

The Role of Campaigns in Introducing Legislative Candidates to the People of West Sulawesi

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Abstract

Indonesia is a democratic country where sovereignty is in the hands of the people as stated in Article 2 paragraph 1 of the 1945 Constitution. One of Indonesia's democratic ways is by holding elections. Elections are held to provide opportunities for the public to elect candidates according to the will of the people, including in selecting legislative candidates. Unfortunately, because West Sulawesi is quite large, it is not impossible that the people have not been able to recognize the existing legislative candidates, so that it is difficult to make a choice. In order to overcome this, there are allegations that the campaign can help the public to get to know the candidates. This is what gives impetus for researchers to conduct research on the role of campaigns in promoting legislative candidates in the people of West Sulawesi. The aim of the research is to find out whether or not the role given by the campaign in introducing candidates in West Sulawesi. The research method used is descriptive quantitative with data collection techniques through observation, interviews, documentation and distribution of questionnaires to 100 respondents selected by purposive sampling. The results of the research show that campaigns can help the public to provide encouragement in choosing certain candidates because campaigns provide information about candidates with various media, both online and offline. The research results also show that the role of the campaign in imparting knowledge of candidates to the community is as high as 55.2%.

Keyword: Candidates, Elections, Campaign

Introduction

Getting a leader who is in accordance with the wishes is ideal for every citizen if you are a leader who is good according to yourself and is able to manage the government secara fair, wise and full of various positive programs so that welfare is not just a dream, one of which is in Indonesian. Indonesia is a democratic country where the people hold sovereignty in accordance with Law No. 2 paragraph 1 of the 1945 Constitution. With this, the people's decision is the result of people's desire for a leader. The process of democracy in choosing leaders, one of which is the legislature, is through elections (Agung Wicaksono, et al 2021).

Elections are a process that is carried out formally so that the community can make decisions in groups on the leaders they want (Palvi Herlina Syahda and Al Rafni, 2021). Citizens who have these requirements to conduct elections are allowed to conduct elections properly and so that election can be held on a just basis. One of the government institutions elected through the election process is the legislative candidate. The legislature is an administrative system consisting of the People's Consultative Assembly (MPR), the People's Representative Council (DPR) and the Regional Representative Council (DPD) (Arya Idil Pratama, et al 2020) where this institution functions to make legislation for the sake of the case e Jahteraan life of people.

Elections were held throughout Indonesia except in West Sulawesi. West Sulawesi is a province located on the island of Sulawesi, where this province has a large population. One way to get you to meet the will of the people, which is to get a leader who is committed and responsible, is to recognize it. I think that because the people who dont want to participate are not impossible if the people of West Sulawesi cannot recognize the candidates who must be elected in the election process. So as not to minimize any disappointment because nafeel wrong choice

of the legislature, the General Elections Commission conducts a process of campaign where through campaigns each candidate can introduce himself as well as promote to refer the community at or invite the public to choose a candidate. Campaigns can also be carried out through various channels, both online and offline, print media or digital media (Satya Irawatiningrum, 2020), the most important thing is that the tools used to do the campaign do not violate the rules that are not practiced. As a result of observations, candidates in West Sulawesi, especially during the 2019 election, are known to campaign with media that do not agree to the rules considering that even at the campaign they are aware of the supervision so that there is no use of the rules (Fadlan, 2022).

Therefore, researchers wanted to know more about the role of campaigns in allowing legislative candidates to the people of West Sulawesi. The purpose of this research is to find out whether there is a role not given by the campaign in introducing candidates in West Sulawesi. Considering that campaigning is a vital thing that candidates need to do to promote themselves to the community by not violating any regulations that apply.

Metode

The type of research used is quantitative descriptive, where data collection techniques are carried out through observation, interviews, documentation, and distribution of questionnaires that are carried out to 100 respondents selected by *purposive sampling* yaitu pada Citizens of Indonesia dengan address of West Sulawesi and qualified as a voter. Then, the data collected will be analyzed through SPSS 17 so that the results of the study can be known.

Research hypothesis

H1: campaign gives role to the people's participation year to the candidate

H0 campaign does not give a role to the people's government on candidates

Results and Discussion

Before discussing further about the results of the study, let's first understand the following points:

First, the campaign. A campaign is defined as one of the processes or efforts carried out as an organization to influence or encourage the public to take action on the elections that are held (Kurnia Perdana, 2019). There are several materials in the campaign including clothing, head coverings, eating or drinking utensils, umbrellas, kalender, and so on. While props that can be used include balliho, banners, rontek, online media (Titin Setiawati, 2019), offline (Baharuddin Dollah, 2016) and others. When the campaign is carried out, it is also not allowed to be carried out at will. The campaign process has rules for the time of time, such as the campaign time, for the 2024 elections which will be held for 75 days as the results of the agreement between the KPU and the DPR.

Second, elections (general elections). Elections are held to elect legislators and executives directly by the people (Conie Pania Putri and Muhammad Syahri Ramadhan, 2019). The rules regarding elections have Law No. 7 of 2017 concerning Elections. As article 22 e paragraph 6 of the 1945 Constitution elections are held based on the principles of direct, general, public, secret, honest and fair atau usually acronymized as *luberjurdil*, where elections are held every 5 years. Indonesia is known to have held elections for 5 times, namely in 19, 99, 2004, 2009, 2014, and 2019 and the upcoming one is expected to occur in 2024, precisely on Wednesday, February 14, 2024. With the establishment of the voters, it is hoped that the people will really take advantage of the momentum well to choose the appropriate leader so as not to cause excessive disappointment.

Third, candidates or legislative candidates, are those who register or run for legislative seats, such as the DPR, DPRD, and DPD (Kgs. M. Zuhdi, 2021). The legislature is one of the most vital government institutions considering its task of forming laws and regulations (Mukaukabah Alwado, 2021). In forming laws, of course, the people need a DPR, DPD, or DPRD figure that is pro-people so that the policies that emerge are pro-people policies. With this, the welfare of the people as one of the ideals of the state can be gradually achieved.

After research was carried out through various uji known the following data

Normality test

This test is used to provide a sense of whether or not the distribution of research data is normal.

Table 1 Normality test data

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		10
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	6.64414934
Most Extreme Differences	Absolute	.144
	Positive	.144
	Negative	-.090
Kolmogorov-Smirnov Z		1.018
Asymp. Sig. (2-tailed)		.255

a. Test distribution is Normal.

b. Calculated from data.

The table means that the data in this study is normally distributed because the value of Sig>0.05

Multicollinearity test

This test is used to obtain knowledge of whether or not multicollinearity occurs in research data.

Table 2 Multicollinearity test data

Coefficients ^a								
Type		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	52.500	11.541		4.549	.000		
	Campaign	.845	.242	.719	3.490	.001	.395	2.530

a. Dependent Variable: Pengenalan_Caleg

These results provide knowledge that a study data does not experience symptoms of multicollinearity

Regression test i

This test is used to determine whether or not the hypothesis is in research

Table 3 Coefficients

Coefficients ^a						
Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	52.500	11.541		4.549	.000
	Campaign	.845	.242	.719	3.490	.001

a. Dependent Variable: Pengenalan_Caleg

These results mean that the campaign has a positive and simultaneous influence on the people in recognizing candidates. So H1 is accepted and H0 is rejected.

Table 4 Summary

Model Summary^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^A	.552	.178	6.78404
a. Predictors: (Constant), Campaigns				
b. Dependent Variable: Pengenalan_Caleg				

The results provide information that the campaign played a role in people's knowledge of candidates with a value of 55.2%.

With this, it is determined that the campaign provides good enough employees to the people to target candidates, especially in West Sulawesi. This is in line with what was conveyed by TR and YT that he knew the candidates through campaigns carried out such as banners, stickers, and so on. The VU also said that without a campaign he might not know which candidate he would choose. Of course, this is dangerous if citizens participate in voting without a clear knowledge.

This is the importance of campaigns in comparing, inviting or encouraging people to vote for them (Djoni Gunanto, et al 2020) (Amrullah Umar and Suyatno Kahar, 2021), so we should do it in a good way and in accordance with the prevailing regulations so that the department does not do various things that harm the people such as corruption rather than as a form of return of capital in conducting elections. This is because, people want leaders who are really responsible not just thinking about themselves jointly. For that, the government also does not need to provide education for the people to reject the money campaign or *black* campaign to realize a better campaign. This reluctance also helps legislators to realize their goal of sitting as representatives of the people.

For this reason, researchers ask the government to continue to provide policies that are pro to the people so that the people feel safe and comfortable in their own country because they feel protected and all their rights are fulfilled, with this, of course, the people will not hesitate to pay their obligations to the state.

It is known that several steps are used in conducting campaigns including analyzing existing problems, analyzing the community that is, in this case, the West Sulawesi community, determining goals to be achieved, choosing who will be used, stiffening an expansion or expansion of messages, planning or management of a campaign program and evaluating or checking the general program carried out (Andi Muhammad Sary Sakti, et al 2020). By implementing campaign steps through various materials and tools, the travel campaign can run more smoothly.

The results of observations in the 2019 election show that not a few candidates who install balliho, banners, stickers, and so on to do it are a lot peraga legitimate campaign. Hereby, it is known that majority as candidates use materials as well as tools peraga campaign by not violating applicable rules.

Conclusion

Elections are held every 5 years, and this election process is considered as one of the forms of democracy of citizens to determine the leaders who are desired so that elected leaders are expected to be able to provide a variety of pro-people policies. The results of the research showed that the presence of kampanye had a positive and simultaneous influence on the knowledge of West Sulawesi on candidates who ran in it. With this knowledge, people will be able to make their choices and yes, compulsion is also not just following along, but really choosing based on their credibility, quality and competence.

Researchers believe that they can conduct strict supervision in the campaign process so that candidates do not commit campaign violations that in the future will lead to various actions that harm them such as corruption instead of grazing funds for the camp Done. Therefore, researchers hope that the campaigns issued are also regulated by the KPU to minimize various abuses of authority.

With this in mind, the researcher also hopes that the results of this study can be used as a stakeholder or the government to make rules that also apply to researchers to conduct research in the future.

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