

## Beginner Voter Perception of Presidential Candidates (Case Study of the Presidential Election in 2019)

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### Abstract

*In the 2019 general election, the Indonesian people simultaneously elected the President and Vice President and legislative members. The Indonesian people are waiting for who will lead the next five years, especially for the President and Vice President with figures Joko Widodo - Ma'ruf Amin and challenger Prabowo Subianto - Sandiagan Uno. This study aims to determine the perceptions of first-time voters in the two-figure Presidential election in 2019. This study uses a quantitative descriptive study, data obtained from the sample of the study population were analyzed according to the statistical methods used. Descriptive research in this study is intended to get the perception of novice voters at SMAN 5 Surakarta of the presidential candidates in the 2019 general election. There are several things that can affect perceptions about the figure of the President, namely leadership, anti-corruption, welfare, nationalism and change for a more Indonesian state good. All factors are obtained through social media owned by novice voters. Beginner voters in SMAN 5 Surakarta are in the category of critical voters because with knowledge of social media and issues in the media are able to assess whether the prospective leader is eligible to be elected in the general election.*

### Keywords

perception; presidential figure;  
newbie voter



## I. Introduction

The Constitutional Court granted part of the judicial review Law No. 42 of 2008, namely Article 3 paragraph (5), Article 12 paragraph (1) and (2), Article 14 paragraph (2), and Article 112, but the Constitutional Court does not grant the judicial review of Article 9. Article 9 of Law No. 42 of 2008 states "Candidate pairs are proposed by political parties or a combination of political parties participating in elections that meet the requirements for obtaining seats at least 20% (twenty percent) of the number of seats in the DPR or obtain 25% (twenty five percent) of national legitimate votes in election of DPR members, before the election of the President and Vice President". This is then called the vote acquisition threshold for political parties or a combination of political parties in carrying out candidates for President and Vice President, or better known as the presidential threshold.

The issuance of the decision of the Constitutional Court No. 14 / PUU-XI / 2013 raises the consequences of the simultaneous implementation of the Legislative Election and the President and Vice President. 2019 is a political year because this year will be held the largest and simultaneous democratic party in Indonesia. Election of members of Regency / City DPRD, Provincial DPRD, DPR RI, DPD RI and of course the election of the President and Deputy President of Indonesia held simultaneously on 17 April 2019. Election design simultaneously in most other countries as stated by

Jones and many other researchers in Latin America (Wijayanti & Purwaningsih, 2015) states that the legislative and executive electoral systems in multiparty presidential systems must combine simultaneous implementation times, proportional systems in legislative elections, and plurality systems in determining the winners of their presidential elections. The plurality system itself tends to produce fewer presidential candidates.

Gaffar as quoted by Shubhan (2006) provides parameters about the ideal electoral system, including: (1) democracy in the electoral system implicitly can be done fairly and honestly and with quality elections; (2) election output must be quality and competitive as well as high accountability; (3) the degree of representation with a balance between the center and the region; (4) legislation must be complete; and (5) the implementation of elections is practical and concrete.

The 2019 Presidential Election is followed by two candidates for the President and Deputy President. Pair number 01, Joko Widodo - Ma'ruf Amin was nominated by PDI Perjuangan, Golkar, PKB, PPP, Nasdem and Hanura. Meanwhile, pair number 02, Prabowo Subianto - Sandiaga Uno was nominated by Gerindra, PKS, PAN and Democrats.

The first candidate figure was 01 Joko Widodo, born in June 21, 1961, a candidate, a political career began as Solo 2005 mayor who was paired with FX Hadi Rudyatmo, then in 2010 re-nominated for the second time as mayor of Solo. However, in the second period Joko Widodo only lasted two years because he became a candidate for the Governor of DKI Jakarta in 2012 in pairs with Basuki Tjahaja Purnama. Only serving as governor of DKI Jakarta in less than two years, in 2014 Joko Widodo advanced as a Presidential candidate in pairs with Jusuf Kalla. In 2019 Joko Widodo moved back as a defense paired with Mar'uf Amin.

Second candidate figure 02 Prabowo Subianto was born on October 21, 1951. The political traces in Indonesia began as one of the founders of Parta Gerindra or the Great Indonesia Movement Party which was established on February 6, 2008. Gerindra party was one of Joko Widodo's supporters - Basuki Tjahaja Purnama when advancing as candidate for Governor - Deputy Governor of DKI Jakarta in 2012.

This paper aims to review between the two presidential figures in the 2019 election. Moreover, two presidential figures who fought over the votes of the Indonesian people were the same figures during the 2014 election. This paper discusses perceptions newbie voter, how retired retainers in this case is part of the community to see and assess the two presidential figures according to their respective perceptions. This is what attracts the attention of researchers to examine the perceptions of newbie voter in SMAN 5 Surakarta on the two figures of the president in the 2019 election. The ideology of each President figure and the bearer party and other things will influence perceptions, which will be examined in this study.

## II. Research Methods

This research was conducted at SMAN 5 Surakarta and the study was conducted in 2019. The samples used in this study were 56 beginner voters in SMAN 5 Surakarta. The research method used was quantitative research with a descriptive approach. According to Sugiyono (2012) "Research methods based on the philosophy of positivism, are used to examine a particular population or sample, data collection using research instruments, quantitative / statistical data analysis, with the aim to test the hypothesis that has been set". According to Sugiyono (2012) descriptive research that is, research conducted to determine the value of an independent variable, either one variable or more (independent) without making comparisons, or connecting with other variables.

Based on this theory, quantitative descriptive research, is data obtained from a sample of the study population analyzed according to the statistical methods used. Descriptive research in this study is intended to get the perception of novice voters towards presidential candidates in the 2019 general election. The reason why choosing novice voters is because first-time voters use their voting rights for the first time and have different characteristics and characters, backgrounds, experiences and challenges with voters in the previous generation. For example, novice voters use social media, from Facebook, Instagram, Twitter and so on.

### III. Discussion

Jalaludin Rachmat (2007) states that perception is an observation of objects, events or relationships that are obtained by deducing information and interpreting messages. Mea while, Suharman (2005) states that perception is a process of interpreting or interpreting information obtained through the human sensory system. According to him there are three aspects in perception that are considered relevant to human cognition, namely sensory recording, pattern recognition, and attention.

The perception in this study is the perception of presidential candidates, based on that, the same main element is used by the Alvara Research Center (ARC) survey institution, which is based on image attributes, which are divided into 4 categories, namely (Hassanudin, 2014):

1. Vertical Leaders, This candidate has an image with the characteristics of leaders who are assertive, authoritative, and lead.
2. Horizontal Leaders, this candidate is known and perceived by the public as frank, honest and free of corruption.
3. Legacy Leaders, This candidate is a longtime player because it has been known by the public and also perceived by the nationalist public.
4. Change-Drivers Leaders, This candidate is considered to represent a young figure and is also perceived to be capable of bringing about change.

Brennan and Lomasky (1977) and Florina (1981) state that the decision to vote during an election is "expressive" behavior. This behavior is not much different from the behavior of supporters who provide support to the football team. According to them, voting behavior is strongly influenced by loyalty and ideology.

Lukman Hakim (2009), that the media has a very strong influence on the formation of one's cognition. The media provides information and knowledge which in turn can shape perception. And perception influences a person's attitude and behavior. Various media reports provide input to individual cognition, and cognition will shape attitudes.

There are various issues as a consideration for someone making a choice. There are issues related to improving people's welfare, unemployment, race, gender, religion, and so on. A voter is usually not the same response to these issues, so the influence of each issue on voting behavior is also not the same. Seen by a number of contestants, both political parties or individual candidates, often position themselves and raise the political issue to the fullest extent (Downs, 1957; Franklin 1991; Glazer, 1990).

**Tabel 1.** Types and Reasons for choosing. Firmanzah (2012)

	Voter Distribution		
	Konstituen	Non-Partisan	Other Supporters
Problem Solving	Rational strengthening and protection	Rational belief	Rational recognition and seizing

Ideology	Ideological strengthening and protection	Ideological Belief	Ideological recognition and seizing
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Rationally speaking, Evans and Over (1996, 1997) distinguish two concepts of rationality. First, rationality is interpreted as thinking, talking, sharing, making decisions and acting to achieve goals efficiently and effectively (personal reasons for personnel sales). Second, rationality is defined as thinking, talking, arguing, taking decisions and acting based on a certain normative system (emphasizing the degree of equality of individual decisions with the truth of society).

Ideology is not something standard. Using Giddens's structuration theory (1984) and dialectic theory of action from Sewell (1988), ideology is considered as a major factor for voters in determining choices. Breen (1999) shows that value systems can change in the course and experience of human life. There is a dialectic between voter ideology and party ideology or contestant ideology.

Scotto (2004) that the role of ideology in influencing voters is very important. During an election campaign, a political party or a contestant who uses a mass mobilization strategy usually optimizes ideological closeness with its participants (Rohrschneider, 2002). This will have two effects of communication on the ideological identity of parties and contestants, (1) strengthening the identity of the masses through symbolic political rituals such as grand meetings, and (2) extending ideological identity to the floating masses and partisans of parties and other contestants.

In determining candidates, each voter also has characteristics that influence his choice as expressed by Cletus in Charaka (2018), namely as follows:

1. Socio-economic status, including the level of education, income, and occupation.
2. Demographics, including age and gender.
3. Political efficacy, including political interest and political trust.
4. Social connectedness, including marital status, home ownership, attendance at places of worship and organizational membership.

Azhar (2018) states that political information that is often debated concerns two things, namely related to political parties and elites who become candidates in a political contestation. Political participation is the involvement of self, mental, thoughts and emotions or feelings of a person from various levels of political activity such as election activities of state leaders through elections as a form of awareness and responsibility of a person against government regulations or policies (Amrizal, 2018). While according to Budiarjo in Matondang (2018) Political participation is the activity of a group of people to actively participate in political life, among others by choosing a state leader, directly or indirectly, influencing government action (public policy), this includes actions such as voting in general elections, attending public meetings, holding relations (contacting) or lobbying with government officials or members of parliament, becoming members of the party or one of the social movements with direct action and so on.

The researcher wanted to examine the perceptions of newbie voter as a voter. How to see the two candidates for President in the 2019 election. Any factors that shape the perception of the two candidate figures include the vision and mission that each stretch for the next five years. Firmanzah (2012) Thus it will be able to map what kind of voter typology, there are four types of voter typologies namely rational, critical, skeptical and traditional. Maps the typology of voters into four types as follows:

1. Rational Voters

This type of voter has a characteristic that is not so concerned with ideology to a party or a contestant. Factors such as understanding, origins, traditional values, culture, religion, and psychographics are indeed considered too, but not a significant thing. The most important thing for this type of voter is what can be (and has been) done by a party or a candidate, rather than the understanding and value of the party or contestant.

#### 2. Critical Voter

This type of voter is a combination of the high orientation on the ability of political parties or a contestant in resolving the nation's problems and their high orientation towards ideological matters. The importance of ideological ties makes voter loyalty to a political party or a contestant high enough and not as easy as 'rational voter' to turn to another party. This type of voter is a critical voter, meaning that they will always analyze the link between the party's value system (ideology) and the policy that will be made. This type of voter must be managed as well as possible by a political party or a contestant, voters have the desire and ability to continue to improve party performance, while the possibility of disappointment that can end in frustration and the making of rival political parties is also great.

#### 3. Traditional voters

Voters in this type have a very high ideological orientation and do not really see political party policies or a contestant as important in decision making. Traditional voters strongly prioritize socio-cultural closeness, origin, understanding, and religion as a measure to choose a political party. Usually this type of voter prefers the leader figure and personality, myth and historical value of a political party or a contestant. One of the fundamental characteristics of this type of voter is a low level of education and conservatives in holding the values and ideology adopted. Traditional voters are a type of voter who can be mobilized during the campaign period, high loyalty is one of the most visible characteristics for this type of voter.

#### 4. Skeptical Voter

Skeptical voters are voters who do not have a high ideological orientation with a political party or a contestant, as well as something important. The desire to be involved in a political party in this type of voters is very lacking, because their ideological ties are indeed very low. They also ignored the work program or 'platform' and the policies of a political party. In certain aspects, this type of voter emphasizes pragmatism more, for example because of money politics. Money politics as a form of political pragmatism is not always in the sense of giving a number of money to voters, but it can be in rather soft forms so that it is not suggested to "buy" votes such as basic food assistance, building mosques and so on.

Anwar Arifin (2006) states that some studies show the tendency of voters in general elections to drop their choice of political heroes, namely candidates who fit the image of the ideal position for him. The ideal image of the position in question is politicians who have maturity, honesty, courage and so on. That is the nature of political heroism. Thus political heroes have their own attraction, in the process of political communication to influence audiences, especially prospective voters. A political figure who is called a political hero is basically a formal and informal leader, who gets public or public trust.

The study from Benedicta and Anita (2018) illustrates that the level of respondents' interest in candidates for the President of the Republic of Indonesia is high, so respondents expect that the candidates of the Republic of Indonesia must be assertive, authoritative, have leadership, populist, honest, free of corruption, publicly known (public), nationalist soul, able to represent young figures and able to bring change.

Based on the research of Benedicta and Anita (2018), the results obtained above, President Prabowo's figure is more prominent in the attributes of being assertive, authoritative and having a leadership spirit, while President Jokowi's figure stands out on the attributes of people, honesty, free of corruption, known by the public, nationalist spirit, representing figures young and able to bring change.

Meanwhile, Chappel and Veiga (2000) stated that the economic performance and political responsibility of contestants simultaneously influence the final results of elections. Economic issues are the center of attention because they are closely related to welfare. Voters tend to choose contestants who offer the most attractive solutions to solve economic problems such as unemployment, inflation, investment and taxes.

#### IV. Conclusion

The first elections in 2019 were held simultaneously in Indonesia, the Indonesian people electing members of the DPR, DPD, Provincial DPRD, Regency / City DPRD as well as the President and Vice President. For Incumbent, the figure of Joko Widodo in the 2019 election took Ma'ruf Amin as a Vice-Presidential candidate. Then Figure Prabowo Subianto took Sandiaga Uno. The fight in fighting over the position of President for office in 2019-2024. This research focuses on assessing the perception of the researcher wanted to examine the perceptions of newbie voter in SMAN 5 Surakarta. There are several things that can influence the perception of the President's figure, namely leadership, anti-corruption, welfare, nationalism and changes for the better state of Indonesia. No less important is the figure of the President can be close to all levels of the people so that it is expected to know what the people want for the future, especially providing a concrete solution such as the problem of welfare, unemployment, politics and investment for business people as well as the ideology carried by each of the President's figures. So from these things can be assessed through the vision and mission carried. With this research, it can be judged to include what kind of voter configuration, whether voters are rational, critical, skeptical and traditional. The description is the things that affect the perception of voters in determining their choice in the 2019 election. Novice voters in SMAN 5 Surakarta are in the category of critical voters because with knowledge of social media and issues in the media are able to judge whether the prospective leader is eligible to be elected in the general election.

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