

TIJDESSA, Vol 3(No 01), 2022, Page 25-35

p-ISSN: 2581-2904, e-ISSN: 2581-2912

DOI: 10.26418/tijdesa.v1i1.41451

TANJUNGPURA INTERNATIONAL JOURNAL ON DYNAMICS ECONOMIC, SOCIAL SCIENCES AND AGRIBUSINESS

<http://tijdesa.untan.ac.id/>

THE POLITICAL STRATEGY OF WINNING THE YOUTH MAHENDRAWAN-SUJIWO COUPLE IN THE ELECTION OF THE REGENT AND VICE REGENT OF KUBU RAYA 2018

Nurdiana¹, Bakran², Erdi³ and Thamrin⁴

¹²³⁴Tanjungpura University

Abstract: Kubu Raya Regency, which is one of the areas that participated in the contested regional elections in 2018. The defeat in the 2013 regional elections did not dampen the spirit of Muda Mahendrawan to continue his struggle in the 2018 Kubu Raya elections to win the regional elections with his deputy, Sujiwo. This study was conducted using a qualitative descriptive method to analyze the political strategy used by the Young Mahendrawan-Sujiwo couple to win the 2018 Kubu Raya Regent and Deputy Regent Election. The data were obtained from interviews and documentation studies. The results of the study found that there were two strategies used by the Young Mahendrawan-Sujiwo couple in winning the 2018 Regional Head Elections for the Regent and Deputy Regent of Kubu Raya, namely an offensive strategy and a defensive strategy. The offensive strategy or attack strategy is carried out by forming a team of volunteers so that they move militantly and carry out closed and open campaigns that socialize the vision, mission, and innovative work programs that are attractive to the community. The defensive strategy or defensive strategy is carried out by going to the field face to face to defend the people who have the potential to vote and maintain a positive image in stemming the negative campaigns that arise.

Keywords: Political Strategy, Defensive, Offensive, Elections

Introduction

This thesis is entitled "Political Strategy for the Winning of the Mahendrawan-Sujiwo Young Pair in the Election of Regent and Deputy Regent of Kubu Raya in 2018". The purpose of this study was to analyze the political strategy used by the young couple Mahendrawan and Sujiwo in winning the 2018 Kubu Raya Regent and Deputy Regent Elections.

The method used in this research is descriptive research. Descriptive method is fact finding with proper interpretation. The researcher uses purposive sampling method, which is to determine the research sample based on certain considerations that aim to make the data obtained more representative. Data were collected by interview and documentation study.

The results of this study show that the Muda Mahendrawan and Sujiwo couple used two winning strategies in the 2018 Kubu Raya Regent and Deputy Regent Elections, namely offensive (attacking) and defensive (defense) strategies. The offensive strategy was carried out by socializing the vision and mission of the young couple Mahendrawan and Sujiwo. Defensive strategies are carried out by going to the field face to face to maintain the potential for voting and maintaining a positive image in stemming the negative campaigns that arise.

Suggestions given from this research are that the team for the winning team of the young couple Mahendrawan and Sujiwo can use social media as a media campaign. There needs to be careful preparation from a solid team for planning the vision and mission as well as empowerment programs that must be maximized again in other General Elections. In addition, to introduce a clear vision and mission to the people in their constituencies who still do not understand the vision and mission which is also part of the approach to the community.

Literature Review

Strategy

Strategy comes from the Greek word *strategos* which is formed from the words *statos* which means military and *agein* which means to lead. It is clear that the term strategy comes from the military world. Strategy in general is a technique to get a victory (victory) to achieve goals (to achieve goals). According to Carl Von Clausewitz, a strategist and warfare expert, strategy is the use of battles to win wars "the use of engagements for the object of war". In the Business Dictionary, it is written that strategy is a method or plan chosen to bring about a desired future, such as the achievement of goals or solutions to problems; the notion of strategy is the art and science of planning and utilizing resources for the most efficient and

effective use (Silver, et al., 2012). Strategy shows the general direction to be taken by the organization to achieve its goals. Strategy is a comprehensive plan in order to achieve organizational goals (Hindu, 2015). However, it is not wrong to refer to political competition. Moreover, realizing that competition in the business world is like a "slice" or part of a strategy in the political world (Jact Trout in Sidarta, 2008).

Regional Head Election

Based on Law Number 10 of 2016 concerning the second amendment to Law Number 1 of 2015 concerning the determination of the government to replace Law Number 1 of 2014 concerning the election of Governors, Regents, and Mayors, it is explained that in order to realize the election of governors and deputy governors, regents and deputy regents, as well as democratic mayors and deputy mayors, it is necessary to make improvements to the election of governors and deputy governors, regents and deputy regents, as well as mayors and deputy mayors.

The holding of regional head elections which are directly elected by the people provides a wide participation space to choose and determine political leadership at the regional level. In addition, regional head elections are aimed at supporting regional autonomy. Because leaders who are directly elected by the community will understand more about the conditions that exist in the area.

Elections are always used as a benchmark to determine whether a country is democratic or not (Asshiddiqie in Wirdasari, 2015). Democracy is not solely determined by the presence or absence of elections by the people for their leaders. Ideally, the purpose of holding elections is to accelerate the consolidation of democracy in this republic. In addition, to accelerate the occurrence of good governance (good governance) because the people can be directly involved in the policy-making process. This is one of the evidences of the implementation of the decentralization program. Regions already have autonomy to regulate themselves, even this autonomy has reached the level of individual autonomy.

Based on the definition of regional head elections by several experts above, it can be concluded that regional head voters are a direct voting process by the people to elect leaders who will carry out their regional affairs so that the rights and freedoms possessed by these people must be utilized properly in order to elect leaders. who are truly qualified in leading the area

Political Strategy

Political strategy is a strategy used to realize political ideals. It is interesting if we link it with political terms which Lasswell concludes as a problem of who gets what, when, how, or the problem of who gets what, when, and how. That is, there is an effort and strategy in a political process regarding who gets what, when, and how. Without a political strategy long-term

change or big projects simply cannot be realized. Good politicians seek to realize ambitious plans without strategy, often being the ones responsible for creating the social conditions that cause millions of people to suffer. In political strategy, it is very important to know the communication strategy. The communication strategy is so important that it brings a clear advantage to someone, or which has been ignored by the opponent (Schroder, 2009).

The limited campaign time provided by the General Elections Commission forces pairs of candidates for regional head and deputy regional head candidates and their campaign teams to plan effective political strategies in order to reach the entire community. The type of communication that is considered appropriate to meet this need is mass communication, so the communication channel that is widely used is mass media. The mass media is used by the success team from each pair of regional head candidates to create a positive self-image of the candidate pair in the community. The process of imaging through the mass media is done repeatedly so that in the end it will stick in the minds of voters and encourage them to choose the candidate for the regional head (Sugiarto, Pratiwi, & Akbar, 2014).

Types of Political Strategies

To get the right target, of course, must have the ability to recognize the basic pattern of strategy. In general, there are two types of strategies, namely offensive strategies (attack) and defensive strategies (defense) (Schroder, 2009). Offensive strategy or attack strategy is a strategy that is carried out in two ways, namely by expanding the reach of the market and by penetrating the reach of the market. Defensive strategies or defensive strategies are carried out in two ways, namely maintaining the market and releasing or surrendering the market.

Methods

This research is included in the category of descriptive research. Descriptive method is fact finding with proper interpretation. The purpose of descriptive research is to describe, summarize various conditions, various situations or various variables that arise in the community that is the object of research (Bungin, 2013). Descriptive research studies problems in society, and the procedures that apply in society, as well as certain situations, including relationships, activities, attitudes, views, ongoing processes and the effects of a phenomenon.

The research is intended to collect information about the status of an existing symptom, namely the state of the symptoms according to what they were at the time the research was conducted. The purpose of this descriptive research is to make a systematic, actual, and accurate explanation of the facts. However, in its development, apart from explaining the situation or events that have already taken place, a descriptive study is also designed to make comparisons and to find out the relationship between one variable and another.

Research is a series of scientific activities that begin with a problem for which the answer will be sought. In research, work steps are very important so that the results and reports can be justified. With the work steps, the research will be carried out in the right direction towards the specified goals to achieve the research objectives, in this paper we will discuss the research steps briefly so that they are easy to understand.

The research steps are as follows:

1. Conducting preliminary research (pre survey),
2. Preparation of Outlines,
3. Preparation of Research Proposals,
4. Seminar
5. Field Research
6. Preparation of Research Result Report
7. Thesis Exam

The research location was conducted in Kubu Raya Regency. However, researchers will adjust the locations of information sources that can support this research to be carried out. The time of the research was carried out as shown in the following table:

Table 1. **Research Schedule**

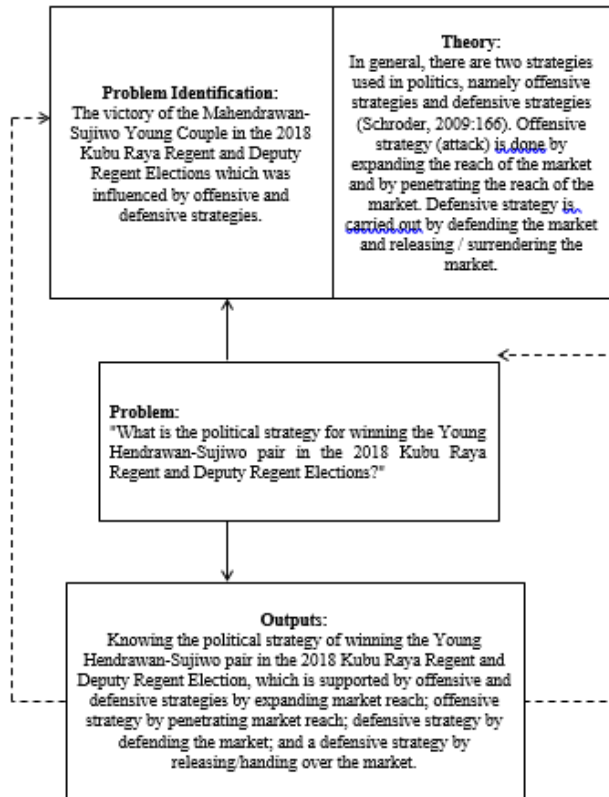
No	Kegiatan	Bulan (2019-2020)									
		okt	nov	des	jan	feb	mar	apr	mei	jun	jul
1	Penelitian pendahuluan	■									
2	Penyusunan Outline,		■								
3	Penyusunan Usulan Penelitian			■	■	■					
4	Seminar				■	■	■				
5	Penelitian Lapangan				■	■	■	■			
6	Penyusunan Hasil Penelitian							■	■	■	
7	Ujian Skripsi										■

Findings

Young Mahendrawan's victory in the 2018 Kubu Raya Pilkada still attracts the attention of the public. This is due to the absolute victory obtained in all sub-districts in Kubu Raya district. A very large number of votes was obtained by the Muda Mahendrawan and Sujiwo couples reaching 70.20% of the vote. Of course, with this fantastic vote, Muda Mahendrawan will sit as the Regent of Kubu Raya for the 2019-2024 period.

Moving on from the victory of the Muda Mahendrawan and Sujiwo pair, it cannot be separated from the role of the Winning Team in launching the political strategy of the candidate pair. Therefore, the researcher describes a frame of mind as a reference in seeking information to be able to describe the winning strategy carried out by the candidate pair Muda Mahendrawan and Sujiwo for the Election of Regent and Deputy Regent of Kubu Raya 2018. This framework is a conceptual model of how theory relates to everything, types of factors that have been or have been identified as important problems. Based on the background of the problem, the research flow of thought is formulated as follows. The methodology section typically has the following sub-sections:

Figure 1. Research Mindset



Offensive Strategy

The offensive or offensive political strategy through this step is through socializing work programs to the community such as Jamkesda and Bosda which are follow-up programs and making innovations to make the Kubu Raya community happy, dignified, and religious. This was done based on a survey conducted by directly listening to public requests. They want the return of these programs so that they can be realized again in the next term of office. Thus, people who previously had not made a choice to choose the couple Muda Mahendrawan and Sujiwo became interested in choosing through the steps of socializing the vision and mission that were in line with their expectations.

Based on the results of interviews with the success team, it is known that the Muda Mahendrawan and Sujiwo couple have tried to expand support by establishing a power in the village through expanding the reach of voters through the village head. The power of the village head can also affect the vote acquisition using this strategy if it is reviewed in the

concept of political strategy that has been previously disclosed according to Peter Schroder, it is included in an offensive strategy, namely by expanding the market, in this case voters.

Breaking the Voter's Reach

The researcher asked one of the parties who were included in the success team in an interview with the researcher revealed the following:

"The candidate's image is very influential because this couple is known among the public as a low profile, meaning he is a very simple person from any circle or religion. If communicating with him is very welcome. The election campaign that we carried out as a successful team in winning the candidate was to convince the public that programs that were directly touched by the community that helped or eased the burden on the community would return to the community. In the past, the community had experienced this first regent's program. After he was no longer in office, many of these programs were lost. The third time he nominates for the third time, God willing, he will raise this program again."

Based on the explanation above, it can be seen that the image of the candidate also has a big influence on the election of the regent and deputy regent where the image of this candidate pair is known among the public as a low profile leader. It can be interpreted as a simple person who is not adventurous in other words, namely welcome and regardless of ethnicity, religion, basically being open to the community. Therefore, there is a moderate relationship between a voter's perception of the candidate's image. This means that the more positive the perception of a voter, the more positive the candidate's image will be. In other words, the candidate's image is influenced by the perception in the minds of the people of the reality they see.

Then another victory factor seen from the main product of a political institution is the party platform which contains the concept, ideological identity, and work program of an institution. Thus the main products that are highlighted are intellectuality and quantity as selling points that must be offered as well as the achievements achieved and experience in the previous government and in various organizations as initial capital to convince the public.

Defensive Strategy

Defensive strategies will come to the fore if the candidate wants to retain his majority or if the market share is to be maintained. In addition, a defensive strategy can also emerge if a market will not be maintained further or closed, and the closing of this market is expected to bring maximum profit. Related to the strategy of defending the market is that this strategy is a typical strategy used by candidates to maintain the majority. Candidates will look after their permanent voters and seek to strengthen the understanding of the seasonal voters who previously voted for them. In responding to other candidates or competitors who attack, candidates will try to blur existing differences and make these differences unrecognizable or called disinformation (Anwar, 2018). The political implementation used in this defensive

strategy by the candidate pair Muda Mahendrawan and Sujiwo was carried out in two steps, namely by retaining voters and releasing voters.

Conclusion

Based on the results of the discussion, it was concluded that the winning of the Muda Mahendrawan and Sujiwo pair in the 2019 Kubu Raya Regency Election was influenced by an offensive strategy by expanding market reach; offensive strategy by penetrating market reach; defensive strategy by defending the market; and defensive strategy by releasing/handing over the market which is described as follows.

Offensive strategy is a strategy that is applied during the election campaign by displaying policies or products that are different and attractive than other parties so that voters will be attracted and provide benefits. The policy being sold should look at the situation at the time and highlight the expected benefits. The offensive strategy carried out by the Muda Mahendrawan and Sujiwo pair and their success team which was more aimed at the movement to expand community support and seek support has yielded effective results for the support of the Muda Mahendrawan and Sujiwo couple. The implementation of this offensive strategy has also been carried out directly by going directly to the community and face to face and promising new programs and continuing old programs to the community such as JAMKESDA (Regional Health Insurance) and BOSDA (Village Operational Assistance).

The defensive strategy carried out by the Muda Mahendrawan and Sujiwo pair in the 2018 Election of Regent and Deputy Regent of Kubu Raya Regency which was oriented towards efforts to retain voters by mapping and giving trust and maintaining communication. The efforts made by the success team were also in retaining voters by selling the image of the candidate pair which proved to be a winning result for this pair during the 2018 Election of Regent and Deputy Regent of Kubu Raya Regency. Therefore, the main factor in choosing preferences cannot be separated because in the regional head election, the chosen person is the candidate's figure factor as one of the determining factors for a candidate's victory.

References

Book

- Anwar, Hairil. 2018. Strategi Politik Pasangan Tjhai Chui Mie dan H. Irwan dalam Pemilihan Walikota dan Wakil Walikota Singkawang Tahun 2017. *Proyeksi - Jurnal Ilmu Sosial dan Humaniora*, 23(1), 47-60.
- Arifin, Anwar. 2013. *Komunikasi Politik*. Yogyakarta: Graha Ilmu.
- Bungin, Burhan. 2013. *Metode Penelitian Sosial & Ekonomi : Format-Format Kuantitatif dan Kualitatif Untuk Studi Sosiologi, Kebijakan Publik, Komunikasi, Manajemen, dan Pemasaran edisi pertama*. Jakarta: Kencana Prenada Group.
- Cangara, Hafied. 2012. *Komunikasi Politik*. Jakarta : Rajawali Press
- Firmanzah. 2008. *Mengelola Partai Politik-Komunikasi dan Positioning Ideologi Politik Di Era Demokrasi*, Jakarta: Yayasan Obor Indonesia.
- Joesoef, Daoed. 2014. *Studi Strategi Logika Ketahanan Dan Pembangunan Nasional*. Jakarta: PT Kompas Gramedia.
- Schroder, Peter. 2009. *Strategi Politik*. Jakarta: FNS.
- Siagian, Sondang. 2004. *Manajemen Sumber Daya Manusia*. Jakarta: Bumi Aksara.
- Sidarta, G. M. 2008. *Strategi Pemenangan dalam Pemilihan Langsung*. Ciputat: Kalam Pustaka.
- Silver, Harvey F. et al. 2012. *Strategi-Strategi Pengajaran: Memilih Strategi Berbasis Penelitian yang Tepat untuk Setiap Pelajaran*. Jakarta: PT Indeks.
- Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV Alfabeta.

Journal

- Afdhal, Said. 2016. Strategi Partai Politik Dalam Pemilihan Legislatif Tahun 2014 (Studi Kasus Pdi Perjuangan di Dapil Ii Kecamatan Rumbai dan Rumbai Pesisir Kota Pekanbaru). *JOM FISIP*, 3(2), 1-12.
- Atika, Dara. 2019. *Strategi Pemasaran Partai Politik Baru dalam Pemilihan DPRD Kota Bandar Lampung 2019 (Studi Pada Partai Perindo, PSI, Berkarya dan Garuda)*. Skripsi: Universitas Lampung.
- Baleri, Dio. 2017. *Strategi Pemenangan Herman HN-Yusuf Kobar Dalam Pemilihan Walikota-Wakil Walikota Bandar Lampung Periode 2016-2021*. Skripsi: Universitas Lampung.

- Hindun. 2015. Perencanaan Strategis Dan Prilaku Manajerial Lembaga-lembaga Pendidikan. *Al-Fikrah: Jurnal Kependidikan Islam LAIN Sulthan Thaba Saifuddin*, Vol. 6.
- Jordan, Edwin Norman. 2014. *Strategi Pemasaran Politik dalam Pemilihan Kepala Desa Kota Gajah Timur Kecamatan Kota Gajah Kabupaten Lampung Tengah tahun 2012*. Skripsi: Universitas Lampung.
- Napir, Suaib. 2016. *Strategi Pemenangan Fakmi Massiara-Lukman dalam Pemilihan Kepala Daerah Serentak Tahun 2015 di Kabupaten Majene*. Skripsi: Universitas Gorontalo.
- Ning, Raqhuel Dominique., Erviantono, Tedi ., & Azhar, Muhammad Ali. 2016. Strategi Incumbent Parpol Mempertahankan Suara Pasca Pindah Partai Pada Pemilu Legislatif Kota Denpasar Tahun 2014. *E-Jurnal Politika*, 1(1), 1-13.
- Pontoh, Christianto., Rambang, Max, & Walandouw, Adelen. 2015. Strategi Kampanye Pemenangan Bupati Dan Wakil Bupati Terpilih Pada Pemilihan Kepala Daerah Kabupaten Minahasa. *Jurnal Acta Diurna*, 4(1), 1-16.
- Subiakto, Adi Budiman & Kafid, Nur. 2016. Strategi Defensif dan Ofensif Parpol Berbasis Massa Islam dalam Mencapai Parliamentary Threshold pada Pemilu 2014. *Jurnal Shabih*. 1(2), 137-148.
- Sugiarto, Bowo., Pratiwi, Oktafiani C., & Akbar, Andi A Said. 2014. Strategi Pemenangan Dalam Pemilihan Kepala Daerah. *Jurnal Masyarakat, Kebudayaan, dan Politik Universitas Airlangga*. <http://dx.doi.org/10.20473/mkp.V27I32014.143-151>
- Surahmadi. 2016. Strategi Pemenangan Politik Pasangan Idza-Narjo dalam Pemilukada Kabupaten Brebes Periode 2012-2017. *Politika*, 7 (2), 91-111.
- Timbangnusa, Berti. 2015. *Strategi Partai Demokrat Pada Pemilu Legislatif Di Kabupaten Halmahera Utara Tahun 2014*. Skripsi: Universitas Sam Ratulangi.
- Wirdasari. (2015). *Proses Rekrutmen Bakal Calon Walikota dan Wakil Walikota Bandar Lampung Periode 2015-2020 pada DPC PDIP Kota Bandar Lampung*. Skripsi: Universitas Lampung.

Agency Publications and Legislation

- Badan Pusat Statistik Kubu Raya. 2019. *Kabupaten Kubu Raya dalam Angka*. Kubu Raya: Badan Pusat Statistik.
- Komisi Pemilihan Umum Kabupaten Kubu Raya. 2018. *Pemilihan Kepala Daerah Kabupaten Kubu Raya*. Kubu Raya: Komisi Pemilihan Umum.
- Nugraha, 2019. Manajemen Strategis. *Modul Universitas Terbuka*.