

## The Role of The Community in Winning the Elections

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### ABSTRACT

This study illustrates the role of the community winning candidates in local elections where the community is involved in winning politics. This paper explains and analyzes the role of the community which tends to have an influence in influencing voters compared to political parties at the community level. The role of the community becomes an alternative for the community both in the city and in the village in building social relations. Based on the desire to maintain harmony among society. In the context of democratic society is the sole holder of the highest sovereignty, so it cannot be denied that in social strata sometimes formed social groups such as communities, associations that can determine how the journey of democratic life. For the political community is a necessity that must be faced to achieve goals and defend their interests, the development of the community in South Sulawesi is quite high, which is formed from every level of society, even the general public and youth communities have an important role in the implementation of elections.

**Keywords:** Community; Local Election; Democracy

### INTRODUCTION

In the Context of Democracy Direct elections are part of political transformation that places the people as an important component in determine who actually becomes the government in accordance with his will. Currently voting exists in almost all political systems, both democratic and authoritarian certainly with different functions and goals, in a single-party country, for example, participation is more aimed at providing opportunities for elites to propagandize and mobilize the people, while in a democratic country people's participation aims to be able to influence the country's political policies(Lee, 2019).

One indicator of a democratic system is the implementation of elections general. Elections held in a country, namely elections that function as the legitimacy of the political system and government of a party, delegation society to people or parties, recruitment of political elites, representation opinions and interests of voters as well as a means of mass mobilization voters, for the sake of community values, political goals and programmes, the interests of the political parties participating in the election(Peng & Talmacs, 2022).

In a democratic country, the people are the only holders supreme sovereignty, so it cannot be denied that it is the people who can determine how the journey of democratic life in the country the. Elections have opened the momentum for popular control of society as well as being the most important space for the community to participate actively directly in the democratization process. By acting as a voter society manifests the fundamental principles of democracy, ie control (popularcontrol) and equality (equality). By selecting activities (voting), people can use their personal rights and freedoms to vote participate in and control public decision-making and decision-making direct public policy(Holliday & Pacuit, 2021).

As an organization, political parties ideally function for activate and mobilize the people, representing interests particular, provide a way of compromise for competing opinions, as well as provide a means of legal succession of political leadership (legitimate) and peace. The existence of political parties as a means to accommodate the people ahead of the election is a very important role So from this this research tries to see how the role community in winning the regional head candidate pair Kaswadi Razak-Supriansa Mannahau, did the community mobilize against society so that the tendency of people to choose based on considerations suggested by the community within a society or programme political parties or vice versa political parties that have a tendency more dominant in influencing society, so that it can be known that the level of public trust in the Soppeng Regency towards political parties are still high or the level of public trust in parties politics is on the decline(Rodriguez, 2019).

As well as seeing the community play a role only as a pressure group volunteer or even have an interest in in it, because these communities are even formed by candidates regional head, among the large communities is the Delta 72 community, the BARAK 72 community, the WANEMO community the MARICA 72 community, and The MALUCCA 72 community in the implementation of regional elections. Apart from this community the winning groups for regional head candidates are joined in quite a number of volunteers scattered in every area in the district Soppeng (Gatiso et al., 2015).

## **METHOD**

This research was conducted with a qualitative approach using study of literature. The data is processed from various research results documents then analyzed using systematic literature review to determine conclusion (Moen & Middelthon, 2015). These data are needed to obtain information that is relevant to the research objectives. The data collection techniques used are interviews, observation and documentation. Data analysis techniques performed after the data were collected were data reduction, data display, and conclusion drawing/verification. This study uses competency variables based on Spencer's theory which reveals that there are five main competency characteristics that affect individuals, namely, knowledge, skills, self-concept/attitude, traits, and motives.

## **FINDING AND DISCUSSION**

### **a. Society and Election Community**

Community development in every region in Indonesia is quite a lot, the community group was formed because of the similarity of destiny various backgrounds in society, starting from the youth community, the community youth and even the community in general can easily formed in every region in Indonesia. Potential community with members who pretty much have influence in society, so the political elites started. interested in taking a direct approach to the community who considered to be able to provide support in any political contest.

Not much different from the rest of Indonesia, in South Sulawesi to community development is quite high, starting from the community upper middle class to lower middle class community, even general public and youth community, religious community has its own charm, the presence of the community so far even makes political parties look at the community as a tool that can be used to mobilize the masses ahead of the post-conflict local election implementation.

In winning post-conflict local elections, candidates and political parties often ahead of the regional elections, political parties and candidates form a community due to factors goal commonality. Community (community) comes from the Latin word *communire* (*communio*) which means strengthening. From this word formed the term community which means unity, brotherhood, assemblage, even society as a whole vaguely describes the community interspersed with the notion of living together, In general, the community is a group that shows existence similarity of social criteria as a characteristic of membership such as similarity place/region, similarity of profession, similarity of hobbies, etc. Example: community youth, religious community, automotive community, farmer community, etc.

The presence of these communities is one form of pressure group, then the community if further involved and has political, economic, and power interests so that it does not close possibility of turning into an interest group. An interesting phenomenon that occurred in the district head elections Soppeng where there is community involvement, especially the community youth in the implementation of the 2015 Regional Head Election. Community It does not only have the characteristics of its own political interaction different ways, but also develop their own ways or strategies in carry out its role in influencing voters for regional head candidates.

In an effort to win over supported candidates, the community is involved in the practical political process. Their mainstay method as a political movement focuses on mobilization, namely efforts to create a movement structure and mobilize citizen participation to support candidates choice. Civil society according to Diamond (2003) "is not the same as society parochial, (a form of individual life, family and group activity internal) for example religious institutions and friendship organizations". However organizations like

this could have become part of civil society, if they were involved in efforts to eradicate poverty, prevent crime and strive improving human resources. In addition, civil society is also different from political organization. This happens because in practice only political organizations to gain power.

Based on Diamond's thoughts, which stated about the definition of civil society seems appropriate to see social organizations and youth of Soppeng Regency. The community is active at the level internally and seeks to carry out the activities indicated in the framework improvement and improvement of the quality of social life in Soppeng Regency. From the various explanations above, it can be concluded that youth community and society is one part of society civil. Civil community is a social group of several individuals have the same interest in which one field its members come from members of the community. Based on this opinion, further strengthens that youth organizations and friendship groups are part of the civic community. Furthermore, Diamond (2003) also conducted an analysis of the effective function civil society, that is, it can bring the people together in inexhaustible togetherness for widely varied purposes. In this context, civil society does not only direct its members to increasing demands on the state. But also, will remind the group's ability to improve its own well-being, without having to depending on the country, especially at the local level.

Another function of civil society is as an arena for recruiting and training new leader. As a new political leadership training was held through "on the job training" learning while working. A citizen who understand how the method is effective in organizing his neighbors, his co-workers, manage the organization's finances independently responsible, or how to resolve the conflict and bring friends who do not agree to an agreement. Then by instantly he has learned to acquire skills that are so necessary to be able to effectively also handle the affairs of State affairs.

#### b. Candidate Community and Victory

The existence of the civil society community cannot be separated from the development of Indonesian society, because the civil community is always there every region in Indonesia. Communities in Indonesia are very diverse. Among them are the farming community, the teacher community, the religious community, the community friendship and trading community. Public transportation driver community. Presence the community is able to create a conducive atmosphere in society, because between one community and another community can be mutually complete.

Towards the implementation of the General Election, political parties and regional head candidates often involving even forming existing youth communities in the community to mobilize voter support. Involvement community in the election process is not only in the voting process sound only. But long before the voting process was carried out. These

communities have begun to be involved in the implementation of elections, especially during political campaigns. during a political campaign In this context, the role of youth communities is quite large in helping preparations before the election is carried out. In the context of this research, The youth community in carrying out mass mobilization at the time of approaching implementation of elections. The community has its own way of mobilize the masses in the implementation of the 2015 local elections in the Regency Soppeng, South Sulawesi.

This youth group at the time the 2015 regional head election began plays an important role in carrying out the process of political socialization in particular for first time voters. Talcot Parson stated that the deep group society grew to become a very important agent of political socialization at the time the children are in high school. This happened because during the period In this case, parents and school teachers are authority figures as transmitters process of social learning, loses its influence. On the other hand, the group role clique groups, youth gangs and other youth groups becoming increasingly important. Important socializing influence of the group The friendship makes this group a means of many used by political parties and regional head candidates to socialize work program that will be carried out, considering that this group is dominated by first time voters.

As stated by Cecep Darmawan (2010) at least there are 2 factors that are the reasons why political parties and prospective candidates the regional head involves youth groups in the community carry out mass mobilization. The two factors are personal relationships emotionally developed in each member of the group, as well as existence very extensive access from other youth groups to members they. In the 2015 regional head election, this youth group used as a mass mobilization tool by regional head candidates and political parties. This happens because the majority of members of the youth group are voters beginner. So that many candidates for regional heads make this group as a means to socialize the work program to be implemented to the general public.

The development of the support community H. A. Kaswadi Razak, SE and Supriansa, SH, MH in the 2015 local elections in Soppeng Regency won it is interesting to study its origins, the existence of the 72 community was originally in form by Mr. Kaswadi himself, the number 72 appears based on the meaning which contained in the Bugis language 72 (seven two) means seven maneng, meaning from the word is all doable and complete, 72 initially only initiated by A.Kaswadi because of the privilege of the number, starting from the number his house is 72, car plate number, up to his telephone number with the last number 72, this number is used as luck in in the world of business and enterprise.

On the eve of the 2015 regional head elections, the community of 72 growing rapidly and is almost known by all Soppeng people, in fact, in almost every area there are members of the community, the community parent 72 began to form team wings and 51 community sections others such as the BARAK 72 Community, MALUCCA 72 Community, MARICA 72 Community, AW TEAM 72 Community and many more other small communities

that are part of the community 72. With a large enough mass that almost touches the entire layer the people in Soppeng Regency, thus providing benefits themselves to regional head candidates in taking advantage of opportunities by the formation of the 72 community, the existence of the community seems has its own place and influence in all levels of society.

Such a large community mass of 72 is considered very efficient in approach the community, because community members are formed there are all kinds of community groups, ranging from voters beginners, adults and even youths become combined group members very effective in providing support to the general public. Approaching

Local election team winning pair of candidates for Regent and Deputy Regent of Soppeng Andi Kaswadi Razak – Supriansa (Super Root) is getting stronger. A special team named Delta 72 was formed. This team is led by politicians former Regent, Zinal Abidin. This team itself is dominated by relatives and extended family Super Roots a team that complements multiple wings of the team previously formed to accommodate the powerful support of the extended Akar family Super.

The potential for a large family is a huge potential because of the area its support covers the entire area in Soppeng. Delta 72 Team Leader, Andi Zainal Abidin who runs the team engine to maximize victory Superroot. The potential of AKAR's extended family and relatives is huge and manageable properly in order to maximize support for Akar Super. From several communities that were formed, the volunteers started spread attributes ranging from stickers, banners to billboards. Another community that formed like AHS 72, Friends of Andi Dulli, Athida Community, Kayangan Team, and Parbet Community. Attributes of the candidates spread by volunteers who are usually called Andi Dulli looks different, because each community is different have different designs. The roots are widely known but the community keep socializing it, by printing and distributing stickers. In line, another volunteer on behalf of himself Athida Community, Although maybe this team has not been officially formed, what is the community doing to fight for Akar to lead Soppeng Regency.

The final goal is electability which continues to increase. Team goal the win is if the teamwork goes well then the Root opportunity Super absolute win. The Super Roots Team that was formed was very different from Andi Kaswadi Razak fought in the 2010 Soppeng regional election. At that time, coordination and team management is rather weak. The entry of Conscience Strategies as a consultant change the team pattern in Super Root. Delta 72 Team plays an important role, this Team is on duty maintain and secure the voter pockets that have been formed so far. The number of communities formed is quite a lot, because almost every one area there is at least one community, the community itself is formed from various walks of life, and formed naturally solely for support H. A. Kaswadi Razak and Supriansa in winning the pair in the 2015 local elections.

The youth community is appointed based on the members of the community dominated by first-time voters and youth aged 17 years and over up to the age of 35, within

the loyal community of members first socializing the candidates for regional heads and deputy regional heads in circles novice voters then go directly to the general public, even the masses of the 72 community are dominated by young automotive lovers such as BARAK 72 and the motorbike community.

This research took several communities that were successfully interviewed This research took several communities that were successfully interviewed with various considerations, among the 54 communities there are 5 namely the Densus 72 community, the community because the researcher considers that Densus 72 is a community whose role is to monitor all the communities that are active among the people, and evaluate every activity carried out by each community with conducted a survey regarding the role of the community in maximizing support the head of the candidate for regent and directly observing the community so that the information obtained is more accurate. So that the reason for choosing the Densus community 72 because researchers think that the community can provide an overview clearer and more accurate data regarding the roles of each member community, the second is Barak 72 which is a community of youth lovers the car that was formed in cangadi District Liliraja this community is dominated by young car lovers, even though the community was formed in the District Liliraja, however, community members are scattered in every area or village. villages in several sub-districts, so the reason for choosing that community because of its wide membership among youth, the three communities Farmers 72 This community is dominated by farmers, so the reason for choosing the community because researchers think this community is able to touch all levels of lower society which on average are rarely related to the media, and it is this farming community that moves directly to maximize support for candidates for bupati by directly understanding the problems farming community.

Fourth is the Malucca 72 community, this community has an average member is a young automotive lover who is spread across Lilirilau District. Reason chose the community because of the regional head candidate A. Kaswadi Razak is a figure of automotive lovers so he is close to the youth automotive lovers. Fifth is the community of taklim assembly, this community dominated by women reciting recitations and youth with frequent mosque activities The recitation was carried out at the house of Mr. A. Kaswadi Razak in the community coordinated by his wife, the reason for choosing this community was because of one religious communities that participate in the implementation of regional elections.

Broadly speaking, the role of the youth community is divided into two part namely the first role in the internal community and the second role in external community. The role in the internal community is the role that is carried out the community in maximizing vote support within the scope community members and the steps taken in the group community to provide support to the candidates it supports. While the role in the external scope of the community is all kinds of efforts carried out by community groups outside the scope of inner community membership won the regional head candidate.

Groups or communities are associations of people who have shared awareness of its membership and interact with each other, so that develop commonalities. A social group is a collection human beings who have a shared consciousness which is the basis for group formation social, among others are the same interest groups, blood factors and kinship, geographical factors, and factors of the same origin. Community groups that act as volunteers support the candidate pair is purely providing support without doing former political contract. With a solid mass, community groups can influence can provide enough influence and support highly to the candidate pairs it supports. Group existence the community became a political force. Political power actually can be interpreted as individual strength (individual) or collective (group).

The political power of community groups that exist legally legally, this group is engaged in activities that are formally unrelated related to political activity. But can be involved and influence political activity, in its movement, the thoughts produced by groups The group turned out to have a political impact that can influence the political decision-making process, even attendance such groups can appear more dominant than political parties, thus the existence of these groups can be declared to have political power informal collective. For example, NGOs, Taklim Council, youth groups, law and human rights defenders, associations in the form of foundations and bodies other laws and other social organizations.

### **Role of Internal Community 72 to maximize performance by consolidation political**

Experience in the 2010 local elections where at that time A. Kaswadi Razak did not succeed in winning the regional election and only came in second place, then the youth community group 72 learned from the experience they had at the defeat, so that from that experience the members the community formed a new strategy to facilitate effort in nominated candidate, namely H.A. Kaswadi Razak-Supriansa which he supports, by repairing and strengthening the bond of the internal community team before plunging directly into society. The role of community members with consolidate or strengthen membership in the community as part of the group concept that researchers use because of community members position himself as part of a community group that must be provide support to the candidate it supports and the group aware of membership and feel they have the same interests so cooperation between groups is established with high solidarity in providing support to candidates. The following is the result of the interview with Mr Rusli, a member of the 72 community team in Salaonro who was interviewed on April 28, 2016 stated that: The thing we do most often is regular meetings with community members and coordination within We first improved the scope of the community, by holding meetings routine between members of the community and the success team supporting A. Kaswadi and Our Supriansa made many breakthroughs from our team members.

Many political phenomena in Indonesia show how the role of political actors to be able to gain support, especially groups social groups in society, this can be achieved by fostering good relations with leaders or figures who are considered to have strong influence in these groups. To build the relationship then must be accompanied by a positive image in the midst group and society. This process is important because of image building which includes the personality, lifestyle, and performance of political actors influence voter behavior. A.Kaswadi Razak in maximizing support from the group the community is aware of the importance of building a positive image, even community support in the previous elections to help maintain positive image that has been attached to him, and the community that plays a role doing so is a fully volunteer group support A. Kaswadi Razak, the community and community groups provide support from their respective consciences.

### **The External Role of the Community in Maximizing Community Political Participation**

The support provided by these communities is not only within the scope of the community, but also play a role in attracting support masses outside the members of these community groups. Because membership of the community from various walks of life, as well as the number relatively large members and spread in almost all regions in the Regency Soppeng then made it possible to obtain sufficient mass support beyond the membership of the community itself.

This is the role of these communities working together to provide direction to the public about the candidate for regional head who is will be supported, the support of the community group is formed because there is equality of interest, namely providing maximum support to candidates deemed capable of bringing in a much better Soppeng in the future, the parent community that is 72 formed with the masses who are quite large throughout Soppeng Regency are then members of the group the community also even formed more small groups in their respective villages formed based on the same environment. So the number of groups formed in society is countless the amount.

The role of the community when viewed from the concept used part of the concept of participation because of the awareness of each member of the community moves to provide maximum support to the candidate even without direct direction from the candidate and the number the community that is formed is quite large with awareness from the community and the group itself, the group provides maximum support based on what is good for himself and society.

The roles played by these communities are quite deep support AKAR-SUPER in the 2015 local elections, community involvement in voting for H. A. Kaswadi Razak-Supriansa is indeed quite large, because the number of members of the community is quite a lot and even almost in throughout the region, and is widely known by the general public so that facilitate the community in obtaining support from the community. Role the community

carried out in obtaining support for A. Kaswadi Razak- Supriansa is not only within certain community members, however this is where the community plays a direct role to go directly to the community for socializing regional head candidates in the face of regional elections.

In addition to playing a role in obtaining support in community groups AKAR 72 extended family itself, community members are also making efforts support to maximize the potential of all community members, making it possible to obtain more political support maximum. Community members also play a role in socializing the name A. Kaswadi Razak is carried out optimally so that the community can get more know the candidates they will choose in the regional elections, especially in the regions remote, where the community is also very helpful A. Kaswadi Razak-Spriansa. The following is the result of an interview with Mr. Mursalin as a member of the community and the team success in winning AKAR-SUPER.

The role of active community members is engaged in gathering more support many, especially among the lower middle class, this is where the active role the community really went directly to socialize the name A. Kaswadi Razak-Supriansa in all walks of life and the community as well trying to repair a bad image that could hinder public support to A. Dulli by explaining the discourse to the public considered to influence people's choices. in that way considered successful enough to influence society, socialize the name as well as the vision and mission of the candidate in developing Soppeng Regency it is hoped that society actually elects qualified leaders.

### **Community Contribution in Safeguarding Political Money**

The implementation of elections in every region in Indonesia is still very prone to occur money politics, this has resulted in development still not developing both urban and regional development. To improve the image politics that has been considered bad by the majority of society, implementation of regional head general elections simultaneously in 2015 which carried out in Soppeng Regency with the implementation of democracy honestly and fair for all people of Soppeng. The presence of the community as supporters in the implementation of regional elections quite helpful in involvement the large number of communities to prevent money politics from occurring can hinder a clean democratic process. Community groups too plays a role in forming small community groups formed because of the existence of common goals to be achieved by each of each group so that this is in accordance with the group theory used.

The community and all teams work together to monitor live to society so that money politics does not occur from the opposing party, by monitoring on polling places as well as the KPU because of the large number of communities formed so as to enable all members to oversee the course of honest local elections and fair. The community also socializes directly to the community that Voting with money is not in accordance with the

basic principles of democracy explained to the public so they can better understand how running democracy.

Elections so far have been very vulnerable to money politics, which almost happened every time there are elections in Indonesia, but in Soppeng Regency with many the community involved can almost control that money doesn't happen politics or money politics in every local election, this can be said quite successful with the target down directly to appeal to society that voting with money will actually hinder development in Soppeng Regency so that it is not as optimal as before. Role the community to go directly into the community is quite large compared to the party politics, although it is undeniable that the role of political parties is also needed, because without the party as a political vehicle towards regional elections it will be difficult.

### **Communities and Political Parties in Elections**

In post-conflict local election contestation, political parties and communities have different roles, political parties are a tool to qualify dsupport or better known as the supporting party, even though it is a party Politics should also have a big role in supporting and won his candidate. However, in the election of political parties precisely its big role in winning the sympathy of the people tends to lose compared to the role of the community in gaining sympathy and support public. This is because political parties build partial political branding and market it only during the campaign season and when the election is after the party politics is no longer visible so that society does not have even ties trust in political parties is very lacking, so that in gaining sympathy community influence tends to be more effective. The effectiveness of the community in dealing directly with the community, then do not rule out supporting party members as well respectively have a community because the community can be accepted more openly by public.

Support for A. Kaswadi Razak flows from young people who incorporated in the community, all members of the community claim to be united and ready to win over A. Dulli, the big role of the community is indeed very significant influence, even from the party Many politicians also choose to form communities for the sake of winning the candidate he is running. This illustrates that political parties which should have had mass were not sufficiently capable of gaining sympathy the people compared to the role of the community.

### **CONCLUSION**

Community involvement in the implementation of regional elections in Soppeng Regency to provide support to H. A. Kaswadi Rasak-Supriansa, As for the role played by the youth community in winning the candidate can described into two, namely the internal role of the community and the external role youth community.

The Internal Role of Youth Community Groups 72 in implementation of regional elections that play a significant role in maximizing support for winning A. Kaswadi Razak and Supriansa is, the role in scope community members namely improving the way the team works, by doing renewal of strategy from the failure of the previous election, what is considered positive by community members are maintained, and those that are considered negative fixed back, all members of the community just do more communication and approach between fellow community team members, so there is teamwork that unites differences and is created High solidarity, this solidarity is formed based on social solidarity people who consistently provide support, as well as the community too hold regular meetings to evaluate the strategy to be used in the field. To maximize the support of all members and extended family the youth community 72 is strengthened first before plunging into society.

External Role of the Youth Community 72 Apart from the internal role, the community also plays a role outside the scope of community members, as for the roles carried out for get support is by going directly into the community disseminate the vision and mission of the regional head candidates, this was done to all levels of society and provide an understanding of the head's work program regions in building Soppeng Regency in the future, the next role is, guarding money politics, the community directly involved in the community guarding each and every one regions so that money politics does not occur, by convincing directly to society that voting with money is a way of voting that is not healthy and dishonest and suggest to the public to choose according to their hearts conscience. In providing their support to A. Kaswadi and Supriansa, the community is only limited to volunteers, without any elements interests and political contracts within them, the large number of communities from various regions and layers of society, the community is formed in an orderly manner naturally without any element of coercion in it.

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