

Communication Social Actions of Legislative Candidates in the Election of Representatives in the City of Madiun (Case Study: Social Exchange of Legislative Candidates to Became DPRD)

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Abstract: Current social phenomena show that the local democratic process that should be running well and correctly in accordance with its purpose is to increase the participation of the people or community politics to elect their representatives in the Regional Representative Council (DPRD) which has not produced maximum election results legislative as a local political activity is carried out based on Law No. 2 of 2011 which was later revised with Law No. 07/2017 concerning elections which regulates the selection of candidates for DPRD which include selection, ratification, appointment, and in terminating board members of the research council this method uses a qualitative approach, where the focus of research uses a case study approach. The purpose of the study was to determine the social communication actions of a prospective legislative candidate in the legislative general election to elect people's representatives in the DPRD city of Madiun. This research with a qualitative approach is one of the research procedures that produce descriptive data in the form of speech, behaviour, which can be observed from prospective board members. The data collection technique of this research is observation techniques, documentation through snowball sampling on each DPRD candidate who has become a permanent council candidate. To support the conduct of research, researchers used theoretical studies, among others, social exchange theory, Peter Blau and A Weber's Social Action Theory. The results of this study highlight that; social, legislative communication actions concerning social behaviour, human social movements and social exchanges occur in the election of members of the City Council of Madiun; namely, there are activities for candidates to install campaign propprovide social assistance and transactional practices between voters and candidates at the end of the campaign.

Keywords: DPRD, Legislative elections, measures, people's representatives, social exchange, social communication.

INTRODUCTION

Background

Of the legislative general elections as regional local political activities to elect candidates for DPRD is carried out based on Act No. 2 of 2011 then revised with Law No. 07/2017 concerning general elections there in governing the selection of people's representatives in the DPRD. The social phenomena ahead of the current legislative polls indicate that the local democratic process that should be good and right has not fulfilled its objectives. The legislative election, namely increasing people's political participation to elect their representatives in the DPRD, did not produce maximum result. In choosing its representatives, it has not been selected and knows the mission and visions to determine people's representatives in the DPRD / DPR, The ignorance like the saying "Buying Cats in Sacks" Behavior of prospective DPRD has not provided political education to the people, voter communities are only made "Political Objects by political parties and candidates for DPRD". This certainly gives false information to the

KPU in the legislative election process, which is the principle of "free, direct, confidential principles must be carried out (Harrison 2010).

The process of selecting DPRD candidates is only a play in a play, which become the object of the show is the people. In the legislative elections that appear are mass demobilization and social, political engineering of party political elites, so that the political behaviour of candidate for DPRD as a forum for people's representatives is not qualified and tends to be irrational political behaviour is political, social action carried out by individuals or groups to fulfil their right and obligation as a political person every individual is required by the state to exercise right, obligations to carry out their political behaviour in the legislative elections in the City of Madiun, where 325 candidates would fight 141,750 votes at KPU university in 2018 In legislative elections throughout Indonesia information on the existence of money politics by candidates for DPRD in various ways such as Free umrah On April 17, 2019, as soon as the plenary meeting of the KPU is planned for a national election to elect the president. DPR / MPR (Bagnato, Goins, Pretti-Frontczak, and Neisworth 2014).

By 2019 the election in the community has many challenges that have developed about the mentality of

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citizens' political behaviour, dishonesty towards the general voters both for the election of the president and people's representatives. Deviant deeds, such as money politics, corruption, position trading, position positions occur before the election of legislative candidates; there is money politics by candidates for DPRD, DPR candidates for legislative candidates, candidates for people's representatives in several regions, occurring there are several regions General Chairpersons of parties, regents, the mayor and the candidate for governing were caught in the KPK Capture Operation (OTT) because of corruption cases between the chairpersons of political parties, the DPR, DPRD candidates for regents and governors because political behaviour deviated candidates to seek support in the piled. The first of 2017, many voters were wrong to use their pilgrimage rights because of the occurrence of money politics (Agustino 2007). The reason is that many voters mistakenly use their voting rights so that individuals fool people until they finally make certain choices because of the attack of the "angpaoFajar" share. This should no longer occur because it has an impact on the quality of elections according to law No. 17/2017 is important why the political behaviour of candidates for legislative candidates at the time of the election needs to be stupid in-depth, in the era of regional autonomy, (1) the election of candidates for DPRD this time is a simulation election that is followed by many regions in the reform era. Upholding the joint of democracy and as a political barometer, socio-economic, democracy in regional autonomy is being observed so that the implementation of presidential elections and the election of council members are safe, peaceful, honest, democratic, direct, general, free, confidential, smooth, honest, very much needed on April 17, 2019, held by presidential elections and members of the DPRD simultaneously, so that the position of the current legislative general election is very strategic and important for the nation and state of Indonesia (2) the Indonesian nation is a single unity nation is a single unity national in the matter of local culture such as the number of ethnic groups that are very pluralist / pluralistic Legislative elections have a high level of vulnerability in political, social affairs especially in the current presidential election and 2019 legislative election (Bagnato *et al.*, 2014).

Political behaviour of voters and candidates who do not understand politics in the reform era and (3) money politics emerges from OTT cases that affect candidates prospective regional leaders in the presidential

election, legislative election, and the absence of audits of the financial capital of regional leadership candidates in legislative elections transparently, so that money politics is a factor that has coloured legislative implementation so far, money politics can defeat good quality candidate figures. Correction of the government and the House of Representatives so that there are strict rules regarding money politics. (4) The implementation of the current legislative elections still leaves homework that is of concern in relation to the joints of democracy as with the initial intentions of Law No. 07/the year 2017 Election of legislative candidates the council was followed by 26 bearer parties which have become permanent candidates (DCT) aimed at legislative elections in the regions to produce trustworthy people's representatives.

Political behaviour of legislative candidates violates Unitarian Universalism (UU), fraudulently injures democracy, the case of the arrest of several DPR, arrest of Handling / OTT Operations this is an indication of the political behaviour of candidates for DPRD that violet the Law. East Java Bawaslu secures around 15 peoples who are suspected of being involved in the distribution of package money for the district, provincial and Republic of Indonesia DPRD legislative candidates by finding of 68 million currently the case is still being covered (Ahmad and Ahmad 2019). Ideally, a competition to achieve achievement in a competition, should not be a candidate for leadership to cheat with corruption, because they are candidates for DPRD holders of the mandate of the people in Lamongan police found two people from political parties who brought 1,07 billion in money, money information it pays witnesses (Moleong 2007).

Bawaslu also arrested the wife of the DPRD legislative candidate when dividing the money, so that case in Probolinggo Bawaslu alleged money politics by the Team winning the legislative election for the city of Probolinggo, and there were still many other cases. whereas now that happens is that legislative election candidates "rallied "to seek support for the election in the wrong way, namely buying and selling positions, consuming state money with corruption (Knop and Affan 2004). The purpose of the study was to determine the social communication actions of a prospective legislative candidate in the legislative general election to elect people's representatives in the DPRD city of Madiun. Specifically, this study wants to explore the problem of the political behaviour of legislative candidates who become permanent candidates for DPRD members so that the social,

political actions of candidates for DPRD do not violate the rules of law. On April 17, legislative elections in the city/regency were held simultaneously. The president/vice-presidential election was followed by two candidate pairs throughout Indonesia (KPU 2017) in general, every day people were treated to news about the political behaviour of legislative candidates who followed the election of DPRD, many cases are not exposed, namely the problem of the return "of the general election to elect the deputy of the shelter, namely the DPRD (Sahu, Nagwani, Verma, and Shirke 2015).

Problems

- What is a social behavior of candidates running for DPRD / DPR legislative elections?
- Are there social exchanges between voters and legislative candidates in determining candidates for DPRD?
- How are the social actions of the people's representatives following the legislative general election stage?
- How is the social exchange of candidates for DPRD members in legislative elections in the city?
- How is the public perception of the simultaneous DPRD elections in 2019?

Research Objectives

1. Describe the social actions of prospective in the 2019 legislative elections
2. Know the political behavior of candidates for DPRD members in legislative elections in cities 2019
3. Explain the causes of the social exchange of DPRD candidates in city elections 2019.

Benefits of Research

1. It is envisaged that the findings of this research, will provide with community political education, especially for young people/students.
2. Further, these findings, might remind prospective representatives that the people evaluate political behaviour.
3. Based on the recommendations, political candidates, will uphold the elections law

regulations during legislative elections, especially relating to the functions of Bappilu.

4. Educate the public to understand the tasks of candidates for DPRD in the legislative voter.

LITERATURE REVIEW

Political Behavior of Candidates for members DPRD shows a unity of integrity formulated in generalization. These generalizations must be proven/validated by showing relevant behavior service. To collect, interpreting data requires careful research technique. Besides, political research has an open attitude towards the concepts of theoretical concepts and other social sciences. Indeed, In making a political analysis of the personal values of the research as far as possible do not play a role (Sahu *et al.* 2015).

Based on the description above, political behaviour in this study is the political behaviour in this study is the political behaviour of candidates for legislative candidates, namely the political, social activities of candidates in convincing their chosen politics when a direct election of DPRD is held in Madiun for the period 2019 – 2024. Political behaviour meant by researchers that political behaviour, namely political activity, covers the overall political action of political actors of citizens / prospective representatives in society (Harrison 2010).

The realization of the implementation of UU Number 07 of 2017 concerning elections is a new milestone in democracy in Indonesia. Because the UU has a philosophy, a different paradigm from the previous UU. Before UU No. 02/2011 on the points of the general election, uses the philosophy of uniformity in unity, then UU No. 07 the year 2017 uses the philosophy of diversity in the unity of the Act revised for simultaneous elections in 2019, the paradigm shift in the implementation of legislative elections, basically directly by the community (Agustino 2007). The legislative election as a means of implementing people's sovereignty in the NKRI region based on the 1945 constitution and Pancasila to elect regional representatives with the following stages: a.) voter determination. b.) voter registration. c.) candidate pairs research, d.) campaign e.) voting, f.) vote count g.) determination of selection results, h.) inauguration of the election of DPRD members (Ahmad and Sahar 2019).

Weber's Social Actions, according to Albro (1990), have 4 (four), namely: (i) legal actions, which are human actions that have become a habit every day

they do, so that it becomes an ordinary thing. Example: "I do this because I always do"; (ii) affective actions, namely actions based on beauty and motivation; (iii) activities that are value-oriented or use-value rationality; and (iv) the action is goal-oriented or uses certain rationality. That is someone's action based on a reasonable value according to the perpetrator instrumental. Namely, the action by someone who is the most efficient to achieve the goal and the best way to achieve it (Albrow 1990).

Ahmad and Ahmad, (2019) argue that humans can compare the structure of society by understanding the reasons why the community acts. Historical events that affect their character and understand current behaviour, will not generalize to the whole society or all structures social. A sociologist should use the most comprehensive range possible, to conclude a problem related to social politics.

Social exchange theory is a sociological and psychological theory that studies social behaviour in the interaction of two parties that implement a cost-benefit analysis to determine risks and benefits. Also, the approach involves economic relationships; it occurs when each party have goods that the other parties value social exchange theory suggests that these calculations occur in romantic relationships, friendships, professional relationships and ephemeral relationships as simple as exchanging words with a customer at the cash register (Agustino 2007).

Social exchange theory says that if the costs of the association are higher than the rewards, such as a lot of effort or money put into a relationship and not reciprocated, this could lead to problems (Ahmad and Sahar 2019; Blau 1964).

Social exchange provides an explanation of the interactions and relationships Blau observed while researching. He believed that social exchange could reflect behaviour oriented to socially mediated goals. Peter started from the premise that social interaction has value to people, and he explored the forms and sources of this value to understand collective outcomes, such as the distribution of power in a society (Harrison 2010).

People engage in social interactions in which we would not think deeply about, but Blau suggested it is for the same reason why people engage in economic transactions (Agustino 2007). They need something from other people, the exchange. That then leads to an

increase in social exchange in which people attempt to stay out of debt because it gives them an advantage, as well as potential power. Although social exchange can be genuine, when the goal for the individual to stay out of debt or to get something in return, it is selfishness. "The tendency to help others is frequently motivated by the expectation that doing so will bring social rewards. Bottomore expressed the difference between social exchange and the purchasing of goods, stating that there is an emotional component within the social exchange that is nonexistent in everyday transactions (Bottomore 1992).

Theory of Social Action and the Theory of Social Exchange provide with an understanding regarding the meaning of brotherhood, that humans need, togetherness, a sense of unity in realizing ideas and hopes. The meeting point between the theory of Social Exchange and the theory of Social Action is that through direct election of people's representatives to elect members of the DPRD it depends on individual voters to determine their voting rights. Individual social exchanges have been very difficult to be engineered by the government, as well as elite political parties, where politics is very free to find political choices that cannot be influenced by others (Ahmad & Ahmad 2018; Harrison 2010).

The meeting point between Social Exchange Theory and Social Action Theory that through legislative elections is an independent subjective action, has a rational expression of freedom (Ahmad and Sahar 2019). Their desire to achieve expectations and goals that are free and subjective in determining his political choices, by carrying out social actions, program socialization, banners, billboards, sebar leaflet, in addition to candidates also conduct transactions for money/rewards to the election so that they choose individuals individual voters have real meaning. Such social actions have high expectations, and the selection of candidates for the representatives of the people elected by the community can realize a democratic system and governance of qualified DPRD (Ritzer and Goodman 2004).

RESEARCH METHODS

Research Approach to Research Design

Based on the object of research, both the place and the source of the data, then this research includes (field research), this field research is mainly based on research in the field or field (Kartono 1996: 47) this

research is phenomenological approach meaning 1) subjective experience or phenomenological experience of a person and 2) a study of the consciousness and fundamental perspective of a person (Moleong 2007: 14). This type of research is a qualitative, namely research that intends to understand the phenomena of what is experienced by the subject, for example behavioural, perceptual, motivational, action research, in a holistic manner by way of description.

Data Collection Technique

- a. Data Collection (Pengumpulan Data)
- b. Data Reduction (Reduksi Data)
- c. Data Display (Penyajian Data)
- d. Verifying (Verifikasi)/ Conclusion.

DISCUSSION AND FINDINGS

Results of interviews with voters, both from community leaders, scholars' academics, teachers, give us a clue that in making choices in legislative elections, voters have many considerations, one of which is attractiveness, public figure, character, candidate social and economic strength, what can I do if I choose directly or in the future. There are many political considerations of voters that encourage someone to make their choice. Political behaviour of voters will be born if there are trigger factors, and attitude driver, voter choice (Harrison 2010) The voter's socio-political actions in the selection of candidates for the people's representatives include a person's social capital, the character of the religion or Ulama capital and their role in the socio-cultural institutions of the community.

The results of interviews with voters, community leaders of candidates for the DPRD, were better known than prospective newcomers in politics in the city of Madiun, namely candidates for newcomer representatives. Candidates for DPRD, businessmen, party administrators, former officials, cultural figures, religious leaders do have better social capital because they pursue a carrier in the city of Madiun, both have the opportunity to become members of the DPRD. This is an excellent social capital, almost 80% of the City community knows who the candidates for the DPRD are. At the same time, the prospective newcomers were unpopular, they even seemed to be politically blind, blinded by socio-economic capital, political blind in the city of Madiun (KPU 2019). Social money in

politics, for prospective legislators who have just come down the mountain, newcomers are less strong, besides being speculative in advancing as people's representatives in the city of Madiun. their political prestige is far less than the "old man "in politics in the city of Madiun.

The economy in the legislative election process is very important because, without an established economy, it is difficult for a candidate to compete in a legislative election. In the legislation, money is the king who determines whether or not a candidate for people's representatives competes in legislative elections. Since the beginning a candidate intends to nominate a repressive for the people, the economic capital has to be issued, which is very large. Financial capital needs such as campaign costs, recommendation costs from bearer parties, witness transport funds on voting day, not yet for a dawn attack on voters who are still floating, not however the lawsuit fee for the election results to the MA in the event of dissatisfaction with legislative election results announced by the City KPU Madiun. Besides, a candidate must have social, political capital, namely the existence of a bearer party in accordance with political rules in our country, at least political parties that have 1/3 representatives in the DPRD political parties are still reliable political machinery in legislative elections, because political parties have members, branches in each sub-district, RT / RW even though the legislation of independent candidates was obtained after having the support of 400,000 KTP voters.

The history of legislative elections has proven that candidates for the people are not supported by reliable political machinery, they will have difficulties in legislative elections or if they win in legislative elections, their roles and functions in DPRD are passive, sit in carrying out legislative duties in government, because they are not able to correct any government program that must be approved by the Madiun City DPRD. The political behaviour of legislative candidates in the legislative elections shows that the candidates make choices in legislative elections based on what socio-economic conditions are obtained after the legislative election take place. This can be seen in the results of the legislative elections in the final round of vote counting, namely by winning votes and by candidates who have social capital, political capital, and economic capital in the city of Madiun. The political preferences of voters in the legislative election in the city of Madiun against candidates for people's representatives are offered by

Table 1: Results in the 2019 Legislative Elections

Members of the people's Legislative Assembly in the city of Madiun, people with the competition of 13 representatives of the people, survived while there were 17 newcomers with the following composition

Kartoharjo Sub-district	Taman 1 Sub-district	Madiun 3/ Taman 2.	Manguharjo
Madiun 1	Madiun 2	Madiun 3	Madiun 4
1. Ihsan Abdurahman S.	1. Bagus Panuntun	1. Dodik Danang S.	1. Dwi Djatmiko
2. Gadhi Hatmoko	2. Agus Wiyono	2. Suyarto.	2. Andi Raya BMS.
3. Istono	3. Sutardi	3. Handoko Budi S.	3. Sudaryono.
4. Ngedi Trisno Yushianto	4. Rina Haryati	4. Djoko Wihardi	4. Ismiati
5. Dedi Tri Alfianto	5. H. Sugeng	5. Subyantara	5. Slamet Haryati
6. Hari Santoso	6. Armaya.	6. Yuliana	6. Tutik Sri Endang
7. Y. Rudy Wisnu W.	7. Winarko.	7. Wahyuni.	7. Drg Endah S.
8. Nur Salim.	8. Yunita Aliyah	8. Erlina Susilorini.	

the General Election Commission / KPU. In general, it relates to what material is being provided by legislative candidates, the capital of someone character, academic candidates for the people's representatives.

The social actions of the people in determining their voting rights are mostly based on their knowledge of prospectives because they often appear in the media of former officials, social activities in various educational organizations so that the behaviour of voters is due to social capital owned by prospective representatives of the city of Madiun. But not a few voters make their choice because of the economic prosperity of the DPRD candidate members, for example with donations, candidates come to a recitation, candidates arrive at a citizen ceremony, candidates give gifts when "Break the fast "or Taraweh prayers, Friday prayers shodaqoh like giving a sarong, giving a package of Eid, it has been impressive (Ritzer and Goodman 2004). In general, the behaviour of ignorant voters who become "people's Representatives", but they only want that "I get what, I choose you "both today and tomorrow when the candidate representatives win the legislative election such as PKL street vendors, people's market traders are not complicated trade, SPP-free scholes, permits are facilitated, there are capital injection assistance for the community. In the final seconds after the campaign period, some candidates have strong voter support. Namely, the people who are well-known candidates, have a strong mass base, it is estimated that one of the pairs can win the current legislative election. Fifty-fifty is equally strong if the word wins the election at the most significant "thin "difference (Albrow 1990). The socialphenomena that occur in the community are the behaviour of voters in stabilizing the candidates for the vote for the voting day on 17 April

2019, they remove the attributes of political parties participating in the legislative elections, so that the calm period takes place with juridical, direct, free, and confidential in a legislative election by a candidate is a candidate's political, social capital mayor because according to KPU rules a candidate for regional election must have a political vehicle to advance in the legislative election or through the process through an independent candidate (Harrison 2009). Therefore, it is necessary for the political, social capital of a candidate for mayor, the more support political parties and money mean the chance of winning is higher, however, the process of seeking political support requires high-cost costs, namely the DPP political parties concerned. It must use a social, economic capital candidate.

CONCLUSION

The social actions of the people's representatives in the 2019 legislative elections, including program socialization through campaigns such as billboards, banners, banners. Also, legislative candidate conduct social services, provide social assistance for basic socialization programs through recitation, gathering social, gathering, gathering figures, Ulama, Kyai who care for the poor, sick people, celebration people. Political behaviour of voters in the DPRD candidates for elections in the city, namely, to determine the witnesses of polling stations, provide a briefing for witnesses and successful teams, program campaign if elected. causes of social exchange for candidates for DPRD in city elections. 2019 mutually because there is transactional need as voters and candidates in the legislative election competition to win the people's representative.

RECOMMENDATIONS

1. As community political education, legislative election socialization, the method of voting is intensified.
2. Reminding prospective representatives that political behaviour is evaluated by the people.
3. Upholding the UU regulation in legislative elections, especially the functions of Bappilu, legal sanctions are enforced, for violations of the UU.
4. Political Consultant institutions need to be formed to provide information, debriefing to the people who will be involved in politics, so that they have understood politics before running for political office, mayors/mayors and DPR, DPRD legislative.
5. Educate the public to understand the tasks of candidates for DPRD in the legislative election.

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