Perception of Students as a Beginner Voter on General Election in Cianjur District

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Abstract: In this simultaneous election, legislative elections for the regions, provinces, and the center as well as the election of presidential pairs. There is an assumption that with the simultaneous implementation of legislative and executive elections (Candidates for President-Vice President), there appears to be an imbalance between the election of the Candidates for President-Vice President and the legislature so that the presidential election contest gets more attention than the legislative election. The public is quite enthusiastic about welcoming this election with a public participation rate of 81%, which is quite high when compared to previous elections. This study examines students' perceptions of the survey results regarding perceptions of the implementation system and socialization of the 2019 simultaneous elections on April 17, 2019. This study uses quantitative methods using a questionnaire to students. For beginner voters who in this study were represented to Universitas Suryakancana students with a sample of level 1 and level 2 students of the Teaching and Education Faculty, Universitas Suryakancana, with random sampling in the Cianjur district and sufficiently representative. The conclusions of this article are: 1) The campaign as a media of socialization and political education is seen as influencing the choice of candidates for both the executive and legislative elections; 2) Social media, which is seen as the most dominant in influencing voters' preferences for both the executive and legislative elections; 3) Beginner voters saw a necessity and felt enthusiastic about voting and were very decisive on the vote acquisition; 4) The response of first-time voters to choices for executive and legislative elections is based more on the character and authority of the prospective leaders; 5) The reaction of first-time voters to political parties in a democratic government system requires multiple parties.

Keywords: Election, Perception, Beginner Voters, and Students.

INTRODUCTION

Political parties have an important and strategic role in a government that adopts a democratic system. Asshiddiqie (2006) emphasized that political parties have a very important position (status) and role in any democratic system and political parties become a strategic link between government processes and citizens. Even political experts argue that political parties determine democracy, as said by Schattscheider (1942), "Political parties created democracy".

The emergence of political parties in several developing countries cannot be separated from the nation's struggle to obtain and fill independence. As stated by Firmanzah (2008) that for developing countries like Indonesia, the phenomenon of political parties is a postcolonial phenomenon. This means that the emergence of political parties as we know them today occurred when this country gained independence. After independence, many countries

began to build political institutions in their countries. Political parties are organizations that are established to facilitate political interests for community groups. At that time, political leaders or political elites who represented various groups in society realized that the state could not operate without a system of power that had authority and legitimacy in the eyes of the people. The position of political parties is not only a complement to government, but also determines the power of democratic governance. The importance of political parties in a democratic government to become a liaison between the government and citizens so that political parties become political vehicles for a group of elites who are in power or intend to satisfy their 'lust' for power.

The opinion of Arrend Lijphart (2000) that the electoral system is very important in a representative democracy. This is based on the reasons, first, the electoral system has enormous consequences for the proportionality of the results of the election. This also affects the party system, especially about the number of parties in a party system. The implication is also in determining the type of cabinet to be formed. Second, the electoral system is the dimension that is easiest to tamper with compared to other elements of democracy,

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namely when someone wants to change the face of democracy in a country. For example, by changing the electoral system from a balanced representative system to a district system.

Firmanzah (2008) reveals the categories of voters that political organizations need to consider in recruitment. There are several categories of voters, including traditional, critical, rational, and skeptical voters. To build long-term relationships with them, political organizations should use the method of political segmentation. Political segmentation is defined as a process of identifying and classifying people that have their political agendas and goals. The success of political organizations will also depend on how the ability to map the structure and characteristics of society is faced.

Relations between voters and political parties must be well established. Voters tend to tie themselves to one particular political party if the party can prove its existence and maintain long-term relationships. Voters' loyalty determines the existence and success of political organizations or political parties. Firmanzah (2008) emphasized that the main goal in developing relational relations with the community is to create constituent loyalty towards political parties or individual candidates because each candidate hopes that their political party can continue to win elections in the future. However, it must be realized that constituent loyalty to a political party is not an easy thing to achieve. It takes a strong emotional, ideological, and rational bond between political parties and society so that loyalty can be formed. Rational voters tend to build rational ties with the candidates or political parties they choose. Rational bonds have characteristics: first, relationships are temporary. Rational voters only provide support to candidates or political parties as long as they are deemed according to their expectations. If they break their promises and don't live up to the expectations of voters, they tend to move or distract from the others. Second, rational voters are critical voters. They look at social and social problems, how the strategies and work programs are offered, and demand that candidates or political parties must have the ability to solve them. Third, these voters tend to be volatile and do not have high loyalty to certain political parties or candidates. This is different from emotional ties. Emotional bonds are deeper and more stable, not easily influenced, and changed. Emotional bonds are not easily broken because they have idolized or cultured the individual. They are ready to do anything to defend and defend for the sake of their idol (Firmanzah, 2008).

Citizens' political participation is part of the activities in the general election. Political participation is manifested in the form of activities such as campaigning, meeting for political party cadres, and making decisions to give their votes. Political participation is the activity of a person or group of people to actively participate in political life, among others by electing state leaders and, directly or indirectly, influencing government policy (public policy) (Budiardjo, 2008).

Citizen participation is also involved in campaign activities. The campaign is part of one of the general election activities, especially to recruit the masses. According to Firmanzah, the campaign is more of an arena for political maneuver to attract as many voters as possible in the election so that they can gain power. In the campaign, promises are grandiose and often make no sense. Political parties use various reasons to attract the sympathy of the masses. Political parties offer various kinds of ideas through candidate mouthpieces loudly and with great enthusiasm, while the masses listen to them and occasionally clap their hands as a form of solidarity in support of their political parties.

Campaigns are part of political marketing. The political campaign is a long-term process that demands consistency and continuity from political parties. In a political campaign, there is an intensive process of interaction from political parties to the public, conveying their vision and mission, and introducing the identity of both the party and its candidates. In political campaigns, various strategies and methods are used to recruit the masses. Participation in press conferences, launching political policy packages, political safaris to the regions, TV talk shows, and radio talks, and political speeches. The reality in Indonesia shows that the campaign is only seen as a political frenzy in the form of attaching party attributes, mass meetings, dangdut concerts, and distributing t-shirts.

The democratic party in Indonesia is held every 5 years. Every election is always greeted with enthusiasm by the people in determining their choice for a legislative seat, even when the 2019 Election is simultaneous with the election of the Presidential pair. It can be said that the Election in Indonesia is a very complicated election when compared to other countries in the world, with the implementation of elections being held simultaneously in one day, except for certain cases that are constrained by distribution and geographic problems. However, it was said that the

2019 elections were quite successful, with a large turnout of 81%.

Election implementation is a political process in which all people are involved and play a role, it requires insight and understanding of the participation process in elections. Political education should be introduced from an early age, especially to first-time voters. The incessant information received by first-time voters through various media is sometimes not accompanied by mature information. The vulnerability of the information received is not always correct information, there is a lot of hoax information, negative campaigns, and so on. Anticipating this requires correct political knowledge and education and balanced information.

Sirozi (2005) states that one of the fundamental conditions for maintaining a political system is that when the younger generation is in a society, they must master knowledge, values, and attitudes as expected by the members and the existing system. Political education that is not yet massive has made the level of public trust in the existing political system minimal, it is time for the community to be equipped with political education, especially for students and university students (Mulkanur Rohim and Amika Wardana, 2019). For this reason, it is interesting to examine how the perceptions of first-time voters on the implementation of the 2019 election, amidst the information that is happening to the current millennial generation.

METHOD

The research method uses a quantitative descriptive type, with purposive sampling technique, data collection by giving questionnaires to student voters who are novice voters, and data analysis using the percentage of questionnaire responses. This research uses descriptive quantitative methods intended to make descriptions or paintings systematically, factually, and accurately regarding the facts, characteristics, and relationships between the phenomena being investigated. The use of this descriptive research method is because it describes, tells, interprets existing data and its implementation through collecting, analyzing, and solving problems that are currently being faced. The descriptive method is used because this study it describes the perceptions of first-time voters in students with a sample of 148 people who have never given their voting rights in the general election to the attributes of political socialization and political elite figures in the 2019 Concurrent Election in Cianjur Regency. The data

collection technique was obtained by filling out a questionnaire with multiple choice entries.

RESULTS AND DISCUSSIONS

Characteristics of Respondents

The characteristics of respondents as first-time voters from some study programs at the Teacher Training and Education Faculty consist of five study programs, as shown in the following table below:

Table 1: Respondents as Beginner Voters

No.	Department	Frequency	Percent
1.	English Language Education	44	29,7
2.	Health & Recreation Physical Education	26	17,6
3.	Pancasila and Citizenship Education	21	14,2
4.	Indonesian Language Education	31	20,9
5.	Mathematics Education	26	17,6
	Total	148	100,0

Characteristics of Respondents as first-time voters from a total of five study programs are seen from the characteristics of the age as shown in the table below.

Table 2: Age Characteristics of Respondents as First-Time Voters

No.	Respondent Age	Frequency	Percent
1.	17 Year	5	3,4
2.	18 Year	37	25,0
3.	19 Year	68	45,9
4.	20 Year	28	18,9
5.	21 Year	6	4,1
6.	22 Year	3	2,0
7.	23 Year	1	0,7
	Total	148	100,0

Overall respondents, namely students as first-time voters in the department have never participated in voting in the implementation of elections in Indonesia.

Respondents as first-time voters registered in the 2019 simultaneous election as shown in the following table below.

Table 3: Number of Respondents as Participants in the 2019 Concurrent Elections

No.	Participants in the 2019 Concurrent Election	Frequency	Percent
1.	Registered in the 2019 Election	143	96,6
2.	Not registered for the 2019 Election	5	3,4
	Total	148	100,0

Meanwhile, the distribution of students registered as first-time voters came from three districts/cities, as follows.

Table 4: Respondents from Region

No.	District/Cities	Frequency	Percent
1.	Bogor	1	0,7
2.	Cianjur	144	97,3
3.	Sukabumi	3	2,0
	Total	148	100,0

Survey Results

The survey was conducted in classrooms with a total sample of 148 people, where participants were from various departments, namely Indonesian Language Education, English Language Education, Pancasila and Citizenship Education, Health & Recreation Physical Education, and Mathematics Education at the Teacher Training and Education Faculty at the first and first level. two who have never exercised their right to vote in general elections in Indonesia. Where the participants are required to answer questions in the form of multiple choices and fields consisting of 35 questions. With the following results:

1.   Of the 148 people spread across 75 villages and 32 sub-districts. Coming from 3 cities, namely 97.3% from Cianjur, 2% from Sukabumi City, and 0.7 from the city of Bogor.

2.   From all samples who received information and socialization about the Concurrent Election, namely:
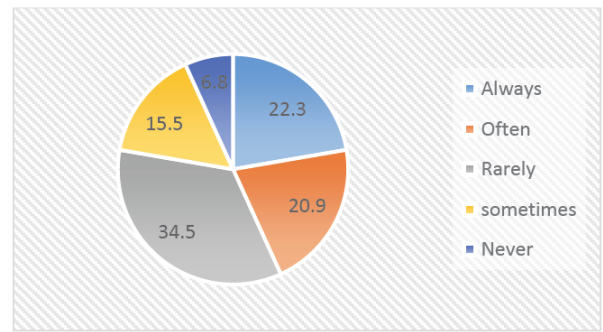
Based on these data, information and socialization about simultaneous elections are very varied, but generally, they rarely get complete and clear information as much as 34.5%.

3.   For the views of the samples on the presidential and cawapres campaign. Shows the following results:
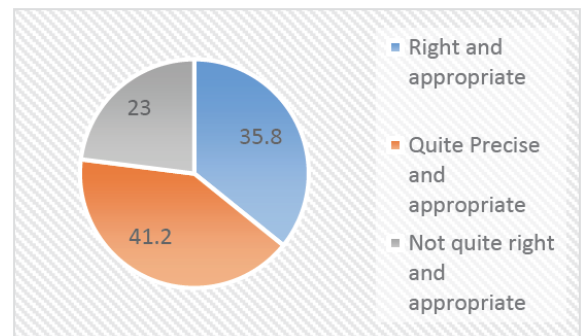
The information and outreach that was conveyed during the campaign by the Candidates for President and Vice President were deemed appropriate and appropriate, both in terms of the objectives and themes carried in the campaign. However, most answers were 41.2% which is quite precise and appropriate.

4.   The views on the Legislative Election campaign show the following results:
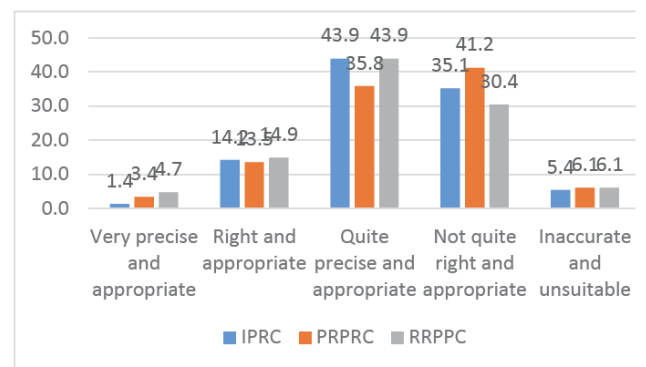
Respondents' perceptions of the legislative election in campaigning show relatively accurate and

appropriate, although some others are generally less precise and on target. This is because, in the legislative campaign, the figures or images of figures are more prominent than the touch of the program.

5.   For an understanding of the 2019 Presidential and Vice Presidential elections, the following results are shown:
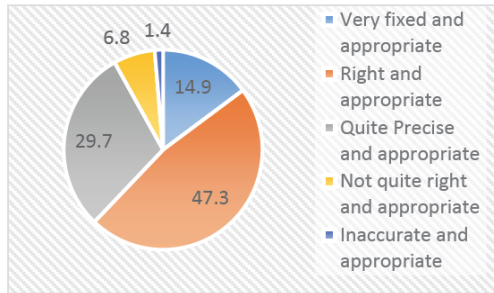

Based on this data, it shows that the understanding of the 2019 presidential and vice-presidential elections is deemed appropriate and appropriate. In general, giving answers as much as 47.3%.

6.   For the dissemination of information on the Election of the Presidential Pair through the media, the following results are shown:
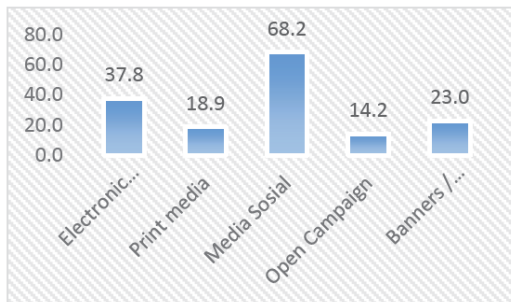
Based on the data above, the most widely received information is through social media. In general, 68.2% of first-time voters gave this answer.

7.   Confidence in choosing from the socialization and information of 2019 Presidential and Vice-Presidential Election shows the following results:
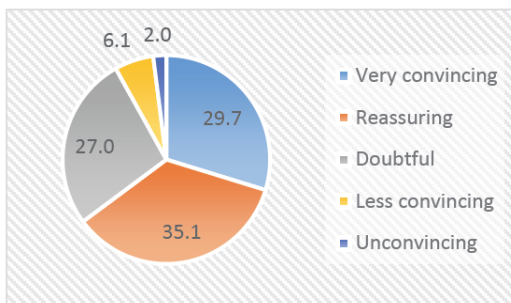
From the graph above, it can be seen that the voters felt confident in their choice as much as 35.1% and even some of the answers were very convincing, namely as much as 29.7%.

8.   In the conviction of choosing from the socialization and debate program of the Presidential Pair on television organized by the Central General Election Commission, the following results were shown:
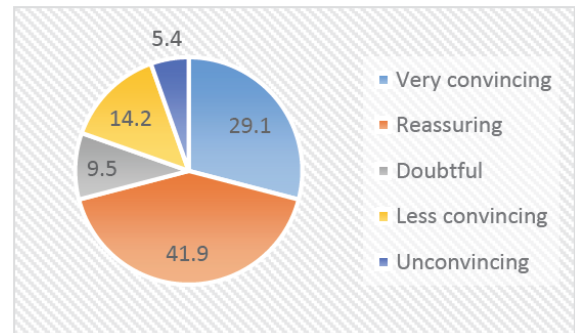
From the graph above it can be seen that voters can be convinced by debating the presidential candidate pairs with a result of 41.9% and even among the respondents feel very convincing with an answer of 29.1%.

9.   For an understanding of the election of the People's Representative Council, the Provincial and Regional People's Representative Council, show the following results:
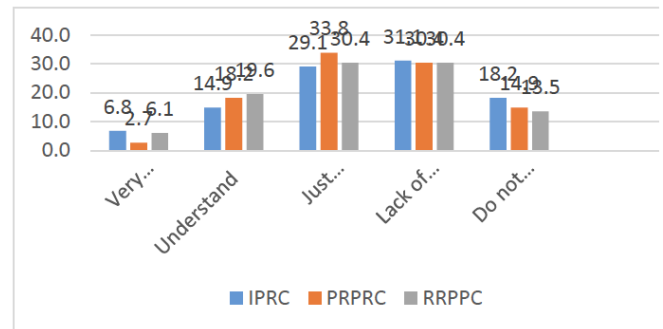
The understanding of the elections for the People's Representative Council and the Regional People's Representative Council turned out to be quite accurate and appropriate. With the majority answer as much as 47.3%.

10.   For the Socialization Media for the Legislative Election for the People's Representative Council, Provision and Regency levels, the following data are obtained:
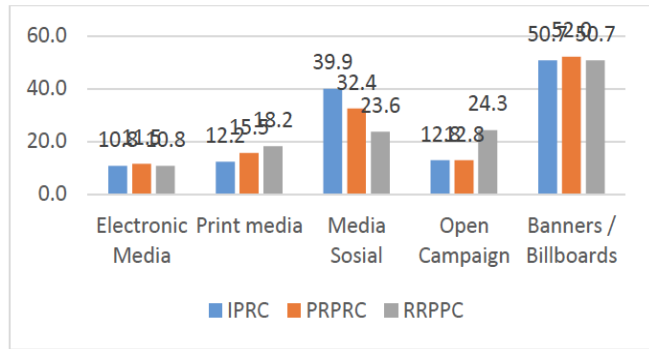
For the socialization of legislative candidates, it turns out that the most chosen one is the use of baligho or banner media compared to other media, an average of above 50%.

11. In the confidence of choosing from the socialization and information of the Legislative Election for the House of Representatives, Provinces, and Districts, the following results are shown:
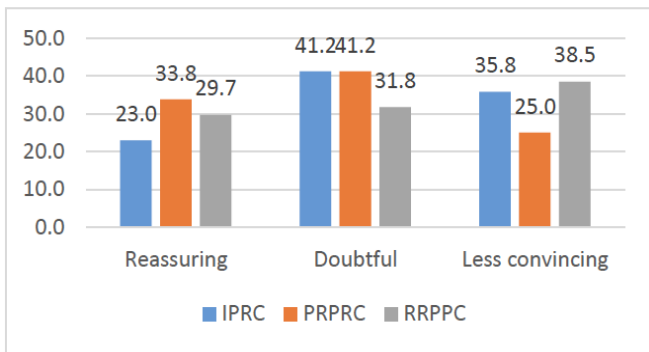

From the graph above, it can be seen that the majority of voters are doubtful about their choice.

12. For enthusiasm in choosing the Presidential Pair, the People's Representative Council, Provinces, and Regencies show the following results:
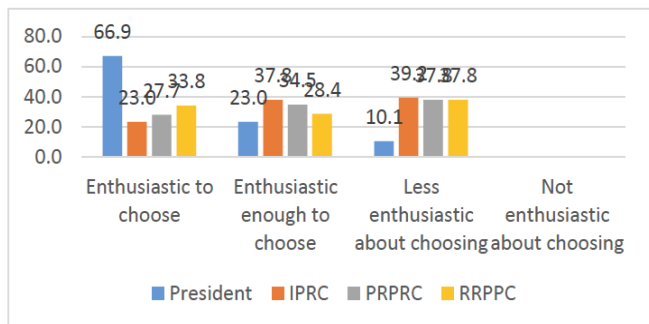

From the table above, it turns out that the Presidential election is quite enthusiastic compared to the legislative election.

13. The reasons for choosing members of the People's Representative Council, Provincial and Regency levels show the following results:
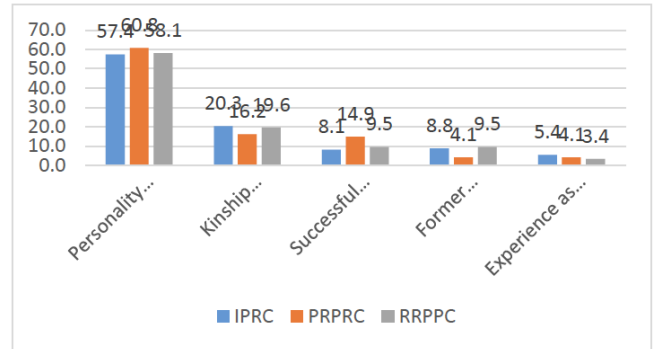

From the table above, it turns out that the important factors for the sample in selecting legislative candidates are based on their character and authority.

14. How the sample is convinced by political party campaigns, shows the following results:
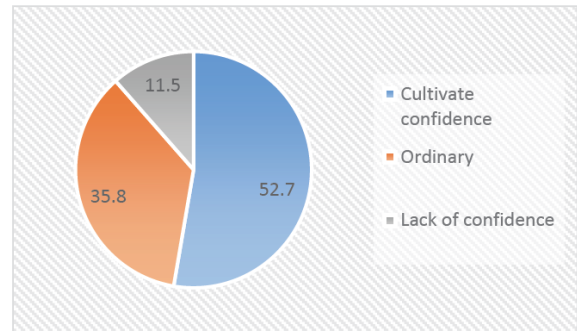

It turns out that the party's position plays a role in determining choices and elections.

15. For reasons of choosing a political party, show the following results:
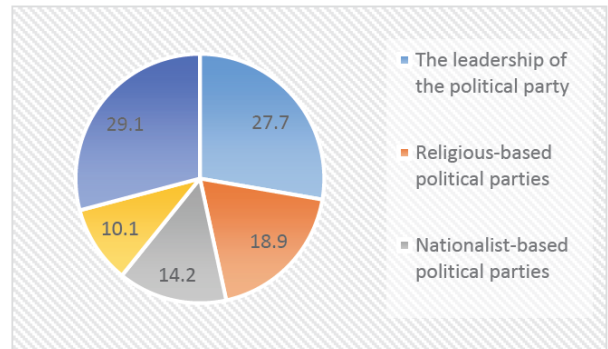
It turns out that the vision, mission, and program of political parties are the largest at 29.1%, and the second is occupied by political party leadership figures at 27.7%.

16.   For belief in political parties, shows the following results:
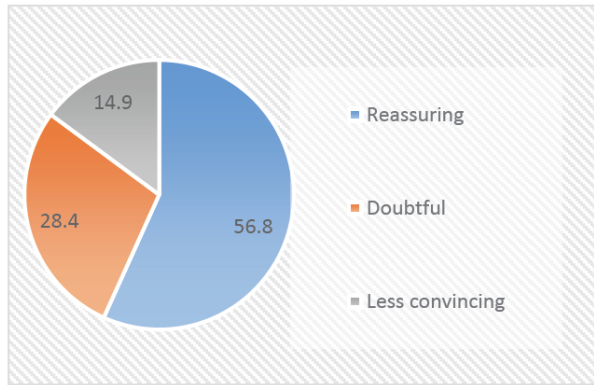
It turns out that the most number of answers is convincing with a choice of 56.8%.

17.   For the level of agreement with the number of political parties, show the following results:
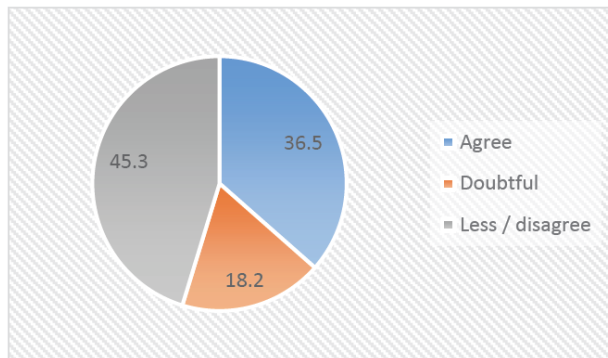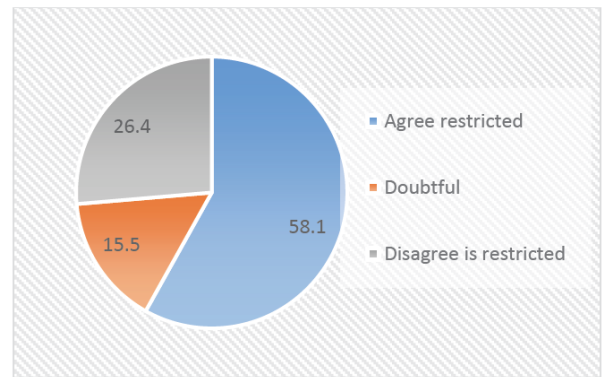

Between the answers agree and disagree shows the same number, namely 45.3%.

18.   The number of political parties can cause confusion among voters, showing the following results:
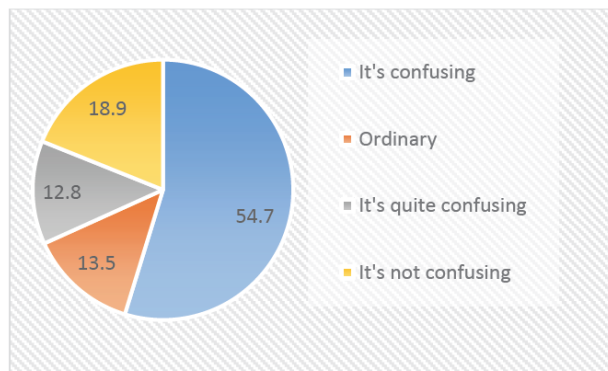
The answer to the number of parties is confusing as much as 54.78%.

19.   With the agreed level of limiting the number of political parties, the following results are shown:

The answer to the approval rate-limiting the number of political parties choosing to agree was 59.1%.

Analysis of Questionnaire Results

Judging from the samples, the data adequately represent your millennial votes, and show quite interesting data and become input for election activity organizers and for legislative or presidential candidates to make strategies in the next general election. Below are some interesting notes to discuss, namely:

1.   Information and socialization for the implementation of simultaneous elections is quite rare with answers as much as 34.5%, this is certainly an evaluation for the holding of the Election, namely the central and regional General Election Commission, as well as candidates who socialize the implementation of the 2019 Concurrent Election;

2.   For campaigns and information dissemination, it turns out that social media occupies a fairly high position both in the election of presidential candidates and in the legislative elections. For the presidential candidate pairs, 68.2% and for the legislature, it turns out that it is dominated by the information presented in Baligho or banners, on average the answer is 50% more;

3.   The data is quite interesting if the confidence to choose from the samples is juxtaposed with the election of presidential and legislative candidates showing quite the opposite number, in the election of the presidential pair the answer is very convincing, which is quite high, namely 29.7%, and the convincing answer is 35.1% as the biggest answer. Whereas in the legislative election the highest number was in doubtful

answers, namely 41.2% for the People's Representative Council and the Province, for the Regency 31.8%;

4. Enthusiasm in choosing the Presidential Pair, the People's Representative Council, Provincial and Regency level shows different data between the election of presidential and legislative candidates. The highest answer is enthusiasm in choosing the presidential pair, in the highest order of 43.9%;

5. It is a note that in the election of members of the People's Representative Council, Provincial and Regency levels, character and authority rank the highest, even far from the other characters used in the questionnaire;

6. The political campaign from the party was quite convincing for the sample up to 39.9%, but it was followed by those who answered normally with an answer of 35.8%. Of course, this is an evaluation for political parties in using political vehicles for legislative candidates and presidential candidates. Likewise, the reasons for choosing a political party also showed relatively the same things, the highest answer was 36.5% convincing, and was followed by doubtful answers, 28.4%;

7. It turns out that the vision, mission, and program of political parties is the largest, namely 29.1%, and the second is occupied by Political Party Leaders at 27.7%. So from this data, it becomes the input for the party that these two things, namely the vision, mission, and program, accompanied by figures who are party leaders have a very large role in determining the victory of a party.

CONCLUSION

Based on the results of the questionnaire survey, the data can be concluded as follows: 1) Respondents' responses indicate that there are significant differences in perceptions of the presidential and vice-presidential elections and the legislative elections. In the presidential and vice-presidential elections it is deemed that the implementation of the campaign is very appropriate and different from the legislative campaign. Campaigns as a medium for socialization and political education are seen as influencing candidate choices for both the executive and legislative elections; 2)

Simultaneous socialization and information for general elections are deemed appropriate by utilizing various media, namely print, electronic, social media, direct and open campaigns, banners and others. However, social media, which is seen as the most dominant in influencing voters' choices, both for the executive and legislative elections; 3) Respondents as first-time voters saw a necessity and felt enthusiastic about voting and were very decisive on the vote acquisition so that this would determine the sustainability of national leadership and development; 4) The response of first-time voters to choices for executive and legislative elections is based more on the character and authority of the prospective leaders. Arguments that are seen as rational because they are college students who put forward arguments academically rather than emotionally; 5) The response of first-time voters to political parties in a democratic government system requires multiple parties. However, the participation of political parties in the election must be limited, not too many parties so that it is confusing for voters. Political parties participating in the election must show figures or figures prepared for national leadership.

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