

# **Voting Behavior on PILKADA Kabupaten Sula 2015**

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## **Abstract**

The research of factors that related to the voting behavior on PILKADA (local election) Kabupaten Sula 2015 is interesting for two reasons; firstly, because of the tradition of disputes election passed from election to election, and secondly because sociological factors such as religion and ethnicity are not determinant of victories the candidate (Hendrata Thes) as minorities in religious and ethnic on Sula Regency. In this research using quantitative method through survey with structured questionnaire with 200 respondents, which is proportionally distributed in Sulabesi Island and Mangoli Island as island in Kabupaten Sula. Furthermore, the data are used descriptive and correlation statistic analysis. The research finding that the rational-choice determine of voting behavior such as party's and candidate's program on PILKADA Kabupaten Sula 2015.

## **Keywords**

***Voting Behavior- Pilkada-Rasional Voters***

## **1. INTRODUCTION**

The Sula 2015 Regional Election or Pilkada, which was won by Hendrata Thes, has enough attention from the public and researchers in the field of voting behavior, because of an unusual event in Indonesian political culture where minorities are the winners. Hendrata excels from the other candidates between Rusmin Latara and Safi Fauwah. Safi and Rusmin are representing mayoritas in Sula regency using both religious and ethnicity based. During this political culture in North Maluku, sociological factors are always dominant in determining the behavior of voters, but not applicable in Pilkada Sula 2015 due to minority Hendrata and be a winner. Therefore in this paper, will answer how the voting behavior and what factors correlate with the voting behavior of sula's voter in 2015.

There are three approach models that are often used in voting behavior studies. *First* sociological model (also known structurally), *second* psychological model and *third* rational voter model (G.Niemi et.al 1984). These three approaches were born as a reaction to the previous approach, or even as an anti-thesis of the approach, but the these approaches are complementary to each other.

The sociological model is a well known early approach in the study of voting behavior, it's assumed that voting behavior determined by sociological character, religion, ethnicity, social status and so on. But scientists in this approach often place particular emphasis on certain aspects, such as Seymour Martin Lipset and Stein Rokka in viewing voter behavior with more emphasis on social identity, such as work and social status as influential factors (Lipset at Norris 2004).

The psychological model assumed that voter behavior is determined by emotional closeness, for example in the form of support for a Party Identification (PI) and candidate based on emotional. According to this approach, social class, ethnicity, religion in sociological model, does not describe social group because too abstract. So that the identification of voters of the party is more due to "feeling" or emotional connection (Zuckerman, 2005). This approach is the first model used by the Michigan Survey Research Center in 1952 in election elucidation (G Niemi 1984).

The Rational Choice Model is highly responsive to dynamic changes such as political-economic change (Mujani et al. 2011), so that voters in determining choice will seek information as a counterweight to obtain the benefit of existing circumstances.

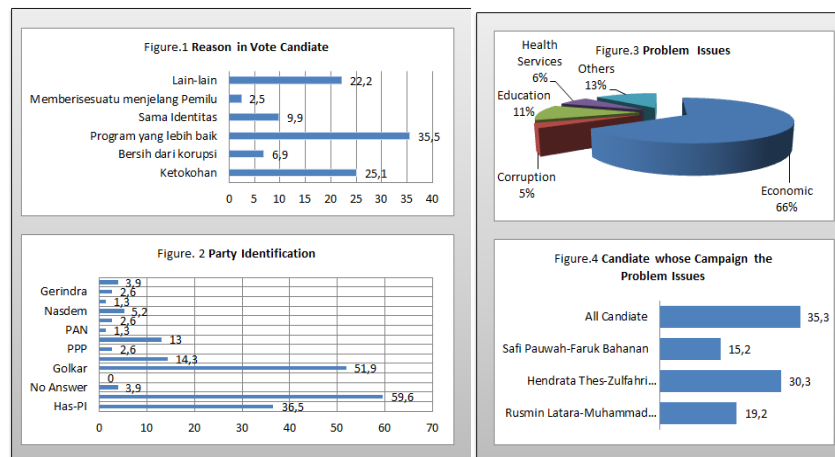
## 2. LITERATURE REVIEW

### Rational Voters

Based on argument in way of voting in Pilkada Sula 2015, the electoral is rational voters category because only 12.1% chose based on non-rational aspects; 2.5% of which voted based on gift (money or goods), and 9.9 % based on similarity identity due to religion or ethnicity. Thus the victory of Hendrata Thes in the elections of Sula Regency in 2015 is related to rational voters.

Base on Figure.1, 35.5% voters vote candidates for having a better work programs. Although campaign in regional there are almost not different programs between one candidate with another, but in this case the voters saw the achievements in the previous period. Safi Pauwah who has a vote of 37.43% which is relatively close to Hendrata 37.78% is associated as part of the low level of previous achievement of government period of (2010-2015), where he is as vice of Ahmad Hidayat Mus that was associated with corruption issues. While on the other hand, Hendrata who worked on completing infrastructure projects from the Sula's government was associated as his success. Furthermore, this capital is captured by the success team as a real program or work done by Hendrata.

Aspect characteristic is ne of the main reasons for determining of the voting, as 25.1% of voters vote based on the candidate's character. Although Hendrata is a sociologically minority in Sula as a Christian and Chinese, but his personality exceeds the other candidates. Prior to being a politician, Hendrata had interacted with Sula society in trade transactions in the form of the sale of seeds such as Copra and Cloves. In the interaction, the impression of cohesion is embedded with trust and often helps farmers in their needs.



Another factor relate to rational voters are problem issues that necessary for electoral perceptions (figure.3), based on date, that economic is the most important problem for electoral in Sula, equal to 66%, followed by education problem equal to 11%. This is politically meaningful to rational voters, that those who campaign for economic and educational issues will potentially have good electability. Further more public perception, that Hendrata is candidate who campaigned those issues; 30.3% said the Hendrata couple who campaigned on the issue, followed by Rusmin Latara couple 19.2% and Safi Fauwah 15,5%.

## 3. DISCUSSION AND ANALYSIS

### Anomaly Party Identification

Party identification theoretically has consequences for the support of the party, but not so in the Pilkada Sula 2015. Those who identified themselves as having a party identification, 51.9%, and said that they were closed to the Golkar Party, 13% of the PDIP and 14 , 3% Democrats (figure.2).

If the analysis is Party Identification (PI), Rusmin Latara and Saleh Marasabessy who will be in second place not to Safi Pauwah and Sulfahri Abdullah, because they are carried by PDIP and PAN with the level of PI 13% and 1.5%, much more lower than the Safi Pauwah which was supported by Gerindra and PPP with a total proximity of 5.2%. This phenomenon I refer to as "anomalies of party identification" because one side feel close to a particular party, but on the other hand does not choose a party that is considered close.

From a number of variables, there are two variables that are related to the voting behavior in the Pilkada Sula 2015. These two variables are education variables with *sig.028 \** and the variable party identification with, *sig.000 \*\**.

### Correlations

Education, Pearson Correlation, .155\*

Sig. (2-tailed), .028, N, 203

Party Identification

Pearson Correlation, -.417\*\*

Sig. (2-tailed), .000, N, 77

\*. Correlation is significant at the 0.05 level (2-tailed) \*\*. Correlation is significant at the 0.01 level (2-tailed)

Educational variables have a significant correlation to voting behavior, because the level of education can affect the critical point of a voter. At Pilkada Sula 2015, those who made the choice based on the candidate program amounted to 35.5%. This means that those who can assemble program differences between candidates are critical, and the potential is in voters who have better education.

Further variables are party identification, voters who feel closed or associated themselves with a particular party will have a tendency to vote for the party. The average Hendrata voter is to have a close relationship with the party both because of the party management as well as because of the family background which hereditary selects the party.

#### **4. CONCLUSION**

Based on data voting behavior in sula's elections 2015, those who are rational voter about 35.5% said that choosing candidate based on their program. Furthermore, based on correlation test results, the variables of education and party identification also determine for rational voters with their respective significance; .028 \* and .000 \*\*.

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