head? Answering that question, it is interesting to quote the writings of Robert Putman (1993: 167), Francis Fukuyama (2014; 21-34) explaining that the power that a person has to achieve the desired goals is if he can organize and develop "Social Capital". Meanwhile, according to James S. Coleman, interpreting social capital as the ability to work together to achieve goals (Fukuyama, 2002; 12), Durkheim (1986; 13) called it "mechanical solidarity" namely solidarity supported by the equality of individuals.

Community relations that are closely intertwined thanks to a high sense of kinship, still tend to apply a pattern of living together, helping each other, commonly known as the cooperation system. Not knowing the division of labor among family members, individuals living side by side are usually glued together or united by a feeling of the same destiny, one sense, and togetherness called solidarity, and it is this social capital that can be used to foster this mechanical solidarity, even in many examples of social capital. can be used to develop businesses, can be used to reduce poverty levels, etc., as Merphin Panjaitan (2016: 65) said that our ancestors since ancient times have exemplified the value system formed through the experience of living together. He has developed a sense of brotherhood, kinship values, politeness values, and honesty values as social capital to unite the strength to overcome the conditions of the natural environment which are full of very difficult challenges. It was with the power of social capital that our ancestors were able to survive until now, uniting togetherness because of the values of trust into a strength that, if cultivated continuously, will become stronger and develop.

Therefore, social capital and its components must be seen as the social glue that will maintain the unity of group members (Robby Djohan, 2007: 32). Fukuyama (2002; xii) refers to it as a set of informal values or norms that are shared among members of a group that allows cooperation between them. Social capital is the building of relationships and trust that grows from the relationship between individuals and social groups in a community. Everything starts from the customs or traditions of the community. If the habits and traditions have positive values, they will grow into positive traditions and vice versa. If this continues to be fostered, it will become a collective strength to facilitate achieving the desired goals.

In the case of direct regional head elections, trust, voter support, and wide networks have a very important role. This can be seen from the fact that independent candidate pairs who have strong social capital can win the election. On the other hand, the pair that is promoted by political parties does not automatically win the regional head election directly. This can happen because of the role of candidate pairs in managing programs, strong credibility in the community, and the ability to manage social capital so that they are seen as stronger than the role of political parties, as shown in the 2015 Bontang City regional head election, which gave birth to regional heads from independent channels. Neni Moerniaeni and Basri Rase, and the 2013 Donggala Regency head election which won the independent pair Kasman Lasa/Vera Laruni.

2. METHOD

This type of research is qualitative research that involves an interpretive approach to each subject matter. This means that qualitative research works in a natural setting, which seeks to understand and interpret phenomena in terms of the meanings people give to researchers. Qualitative research involves the use and collection of various empirical materials, such as personal experiences, introspection, biographies, interviews, observations, historical, interactional, and visual texts that describe routine and problematic moments, and their meaning in individual lives (Denzin and Lincoln, 2009).

3. DISCUSSION
Social Capital Structure In Winning Elections

The participation of independent candidates in the post-conflict local election is of course with the support of the community, and as a condition to be able to register as a candidate for regional head and deputy regional head. A person who becomes an independent candidate must have two main things; namely high integrity and character in himself, as part of his social capital. The integrity of the figure of Kasman Lasa-Vera Laruni is beyond doubt, this is evident from his ability to lead the Service, become the head of the Bureau at the Central Sulawesi Governor's office, and several organizations he participates in. That integrity, according to the winning team, also made Kasman Lasa's character emerge.

The habit of visiting and meeting residents in various activities, both as an interpreter and because he is a village boy certainly has an impact on him. Kasman Lasa-Vera Laruni is considered to have a strong commitment to the progress and welfare of the people of Donggala Regency. His presence as an independent candidate in this post-conflict local election had quite an impact on local politics, especially in the Donggala regency.

As for how to construct social capital used by the Kasman Lasa-Vera Laruni couple in the 2013

local elections to approach the community, there are four ways, namely; First, understanding the condition of society. To understand the condition of the community, it is very important to be able to interact and go directly to the field, introduce yourself to be better known by the people. Conducting meetings with all elements of the community (groups), both formal and informal meetings. Involving community leaders in an area is one way to provide various information to the public, in connection with the desired goals. The activity to socialize the program is also intended to introduce the candidacy of the Kasman-Vera Laruni pair through an independent channel.

Second, the selection of strategies in the form of The steps are taken to deliver the flagship program through the vision and mission. The flagship program in the vision and mission is very important to arouse the hearts of the voters, and because of that, all the programs from the 15 pillars that have been proclaimed are in direct contact with the basic needs of the community, especially the lower middle class. Another method is to meet face-to-face with residents, have a dialogue, face-to-face and greet one another. This method is considered effective because it can make direct contact with the community (door-to-door). Thus touching feelings can be more deeply about their condition.

Third, the use of local print media is considered one of the effective means of promoting candidates and their programs. In addition to using local print media, other social media and the internet are considered to be helpful. Today's society is very wise in finding sources of information. Distribution of brochures and banners is also a promotional advertising medium that should not be missed. In principle, all the potential that can be used continues to be carried out with a cheap concept but can arouse the feelings of voters. Why use big media but don't read or don't watch Donggala people as voters, let local media be read by voters. To anticipate those who are not touched by print media, electronic media, or social media such as the internet, Facebook, Whatsapp, Line, Instagram, and others, other approaches such as face-to-face and so on will be anticipated.

Fourth, with the art of compromise. Candidates need to know about the art of compromise (speech procedures, use of simple words, and the ability to understand the other person). This ability can be the main attraction for embracing village leaders, community leaders, and all elements of society. The Kasman Lasa-Vera Laruni pair did all of this well, it can be seen from the responses of informants consisting of community leaders, religious leaders, and the winning team.

All elements in the effort to win this pair certainly contribute to the strengthening of social capital owned by the independent candidate pair. Social capital in many studies by Robert Putman divides 3 (three) important parts that are mutually reinforcing, namely: Trust, networks, and social norms. In building and growing the three elements of social capital, the Kasman Lasa-Vera Laruni couple started by building

trust as described below:

a. Building Trust

Building trust is certainly not as easy as we imagine, coming, smiling, greeting, giving help, and then expecting trust, is not that easy. Building trust takes a long time, a long process, and requires patience, consistent ethics, and behavior that can be imitated by everyone, and people feel comfortable and safe when they are with them. Moreover, facing various characters, various ethnicities, various religions, and regions that have different cultures, of course, increases the complexity of dealing with social problems like that, all of which require our care and patience.

Trust arises starting from a process of social interaction between individuals with other individuals, individuals with other groups, or vice versa. Individuals interact with other individuals because individuals will not be able to survive without the help of other individuals. That is why he is called a social being. The simplest example is fulfilling our daily needs, we need rice, fish, sugar, clothes, meat, oil, and so on, all of which we cannot fulfill on our own needs unless we get help from others. Meeting these needs requires interaction with other parties who produce or have those needs.

Trust is very important for the sustainability of people's relationships with each other. The stages that are passed before the introduction are signs that how much this trust becomes very meaningful in human life, therefore trust is the starting door for the continuation of the next social relationship, and this will grow into social glue if there is a concern. The interaction ability to build trust becomes social capital that can be used to achieve goals, including political goals that are widely used by independent candidates.

The more the independent candidate cares about the voting community, the more people's confidence in the independent candidate will increase. Conversely, the smaller the level of concern for the independent candidate in the community, the smaller the level of confidence in the independent candidate. Kasman Lasa understands this situation very well, long before running for the regional head election, he made a pattern of approach to the community through more fieldwork.

The habit of going down to the community is not a guarantee that the public will be able to trust it, at least it will be increasingly known. The deeper the introduction, the more fully one understands a person's character and behavior. The results of the interaction process can lead to responses. If the assessment is good, it will have an impact on stronger support because trust values have grown, but it could also be the other way around.

b. Social Network

Social networks can be formed from our daily acquaintances to family relationships. If a social network is defined as a social structure formed from individual and organizational nodes that are bound by one or more specific types of relationships, it can be

seen in many ways. It could be through values that have the same meaning, it could be because of a vision of a goal to be achieved, it could be because of friendship, or because of heredity. In the 2013 Donggala Regional Head Election, the Kasman Lasa-Vera Laruni pair was strengthened by three networks formed to work as follows:

1. Family Team

The family team became the main strength of the Kasman Lasa-Vera Laruni pair in winning the 2013 Donggala Regional Head election, this method is a form of social bonding. He calls the family team that works "ring one", with the task of tracing and providing understanding to the public regarding the origin of Kasman Lasa's lineage as a local man who should be a leader in Donggala Regency. This is a special agreement for the family environment, especially the Kaili ethnic which is located throughout the Donggala Regency, starting from the South Banawa sub-district to the main Sojol sub-district.

2. Volunteer Team

The volunteer team was drawn from community leaders, traditional leaders, youth leaders, and women's leaders from various ethnicities throughout the Donggala Regency. This team was formed voluntarily starting from the hamlets with a very varied membership ranging from 5 to 15 people per hamlet. If there are still people who want to become volunteer members, they can reach tens of each hamlet, as well as the volunteer team at the village level, which can be very varied, reaching tens of people. But surely every hamlet, every village, and sub-district must have a team of volunteers, as well as at the sub-district and district levels, so that the appropriate number of about 31,000 people is manually recorded by the winning team, which is coordinated directly by the district volunteer team and family team.

3) Investigation Team

The investigation team is only tasked with controlling the work of other teams, for example, there is a funeral or a party. The task of this team is to always check and control the teams working in their respective areas, if the activity is not submitted, it will be handled and coordinated by other teams, thus indirectly feeling that this team has negligence and must correct it according to the tasks assigned to it. they.

4) Build Relationships with Honorary Personnel

The honorary staff appointed in several offices are contract workers or casual daily workers through a decree. Governor for province and SK. Regent for the district. They are given allowances sourced from APBD (Regional Revenue and Expenditure Budget) funds according to the ability of the region. These honorary workers are not appointed based on formation, and not through selection, only involve a family approach, friendship, and compassion from people who come

asking for help to include their children/family as employees even though their status is only honorary. Kasman Lasa, who has a fairly good position (Esalon II) in the Governor's office, took advantage of this situation to include honorary workers from his native Donggala, starting from Kola-Kola to Balaesang area, both neighbors and other relatives. This condition lasted for quite a long time, so the number of honorary workers assigned to the Provincial Government and Donggala Regional Government is estimated to reach 60 people, said one source who is currently still on an honorary status.

c. Social Norms

Social norms are guidelines for interacting in society, becoming very important because they can create order, and can perpetuate social relations because they contain prohibitions, orders, and even suggestions for good behavior to maintain order together in a community or society. Each community can be different from one community or another, by studying the social norms that exist in society, we can know and be able to behave under the norms that live in society. The hope is that he can become a good person and is liked by the community because he does not violate the norms adopted or trusted by residents or the community in which we live. Therefore, studying social norms is one thing that must be done.

4. Conclusion

The ability to manage social capital by building trust in the community through 4 ways that are in direct contact with various people's lives in Donggala Regency, such as:

First, understanding the condition of society. To understand the condition of the community, it is very important to be able to interact and go directly to the field, introduce yourself to be better known by the people

Second, the selection of strategies in the form of; The steps are taken to deliver the flagship program through the vision and mission. The flagship program on the vision and mission becomes very important to arouse the hearts of the voters

Third, the use of local print media is considered one of the effective means of promoting candidates and their programs

Fourth, with the art of compromise. Candidates need to know about the art of compromise (speech procedures, use of simple words, and the ability to understand the other person).

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