ANALYSIS OF THE 2022 SUKADANA VILLAGE HEAD ELECTION FROM A POLITICAL COMMUNICATION PERSPECTIVE

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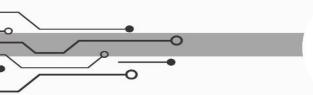[3] *fildzahbhrh2@gmail.com*

ABSTRACT

This research is entitled Analysis of the 2022 Sukadana Village Head Election from a Political Communication Perspective. This study aims to determine how is the political communication of the candidate for Head of Anang Village? This research carried out in Sukadana Village. Method The method used was a qualitative approach with data collection techniques through in-depth interviews with 3 informants. The research uses persuasive theory. The results of this research show that the political communication used by Anang is establishing relationships with friends and friends, namely encouraging and convincing supporters that candidates have the same opinions or thoughts in dealing with a problem.
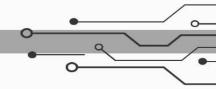
Keywords: **Political Communication, Village Head Election**

INTRODUCTION

A village is a territorial unit inhabited by a group of people who have their own government system. The village is headed by one person head selected village through selection General and position is below sub - district One person The Village Head is responsible answer above system and its operation government in the village , besides that head The village is also responsible
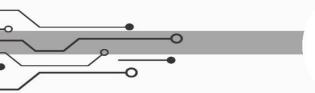
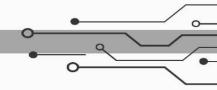answer above development village as well as empowerment society village .(Erlangga Brandy Sadewa, 2022)

The village head election, abbreviated as pilkades, is a democratic party for the community to elect the village head which is held once every six years. In accordance with the provisions of Permedagri 112 of 2014 which discusses the election of village heads, it was issued to implement the provisions of article 46 of the Government Regulation of the Republic of Indonesia Number 43 of 2014 concerning villages which states the need to establish a Minister of Home Affairs Regulation concerning the Election of Village Heads. (Jery Meidriansyah Putra, Eceh Trisna Ayuh, 2023).

For the continuity of the implementation of the Village Government in implementing, improving and developing democratic life in the village, the village must always consistently implement and organize the Village Head Election process which has been regulated in the applicable laws and regulations. The implementation of Village Head Elections is a forum for channeling voting rights and freedom to make choices in accordance with the people's conscience. Therefore, these candidates must try to get community support by using strategies. Strategies can be carried out through communication and approaches to attract people's hearts so they can win the village elections.(Masbah Hilaliah, Fakhsiannor, Beni Akhmad, 2021).

The village head is elected directly through the Village Head Election (Pilkades) by the local population or community. The village head is elected by the people, and the village head election is the smallest democratic party in the village, so that the village community can participate through voting to elect a responsible and progressive village head candidate. Therefore, the election of a village head is very important because it will affect the ability of village government to develop. Through voting, the public can choose leaders who are impartial and fair, and can
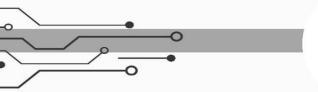
choose the decisions taken by the government. In government, there is a structure that initiates government action on behalf of the village, with the village head acting as head of state. village head election or also called village head election which will be held in 2022 in Sukadana Village. In the process of selecting village heads, many methods are used by them to seek and strengthen power in order to achieve the desired results. In Sukadana village there are two candidates running to become village head. Where there are two candidates who will compete, one person is Hasim and the second candidate is Anang. The village head election was held in Sukadana Village.(FITRI AMELIANTI, 2021)
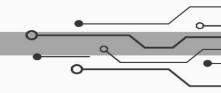
Sukadana Village is one of the villages in Sungai Rotan District, Muara Enim Regency, South Sumatra. The village has a population of 2,110 people, consisting of 1,030 male residents and 1,080 female residents. The majority of the livelihood of the population in Sukadana Village consists of farmers.

In the Village Head Election in Sukadana Village in 2022, there were two candidates running for Village Head nomination in 2022, this is the first time in the history of the Village Head Election in Sukadana Village with the least number of Village Head candidates compared to previous years. Usually there are at least 3 candidates who take part in the nomination. Among the village head candidates competing in the Village Head Election in Sukadana Village, Hasim from among the community is running for the first time as village head and the last candidate, Anang, is running for the second time as village head, but the first time he is running for head Victory Village is not yet on his side. To win the village head election and become village leaders, the two village head candidates must prepare a very mature strategy to attract and touch the hearts of the community.

Based on the phenomena above, the author is interested in making a study entitled " **ANALYSIS OF THE 2022 SUKADANA**

VILLAGE HEAD ELECTION FROM A POLITICAL COMMUNICATION PERSPECTIVE".

RESEARCH METHODOLOGY

In the research "Analysis of the 2022 Sukadana Village Head Election from a Political Communication Perspective" method The method used is a qualitative method and the approach taken is descriptive qualitative.
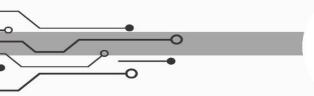
According to Sugiyono (2018:213) qualitative research methods are research methods based on philosophy that are used to research scientific conditions (experiments) where the researcher is the instrument, data collection techniques and qualitative analysis emphasize meaning. According to (Kriyantono, 2020, p. 62). Qualitative descriptive is a strategy that describes data systematically, factually and accurately by trying to explore deeper depth or meaning. This descriptive is defined as collecting data that is able to describe a situation and condition.
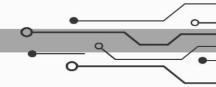
RESULT DISCUSSION

Political Communication

According to Dr. Rusadi Kartaprawira, political communication can be interpreted as a link between political thoughts that live in society, both groups, intragroups, associations, institutions and sectors of life in government politics. Rusadi also believes that political communication is an approach to political development. Through political communication, the figures involved lay the basis for analyzing problems that arise and develop as a whole process for political change in a nation.

According to information on the ground, the competition between candidates is very strong between Hasim and his
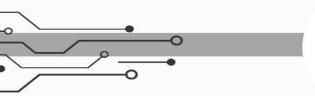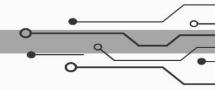
opponent, Anang. Based on information gathered at the location of the incident, through conversations with the community at that time, during the election process, the strategy used was to always implement monetary policy to attract potential supporters. Donations were given 2 days before the village head election and not only that, he also provided basic necessities in the form of rice to the local community. However, Anang has his own way of marketing or has a political communication strategy with the aim of attracting the sympathy of citizens, by carrying out persuasive communication through face-to-face communication. Persuasive communication is communication that aims to change or influence a person's beliefs, attitudes and behavior to match what is expected by the communicator. So with this, Anang carried out his political communication strategy through persuasive messages, namely about the future vision and mission for the village and was willing to open himself up, namely making house visits. Considering the different backgrounds of the candidates, both in terms of education, work and other favorable factors, this creates quite tight competition to win the hearts of voters. Therefore, every candidate needs a political communication strategy to touch the hearts of the people. The strategy implemented by the candidates can be done with approach or communication to win the village election.

As stated by Mr. Sukrin regarding the political communication used by village head candidate number 2:

"The title of political communication that Mr. Anang uses is in political language the name is building EMOTIONAL communication. This means establishing communication by making supporters have a strong sense of ownership of the candidate, either by establishing family ties, in this case the candidate encourages and convinces supporters of the same behavior in every problem resolution. As well as building relationships with friends and friends, namely encouraging and convincing supporters that the candidates have the same opinions or views in dealing with a problem''.

This is almost the same as informant 2's interview with Ibu Sari, regarding the political communication used by village head candidate number 2, namely:
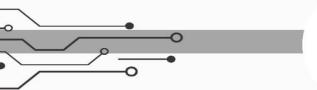
"In my opinion, him attending village events, such as recitations and weddings, to convey his vision and mission, his goals after being elected village head and what changes he promises for Sukadana Village is a form of political communication for candidate no. 2nd in my opinion''.

Likewise with informant 3's interview with Mr. Zul, regarding the political communication used by village head candidate number 2, namely:
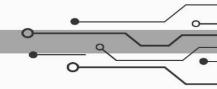
''In my opinion, the political communication used in number 2 is that he approaches the community by establishing relationships and convincing the community that he is capable and can become a village leader''.

The interview above is linked to communication science theory. Effendy (1998) stated that "the theory of persuasive communication is communication that is carried out in persuasive ways, namely containing invitations or appeals. As in interviews conducted with 3 informants, three of the informants stated that the political communication carried out by Mr Anang was by means of face-to-face communication and approaching the public to attract their attention.

K. Anderson defines persuasive communication as communicative behavior with the aim of changing the beliefs, attitudes or behavior of other people or groups through the transmission of several messages. In convincing communication, changes in behavior, beliefs and attitudes are desired that will be more stable, as if these changes were not at the will of the communicator, but at the will of the communicant himself. If it is related to the interview above, Mr Anang's way of mingling with the community is by establishing family ties, in this case the candidate encourages and convinces supporters of the same behavior in solving every problem. As well as establishing relationships with friends and friends, namely encouraging and

convincing supporters that the candidates have the same opinions or views in dealing with a problem.
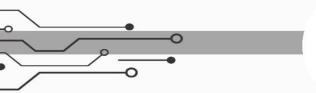
Based on the results of the votes obtained in the 2022 village elections in Sukadana Village, the candidate with serial number 1 succeeded in winning the village elections with the most votes. The following is a table of vote results for the Sukadana village election on February 14 2022:

Table 1.1

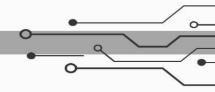**Vote Results**

Sukadana Village Head Election in 2022

No	Candidate/Candidate Name	Acquisition Legitimate Vote	Rating Legitimate Vote
1.	Hasim	659	I
2.	Anang	461	II
Amount		1,120	

The aim of this research is to find out how political communication is used by the Anang village head candidate in the village head election in Sukadana village. In this research, the researcher refers to the political communication strategy used by Anang to attract the attention of the audience, guided by Anwar Arifin's political communication strategy (2011: 235). According to Anwar Arifin, political communication strategy is the overall decision regarding actions that will be carried out at this time, in order to achieve political goals with the following political communication strategies:
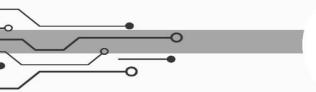
1. **Figures and institutions**

According to Rahmat (in Anwar Arifin, 2011: 236) a character is a person who has credibility, attractiveness and power. In character, the credibility of a character is given great consideration to attract the sympathy of the audience. Because credibility is a set of audience perceptions about the characteristics of the communicator, so credibility is actually not inherent in the communicator, but is inherent in the communicant. Furthermore, after maintaining character, what must be done is to strengthen institutions related to campaigns and voting in village head elections and general elections.
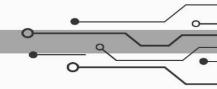
The way of political communication that Anang built was figurehead and institutional. Anang targeted influential figures in Sukadana village who were part of the winning process. The selection of these figures was based on figures who were involved in the Sukadana community, both in the social and religious systems. Anang did this to make it easier to communicate and attract sympathy from the public or voting public. Anang targets young people through alumni. In politics, it is not only seen based on who is running and what political message is conveyed, but what voters see is character. Meanwhile, the institutional method that Anang built was by visiting figures directly in order to bring Anang closer to the figures and the voting community in Sukadana village.

2. Creating togetherness

In an effort to attract sympathy from the voting public, the next step is to create togetherness, this is done by the village head candidates as well as the winning part. Creating togetherness between politicians and the public by getting to know the public and creating homophilous messages. An atmosphere of homophily is able to create similarities in language, ethnicity, and similar interests with the audience, especially in political messages, political methods and media. After having a common audience, the next step is to compose a persuasive political
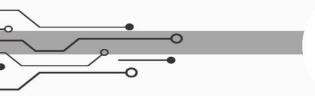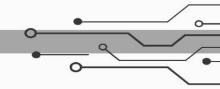
message. In creating this togetherness, this step is an effort to win general elections at both village and city levels. In this village head election, Anang created togetherness with the public by going directly to the community and to the homes of local figures who were part of the winning process, conveying their intentions and performance which had been carried out and carried out in Sukadana village so that it could be conveyed to outsiders and native Sukadana people. . On the other hand, Anang conveyed the vision and mission for the future and the programs that would be created. This was done in order to attract the sympathy of the voting public and to attract people's choice of Anang to gain support.(FITRI AMELIANTI, 2021)

In this year's village head election there are two candidates, namely Mr. Hasim and Mr. Anang. These two candidates share the ambition to occupy the winning seat of village head in the 2022 to 2024 period. Both have prepared their own strategies to attract the hearts of their voters. The strategy used by number 2 is to carry out persuasive communication through face-to-face communication. In this study, the dawn attack did not occur because the success teams of each candidate monitored each other so that there was no dawn attack that could change people's choices.

To determine the campaign strategy to be applied to the community, start by looking at the potential votes that would be obtained in the village head election. Anang started his political activities by mapping the base of support that would be obtained in the village head election. This support mapping was carried out to seek community support during the village head election. Estimating the support received in the election will help the elected village head and his success team to develop the right strategy in seeking community support.

CONCLUSION

Based on the results of the research and discussions carried out by researchers, the following conclusions can be drawn:

1. Based on the results of interviews conducted by researchers with the candidate for village head Anang, Anang's political communication strategy support was achieved through figures and institutions, and creating togetherness. Therefore, Anang reached out to important figures, youth and alumni in Sukadana village to carry out communication related to political communication strategies. This was done to make the voting public aware and convey the vision, mission, work program and what Anang was doing in the village based on his performance in Sukadana village. This is because the role of the communicator is very important and influences the voting public in conveying political messages. The election media used by Pak Anang in the village head election in Sukadana village was direct media through home visits and face-to-face persuasive communication.

2. Every village election cannot be separated from the political communication process. Pak Anang also did the same thing in the election of Village Head in Sukadana village. The strategy used by number 2 is persuasive communication through face-to-face communication.
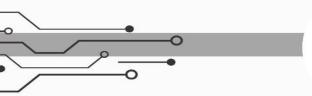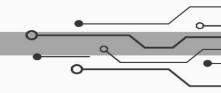
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