Analysis of Public Perception and the Citizen's Political Behavior to Determine the Electability of Candidates of Bogor Regency West Java Province Indonesia Year 2013-2018

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Abstract

The purpose of this research is to analyze the structural determinism variable to determine the indicator of the election of the regent candidates, to analayze the behaviorism variable to determine the indicator of the election of the regent candidates, to analyze the utility variable to determine the indicator of the election of the regent candidates, and to analyze the psychology variable to determine the indicator of the election of the regent candidates. The design of the research is a survey. The research is conducted during a period of three month from October to December 2013. The research is conducted in Babakan Village Dramaga district. The sampling technique in this research is a gradually group of two or more group and the amount of sample is 100 sample. The data analysis in this research is Qualitative Analysis.The research result indicate that 27 respondence is signed up as a member of a political party, while 73 respondence is not signed up as a member of a political party. The research result indicate that 52.0 percent of the respondence expect free education for Senior High School students, while 31.0 percent of the respondence expect affordable and free health service. While 2.0 percent of the respondence expect that the Regency is free from traffic jam, comfortable and safe. The research result indicate that 50.0 percent request that the development priority scale order that they desire is the development and improvement of infrastructure, about 31,0 percent says the development of Public Hospital or RSUD, and 8,0 says the arangement of Public Transportation.

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The research result indicate that 72.0 percent of the Regent Candidate year 2014 is Rachmat Yasin from PPP, as much as 3.2 percent is Karyawan Faturrachman from PDIP. While 2.0 percent is Iwan Setiawan from Gerindra.

Key Words: Perceptions; Behaviour; Electability.

1. Introduction

In the effort to comprehend the public perception and the citizen's political behavior to determine the electability of the Bogor Regency candidate, the most important thing that must be considered is "the subjective definition". It means, the public perception to the figure's personality, programs, and his policies, so the citizens have trust, likeness, determination, motivation that they give their aspiration to the Bogor Regency candidate, because, the citizen's view is always changing, whenever there are stimulations both phisically and psychologically.

Because even a couple of people in a political party, they may not have the same opinion about their political preferences. For example : a Golkar member at a Bogor Regency election in 2008 doesn't use his election right to vote for Golkar picture or vote the Bogor Regency Candidate from Golkar, while Golkar is one of the Major Party in the Bogor Regency, the winner is Drs. Rahmat Yasin. This means that the structural determinism approach does not effect to the citizen's choice to elect the Bogor Regency candidate that they aspire.

On the other hand the citizens will determine their needs and priority when they determine their decisions. This means, the citizens will determine their decisions but will the figure they choose can respond their need or not? For example their needs fulfillment and priority for health service, education and transportation, so there are not a notion that a quality health service and educations are only for the middle and high class, but must also be for the low class, that is health service and education with quality can also be accessed by the low class. This means that the citizen's choice is more directed to the benefits and the losses of choosing the Regency candidate.
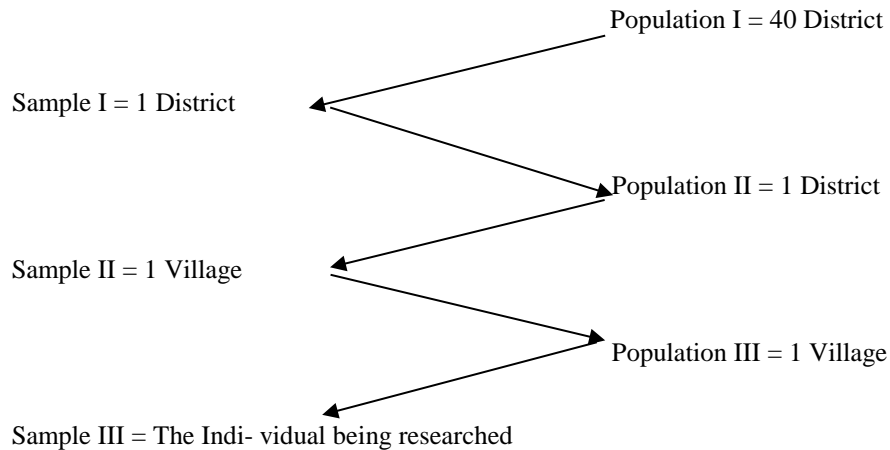
Based on the background above hence this research purpose is as the following : (1) To analyze the structural determinism variable to determine the indicator of the election of the regent candidate , (2) To analyze the behaviorism variable to determine the indicator of the election of the regent candidate, (3) To analyze the utility variable to determine the indicator of the election of the regent candidates, (4) To analyze the psychology variable to determine the indicator of the election of the regent candidates

2. Material and Method

The design of the research is a descriptive [1].The research is conducted during a period of three month from October to December 2013. The research is conducted in Babakan Village Dramaga district. The sampling technique in this research is a gradually group of two or more group. In a scheme according to Palte it is described as the following [2].

While the respondence that is taken as sample are distributed in a couple of neighborhood association (RT), thus the sample reach 100 person. The withdrawal of the sample is conducted proportionally (Proportional

Stratified Random Sampling). The benefits of using this method is that (a) it can represent all categories (b) it can compare one category with another category. The amount of sample taken from each category is imbalance, because each religion of the village/district is different quantitatively. Hence, the researcher determine by himself how much is the percentage that is taken to represent each category proportionally.

Population I = 40 District

Sample I = 1 District

Population II = 1 District

Sample II = 1 Village

Population III = 1 Village

Sample III = The Indi- vidual being researched

Based on the theory of sample withdrawal that if all possibilities of random sample with the size of *n* is taken without recovery from a limited population with the size of *N* that has a *median* value and standard deviation then the spread of the sample withdrawal for the sample *mean* value will approach the normal spread with the mean value and standard deviation [7].. This theorem can be close to the truth if the measurement result that is shown by the independent variable is close to normal.The importance of this theorem is especially to make a conclusion about the estimator from the sample that according to *central limit theorem* follows or come close to the normal function, if the sample is quite large that is if *n* is coming close to unlimited. This theorem in practice is already effective if *n* > 30, because in this condition the value of Table *t* for a certain *alpha* will come close to the value of the normal table. To choose an element of the sample member, we use a calculator with the series: fx-350 MS that has a Ran# function. The data collected are primary and secondary data. Sugiyono said that primary data are data that are directly collected from respondence through structured interview using questioners. The secondary data collected are the main income, religion, education, revenues etc, and other supporting data is collected from documented research and literatures [4]. Miles and Huberman said that the data analysis in this kind of research is a qualitative analysis. Qualitative analysis conducted by applying content analysis technique. The application of *content analysis* technique is by these following steps : data reduction, data display, and how to draw a conclusion. This analysis method will be basicly conducted since the researcher is on the research field and provide a classification on the tendency of the data from the field record [6]. Setiawan and Muntaha said, *content analysis* is a research that is a deep overview of a content of an information, and usually that become the source of the research are verbal data. Therefore, an interview is very important in this analysis [5]. The procedure of this *content analysis* technique is conducted by adapting the procedure suggested by Miles and Heberman especially if the procedure is retrieved from a certain theory research related to a certain thematic discovery, then the researcher makes a conceptual elaboration possibility based on the data's tendency. The thematic discovery cases is put together, and later made into a data summary form, that is an effort a sintesis of what is found by the researcher from the data as a way to draw a conclusion that is observed qualitatively [6]

3. Result

3.1 Analysis of the Structural Determinism Variable

The result of the research shows that about 27 respondence said that they are registered as a political party member, while 73 respondence said that they are not registered as a political party member. Meanwhile, when they are asked what party are they registered as a member? The answer of the respondence are as the following : about 8.0 percent of the respondence said that they are registered as a member of PPP, and 7.0 percent said that they are registered as a member of PAN. We can see the detail in Table 1.

Table 1: Example of Political Party Affiliation

Numb	Political Party	Amount	Percentage
1	Golkar Party	4	4,0
2	Struggle Indonesian Democracy Party (PDIP)	3	3,0
3	Democrate Party (PD)	-	-
4	Development United Party (PPP)	8	8,0
5	National Mandat Party (PAN)	7	7,0
6	Social Wealth Party (PKS)	-	-
7	Nation Awakening Party (PKB)	5	5,0
8	Non Party	73	73,0
Total		100	100,0

3.2 Analysis of the Behaviorism Variable

The result of the research shows that as much as 52.0 percent expect a free education for Senior High School student, while 31.0 percent expect free and affordable health service. Meanwhile, as much as 2.0 percent expect that the Regency becomes an area free of traffic jm, comfortable and safe. We can see detail in table 2.

Table 2: Example of Expectation after Bogor Regent is Elected

Numb	Respondence Expectation	Amount	Percentage
1	Free Education for Senior High School Student	52	52.0
2	Affordable and free Health Service	31	31.0
3	Become a Tourism Regency	-	-
4	Become a regency free of traffic jam, comfortable, Safe	2	2.0
5	Others (Develop All level of education and free)	15	15.0
Total		100	100.0

Afterward when the respondence is asked what is the ideal combination of Bogor Regent candidate, as much as 34.0 percent expect that the following regent and vice regent couple is a combination of young and old generation, while 26.0 percent expect that the following regent and vice regent are from politicians and professionals. Meanwhile, as much as 10.0 percent expect that the following regent and vice regent are from academitions and politicians. We can see the detail in Table 3.

Table 3: Example of the Preferred Combination of Bogor Regency Candidate

Numb	Preferred Combination	Amount	Percentage
1	Young and Old Generation	34	34.0
2	Politicians and Professionals	26	26.0
3	Academicians and Politicians	10	10.0
4	Bureaucrats and Academicians	3	3.0
5	Bureaucrats and Professionals	7	7.0
6	Bureaucrats and Politicians	1	1.0
7	Civilian and ex-TNI and Polri member	3	3.0
8	Public Figure (Artist) with Politicians or Bureaucrats	3	3.0
9	Others (Figure that close to the Society)	13	13.0
Total		100	100,0

3.3 Analysis of the Utility Variable

The result of the research shows that as much as 50.0 percent said that development priority scale order that they desire are the development and improvement of infrastructures, while as much as 31.0 percent said that the development priority scale order that they desire is the development of Public Hospital (RSUD). While, as much as 8.0 percent said that the development priority scale they desire is the management of public transportation. We can see the detail in Table 4.

Table 4: Example of the desired Development Priority Scale Order

Numb	Development Priority Scale Order	Amount	Percentage
1	Development and Improvement of Infrastructures	50	50.0
2	Development of Public Hospital (RSUD)	31	31.0
3	The management of Public Transportation	8	8.0
4	The City's cleanness	1	1.0
5	The management of markets and Pedestrial Sellers (PKL)	1	1.0
6	Others	9	9.0
Total		100	100.0

Table 4 above shows that the utility model requires input that is the society demand for changes that will be conducted by the regent candidates, and the output that is their pro society policies or anti poverty and pro to wealth. For example, their policies that is written in ideal programs such as (a) free transportation (b) free healthcare, and (c) free education.

3.4 Analysis of the Psychology Variable

The result of the research shows that as much as 72.0 percent said that the next Bogor regent candidate year 2014 is Rachmat Yasin from PPP, while as much as 3.2 percent said that the next candidate is Karyawan Faturrachman from PDIP. Meanwhile, as much as 2.0 percent said Iwan Setiawan from Gerindra. We can see the detail in table 5.

Table 5: Example of the Big Ten Choosen Candidates of Bogor Regent year 2014

The Candidates Name	Political Party	Amount	Percentage
Rachmat Yasin	PPP	72	72.0
Karyawan Faturrachman	PDIP	3	3.0
Muhammad Yassa	Independen	2	2.0
Ade Rahandi	Golkar	1	1.0
Iwan Setiawan	Gerindra	2	2.0
Alex Sandi	Independent	-	-
Mamang Daning	Independent	-	-
Gunawan Hasan	Independent	-	-
Lucky Sastrawiria	Independent	-	-
Others		20	20.0
Total		100	100,0

Table 5 above shows that if we follow the thinking pattern of behaviorism, then the decision of the participant of the election is based on the stimulation that will give a positive support to themselves in the form of *cost,reward and profit* to determine the political choice to the regent candidate, but the reality is that stimulation does not effect to the PPP chooser to choose another regent candidate, they are consistent to choose Rachmat Yasin as the regent candidate.

3.5 Mass Media

When being asked to the respondence on when and where did they get the information on when the election of the Bogor regent candidate will be conducted? The result of the research shows that almost 84 respondence (84 percent) said they have known that the Bogor regent candidate election will be held in the year 2014, while 10 respondence (16 percent) said that they did not know that the Bogor Regent candidate election will be held in

the coming year 2014.

Next they are asked where did they know that the Bogor regent candidate election will be held in the coming year 2014? The respondence answer varies between others : 59 respondence (59 percent) said that they know that there will be an election of Bogor regent candidate from Newspaper, while 22 respondence (22 percent) said from television, as much as 8 respondence (8 percent) said from radio and as much as 11 respondence (11 percent) said from their friends, neighbors, etc.

Besides mass media and electronic media as the reference know about the Bogor regent candidate election, they were also asked about what form of campaign do they prefer. The result of the research shows that as much as 57 percent through an open debate, while 21 percent prefer through campaign atribut. We can see the detail in table 6.

Table 6: Example of the form of campaign preferred

Numb.	Form of Campaign	Amount	Percentage
1	Oration in an open field	5	5.0
2	Debate among the candidate	57	57.0
3	Attribute	21	21.0
4	Others	17	17.0
Total		100	100.0

4. Discussion

The Respondence that does not register themselves as a member of any political party in this region has several reason.

The result of the research shows that as much as 68.5 percent said they were not asked to participateby any political party personal, while 16.5 percent said they only choose when there is an election. Meanwhile, as much as 1.4 percent said they choose because they are a member of PNS/TNI/POLRI. The complete reason of the respondence can be seen in table 7.

Table 7: Example of the reason the respondence does not register themselves as a member of a Political Party

Numb.	The Respondence's Reason	Amount	Percentage
1	They don't trust any Political Party	5	6.8
2	They only choose when there is an election	12	16.5
3	No Personal of the Party asked them to Participate	50	68.5
4	Do not know how to register to a political party	5	6.8

Afterward when the respondence is asked about their criteria of the regent candidate as much as 60.0 percent said that the regent candidate must be honest and clean, while 9.0 percent said that the regent candidate must have a good moral Integrity. Meanwhile, as much as 4.0 percent said that the regent candidate must be a popular person. We can see the detail in table 8.

Table 8: Example of the Criteria of Bogor Regent Candidate

Numb.	Criteria	Amount	Percentage
1	Honest and Clean	60	60.0
2	Have good moral integrity	9	9.0
3	Professional and Competent	2	2.0
4	Popular	4	4.0
5	Bold and decisive	2	2.0
6	Dress appearance	1	1.0
7	Intelligent	3	3.0
8	Charismatic	1	1.0
9	Creative and Innovative in handling a problem	2	2.0
10	Pro to the middle and low class society	3	3.0
11	High discipline	-	-
12	Others	13	13.0
Total		100	100.0

Table 8 above shows that the criteria of the Bogor regent candidate can only be explained by a symbolic interactionism approach. The symbolic interactionism can explain that the citizen's choice certainly is based by a couple of comprehension and their interpretation on what is the freedom to choose, that can be directly related to political system in Indonesia, what figure can make a change, what is democracy, what ideological meaning that is hidden in themselves that make them determine their decision etc The symbolic interactionism approach that is commonly identified as an interpretative description. With the interpretative description the behavior of the society that develop in each individual can be understood more deeply, so we can find a solution to respond that behavior. There is three basic principal that is developed by this approach in reading the society's political behavior that is : (1) the individual aspires anything or whatever is programed by the regent candidate based on their comprehension on the program that is declared by the candidates, (2) their comprehension on the program is based on the social interaction that they relate to other individual, or with the respective figure, and (3) the program comprehension by the individual through the interpretative process that is related with other things that is found by another person or by the regent candidate by campaign, socialization a couple of month ago, etc [3]

First of all the three basic principal is framed by the assumption that every individual can see clearly the

program that is provided by each regent candidate. The individual is not passive, it means he has the ability to read the situation that surround him. That means the symbolic interactionism approach is more focused to the social interaction aspect, both that accept the program of the regent candidate and the one that encourage that the program can make a change. If we follow those three basic principal, the symbolic interactionism people offer a methodology that emphasis more on the comprehension of the meaning to a program or a policy of a regent candidate. The meaning, is further used to understand the political behavior of the society.

Thus the process to understand the behavior becomes the central topic in the analysis that is offered by this approach. That is why in explaining the subject interaction, this approach refuse the way of thinking that comes from a hypothesa as often offered by the idealistic people. The important component in the analysis based on the symbolic interactionism is about the political behavior with the main attention on the *meaning*. Every behavior of an actor is not just a sudden expression or suddenly but more than that it have a meaning that is conducted by the actor with full conciousness. A behavior that has a certain meaning to one of the actor in the society will be placed as a pattern in giving response to the behavior y the subject in the society. By making an accurate description in the context of the actor's behavior existence in the society, then the individual will capture many things to why this behavior appears in his life.

Besides the example the expected development priority scale, the strategic issues that is brought forward in campaign to influence the citizen is to fight against corruption, to handle unemployment and criminalism, etc. The result of the research shows that as much as 43 percent said that the strategic issues that is brought forward in campaign that is fight against corruption, while as much as 27.0 percent said that the strategic issues brought forward in campaign are to handle unemployment and criminalism. We can see in detail in table 9.

Table 9: Strategic issues that is brought forward in Campaign

Numb.	Strategic Issues that is brought forward	Amount	Percentage
1	Fight Against Corruption	43	43.0
2	Handling unemployment and criminalism	27	27.0
3	The regency management that does not care about ecological issues	5	5.0
4	To realize a city that is free from traffic jam and flood	2	2.0
5	To improve women role in Development	4	4.0
6	To realize a Halal city	1	1.0
7	The Intransparancy of Bureaucracy Service	4	4.0
8	Others	14	14.0
Total		100	100,0

Furthermore when the respondence are asked, if the regent election will be held in the coming year 2014, who will you choose as the Bogor regent in 2014? The result of th research shows that as much as 72.0 percent said that they will choose the next Bogor regent in the coming year 2014 that will be Rachmat Yasin from PPP,

while as much as 3.2 percent said they will choose Karyawan Faturrachman from PDIP. Meanwhile, as much as 2.0 percent said they will choose Iwan Setiawan from Gerindra. We can the the whole detail in table 10 as the following.

Table 10: Example of the Choice if the Bogor regent candidate election is held in 2014

The Candidates Name	Political Party	Amount	Percentage
Rachmat Yasin	PPP	72	72.0
Karyawan Faturrachman	PDIP	3	3.0
Muhammad Yassa	Independen	2	2.0
Ade Rahandi	Golkar	1	1.0
Iwan Setiawan	Gerindra	2	2.0
Alex Sandi	Independent	-	-
Mamang Daning	Independent	-	-
Gunawan Hasan	Independent	-	-
Lucky Sastrawiria	Independent	-	-
Others		20	20.0
Total		100	100,0

If we follow the flowchart of the explanation of the structural determinism approach, or commonly called the institutional approach, then the choice in this case the political behavior of the PPP member is bond and determined structurally to choose the regent candidate from the PPP Party, in reality institutionally influence to the citizen's choice to determine the regent candidate. The reality shows in a lot of district in the area of Bogor Regency, PPP can unite the ununited and seperated electors that shows their political success and they are consistent to that party to choose the Regent. That means, the society trust from the respective party is "consistent". All of this is consolidation in a determinism approach or institutionalism.

5. Conclusion

The conclusion from this research is as following:

1. Structurally the majority (72 percent) is very bond and determined by the political party to determine their political choice in choosing the Bogor regent candidate.

2. Based on the psychology aspect the electors is not influenced by reward, profit and cost that is offered by other regent candidates to not choose their own candidate because almost all the elector expect free education for senior high school student, affordable and free health service and expect Bogor to become a regency free from traffic jam, comfortable and safe.

3. Almost all elector said the development priority scale they expect are the development and improvement

of infrastructures, the development of Public Hospital (RSUD) and the management of public transportation.

4. Almost all elector will choose Rachmat Yasin as the next Bogor regent in the coming year 2014 from PPP.

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