
WINNING STRATEGY AND FACTORS AFFECTING WIN IN THE VILLAGE HEAD ELECTION CONTEST (PILKADES): CASE STUDY IN SENGON VILLAGE, TANJUNG SUBDISTRICT, BREBES REGENCY

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Abstract

The election of a candidate for a leader who is the embodiment of democracy is interpreted as one of the people's parties whose presence is eagerly awaited. Of course, in its implementation, it also causes euphoria, commotion, pleasure, happiness, or even sadness and pain. It is no different with the holding of village head elections (pilates) which are held every six years, where there are interesting things in its implementation that need to be studied and discussed. This writing aims to find out the ins and outs of what happens during the big village community democracy celebration party (parkades), more specifically about how the winning strategy is and the factors that influence victory during the parkades contestation. The method that the author uses in this paper is a qualitative research method. The results of this study can be obtained that in the implementation of the parkades, the strategies of the candidates and their teams when struggling to make efforts to win against them, can be done in several ways, including political mapping, forming a core success team, or core cadre ranks, staying in touch with religious leaders. and local community leaders, and others. In addition, several factors influence victory in a village head election contestation, including internal factors of candidates, investors, political contracts and politics of reciprocation, money politics, gambling, and others.

Keywords: *Pilkades, Strategy, Winning, Factors, Victory.*

INTRODUCTION

Discussions about democracy, from time to time are always interesting. Moreover, within the scope of this very plural country, namely Indonesia. In this pluralistic country, there are various ethnic groups, races, and cultures. It is widely known by the general public that Indonesia is a country that adheres to a democratic system. One form of embodiment of democracy in Indonesia is through village head elections. Based on data from the Central Statistics Agency, the number of villages in Indonesia in 2018 amounted to 83,931 villages. The numbers are quite fantastic indeed, compared to other countries. No wonder, if the number of villages that much causes a plurality that occurs, especially in the implementation of Pilates. Thus, each village has its diversity and uniqueness in the implementation of democracy.

Village or by other names such as clan, village, district, Nagari, dati, and others is an indigenous community that also becomes the lowest government unit in the government structure in Indonesia. Etymologically the term village of origin is based on the Sanskrit language, the village which means the land of origin, birthplace, or homeland¹. Therefore, there are various other names from the village, so in the election of leaders, they have a variety of names as well. As in Cirebon and Indramayu, it is called a kiwi election, in West Sumatra, it is called a wali Nagari election, in Aceh, there is a keuchik election, in South Kalimantan, it is called a pambakal election, in Bali, it is known as a Merkel election, and many more.

Said that the village head is the highest leader and also the holder of the highest formal power in the community village. The task of a village head is also quite heavy, namely holding determine as well as must assume the full responsibility of the village government ([Soetardjo, 1984](#)). So it can be said that the position of a village head is so sacred because it is highly respected and respected within the structure of the village community.

One of the most special things according to villages in Indonesia, especially in Java, is the existence of village autonomy using its authenticity which even the Dutch colonial government recognized and respected, including the election to the village head. The Dutch colonial government legalized village autonomy by assigning rights to the village to regulate the administration of government and people according to habit and culture that applies to the local area. Such a thing shows that villages in Indonesia have since been used to empirically practice democratic values. The primary basis for the election of the village head, namely: to determine whether the leader can adapt using values that there are in society (cultural leadership) ([Astuti et al., 2019](#)).

The existence of the village in the political environment, as a component of the village legal community, has the right to manage its activities independently (autonomous), and the authority to manage itself has been owned since the legal community unit existed without being given by anyone, therefore this is why the village referred to as genuine autonomy⁴. From this, it can be seen that the smallest form of election is the Village Head Election. Joseph Schumpeter stated that for his democracy in a narrow sense is a political procedure, a mechanism for choosing a political leader.

The election to the village head is an arena of democratic political contestation which is characterized by various deployments of resources (capital) power. Power resources on social, cultural, to economic resources are used as a motion generator for political battles. Because the

settlement of technical rumors is often accompanied by the deployment setting resources of power by candidates to the village head in direct elections. As a result, motion political battles in the election to the village head were often tapered off as violent conflict and anarchy.

In implementing the village head election, ideally, it aims to support the village community or it can also be used to become a forum for channeling the right to vote and the freedom to make choices following one's conscience. However, the reality is that the election to the village head is usually used to become a means of proving who is the strongest among the candidates for the village head. In fact, on the other hand, it is often found that the community is divided due to the different choices of candidates for their respective village heads. Of course, this is not necessary, however, people are already fixated on his mind saying who has the strongest support than he is who wants to win the election ([Anggara et al., 2019](#)).

To encourage the candidate's efforts at voice reception from the community, each candidate must be able to carry out a strategy or method y and g powerful to win the contest on parkades celebration. In connection with the above, it can be seen that achievement must be pursued through a strategy or method intensive, for the achievement or implementation of the desired goals, which in this case is a contestation for village head elections. Strategy is a very crucial thing in an attempt to win the vote in an election. A good and appropriate strategy is a strategy that is composed of the principles of careful planning using implementation effectively and efficiently. In addition to the strategy, in its implementation, some factors have a considerable influence to prepare for the victory of the candidate for the village head.

From the description above, this paper wants to conduct a study on several winning strategies and the factors that influence victory in the village head election contestation (parkades), in this case, the author conducted a study in Sengon Village, Tanjung District, Brebes Regency.

METHODS

The research method used in this study is qualitative research, namely research that aims to understand the events felt by the research subjects, such as behavior, motivation, and others as a whole, as well as with the method of description ([Arif, 2017](#)). The data collection techniques that the author uses in this study to obtain data are interviews, observations, and literature or document studies.

RESULTS AND DISCUSSION

A. Overview of the Pilkades

Ideally, the election of a village head is closely related to efforts to implement the main goal of the autonomy of the village government itself, namely the creation of a democratic village government and the realization of prosperity in the life of the village community. Ngabiyanto, and his friends, interpret the Village Head Election (parkades) as a people's democratic party in the countryside in which the freedom to choose the people is guaranteed ([Juliantara, 2003](#)).

The election of village heads, commonly known as parkades, is an election to find the best

leader who will later have the power and authority to control village development as long as he is elected as village head by prioritizing direct, general, free, and secret principles by local villagers ([Oktaviano & Astuti, 2017](#)). Duto Socialismanto stated that the election of the village head is a people's party, therefore the election of the village head can be interpreted as an opportunity to present people who can protect the interests of the village community ([Junaidi & Lestari, 2021](#)).

The election of village heads in its implementation must comply with the principles of direct, general, free, and secret elections by Indonesian villagers who are at least 17 (seventeen) years old or have been or have been married. Other requirements regarding voters and procedures for the nomination and election of village heads are further regulated through regional regulations.

B. Sengon Village Profile

Saigon Village is a village located in the administrative area under Tanjung District, Brebes Regency. Saigon Village is a fairly large village, with an area of five square kilometers. With this area, Sengon Village is divided into three hamlets, namely Sengonkulon Hamlet, Sengonwetan Hamlet, and Sengonkidul Hamlet (Limbangsana). There are nine Pillars of Citizens in Sengon Village. With regional boundaries in the north, namely Tanjung Village, in the east, namely Kemurang Kulon Village, in the south, namely Limbangan Village and Kersana Village, and in the west, Sidakaton Village. The people of Sengon Village are predominantly Muslim and generally make a living as farmers-farmers of shallots, chilies, and other commodities-. In addition, some are engaged in trade, livestock, and the home industry (which produces various traditional foods and snacks such as salted eggs, tempeh, crackers, cumin, various cakes, and many others).

C. Winning Strategy

1. Political Mapping

This strategy is intended to make it easier for candidates and the core success team or later successful teams to attract the masses. Because this political mapping serves as a guide for the candidate to describe the condition of himself, as well as the condition of the opposing party, then also to see how the field conditions will be attacked, what are the social conditions of the people in the battle arena, and anyone else. which will be embraced easily and which need to be embraced with special treatment.

Rokhidin explained that this political mapping also aims to launch an effective and efficient winning strategy. Because this mapping will make it easier for candidates to take steps. This is because the paths that will be taken have been previously described, so to achieve the goal, all you have to do is follow these paths, by anticipating how and what challenges, obstacles, and obstacles will be faced ([Ni'matul Huda, 2015](#)).

2. Formation of a Core Success Team or Core Cadres

Rokhidin explained that the formation of the core success team or ranks of cadres was to design a strategy from the beginning to the end of the important village head election

contestation. It is this important discussion that will influence the candidate's decisions to be made in the face of the fight. Usually, this core success team consists of people who have a high capacity, as well as friends or family of candidates who are considered capable of being trusted in any case, especially in terms of loyalty. Because important matters discussed in deliberation or meetings between candidates and the core success team should not be leaked to the public. Although in reality, these important discussions were leaked to the public as well, due to the existence of a two-faced core success team, or also intruders.

3. Gathering Activities of Candidates for Religious Leaders, Community Leaders, or Organizations or Communities

The strategy also needs to be carried out by candidates to achieve their goals, namely through approaches to various elements of society, both individually and in groups. This can be done by candidates by conducting gathering activities with religious leaders, community leaders, as well as organizational or community leaders.

In line with what Riyan Susanto said, when the Pilkades are held, its implementation usually requires support from various components or levels of society, especially from the village political elite. The village political elite has a very important function, namely because of its strategic position and ability to influence people's voices in making their choices, so they can get a lot of votes in a village head election.

In the parkades event, religious leaders have a very important role, namely having a role in moving the political participation of the community in an election. Religious leaders when carrying out movements to increase political participation from the community in elections are largely determined by the ability of religious leaders when they are advising on the implementation of an election, their suggestions and appeals when influencing the community or are also largely determined by the method of religious leaders when using authority as leaders. Religion.

In addition to religious leaders, the role of which is no less important is community leaders. Suriyani defines community leaders as people who are highly respected and respected in society. This is because of the role of these community leaders in activities in their group, and also because of the characteristics they possess. Community leaders are considered a symbol of the existence of leadership traits that are used as references by the community when they want to realize the hopes and desires of the community ([Sondakh et al., 2019](#)). This shows the great potential of community leaders in terms of mass search, because if the candidate can hold the public figure, then the mass will be held by the community leader as well. Therefore, community leaders need to be visited by the candidate in his gathering activities.

Furthermore, candidates also need to stay in touch with several organizations or communities in their village. Because it is undeniable that the organization or community has a lot of time. Although it is not openly or formally through the organization or community, it can be done through an underground movement, so that important people in it can become voice miners.

Rokhidin explained that it is undeniable that this gathering activity, both to religious leaders, community leaders, and organizations or communities is very important. Because they are the ones who have a big role in social life which is in direct contact with the people in the village. Moreover, from various regions in the village, they are divided into various types of social cultures. For example, there are several village areas where most of the people make a living as farmers, so of course, we will do a relationship with one of the community leaders or farmer leaders. So this will build a picture of the existing farmers against the candidate. Likewise religious leaders, as well as organizations or communities.

4. Successful Team Recruiting

A success team is a special network formed by individual candidates to run an election campaign. The successful team of a candidate must build relationships with existing organizations and communities to embrace as many masses as possible and the ultimate goal is to get voters' votes²⁰.

The success team has a function, namely as a carrier of political communication to prospective voters so that they are encouraged to choose the candidate they are carrying, and also feel confident in choosing that candidate ([Aspinall, 2015](#)). So with political communication, information about the candidate will flow to the public.

The success team aims to win the candidate it carries and is tasked with conveying the vision, mission, and program that will be carried out by the candidate. To fulfill these objectives, the success team as the winning team will conduct political campaigns, either in the form of mass campaigns, interpersonal campaigns, or organizational campaigns ([Mas'ood & MacAndrews, 1981](#)).

Rokhidin explained that the recruitment of this successful team must also be carried out carefully by the core team because in the field there are often many successful teams who become spies or informants from the opposing party ([Efriza, 2012](#)).

5. Creation of Winning Posts

Making winning posts is also a strategy that candidates should not ignore, because, with these winning posts, it will be easy for the candidate and team to know the opponent's movements, therefore they must be made at every important point. Some candidates deliberately make it in the opponent's cage, namely in an area controlled by the opponent, to make the opposing party afraid, or even destroy the area.

6. Campaign Implementation

Campaigning in an election is ideally a procedure for conveying political messages that serves as a political education provider to try to convince the election period by promoting various programs that are considered to have a positive impact, namely the advantage of the most efficient methods to take or get as much mass as possible ([Prihatmoko, 2008](#)).

The strategy to deal with the implementation of the campaign can be done by distributing campaign props which can be in the form of posters, brochures, and pamphlets that function as transmitters of candidate campaigns that can help the public know the program and vision and mission of the candidate pair. Along with the times, the

implementation of the campaign can be done through online social media which can save the candidate's campaign budget.

Then the cadres can also carry out individual campaigns by word of mouth to the public by providing an understanding of the candidates themselves and also the programs they carry to prospective voters. And at the climax, according to the implementation schedule, the day before the Pilkades, each candidate is allowed to conduct an open campaign. Usually, the campaign is carried out in front of the home page of each candidate. To deal with this, the strategy taken by the candidates is to prepare themselves to give speeches or speak in front of many people, of course, this needs to be matured by the candidates because the delivery of the candidate's orations will also have an impact on public assessments, and can burn the spirit of the cadres. cadres to secure votes. In addition, the cadres are prepared to mobilize the masses and make them conducive.

Of course, the cadres carrying out the campaign need to carry out a political marketing strategy (political marketing) as one of the strategies in the implementation of the campaign. As stated by Adman Nurse, political marketing is a political campaign strategy to construct a certain set of political meanings in the minds of the voters to choose certain candidates. This political meaning then becomes an important result of political marketing that will determine which party the voters want to vote for ([Alamsyah, 2012](#)). furthermore, political marketing is used by cadres to ensure that the political products offered by them are superior to competitors, this is certainly very helpful for politicians (in this case village head candidates) to construct two-way relations with the community ([Nursal, 2004](#)).

7. Provision of Transportation Mode

The election of the village head is carried out in one centralized place, usually in strategic places in the village, such as the village market, the field, or the village hall yard. Therefore, the candidate and his team need to prepare a mode of transportation to transport the prospective voters who want to go to the polling place. The provision of this mode of transportation is not only prepared by the candidate and his team, some many sympathizers and volunteers sincerely provide it as a form of support for one of the candidates. The mode of transportation used can use pickup cars, private cars, motorbikes, and others. This of course serves to boost the number of votes. Prospective voters who were initially lazy to go to vote, either because of the distance to the polling place, the absence of a vehicle or other reasons, the provision of this mode of transportation, enabled the prospective voters to discourage their intentions. Then this strategy is carried out as one of the attractions of the voters to choose the candidate.

8. Thanksgiving

After the calculation process is complete, and the results of the voting are known, then it is known that the candidate is superior or won, then a thanksgiving can be held for the candidate, team, and supporters. This is of course an expression of gratitude by the candidate to God for granting one of his wishes.

9. Complaints on Election Results

If what happens is the defeat experienced by the candidate, and then the candidate is dissatisfied with the election results, due to several findings of fraud, as well as vote manipulation in a village head election, then the candidate and his team, especially his team of attorneys, will prepare a dispute report. to the competent authorities. This is of course an effort or effort made by the candidate if he feels that his rights have been taken away.

Factors Influencing Victory

a) Candidate Internal Factors

Internal factors of this candidate, several factors influence victory in the village head election contestation, including:

First, Attitude, self-capacity, and Candidate Track Record the image of a candidate is born as a result of public judgment. The assessment is carried out descriptively and not predictively, this descriptive assessment means that various assessments are made by the community on the actions that have been taken by a candidate. Many studies have shown that building a person's image takes a long time, and a high level of consistency to be continuously relevant in the hearts of people ([Firmanzah, 2007](#)). This arises from the attitude of the candidates, both before and during the election process. Of course, the attitude made by the candidate can be easily guessed by the community, because the attitude taken by the candidate is already inherent and widely known by the village community. Moreover, if the candidate is an incumbent, his attitudes while serving as a village head in the previous period that made him a public figure, of course, will be widely known by the people.

b) Big Family

Another factor influencing victory is the extended family. In a village, usually, the people still come from one lineage, until they procreate which later became a big family. Therefore, the kinship relationship in a village is still very strong. So, if one of his family members wants to have a purpose or interest, they will do cooperation, as is the case when a family member nominates himself as a candidate for village head. Of course, with such a large number of members of a large family, at least the candidates will be able to hold a large enough mass in the early stages of the election process. This is because family relationships have a full degree of confidence in the candidate. After all, each individual will develop a sense of full trust in his own family rather than others.

c) Investors

It is undeniable that when someone nominates himself as a candidate for village head, in addition to preparing mentally, he also prepares funds, although now there is no table fee or registration fee for a candidate for village head, for logistics costs, campaign props, transportation, and others need to be prepared. Of course, such a large material capital cannot come entirely from the candidate himself, but requires financial support from other parties, be it family, friends, businessmen, or sympathizers. These elements are what the author calls investors.

Like the theory presented by Marijan ([2019](#)); Puri ([2019](#)) one of the political

modalities that must be owned by a candidate or actor involved to win in the election (in this case the parkades) is the economic capital.

d) Political Contracts and Politics Reply

According to Taiwan, the term political contract used to be popular with the term social contract. However, with the times, the term political contract became more popular and then shifted to the term social contract. According to him, the definition of a political contract is a political agreement between the parties involved (both between community representatives and legislative candidates, to political parties and presidential candidates) who enter into agreements or contracts related to political issues ([Marijan, 2019](#)). Likewise, in the implementation of the parkades where political contracts are often encountered.

e) Incumbent Role

If a person's position as an incumbent or incumbent, and then runs again to become the village head in the next period, then this will greatly affect the candidate's victory in the parkades contest. These factors were caused by: First, his victory in the previous parkades contestation made him experienced and ready to face his opponent again. Second, by becoming a village head, of course, making himself widely known by the community in all corners of the village. So, there is no need to do branding anymore, which is to market the name of the candidate at the time of the first candidacy. Third, if during his leadership period as a village head, the regulations and policies issued, both regarding development and others, are highly accepted by the majority of the people, then his leadership is honest and trustworthy, then this will make the incumbent a good name, and is highly expected by his people to continue his leadership.

f) Money Politics

One of the next winning factors is the existence of money politics. that money politics is an attempt to influence the behavior of others by using certain rewards or it can be said that money politics is an act of buying and selling votes when a democratization political process or general election is held, such as national elections and village level elections.

Currently, there are many value shifts in society, although there are still many candidates who rely on charismatic influences to mobilize public participation to vote for them. In its development, it is known that community participation is calculated, which is driven by the provision of rewards, both in the form of money and others. These forms are now more prominent and become the mainstay way to achieve victory ([Ismawan, 1999](#)).

g) Influence of Success Cadres or Teams

In addition to internal factors from within the candidates themselves, the cadres or success teams are also one of the winning factors for candidates because their influence is very important, such as in the case of mass recruitment. Cadres with great personal capacity, highly respected by the community, have a wide network, and others are very

easy to get mass in large numbers. These cadres when carrying out political communication to the community have several forms, some use simple language, and some use intellectual language so that they can be understood easily according to their targets.

In the implementation of the parkades in Sengon Village itself, the author found a phenomenon where cadres who have many workers in their business, such as the skipper of shallots, skipper of a snack production house, and others, in directing their workers to choose the candidate they support, some do it with threats, where if someone deviates from his direction, then the risk is dismissal. Then there is also a cadre whose part of his house is used as a way through his neighbors whose house is behind the cadre's house is also a very contributing factor to the acquisition of votes, so even though there is no threat, the neighbors will feel very bad if they choose other than a candidate supported by the provider of the road, so the risk is social sanctions, especially if there is a threat which risk is a threat of closing the road. Through some of these phenomena, cadres or successful teams are one of the most influential people in the number of votes.

h) Voting Place

In other general elections, such as the presidential election, gubernatorial election, village election, or pileup election, generally, the place where the election is held, known as the polling station (TPS) is carried out in various places that are somewhat far apart. It is different in the case of village head elections, where the place of election for village head election is carried out in one centralized place. This means that even though they are divided or formed into several TPS, the TPS are collected in one of the places that have been agreed upon. Usually, it is done in strategic places in the village, such as village markets, fields, or in the village hall yard.

i) Gambling

In the implementation of the parkades, gambling practices are often encountered where the stakes are not small. In Sengon Village itself, the practice is termed by the name "toto". The perpetrators of the total do not only come from Sengon Village itself but there are also those from other villages. Totoman players will survey by looking at the electability of the candidates from the very beginning of the election process. The total actor who is also a successful team of one of the candidates, of course, in the bet will choose the candidate he supports. So he will do various ways to win the championship, especially by practicing money politics, because the total is also used as a prestige competition arena, as well as a benchmark for how strong the successful team is. This will certainly benefit the candidate he is carrying because it will affect the number of votes.

j) Community Suggestions

Abu Ahmadi said that the essence of suggestion is that one's belief is urged to swallow an opinion or advice from someone who directly, where the party that influences, or who pushes a belief opinion or assumption to other people and those who are influenced, and who are urged to comply and receive an opinion or feedback that g

addressed to him ([Suharyat, 2009](#)).

CONCLUSION

Election to the head of the village which is the arena of democratic political contestation which is characterized by various deployments of resources is considered a battle arena involving the dignity of both parties to get a victory, which also colors the life of the village community. Therefore, to launch his intentions and desires, namely by making efforts to win, each candidate or candidate must be able to carry out a strategy that is powerful to win the contest at the event of the village's six-year democratic party. Likewise in the implementation of village head elections in Sengon Village, where the strategy carried out by candidates or candidates is to carry out: political mapping; formation of a core success team or a core line of cadres; candidate gathering activities with religious leaders, community leaders, as well as organizations or communities; successful team recruitment; creation of winning posts; campaign implementation; provision of transportation modes; victory celebration; and complaints of election results. In addition, some factors influence a candidate's victory in the village head election contestation event in Sengon Village, including the candidate's internal factors; big family; financier; political contracts and the politics of reciprocation; incumbent role; money politics; the influence of cadres or successful teams; place of election; gambling; and community suggestions. It is these strategies and factors that must be prepared and anticipated by the candidate and his team facing the battle in the village head election contestation in Sengon Village.

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