

**POLITICAL BEHAVIOR OF BEGINNER VOTERS
IN MAYOR ELECTION BATAM 2015 AT SAGULUNG KOTA**

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ABSTRACT

One contestant of voters at the election of mayor and vice mayor of Batam in 2015 is a beginner voter Sagulung Sub-district with a significant number compared to other districts in Batam City with the highest number of 199 people. Beginner voters as a political person in preparing the Riau Islands regional government occupies a sizeable portion of any political agenda, the importance of early voters is even used as a booster for the political party voting on the grounds that the novice voters are judged to have minimal information about the candidates. Whereas they claim to be enthusiastic with the regional head electoral system simultaneously but declare that they do not know the candidates, vision and mission and work programs of each candidate, and do not know the procedures in voting and can not be sure that the portion of the registered voters is interested in claiming to be interested in Certain candidate pairs on the grounds of young leaders and reformers in the election of regional heads and have hope that elected candidates are able to produce policies that favor young people, for example by establishing quality educational facilities and infrastructure in Batam. The purpose of this research is to know political voter behavior in the batam local election period 2015 and the factors that influence it. The method used in this research is descriptive qualitative method, with snowball sampling technique with the acquisition of 67 informants. Beginner voters of the Sagulung Kota Urban Villages are irrational where sociological factors are the dominant factor for them in determining the right to vote should they be rational as they are in the culture of critical young people, but the dominance of the family and the opinion of the majority of the local people's choices affect their political choices. This research has corroborated Dennis Kavanagh's theory with sociological approach, social psychology, and rational choice that influenced the behavior of novice voters in the election of mayor and vice mayor of Batam in 2015.

Keywords: *Political Behavior; Mayor Election; Beginner Voters; Politic.*

Introduction

One form of political participation is to grant the political rights of voters through general elections (elections). Voter behavior is a concrete form of popular sovereignty, where elections are a concrete manifestation of the full involvement of citizens in building democratic governance. As one of the voting contestants, the newly elected voters also vote in the elections in 2015. Armed with the first experience of novice voters, it is not uncommon for the group to give promising prospects to be influenced by certain political parties in order to gain more votes to win elections. Since novice voter groups always exist in each election period, it becomes the first experience to be directly involved in the political sphere in the form of voting in the election, since the right to vote is the basic right of every citizen stipulated in the constitution, the right to vote is ammunition strategic to represent the choices and determine the winner of the election.

Kelurahan Sagulung Kota has a high dynamics of social and cultural life. Demographically, inhabited by some civil servants, office workers and students. As centers of government, educational centers, business centers and industrial estates, should be followed by relatively high political participants in elections in conjunction 2015, with the same assumption will also be followed by beginner voters in Sagulung Kota Subdistrict. Therefore, the level of political participation of the people in the election of regional heads is also very important to be studied, because the low or high participation is an important signal and indicator of the process of democratization and manifestation of the people's sovereignty. Based on the findings at the study sites at the time of the initial survey in mid-January 2016¹, the authors found problems in the behavior of pemilih pemula Sagulung Kota, namely:

1. Beginner voters admitted enthusiastic with the regional head electoral system simultaneously.
2. Beginner voters say they do not know candidates, vision and mission and work programs of each candidate².
3. The beginner voter is unaware of the procedure in voting and is not biased to make sure he is part of the registered voters.

¹ Survey Awal di Kelurahan Sagulung Kota pada pertengahan Januari 2016

² Ismaini, Pemilih Pemula dan Demokrasi, lihat dalam Koran Tribun Batam, Edisi September 2015

4. Beginner voters are attracted to certain candidate pairs on the grounds of young leaders and reformers in local elections.

Beginner voters have the hope that elected candidates can produce policies that favor young people, for example by establishing quality educational facilities and infrastructure in Batam City.

Materials and Methods

To see beginner picker behavior there are several approaches used. According to Dennis Kavanagh in Mukti through his book Political Science and Political Behavior, there are three models for analyzing voter behavior: sociological, social psychology, and rational choice. These three approaches are phenomenal and become the voting behavior of people in the election, especially among the beginner voters who become the basis for determining their political actions. So this approach can explain the cause and direction of novice voter behavior that will be proven through this research.

First, the Sociological Approach where based on social characteristics and social grouping, age, sex, religion, occupation, family background and formal and informal activities have a significant influence in the formation of election behavior. Second, a psychological approach where psychological characteristics based on one's behavior are related to motives, background, purpose, closeness to action and a preference in choosing. Third, the rational approach in which the assessment of candidates based on motivation, principles, knowledge, and logical considerations.

Table 1.1
Aspects of Measurement of Beginner Voter Behavior in the Constituent Election of the
Year 2015 In Sagulung Kota Sub-District

| Measurement Aspects | Indicator |
|--------------------------|--|
| Voters Behavior | <ul style="list-style-type: none"> ▪ Candidate selected in Mayor Election Batam 2015 |
| Psychological Approach | <ul style="list-style-type: none"> ▪ Assessment on candidates based on motivation ▪ Assessment on candidates based on background ▪ Assessment of candidates by destination ▪ Assessment on candidates by proximity ▪ Assessment on candidates based on enthusiasm |
| Sociological Approach | <ul style="list-style-type: none"> ▪ Proximity Beginner Voters with Pair of Batam Mayor 2015 based on age ▪ Proximity of Beginner Voters with Batam 2015 Mayor Pair based on Gender ▪ Proximity Beginner Voters with Pair of Batam Mayor 2015 based on religion ▪ Proximity Beginner Voters with Batam Mayor 2015 Couple based on work ▪ Proximity Beginner Voters with Batam Mayor 2015 Couple based on family background ▪ Proximity of Beginner Voters with Batam 2015 Mayor Pair based on the background of formal and informal activities |
| Rational Choice Approach | <ul style="list-style-type: none"> ▪ Knowledge of Beginner Voters with Party Supporters Candidate Pairs related to the Vision and Mission of the 2015 Mayor Candidate Pair of Batam ▪ Knowledge of Beginner Voters with Track Record / Achievement Note Couple Candidate of Mayor of Batam 2015 Pairs ▪ Knowledge of Beginner Voters on candidates based on leadership ability in overcoming Batam City problem ▪ Knowledge of Beginner Voters on candidates based on determinants in determining success in the election of the mayor |

This research is done by qualitative research method with descriptive method. In this study will explain the relationship between candidate orientation and party identification and rational choice of the chosen mayor of Batam City Year 2015. Technique of collecting snowball sampling data in qualitative research methods with snowball sampling technique data collection method allows researchers directly select the object of research based on the characteristic directly on the object research used to examine the condition of natural objects, (as opposed to experiments). As for the location of research conducted in Kelurahan Sagulung City, Batam City. Before the data is analyzed, the informant data must be processed first. The author uses qualitative data analysis techniques that is by doing data processing from the results of interview guidelines, by identifying and processing data and presentation of data with the withdrawal of conclusions.

Results and Discussion

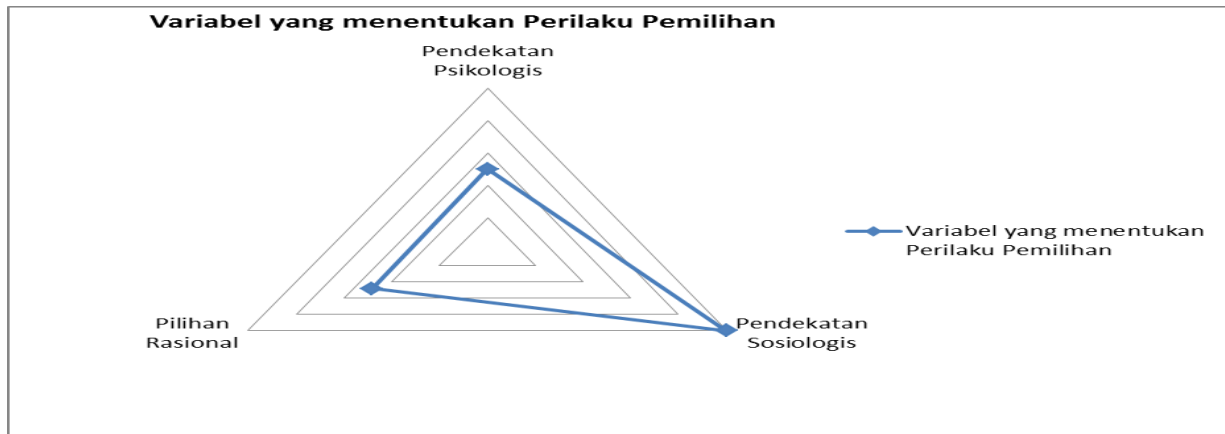
As for the results of the voting committee associated with the election results of the election of mayor / deputy mayor of Batam was won by H. Muhammad Rudi - Amsakar Achmad with total valid votes of 5,357 votes from a total of 9,170 valid votes. This is very serious with the acquisition of the votes of the couple H. Ria Saptarika and H. Sulistyana which only amounted to 3809 votes. By looking at the victory of candidate pairs will provide answers related to the behavior of beginner voters in Sagulung Kota Kelurahan in 2015 regional head election simultaneously in the city of Batam will strengthen Dennis Kavanagh theory with sociological, psychological, and rational choice that influences voter political culture.

Beginner's voter political behavior will be determined by the characteristics of the individual with his psychological trends based on one's behavior related to motives, background, purpose, closeness to action and preference in choosing. In addition Social characteristics and social grouping, age, gender, religion, occupation, family background and formal and informal activities have a significant influence in the formation of election behavior and influence the decision of a voter. Assessment of candidates based on motivation, principles, knowledge, and logical considerations. By using the rational choice approach it will be a consideration for the novice voters to give political rights to each candidate of the Mayor and Deputy Mayor of Batam pair of 2015-2020 period.

Based on the sociological approach, the reason for the novice voters in showing their political behavior is based on sociological variables in which the choice of novice voters by age, sex, religion, occupation and reasons of choice of the family dominates the choice of novice voters with an absolute average of 50% of the total 99.10% total beginner selector. From a psychological review, the novice selector in Kelurahan Sagulung Kota shows only political behavior based on 19% choosing motives, 24% vote background, assessment of candidates based on feelings of proximity to candidate 18.8%. Meanwhile, based on the perspective of rational choice, the novice voter of Sagulung Kota Sub-District does not grant his or her right to vote even though the candidate has a record / achievement track or actual skills. This is seen with the novice selector who only gives a percentage of 17%. Likewise, the knowledge of novice voters on the vision and mission of the candidate is only 24%, or other factors that determine the success of the leadership character of the candidates diusing by supporting political parties.

Although it is acknowledged that the behavior of novice voters is young voters who should be rational as they usually happen in a critical youth culture, but the dominance of the family influences its decision to grant the suffrage, so it can be said that the tendency to determine the right to vote from the novice voters of Sagulung Kelurahan dominant city is influenced by sociological factors, based on reasons of age, sex, religion, occupation, family background and background of formal and informal activities. Here is the percentage that underlies the behavior of novice voters in the election of mayor and vice mayor of Batam in 2015 Sagulung Kota District in Batam City:

| Variables that determine Voters Behavior | Persentase |
|---|-------------------|
| Psychological approach | 25.00% |
| Sociological Approach | 50.00% |
| Rational Choice Approach | 24.01% |
| % | 99.1% |



In knowing the political behavior of newbie voters on the election of mayor and vice mayor of Batam in 2015 is classified by irrational voter behavior in which the sociological factors become the dominant factor for them in determining the right to vote.

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