# The Model Of Political Communications Prevention Of The Election Violent Conflicts

By Ratna Setyarahajoe

## The Model Of Political Communications Prevention Of The Election Violent Conflicts

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#### **ABTRACT**

December 9, 2015 local elections held simultaneously in Indonesia. In East Java, the elections were followed by 19 district/city. The study of previous elections suggest that the dominant factor in triggering 10 nflict anarchists are: Fixed Voter List (DPT), legislation containing to multi perception, organizer of the neutrality, and weith the requirements for the candidate of the independent (Ratna Setyarahajoe, 2013:485-487). This research is focused on the sorting of violence at each stage of the elections and made the development of a model of 10 litical communications. This exploratory research using secondary Data domain analysis collected through observation and primary data unearthed by interviews on key figures. The results showed that the potential for violence can be prevented 10 combining models of political communication through modern media and traditional media. The application of the model can be effectively through informal activities with mutual visits between candidates and their teams success in order to know each other more deeply and intimately familiar and makes peace agreement with organizers of the elections was accompanied. The effects of the models: the elections peaceful and legitimate.

Keywords: Political Communication, conflict, violence, Elections

#### INTRODUCTION

The year 2015 is a new chapter for the execution of elections in Indonesia, held simultaneously on the day, December 9, and was followed by 260 district/city. Elections were held in East Java in 19 district/city simultaneously, namely district include: Mojokerto, Wonogiri, Lamongan, Jember, Ponorogo, Gresik, Trenggalek, Sumenep, Banyuwangi, Malang, Pacitan, Sidoarjo, Tuban and Blitar. And the city include: Blitar, Surabaya and Pasuruan.

There was an interesting moment in the dynamics of the elections, namely, the launching of the pagram "Election Integrity" by the corruption eradication commission (KPK). For the first time the democratic process at the local level for the purpose of generating KPK head area that has integrity. As in convey the chairman of Electoral Commission (KPU), Arifin Robiyan that: "The integrity of the elections Pogram 2015 is expected to stimulate a culture of elections for both the prospective head of the region, organizers and community voters who put forward the aspects of high moral integrity". In this program, KPK placing 2 (two) ad hoc team that will control the process of the elections

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in an open or closed until the end of the stages of organizing the elections. The first team was tasked as a precaution and the team's second stint as team action. His goal was to realize the regional head of an honest, clean, anti-corruption, and committed to improving the welfare of society.

KPK program has three objectives, namely: 1). The prospective head area, 2) organisers of the elections (KPU and Supervisory Committee/ Panwas), and 3) of community voters. According to chairman of the Panwas Surabaya, Wahyu Hariyadi, "that the KPK program to affirm a culture of anti-corruption through the formulation of the elections has integrity".

Surabaya was chosen as the pilot city implementing election integrity because it has the complexity with the number of voters and a big budget, so it is feared candidates would compete with justifies all means, according to Alfi Rachman Waluyo of the directorate of education and community service KPK.

Mojokerto is a representation of districts with a violent conflict on the election of regent in 2010. Based on the results of the research findings that point on the elections in the city of Surabaya and Mojokerto on stages of the elections obtained data of potential conflict violence triggered by factors: quality of the DPT, completeness and validity of the regional head of the candidate requirements, internal conflict party/coalition political parties poles, popuralitas and the image of the candidate, in the campaign violations, black campign, use an account that is not official, professional organizers of the elections, the difference in the perception of the officer and organizer of the elections on legal rules that apply calculation of the results, the difference in sound, the publication is not balanced, and the dissatisfaction of prospective on the outcome of the decision of the KPU district/city.

Problems in the research is the trigger factor of occurrence of violent conflicts in the elections, efforts to suppress violence and model effective communication can prevent violent conflict in the election.

#### LITERATURE REVIEW

#### **Political Communication**

The political system is determined by the dynamics of political communications according to Almond in Arifin Rahman, (2002:77). Political communication start venturing from the input-process-output to system transformation of politics, because it drains good political messages in the form of demands as well as the support that makes the political system works dynamically.

Political communication as a process a new symbols of communication containing political messages from a person or group to another person with the purpose to open an insight or way of thinking, as well as influencing the attitudes and behaviour of the target audience for politics (Hafied Cangara, 2009:35).

According to Meadow in Nimmo (2004:18) political communication refers to any exchange of symbols or messages that to a significant extents have been shaped by or have consequences for the political system.

Political communications in this research activity is the delivery of political messages from related institutions:

- a. Elements of political communication that became a body of knowledge are:
  - ✓ Political Communicator. Is the party that gave information about the things that contain the meaning of elections. E.g.: the Election Commission, would-be head of a region, the regional legislative body (DPRD), a support group of candidates, NGO and public figure.
  - ✓ Political messages. The statement was delivered to contain the meaning of elections. E.g.: speeches/political statements, regulations, legislation, articles or reviews, advisories, political meaning of the symbols and propaganda.

- ✓ Media politics. Is the means used by communicators in conveying the message of the elections. E.g.: the mass media, public communication, group communication, and social communication.
- ✓ Political Target. Are members of the public are expected to provide support to the message delivered by communicators. E.g.: support for a vote on a candidate in the elections.
- ✓ the influence or effect of political communication. The creation of an understanding on
  political targets against the political message delivered by communicators. E.g.: the
  desired target behavior such as communicators.
- b. Political communication Function according to McNair (2003:21) are:
  - Provide information about rules and ethics in implement local democracy in the form of electoral activities presented in the candidate voters/supporters of the candidates.
  - ✓ Educate potential voters/supporters of the candidates about the objective facts.
  - ✓ Accommodating political problems and made into a discourse based values ethical democracy enforcement.
  - ✓ Make publications addressed to Government and political institutions.
    As channel advocacy to help the program activities of the elections in the mass media.

#### **Violent Conflict**

#### Conflict.

This conflict approach pioneered by Ralf Dahrendorf, Paul Conn, and Karl Marx. According to the experts above there are some factor which becomes the cause of occurrence of conflicts, namely: the diversity of the public good nature of vertical, such as: social status, economic status, power, education etc, as well as diversity horizontal, such as: system of culture, religion, tribe. The diversity of various interests will bear may even be conflicting (A. Ramlan Surbakti, 2004:8).

If the conflict is directed to obtain or maintain sources of political decisions, it is called the political conflict. In this research, the source of which is the head of the contested areas.

#### Violence

Violence is the behavior of a group of people include: demolition, a group assault, arson, looting/deprivation, murder, and others. These actions are the result of collective behavior which has suffered deindividuasi. Deindividuasi is a State that allows an individual or group to perform the actions of destructive and sadistic beyond rationality of individuals from the perpetrators.

There are five (5) aspects of the causes of conflict in the election, namely the aspects: government regulation, organizer of the election, the candidates, the mass of supporters, and security officer (Adi Suhendi, URTribunnews.com).

So violent conflict in this study was a behavior using the tools/means of physical abuse from a group of supporters of a candidate in the elections that are triggered by the presence of dissatisfaction against the process and results of the implementation of the elections that led to the assault and damage against the asset candidate, the implementing agencies of the elections and on the means of public execution in the elections.

#### The elections

The election is the beginning of political recruitment in the area namely the process of selecting appropriate candidates head and deputy head of the area by area voters. The main actors in the illegal elections, among others: KPUD (areas) as the organizers are independent;

local governments as the giver of the contribution to the holding of elections; political party as the candidate for the poles; and the community area as voters.

Based on the history of politics in Indonesia, there are four electoral system (Sarundajang, 2005:33), namely:

- a. The system of designation/appointment by the central government during the colonial period as well as the Netherlands and Japan old order (UU No. 27 1902; Act No. 22 of 1948; UU No. 1 in 1957; and the determination of the President no. 5 of 1960).
- b. Pseudo representative electoral system, at the time of the Pancasila democracy (UU No. 5 of 1974) elections are elected by DPRD and enacted by the President.
- c. Representatives of the electoral system, the head of the area selected by the DPRD without the intervention of the central government (UU No. 6 of 1965 and law No. 22 of 1999)
- d. Direct electoral system, namely, the regional head of the directly elected by the people (UU No. 32 of 2004).

The election is a way out to melt the ice on local democracy, meaning head of the selected area will have direct legitimacy from the people in his region as political capital or off setting strength in carrying out checks and balances with DPRD.

The election is the implementation of decentralization in political perspective, there is a process of transferring power from the centre to the locus region (Lili Romli,2005:16). Through elections, the people of the region can determine the way the government by selecting the desired leaders freely and secret.

The authorized State Agency organizing the elections is the district/city as set forth in regulations of the KPU No.2, 2015 election organizers about article 1 paragraph 6. In carrying out its work the inaugural elections supervised by the supervisor of elections namely Panwas district / city, districts, Panwas field, and Panwas abroad (Bawaslu RI Regulation No. 5 by 2015 about supervision stages nomination, the election of Governor and Vice Governor, Governor and Deputy Governors as well as the Mayor and Deputy Mayor) Chapter 1 verses 15-19.

#### 9 MATERIALS AND METHODS

#### **Location Research**

The research was conducted in two areas, namely the district of Mojokerto and Surabaya, with regional reprezentation and scales per the distinctive feature of their society. The city of Surabaya is a representation of the modern society with a high level of heterogeneity, Mojokerto is a representation of the culture of "Mataraman" and "Muslims".

The two areas assessed are representative can be used as a pilot project for other district/city in Indonesia that have the same characteristics.

#### Unit O Analysis

The unit of analysis in this study using a purposive sampling technique which refers to the key figures: the district/ city, Panwas team, and the success of each candidate as well as a socialite on the object of research.

#### **Tekhnique Data Collection**

Data collection is carried out by systematic analysis unit at the interview to get the completeness of the data and perform data verification research results with a focus group discussion (FGD) in order to formulate problems and refinements typical weakness in order to

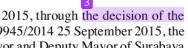
formulate models of political communication in the implementation of the elections in Indonesia.

#### **Data Analysis Techniques**

Data analyzed with social legal research via forum FGD. This analysis in addition to using the approach that is normative (Philipus m. Hadjon, 1997; Terry Hutchinson, 2002:9) also use the field approach (social, political and administrative) that examines issues of legal violations and shortcomings during the practice of the elections.

#### RESULT AND DISCUSSION

#### Surabaya Mayor Election (PILWALI)



The election in Surabaya was held on December 9, 2015, through the decision of the KPU city of Surabaya number: 39/Kpts/KPU-Kota-014.329945/2014 25 September 2015, the number of Sort and name of candidate in the election of Mayor and Deputy Mayor of Surabaya followed two candidates carried the party/coalition party look in table 1:

Table 1. Participants Pilwali Surabaya 2015

No	CANDIDATES	PARTY
	5	SUPPORTERS
1.	Pr. H.Rasiyo, M.Si – Dra. Lucy Kurniasari	Partai Demokrat, PAN
2.	Dr (H.C) Ir. Tri Rismaharini, MT – Whisnu Sakti	PDIP
	Buana,ST	

Source: Hupmas KPU Surabaya Media Center, 2015

FGD results obtained from any information that violent conflict is a trigger factor:

- Regulation that creates multi perception for the organizers as well as poles of candidate.
- News coverage from news media is wrong (not via the media center)
- Behavior of the organizers on the procurement and installation of the campaign props (APK) disappointing team success.

Some of the factors that can minimize the occurrence of violent conflict are:

- Building a media center that can provide adequate information about the elections and can be accessed by various parties.
- Invites the community component embodied in civic organizations to observe the presence of seeds of conflict.
- Need regulation campaign that could limit the motion offense.
- There should be regulation of "criminal elections"

#### The Election Of The Regent Mojokerto (PILBUP)

Elections in Mojokerto that originally followed by 3 0f candidate turned into 2 pairsof candidates is base on the decision of the KPU Mojokerto according the letter of the ruling of the Supreme Court (MA) on The Matters of State (TUN) No. 539K/TUN/PILKADA/2015 proposed incumbent candidate, Mustofa Kamal Pasa - Pungkasiadi. Pair of Nisa - Arif crossed out from the list of candidates because it proved the forgery or reverse engineer the DPP support the PPP leadership letter Djan Farid.

KPU finally set the two candidates, namely incumbent candidate Mustofa Kamal Pasa - Pungkasiadi and individual couples, Misnan Gatot - Rahma Shofiana. With this decision, the KPU cancelled the event number news 28/BA/VIII/2015 and the decision letter from Mojokerto Number 31/Kpts/KPU.KAB-014.329790/2015, 24 August 2015 and set a new event number news 47/BA/XI/2015 and the new decree number 31/Kpts/KPU.KAB-014.329795/2015 date, November 14, 2015 about prospective assignment of Regent and Vice-Regent in table 2:

Table 2. Participants Pilbup Mojokerto 2015

NO	CANDIDATES	PARTY
10		SUPPORTERS
1.	H.Mustofa Kamal Pasa, SE - H.Pungkasiadi,	PDIP, GERINDRA, DEMOKRAT,
	SH	PAN, PKS, NASDEM, and
		GOLKAR.
2.	Misnan Gatot - Rahma Shofiana W.A	INDIVIDUAL

Source: prepared from primary and secondary data.

Results from FGD can be mapped, that conflict in Mojokerto elections caused by the dominant factors factor are:

- Mentality of local government in action supporting the candidate, in the form of the granting of facilities and infrastructures-means to food one candidate.
- ✓ Neutrality organizers in technical level

Some of the factors that can minimize the occurrence of violent conflict among others:

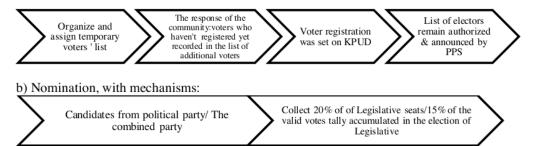
- ✓ No activities that bring in the masses, a campaign conducted with go to the community,
- ✓ Opened space law to accept the lawsuit,
- ✓ There needs to be strict and understanding the limitations of both clear about neutrality, local government
- the intensity of communication from KPU, the successful teams and security officers were built with the principles of peaceful elections.

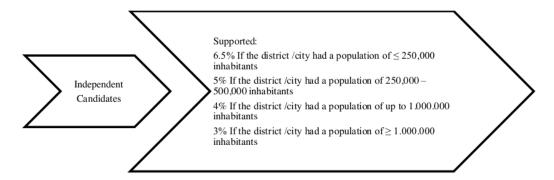
#### **Tages Of The Elections**

To prevent the occurrence of violent conflicts in the elections is through the stages and mechanisms such as the following: Figure 1

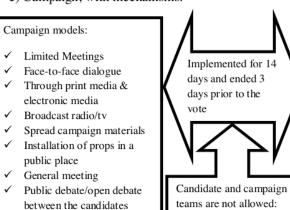
Figure 1. Stages Of The Elections

a) Voter data Update, with mechanisms:





#### c) Campaign, with mechanisms:



teams are not allowed:

- ✓ Involving judges at all judicial
- Official BUMN/BUMD

Not allowed in the campaign:

- Questioning Pancasila & Constitution 1945
- Insulting religion, tribe, race, class and the prospective head of the region as well as political parties
- Inciting & pitting party, individual or groups of people
- Use violence/threats of violence to the individual, group or political party
- Disrupt security and public order
- Threatening legitimate government
- Damage/eliminate other candidates campaign
- Using the facilities and budget government/local government
- Use places of worship & education
- Perform marches on the highway

#### d) Dissemination, with mechanisms:

Other activities that do not

violate the rules of the

applicable legislation

- Face-to-face communication, such as: the meeting in the form of discussions, seminars, workshops, working meetings, training of trainers/facilitators, lectures and simulation
- Communication through the mass media, such as: the submission of text, pictures, sound or audiovisual
- Social mobilization through a call to the community to carry out each stage of the elections such as: movement understand elections, declaration of peace campaign, urged people not to be an intentional abstentions

#### e) voting and counting of votes, with mechanisms:

#### Voting:

- ✓ Implementation time
- ✓ The provisions of the ballot: the number and backup.
- The number of voters in each Polling Station (TPS).
- The provisions of the valid vote count.

#### Vote count:

- Recapitulation of the results of the vote
- Procedure for the submission of objections.
- Submission of news events and recapitulation certificate results counting.
- The time limit is the calculation and the

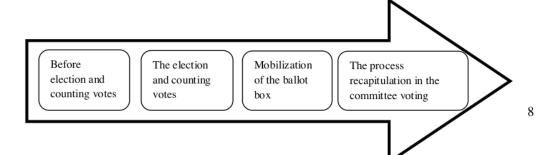
- f) Recapitulation of the results of the vote count, with mechanisms:
  - The KPU district/city make the news event and the certificate of vote count results recapitulating all the signatures the chairman and at least two members of the KPU district/city and signed by the witness to the candidate.
  - The KPU district/city is obliged to submit 1 copies the files of news events and counting results recap of the certificate to the Province.
  - The KPU Provincial communicates to the DPRD Provincial process for endorsement and adoption.
- g) The determination of the candidates selected, with mechanisms:
  - ✓ Candidate must obtain 50% of the total valid votes.
  - ✓ If it is not met, then taking a 25% valid votes the biggest acquisition of his voice was declared as a candidate elected.
  - ✓ If the candidate gets the same vote, then the candidate selected is based on the region of a wider vote tally.
  - ✓ If it does not reach the 25% then performed a second round which is only followed by 2 of candidate the winner of the first and second. Regent candidate, Mayor candidate proposed by DPRD district/city no later than 3 days to the ministry of the interior.
  - Endorsement of the appointment of governors, mayors of candidate conducted by minister of the Interior on behalf of the President no later than 30 days.
  - Pair of Regent(Bupati), the Mayor(walikota)-elect is sworn in by the governor on behalf of the President and carried out in the plenary meeting of the DPRD.

#### The Supervision And Monitoring Of Elections

Supervisory procedures in the voting and the vote count is done by the following stages:

- a) Supervision of the preparation of the vote against
- Surveillance against before meeting voting
- c) Surveillance against the implementation of a voting meeting
- d) Surveillance against the implementation of voting
- Supervision against the implementation of the vote count and the submission of the ballot box
- f) Supervisory plenary meeting recap of the results of the counting of the vote tally in PPS
- g) Oversight of the implementation of the voting and the vote count.

Figure 2. The Mechanism Of Supervision Of Elections



#### **Development of a Model Communication politics in Elections**

The success of the holding of the elections is not only determined by the provider (KPU District/city and Panwas) but also the behavior of the cooperative from candidate, party/group of Poles, security officers, and PPS, PPK, voters and the media with a balanced message. Cooperative behavior demonstrated by the parties with compliance on existing regulations and consistent efforts towards realizing the election integrity can be realized while has awakened political communication model developed with attention to cultural and background characteristics of the community area is concerned.

FGD that was held on July 18, 2016 at Hotel Inna Simpang and followed by 15 people consisting of: political communications expert, Chairman of the KPU and the head of the Surabaya and Mojokerto, Panwas Surabaya and Mojokerto, successful teams from each candidate for mayor of Surabaya and successful teams from one of the candidate as well as the Mojokerto Regent research team and a cameraman, can be described described that: there are two typical types of elections in the two regencies, namely Pilwali and Pilbup.

Domain based on the stages of the election team of researchers has made the categorization of potential conflict violence, communication models that have been applied during this time and the development of models of political communication developed the research team presented in table 3:

Table 3. Domain analysis Phases of the elections and Development Of A Model Communication Politics In Elections

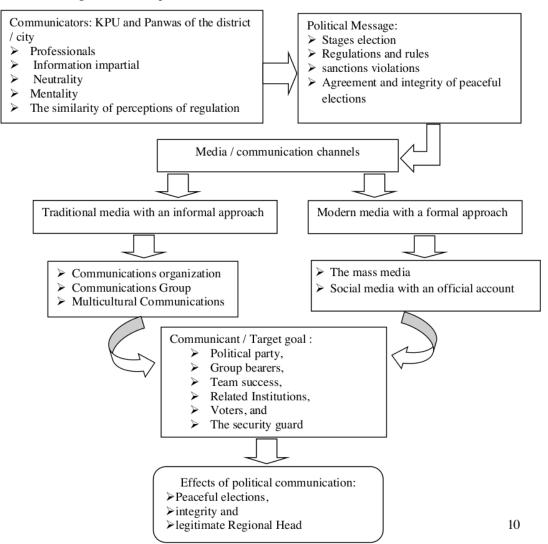
NO	Domain Stage	Political Communication which has been Implemented	Development Political Communication Model In The EElection
1.	Update The List Of Electors Vooter (DPT)	Formal communication with agencies authors voters data systems ( sisdalih )	<ul> <li>✓ Use the internet as a media tracking the statistics</li> <li>✓ Publicizing dps through mass media and social and traditional media</li> <li>✓ Provide the communication through complaint post</li> </ul>
2.	Nomination and the candidates	✓ Iintensively with the Consolidation of the party/coalition political party/candidate producer groups ✓ Transactional	<ul> <li>✓ Organizational Communication among political figures with the candidate who carried</li> <li>✓ Candidate Publications in mass media and non-mass media</li> </ul>
3.	Campaign	<ul> <li>✓ formal Communication through: publicity, propaganda, political marketing</li> <li>✓ Informal Communication through: community leaders, public figures and political parties</li> </ul>	<ul> <li>✓ Local wisdom-based Diplomacy through negotiations with the community's objectives in order to convey the work program and the adjustment of the work programme to the needs of the community</li> <li>✓ Using mass media and social media with your account registered on the official organizer of the elections</li> </ul>
4.	Socialization	✓ Mass communication ✓ Interpersonal Communication with political parties ✓ Traditional Communication	<ul> <li>✓ Build partnerships with mass media and optimization of communication with the organizers of the elections</li> <li>✓ Use media center and optimization role of public relations</li> <li>✓ political parties / groups bearer candidate</li> </ul>
5.	Voting and counting of Votes	✓ Conciliation ✓ Mediation	✓ Organizational communication

			✓ Vertical and horizontal communication between the KPU, district or city Panwas, PPK, PPS to witnesses and independent inspectors
6.	Recapitulation of	Formal communication	✓ Involvement of the media to report the results of
	Votes	through mediation or	recapitulation temporarily
		konsoliasi method	✓ Provide opportunities for the public in the webmail
			KPU district/ city
			✓ Involving the KPU district/city public relations role
			to provide information based on one (1) door in order
			to neutralize unbalanced news.
7.	Assigning Regent	Arbitrage	✓ Communication model of diplomacy
	/ Mayor elected		✓ Mass communication

Processed by the research team of primary and secondary data 2015

From the above domains, researchers construct development models of effective political communication in order to prevent the occurrence of violent conflicts in the elections and presented in figure 3:

Figure 3. Development Of A Model Communication Politics In Elections



#### CONCLUSION

The results of the mapping of the elections in the city of Surabaya and Mojokerto as seen in table 3 above, it can be concluded that the potential for violent conflict triggered by a factor:

- a) Regulation that creates multi perception for the organizers as well as poles of candidate.
- b) News coverage from news media is wrong (not via the media center)
- behavior of the organizers on the procurement and installation of a disappointing campaign props team success.
- d) Partnership Mentality in action supporting the candidate, in the form of the granting of facilities and infrastructures-means to food one candidate.
- e) Neutrality organizers in the technical level

Violent conflict can be avoided if applied a formula of political communication that combines modern political communication patterns with traditional political communication patterns with the formal approach through communication with the mass media and social media with the official accounts and informal approach with communication organization, group communication and multi-media communication or culture which is in accordance with the right target/target communicate, as Figure 3 above.

#### Advice

- a) necessity of election regulations concerning:
  - ✓ competition candidates
  - ✓ each stage
  - ✓ the election process Organizers
  - ✓ law enforcement system
- b) Elections regulations should contain the certainty of law means that there is no vacuum and inform all the aspect is set up, is not contradictory, not multi perception, there are provisions that could not be executed.
- c) Establishment of the Member Terms should be more modest and KPPS is not incriminating
- d) There should be rules of the game institutionalization of political parties in the elections that are socialized to stakeholders.
- e) APK preferably submitted in candidates (desing and mounting) so no need to use the Fund budget and shopping area.
- f) Duties of KPU does not make the APK but make rules about the APK and the determination of the location of the installation is carried out together with local government

#### 2 ACKNOWLEDGEMENT

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