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Behaviour Analysis of General Election in the Province of Riau, Indonesia

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Abstract

A paradigm change in the electoral system in Indonesia is needed. Such changes can be seen from the elections to the representative system into a system of direct elections. Representation electoral system when it states hold elections only once, namely chooses the House of Representatives and the Regional Representatives Council. But with a system of direct election general election not only for members of the House of Representatives (DPR), but also to members of the Regional Representatives Council (DPD), including elections for President and Regional Heads. With this model, the paradigm will be changed the logic of voters on the political decisions to be taken. This article intends to describe the orientation behaviours of voters belonging to the category of rational voters or voters irrational classified.

Key Words: Voter behaviours, rational, irrational

1. Introduction

Voter behaviour is always interesting to study, the interest due to the behaviour of voters always change the political choices of the general election to another election, both from the legislative elections, presidential elections and the general elections of regional heads. These changes can be seen from the vote in each election. Voter behaviour like this would affect the vote and the power of political parties. Since the reformation of Indonesia, Indonesia has undergone a paradigm shift in the electoral system. The changes occur on the electoral system. During the reign of the new order is known as a representative electoral system, namely a president elected by the House of Representatives (DPR), while the head of the region selected by the Regional Representatives Council (DPRD). Meanwhile, when the reign was reform, it has been known as the direct election system. Direct meaning is the election of members to elect members of the House of Representatives (DPR) including the Regional Representatives Council (DPRD), elected by the people. As well as members of the Regional Representatives Council (DPD) elected directly by the people including the presidential election.

With the paradigm shift in Indonesian electoral system, the system is used also experience the difference at each general election. Legislative elections are used proportional electoral system with proportional list variants (open). To select members of the Regional Representatives Council (DPD), others use the electoral system, namely non-transferrable single vote (SNTV). While to elect a president, used a majority electoral system/ plurality variants with two round system (System Two-Round). This paradigm shift would provide an opportunity for political society participation. If during the reign of the new order depends on the decision of the voting public political party, then the reign of this reform voters in determining their political decisions can be made directly. This is perceived democratic freedoms voters Indonesia today. To see how the voting public plays a role in a general election, it can be seen from the behaviour in voting or political rights.

In connection with this voter behaviour then this article will discuss the behaviour of rational and irrational, because of the attitude of voters in the election in various places show that voters have

rapidly educate us not to underestimate. The presumption that voters generally stupid, paternalistic, easily mobilized, and courted it all much mistaken.

The phenomenon of voters in particular Indonesia Riau province at the time of legislative elections orientation voters tend to choose a political party rather than choosing candidates for members of Parliament, but during presidential elections or elections of regional heads of voters orientation over the presidential candidate or the head of state. Phenomenal will be more attractive when political party gained the most votes in legislative elections. See it as a party of "GOLKAR", the party for the province of Riau always voice dominance in every election when compared with other parties. Nevertheless, when the party is carrying a candidate from his own party, the candidate of the party always defeat unless the election of the governor.

This lack of harmony process of political theory aspect is very interesting to study; voters' patterns in elections of regional heads in Riau province will find the trend the formation of a common pattern of irrational voter community. The phenomenon of a shift of voters in the table above, shows that voters yet again oriented in party ideology, but still based on the value. This mobilization is trying to decipher the voting behaviour of rational variables: the vision, mission, and work programs, and the variable that is irrational in common the nature, the character similarity and proximity regardless of party attributes.

2. Theoretical Approaches

Studies of voting behaviour is essentially still a new issue in a political context in Indonesia. In the United States alone, the study of voting behaviour in the field of political science emerged in 1937, which was marked by the publication of the book "Political Behaviour Studies in Election Statistics" by Herbert Tingsten. It is because, before this many political scientists in the United States focused and more satisfied with traditional political science research methods, such as textual analysis of political philosophy, legislative policy-making process, descriptions of the political institutions, and the like. In this context, the emergence of research on voting behaviour in the study of political science is a reaction to dissatisfaction or revolt against the traditional studies.

The literature on decision-making focused on the debate over whether candidates or voters in decision-making rational or irrational. In fact, the word "rational" self is a very elusive. As disclosed about rationality "I have a deep ingrained fear of big words, such as rationality"¹ and Weber (1978) distinguish rationality value with rationality goals (goal-rational)².

Rationality is defined as the orientation of the action based on whether the value of ethics, morality, religion, and things those are aesthetic, passions, or origin. Rationality of an individual assessed the extent to which the individual decisions of the values he holds, and not the goals to be achieved. Rationality purposes, on the other hand, are defined as orientation and action based on the results of the conformity with the final aim, methods and consistent performance. Individuals will be evaluated rationally when decisions and actions to support the ultimate goal.

The theory of affective response (response theory affect) on voting behaviour. There are two assumptions about men, the man as a rational creature and irrational³. In voting behaviour, rational voters say if he gave voice or choice of a party or candidate based on the district head belief, that attributes attached to a party or candidate Regional Head; what is the vision and mission of the party or candidate of the Head to the front; what program (political program), and that (the platform).

Meanwhile, distinguish between two concepts of rationality. First, rationality is defined as thought, and action to achieve objectives efficiently and effectively (R1)⁴. This type of rationality more show personal reasons in order to achieve the objectives of personnel. Secondly, rationality is defined as thinking, talking, arguing, making decisions and acting upon a specific normative system (R2). This kind of rationality more emphasis on the degree of similarity (conformity) between the individual decision to 'best-practice' which is believed to be true and in society⁵.

They distinguish rationality and rationality calculation description. Rationality calculation is defined as the process of thinking techniques/ methods probabilistic logic and decision-making processes. While the description is defined as the degree of rationality of the decision or behavior compared to a standard of rationality calculation results produced⁵. The classical view of rationality (that regulators 'rational' are the standard that should be used in decision making processes) should be

applied in all aspects of life⁶. Many people are of the opinion that the probabilistic methods, statistics, game theory, and the calculation method to be used in decision making.

The concept of rationality departs from the concept of individuals who have a preference and faced with constraints (constraints) when it comes to making decisions⁷. Typically, the basic premise is that individuals have a selfish attitude, full of calculations, and intends to maximize benefits and simultaneously reduce costs (cost), he is considered more rational. Conversely, when voters did not use the formula and calculation of profit and loss in the decision-making process, by this perspective was labelled as being reckless and irrational.

Classical rationality based on calculations of profit and loss and maximization (economic perspective) as well as scientific technique in this decision-making system has not been without criticism. The sociologist believes that the actors make decisions and act on the basis of values and beliefs (beliefs) that they hold and not based on cost-benefit calculation⁸.

3. Variable Selection Rationale

3.1 Voters with Vision Behavioural Indicators

Factors to consider in determining the attitude of voters is in communicating the seriousness of the candidate's vision, mission and work program. In political campaign maintenance, delivery of the vision of the prospective head region has a significant role in the voting process. For the rational voter, vision will be considered delivered when based on political⁹ choices.

Determining voter behaviour through rational choice approach¹⁰ (rational choice), in a general election is not determined by structural social ties or strong party ties but the result of rational assessment of the statements made by the candidate. This rational choices made by the approach to the vision, mission, program, issue brought by a candidate, an assessment of the personal qualities of candidates and political parties stretcher candidates, as well as certain political situations related to one of the candidates to be elected by voters. Since vision is a series of summaries of action to be performed by the candidate, vision plays an important role in providing insight into the voters of ambition to be achieved by the candidate in his leadership time later. These results prove that voters do not consider vision as their reason in determining¹¹ his choice of candidates for regional heads. There are many things that affect the above statement, included the closeness and cultural ties and strong emotional killing irrational factors.

3.2 Voter Behaviour with Indicators Mission

In the context of rational choice, when a voter feels that he will not benefit from the head of regional candidates are competing, voters will not cast his vote in the general election⁸. This decision was made based on economic calculations^{11,12} of costs incurred calculation is greater than that which would be received later. This approach assumes that local leaders competing candidates will try to present a variety of programs to attract sympathy and attention of the electorate to vote for him. However, when the district head candidates failed to promote his program to voters, the choice not to choose a rational thing to the voters.

An elector who would seek to understand the rationale for a candidate to head the mission carefully but it is not experienced by voters care less rational aspects of the factors leading user represented leadership, socio-cultural ties and hopes of a more pragmatic stand compared the mission conveyed. In any organization¹³ of election campaigns both during the local elections and in legislative elections, delivery of the vision and mission of the prospective head region plays a role in getting a lot of votes. Although there are cases where the candidates did not submit their vision and mission in the campaign openly, but for the voters, the candidate's vision and mission remains the primary backup that they consider in determining their political choice.

The level of voter confidence in the mission to meet candidates for regional head high. Although there are many factors that cause this, such factors^{14,15} as more voters see the credibility of a candidate head area, so anything is the mission conveyed by the prospective head region, the mission is often associated with the personal credibility of the prospective head region.

High voter confidence in the mission district head candidate can be a strong bond between the prospective head region with his constituents. This issue could be the focus for potential officers to sort out their mission in the best possible materials for use in their political campaigns.

3.3 Conduct an Indicator Program Selector

This approach assumes that the district of the head candidates will be able to fight and strive to recommend a program to garner voter wishes to vote. However, if a candidate fails to promote local programs¹³ to the voters, the choice not to choose is rational for voters. In this case, the appropriate program, the submission of an effective program, and role models as well as consistency in implementing the program is the key to the success of a candidate to head the district in making the program as the factors considered by voters.

In order to achieve the program^{14, 15} as the factors considered by the voters, there must be a model of achievement. One model is a model that can be used to emphasize the networks activity begins with the awareness phase, the phase of analysis and action phase. This means that voters need to know the prospective the head of region period analyzed and ultimately make a decision. If this is not done, the selection of regret when the outcome of the alternative selected by the choice not in line with the decisions made. This will produce the models 'decisional balance' in the aftermath of the selected alternative in the determination of profit and loss, especially due to the electorate itself.

Although there are voters who are fanatical about one of the candidates for the head of regional and is not likely to change their votes but the position of the proposed program of regional head candidate to be chosen would add legitimacy voter choice in determining his choice. In a rational actor^{16, 17} theory approach (RAT), which is usually a rational voters will make their choice after making sure the program is delivered to meet the expectations.

4. Variable Selection Irrational

4.1 Voter Behaviours and Habits Indicator Equation

Besides the elections considering the vision, mission, program, the regional head candidates, voters should also know about the candidate's integrity, personal background and political background of the candidates to be elected head of the region. This is because the regional head candidate is the one who will lead their constituents and communities in the region within the stipulated time. Therefore, through knowledge of the voters about the candidate profile head area is very important.

To measure the characteristic equation can be seen from the indicators (a) demographics include age, religion, and gender; (b) covering economic, social employment and income; (c) culture and ethnicity, (d) associated with the support of the political ideology of the party. Results of voters in determining the choice of the candidate strongly influenced by the social environment. This factor is often used as the main reference in determining the choice by the voters. Empirical studies prove that everyone will strive to maintain nature homogeneity (DD / uniformity) of the social environment in order to avoid conflicts^{18, 19}.

The voters prefer candidates for the regional heads who have a background in the same capacity with them. They assume that the prospective the head of region that has much in common with their character is more able to understand the interests of the voters. A candidate such as this is in the best interests of voters in their constituency sense of community, when they are elected as head of the blood. The similarity factor is less concerned with the nature of rationality factors such as the content of the vision and mission as well as the planned program.

4.2 Voter Behaviours with indicator Character Figures

It cannot be ignored is the question of voting behaviour in respect of issues affecting the minds of voters. These issues often raised by campaigners. Political pressure on leaders and certain political parties in the past could become the symbol and create sympathy for some voters, so that voters will identify themselves with the characters or organizations^{9, 13} who are victims of the regime.

The advantage is that it is a direct general election voters clearly showed the character of plenty of candidates to be chosen. In the theory of rationality, there are two forms of assessment that can be made by voters when assessing the candidates who will be chosen. Voters can assess the quality of instrumental and symbolic evaluation of each candidate.

Instrumental quality assessment is an assessment of the seriousness of candidates for voters to meet the expectations of the electorate though this hope was voiced by voters. Assessment of the quality symbol is done by assessing personal qualities any person connected with integrity, rigor, and honesty.

4.3 Voter Behaviours Familiarity with Indicator Relations

The closer the relationship between voters and candidates of regional head, the more likely voters choose a candidate head area. Voters were more likely to vote for a candidate who has a relationship with her emotions than by rational. Voters' attention to the environment¹⁹ as a result of their social interaction in everyday life. The situation depends on the character of each individual who is present normally in the form of communication and interaction^{15, 16, 17} itself. An elector, consciously, to communicate with those around him about any notion that a regional leader candidate acceptable to the environment. If state support is round, eventually the candidate will be accepted as part of society. The regional head candidate to be elected the candidate who is close to him, his family, friends, neighbours, the alumni, the office.

5. Conclusion

Categories rational and irrational behaviour of voters are on voter layer itself, in addition to the role played by the regional head candidates in the province of Riau. At the level of education among the urban middle and upper class people tend to make choices based on the vision, mission and programs. As for rural communities categorized under education has proved quantitatively that the similarity in the quality, character, and the closeness of the relationship is the main factor in choosing candidates for regional heads. The rationality of this model is the attitudes and actions that consider things rationally and logically.

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