

Political Behavior of Voters on Mayoral Election of Kediri, East Java Indonesia

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ABSTRACT

This study is explorative by using quantitative descriptive approach by looking at trends in the electorate, that's aims to : 1. Identifying the political preferences of voters in determining political choice; 2. Knowing the voter consideration in choosing a candidate for mayor of Kediri; 3 . Identifying the factors that influence the political choice on Kediri Mayor electoral. The results showed that the political preferences of most voters, especially for first-time voters are parents, older age, religion, advice of Islamic scholars and neighbors. Consideration of voters in choosing candidates is rational tendency that figures candidate, ideas or program candidate's campaign, integrity of the candidate especially about the honesty, lifestyle, appearance or performance of the candidate, the candidate's personality. While the sociological considerations such as religion, young age. Further factors affecting the choice among other political motivations of voters who tend to wish that there was improvement in the conduct of Kediri city development, political knowledge they are looking at people now have political freedom choose or not to choose is the right of every citizen, voter confidence factors have an impact on the mayoral election positive towards Kediri governance-will be better-because the incumbent has not judged the competence, quality and integrity. Candidate's political marketing factors also influence voters like communication style, mindset when delivering the campaign, integrity and performance of the candidate.

Keywords: Election mayor chose considerations, preferences, political choice

INTRODUCTION

According to the Law of the Republic of Indonesia No.12 of 2008 on the Second Amendment Act No. 32 of 2004 on Regional Government, Article 56 paragraph (1) that the Regional Head and Deputy Head of directly elected, including Kediri mayoral election held August 29, 2013. They are present in every general election to elect uncertain, and there are certainly those who "abstentions". Surely those that choose or not choose everyone has their arguments. Political behavior they too are affected by many factors. There is a tendency that the *white group* (non-voters) in each election can be expected due to the low trust towards political parties, the public service and state administration. Poor performance of government, local parliament and political parties influence the political behavior of voters. Besides political behavior in local elections can also be influenced by the extent of the candidate offers exciting programs, and transparency in the organization of local government. In every local election in East Java, the political participation of voters have a tendency varied, means between regions with each other to experience the different levels of participation, participation in local elections (elections) sometimes ride sometimes decreased. Some data show there are varying levels of attendance in the election as regent election in Lumajang by 29% (news.detik.com), election Bangkalan attendance rate of 58.5% and elections

abstentions Bondowoso low attendance rate reached 69 percent, the remaining 31 percent do not go to polling stations (TPS) (<http://surabaya.tribunnews.com>).

Kediri has Mataraman culture (a culture that is oriented towards the cultural heritage of the past at the time of the kingdom of Mataram) and better known as the "abangan" is not much different from other areas of East Java in the surrounding areas such as Blitar, Tulungung, Nganjuk and Madiun has political culture character maintain balance by removing an open political conflict and relatively closed in determining political choice. In Mataraman cultural ties familial or kinship still seems to be influential in determining political choices of voters. But in these days, in the era of mass media penetration swift currents of both electronic and print media are directly or indirectly involved giving alternative in determining political choice. So that direct local elections currently take place not only merely an arena of struggle for power, but rather an open space for citizens to discuss politics, political discourse politics to education, and the people have the same relative position to determine their political decisions.

In the context of thinking like that, regional head candidates are required to speak a variety of issues that developed in the region through various debates, ideas, programs offered by the candidates, residents in the area could once learn to listen, speak more and ultimately make their own political decisions by choosing or do not choose a particular candidate. Political constellation is always changing regimes in Indonesia of the old order, the new order and the last, since 1998, known as the era of reform. Political conditions so this has implications for political behavior of the people. Interesting phenomenon in today's election is a change of the electoral system of the legislative and then shift to direct elections believed to be implicated in changes in political behavior of voters.

RESEARCH OBJECTIVES

The studies political behavior of voters in the mayoral election of Kediri period 2013-2018 which was held on August 29, 2013, among others, aims to: 1. Identifying the political preferences of voters in determining political choice; 2. Knowing the consideration of voters in choosing candidates; 3. Identifying the factors that influence political choice on the Kediri Mayor election.

LITERATURE REVIEW

Political Behavior Approach

Political behavior can be seen from several approaches, namely sociological, psychological and rational approach. Sociological approach basically explains that the social characteristics and social groupings have significant influence in determining the behavior of one's choosing. Social characteristics (such as occupation, education, etc.) and the characteristics or sociological background (such as religion, region, gender, age, etc.) is an important factor in determining political choice (Asfar, 2006:138). Understanding of the social grouping both formally, such as religious groups, professional organizations, and informal groupings such as family, friends, or other small groups have a major role in shaping the attitudes, perceptions, and orientation of a person, who later as the basis or preferences in determining political choice. (Anwar, 2004:23-24). Gerald Pomper (in Asfar, 2006:138) detailing the influence of social grouping in the study of voting behavior in the variable predisposition to socio-economic families' voters and socio-economic predisposition of voters. According to him, social predisposition of voters and the family voters have a significant relationship with choose one's behavior. Political preferences of the family, whether the mother or father of

political preferences will affect the political preferences of children. This social predisposition could be a professed religion, place of residence, social class, demographic characteristics, and the like. Then Mark N. Franklin (in Asfar, 2006:138) states sociological ties of this kind until now theoretically still significant enough to look at voting behavior.

Geographical aspects of having a relationship with voting behavior. The existence of a person's sense of regionalism affect support for a political party. Rose research in Norway shows that regional ties, such as rural-urban, are all factors significant in explaining a person's activity and political choice. Regional ties are particularly strong in influencing one's choice of the candidate (Asfar, 2006:140). In a variety of differences in social structure, the highest influence on political behavior is a factor of class (economic status).

Then the psychological approach, according to Richard G. Niemi and Herbert F. Weisberg explained that a person's attitude as a reflection of one's personality, is sufficient to determine the variables that influence a person's political behavior. Psychological approach emphasizes on three psychological aspects, the emotional attachment to a political party, the orientation of the issues and the candidate orientation (Asfar, 2006:141). Psychological approach, voting behavior is determined by psychological forces that develop within the voters as a product of the socialization process. (Anwar et al, op.cit., 26)

Psychological approach considers the attitude is a central variable in explaining the political behavior. This is due to the attitude of the function itself, which according to Greenstien has three functions. First, the attitude is a function of interest. That is, the assessment of a given object based motivations, desires and the interests of the people. Second, an attitude adjustment function, meaning that one particular act is a result of people's desire for the same or not the same as a respected leader or peer group. Third, the attitude is a function of externalization and self-defense, a stance that means it is an attempt to resolve inner conflicts or psychological pressure, which may form a defense mechanism and externalizing themselves like projection, idealization, rationalization and identification (Asfar, Loc. cit., p 142) More psychological approach to look at factors within the individual strengths of the factors that determine political choices. Psychic powers reflected into the attitudes and personalities are formed through a process of socialization (Anwar, et al, op.cit., P.27).

Furthermore rational choice approach sees activity pick as product profit and loss calculations. Considered not only "costs" pick and possibly voice can affect expected results, but also the difference of the alternative form of options. For voters, profit and loss considerations are used to make decisions about candidates elected, especially to make a decision whether to vote or not to vote (Surbakti, 1992, 145-146). There are situational factors that play a role in influencing one's political choice. That way, voters are not only passive but also active, not only bound by sociological characteristics but also free to act. Situational factors that can include political issues or candidates are nominated. Thus the political issues are important considerations. The voters will make choices based on an assessment of the political issues and the candidate. That is, voters can make their choice based on rational considerations. Voting behavior is not based on rational considerations or the least harm. But also in choosing the alternative that causes the least risk. By doing so, assumed the voters have the ability to assess the political issues raised. Also able to assess candidates based office, the information, which is popular because of personal achievements in their respective fields (Asfar, Ibid. Things 144-145)?

Assessment of issues and candidates is not something that happens suddenly, but often influenced by information received by the voters through the mass media were observed. News and commentary published in the mass media, particularly news or negative comments,

often affecting the assessment of candidates, candidates' positions on an issue, and candidate preference in a particular policy, including an evaluation of the development of the national economy (Marc J. Hetherington, in Asfar, 2006:147).

The evaluation of the candidate influenced by history and past experiences both candidates in civic life and community. According to Jeffery J. Mondak (in Asfar, 2006:147) that the indicators that can be used by voters to assess a candidate, especially for officials who want to run again, including the quality, competence and integrity of the candidates (competence, integrity, and the electoral success of incumbents congressional). Voting behavior in the realm of theory, explanation voter choice based on consideration of the issues and above candidates is known as spatial theory. This theory assumes that voters choose the candidate who best represents the policy positions and candidates that can maximize their voice. In the terminology Hucfeldt and Carmines (in Asfar, 2006:148) explanation of voting behavior based on rational considerations and self-interest above referred to as the political economy tradition.

Factors Influencing the Political Options

Factors influencing the political behavior of individual political actors developed by M. Brewster Smith (in Surbakti, 1992), *the first*, indirect socio-political environment, such as the political system, economic system, cultural system, and the mass media; *second*, the socio-political environment directly affecting and shaping the personality of the actors, such as family, religion, school, and group interaction; *third*, the structure of personality which is reflected in the attitude of the individual; *Fourth*, sociopolitical environmental factors directly such as situation, the circumstances that directly affect actors when they wanted to do an activity, such as family, the circumstances space, the presence of another person, group atmosphere.

Theoretically that in the study of voting behavior are only two main concepts, namely voting behavior and behavior did not choose (non-voting behavior). David Moon said there are two main theoretical approaches in explaining the behavior of non-voting, namely: first, the emphasis on the social and psychological characteristics of voters and institutional characteristics of electoral systems. Second, the emphasis on voter expectations about profits and losses on their decision to attend or not attend select (in Hasanuddin M. Saleh; 2007).

Eep Saefulloh Fatah, classify abstentions into four groups. First, technical abstentions, namely those due to certain technical reasons (such as a family death, overslept, etc.) unable to come to the polls, or those who mistakenly cast so that his voice will be invalid. *Second*, the technical-political abstentions, as they were not registered as voters by mistake him or others (statistical agencies, election management). *Third*, political abstentions, namely those who felt he had no choice of candidates available or do not believe that election will bring change and improvement.

Fourth, ideological abstentions, namely those who do not believe in democracy mechanisms (liberal) and did not want to get involved in it for some reason religious fundamentalism or political-ideological reasons other (in Hery Fathah MN). Meanwhile, according to Ali Novel (1999:22), in Indonesia there are two groups of abstentions. First, is a group of lay abstentions. Is those who do not use their right to vote were not for political reasons, but for economic reasons, busy and so on. Political skills of this group are not up to the level of analysis, but only up to the level of descriptive only. Second, is a group of non-voters choice. Ie they are not willing to exercise their voting rights in the election really because of political reasons. For example, not satisfied with the quality of the existing political parties. Or because they want any one other political organization which now does not exist. Or because

they want the election on the basis of the district system, and a variety of other reasons. The ability of their political analysis is much higher than lay abstentions. Abstentions this choice have political analysis capabilities not only be at the level of description only, but also on the level of evaluation. <http://raifsanjaniputra.blogspot.com/2013/05/penyebab-masyarakat-golput.html>

METHODS

This study is explorative by using quantitative descriptive approach by looking at trends in the electorate. Research sites Kediri East Java Indonesia. Kediri is a small town consisting of three districts, namely Sub Kota, Pesantren, and Mojoroto a relatively small population. The population in this study is those who already have political rights on Kediri mayoral elections in 2013. Samples were taken at random to represent the three sub districts, Pesantren, Mojoroto and Kota. Sample quota of each sub district 300 respondents. So the whole sample as many as 900 people. Data collections were interviews with semi-structured questionnaires, either open or closed.

RESULTS AND DISCUSSION

Count Results of Mayor Election Vote

Elections Mayor and Vice Mayor Kediri held August 29, 2013 of each pair of candidates getting votes as follows. The Candidate pairs number one (1) H. Arifudinsjah with Soedjatmiko to get as many as 867 overall votes. The votes 867 was obtained from sub district Kota 271 votes, Pesantren Subdistrict 195 votes and Mojoroto Subdistrict 401 votes. The next candidate number 2 (two) Bambang Hartono with Harianto to get as many as 13,719 total vote. The vote was obtained from Subdistrict Kota 4,994 votes, Pesantren Subdistrict 4,151 votes and District Mojoroto 4,574 votes. While candidate with number 3 (three) IM Subawi and Suparlan get as many as 1,362 votes, voting was obtained from Kota Subdistrict 456 votes, Pesantren Subdistrict 48 votes only and Mojoroto Subdistrict 558 votes.

Table 1. Total Votes of the Pairs Candidates of Mayor and Vice Mayor

No	The Pairs Name Candidate of Mayor and Vice Mayor of Kediri	The votes for Candidate Mayor and Vice Mayor of Kediri			Total End
		Subdistrict Kota	Subdistrict Pesantren	Subdistrict Mojoroto	
1	H. Arifudinsjah, SH. And Drs., Ec. KI Soedjatmiko	271	195	401	867
2	Bambang Harianto, SE., M.Si. And Hartono, SE., MH.	4.994	4.151	4.574	13.719
3	IM. Subawi dan Suparlan	456	48	558	1.362
4	dr. H. Samsul Ashar, Sp. PD. And Ir. H. Sunardi	19.053	20.496	24.235	63.784
5	Kasiadi and Drs. Budi Rahardjo	355	294	859	1.508
6	Abdullah Abu Bakar, SE. And Hj. Lilik Muhibbah, S.Sos, I, M.Pd.I.	21.375	20.979	25.561	67.915
7	Drs. H. G.E Harry, M.Si. And A. Ali Imron	552	368	558	1.478
	<i>Number of Valid Votes</i>	<i>47.05</i>	<i>46.831</i>	<i>56.746</i>	<i>150.633</i>
	<i>Number of Invalid Votes</i>	<i>2.529</i>	<i>2.704</i>	<i>3.297</i>	<i>8.530</i>

Source: Election Commission of City Kediri 2013

Then the candidate pairs H. Samsul Ashar with H. Sunardi is incumbent candidates obtaining whole vote as much as 63,784 voters. Votes of the incumbent pairs 19,053 for Kota Subdistrict, Pesantren Subdistrict 20,496 vote and Subdistrict Mojoroto 24,235 vote. The next pair number 5 (five) Kasiadi with Budirahardjo get as many as 1,508 votes. The votes came from Kota Subdistrict as many as 355 vote, Pesantren Subdistrict 294 vote and Mojoroto Subdistrict 859 vote. For candidate pairs number 6 (six) Abu Bakar Abdullah with Hj. Lilik Muhibbah get as many as 67,915 total vote. The votes came the Kota Subdistrict 21,375 vote, Pesantren Subdistrict 20,979 vote and Mojoroto Subdistrict gained 25,561 votes. The next pairs with serial number 7 (seven) HGE Harry and A. Ali Imron gain as many as 1,478 total votes. The votes came of the Kota Subdistrict 552, Pesantren Subdistrict 368 vote and Mojoroto Subdistrict as many as 558 votes. Invalid votes in the general election of Mayor and Vice Mayor of Kediri enough, as many as 8,530 votes. Invalid votes were from Kota Subdistrict as many as 2,529 votes, Pesantren Subdistrict and 2,704 Mojoroto Subdistrict 3,297 vote. The invalid votes defeating the vote of four (4) mayor candidates, especially paired candidates Arifudinsjah with Soedjatmiko who only earn as many as 867 votes. Similarly candidates I.M. Subawi with Suparlan lost with invalid vote, the candidate's pairs earn a total of voting 1,362. The next pairs Kasiadi with Budirahardjo earn just as many as 1,508 votes, the next candidate pairs HGE Harry and A. Ali Imron gained 1,478 votes. Subsequently residents who participated by attending TPS (polling place) is as many as 159 163 people. Those who participate, attended the polling station comes from three Subdistricts. Kota Subdistrict as many as 49,585 people, Pesantren Subdistrict as many as 49,535 people and Mojoroto Subdistrict as many as 60,043 people. So the people who participated in the election of mayors and vice mayors Kediri held on August 29, 2013 as many as 77.14% and those who included the white (non-voters) approximately as much as 22.86 % only.

In accordance with the Law of the Republic of Indonesia No. 12 of 2008 on the Second Amendment Act No. 32 of 2004 on Regional Government, Article 107 paragraph (1) and paragraph (2). paragraph (1) states that regional head candidates gained more than 50% (fifty percent) defined as the number of valid votes the candidate elected, while paragraph (2) if the provisions referred to in paragraph (1) is not fulfilled, the candidate regional head and vice regional head who obtained more votes than 30% (thirty percent) of the legitimate, the most vote candidate are declared candidate elected. Therefore, based on the regulations in the mayoral election Kediri August 29, 2013 were won by Abdullah Abu Bakar, SE. and Hj. Lili Muhibbah, S.Sos., M.Pd.I. with 45.08% of the vote. Abdullah Abu Bakar, SE. previously as the vice mayor of Kediri period 2008-2013, but in 2013-2018 the mayoral election period has defeated incumbent mayor, dr. H. Samsul Ashar, Sp.PD, which is paired with Ir. H. Sunardi who obtained 42.34% of the vote .

Identity of Respondents

Survey respondents as many as 900 people, when viewed from the voters' age, most still arguably the young (17-40 years) as many (86.7%) and the rest were aged \geq 41 years and up (13.3%). Meanwhile, if viewed from religion, the majority of respondents were Muslim (90.0%), the rest Christian/Protestant (3.3%), Catholic (4.7%) and Buddhist (2.0%). Survey respondents were female (63.3%) and male (36.6%). Background of the respondents an assortment of jobs, as a teacher/lecturer (9.3%), working in state/local enterprises (1.4%), working as private sector employees (12.7%), self-employed (13.3%), entrepreneur (4.7%), farmers who own land (10.7%), 9.3% farm workers, as civil servants (14.0%), student/students (15.3%), as a pedicab driver, a motorcycle, a builder, and odd jobs (9.3%). Education respondents vary from elementary to postgraduate education. Voters elementary

education (11.3%), junior high school education (14.0%), high school (27.3%), college (12.0%) and undergraduate or postgraduate education (35.3%).

Preferences in Determining Political Choices

Preference is intended as something that precedence and precedence over others, the priority choice, preference or inclination that is used in determining political choice. Voters have their individual preferences to choose or not to choose a particular candidate at the election of the mayor of Kediri on August 29, 2013. Preference chooses or not to choose the election of Mayor Kediri voters varies greatly from one to the other voters. They choose or not choose because the top priority consideration / suggestions or discussions with parents, especially those who are first-time voters.

There also they choose it or not choose it because preference tops at work, fellow workers, colleagues or friends. There are also those who choose or not choose because of the preferences of others in the form of suggestions coreligionists respondents. Respondents' preference of the various statements to choose or not to choose is as follows, the parents (43.3%), especially for beginners choose. Then those who were older age (49.3%), with the co-religionists respondents (51.3%), higher economic status (49.3%), family of respondent (62.0%), guidance of Islamic Scholar (50,7%) and neighbors of respondents (46.0).

Table 2. Preferences In Choosing

No	Considerations in Choosing	Direction of Consideration (%)			
		C	NC	DNK	Total
1	Parents	43,3	44,7	12,0	100
2	Tops at Work	15,3	40,0	44,7	100
3	People who are older age	49,3	34,0	16,7	100
4	Fellow worker/school/fellow friends	52,7	32,7	14,7	100
5	Religionists with respondents	51,3	34,7	14,0	100
6	Higher economic status	49,3	35,3	15,4	100
7	Family	62,0	24,7	13,3	100
8	Campaigner	38,0	40,0	22,0	100
9	Guidance of Islamic scholar	50,7	21,3	28,0	100
10	Neighbors	46,0	33,3	20,7	100

Source : processed primary data

Information: C = considered ; NC = not considered ; DNK = do not know

The results in the table above proves that there is a tendency mayoral candidate preference by selecting background, religion, parents, their own families, neighbors, guidance of Islamic scholars, it shows a sociological considerations. This condition supports the theory advanced by Anwar that the understanding of the social grouping both formally, such as religious groups, professional organizations, and informal groupings such as family, friends, or other

small groups have a major role in shaping the attitudes, perceptions, and orientation of a person, who later as a basis or preferences in determining political choice. (Anwar, 2004:23-24).

Considerations in Choosing Candidates

Considerations in choosing candidates each respondent had an argument. Considerations for selecting the most prominent candidate because the candidate who idolized figure (82.7%). Then also they chose because of performance of the candidate (74.7%). In addition to the candidate figure and the performance, no less important is the idea or program that belongs to build the town of Kediri in the future (82.7%). In selecting candidates for the programs is a rational choice. Consideration of other rational choice is mainly a matter of personal integrity honesty candidate (77.3%), lifestyle/simplicity is also a consideration in choosing (74.0%). Moreover, personality attractive candidates will also be considered in selecting (75,3%).

Table 3. The consideration is choosing Candidates

No	Considerations	Considerations in Choosing (%)			
		C	NC	DNK	Total
1	Figure of candidate	82,7	10,0	7,3	100
2	Performance	74,7	17,3	8,0	100
3	Ideas/programs	82,7	9,3	8,0	100
4	Young age	66,7	26,0	7,3	100
5	Old age	37,3	46,7	16,0	100
6	The same religion	69,3	19,3	11,3	100
7	Integrity	77,3	14,0	8,7	100
8	Lifestyle/simplicity	74,0	15,3	10,7	100
9	Attractive personality	75,3	14,0	10,7	100
10	The party carried him	20,7	65,3	12,7	100
11	Tribal	18,0	69,3	12,7	100

Source: processed primary data

Information: C = considered: NC = not considered ; DNK = do not know

Other sociological considerations that also appear in the mayoral election Kediri period 2013-2018, i.e, the same religion with voters (69.3%). Similarly, in considering the political choices of the younger prioritized candidates (66.7%). Be considered a candidate young age than old age. Old age is not taken into consideration in selecting candidates (65.3%). Tribal's candidate and party who carries tendency not taken into consideration (69.3%). This sociological consideration justify the theory put forward Gerald Pomper (in Asfar, 2006:138) that the political preferences of the family, whether political preferences father or political preferences mother will affect the political preferences of the child. These social

predispositions could be a professed religion, place of residence, social class, demographic characteristics, and the like. Sociological ties of this kind until now theoretically still significant enough to look at voting behavior.

Factors Influencing the Political Behavior

Political Motivation in Determining Choices

The factors that influence individual political behavior of political actors between awareness of their rights and obligations, environmental of political system, mass media, and the belief or confidence in the state apparatus. Respondents were 900 people who voted in the election of the mayor of Kediri as many as 616 people (68.4%) and those who did not pick as many as 284 people (31.6%). Those who voted in the election of Mayor Kediri most eager for improvements to the implementation of development Kediri (69.1%). Then as many as 21.2% willing that any improvement to the welfare of the people, and as many as 9.7% did not have any motivation is important to choose.

Table 4. Reasons for Not Choosing

<i>No</i>	<i>Reasons for Not Choosing</i>	<i>Frequency (%)</i>
1	Not listed in the list of voters	36,8
2	Registered in permanent voters list but deliberately not to chose for reason of busyness or other things	43,1
3	No figures of candidate in accordance with the wishes	3,4
4	The programs not in accordance with his wishes	4,0
5	There is no guarantee of the candidates for mayor will be able to realize its promises	4,6
6	Not believe in democracy will bring the welfare of the people	6,3
7	Not to give any reason	1,7
Total		100

Source: Processed Primary Data

Those who do not choose to have a variety of arguments, respectively. They did not choose there is reason because not listed in the voters list (36.8%). But most do not choose although registered in the voters list with busyness reasons or because of something else (43.1%). There is also a reason they do not vote because no liking figure candidates (4.0%). In addition they do not vote on election Kediri mayor in 2013 on the grounds that there is no guarantee of the candidates for mayor will be able to realize its promises (4.6%). Even those who do not believe that the political system of democracy is implemented it will bring prosperity for the people (6.3%).

Those who did not vote in the mayoral election of 2013 Kediri has several reasons. Democracy by implemented direct elections regional head will undoubtedly bring the people's welfare. Various reasons for such doubt, some people think that the system of direct democracy involves too many people who do not have the competence (one man one voice) (18.0%), there are also those who see that the direct democracy requires not a little political cost which resulted in the depletion of the state and private budget of candidates for mayor (16.9%). Some other negative assessment that democracy directly impact on the political

reciprocation resulting in corruption, collusion and nepotism (11.1%). Not only that there is even a view other than the political system of direct democracy involves too many people who do not have the competence (one man one voice) and political costs, not least as a result in the depletion of the state and private budget of candidates for mayor (23.8%). However there are also those who believe that the positive direct democracy as it is today will have an impact on the welfare of the people (17.5%). Nevertheless, some are unaware of whether the impact of direct democracy on welfare or not (12.7%).

Table 5. Reasons respondents doubted Impact of Direct Democracy on Against Welfare

No	Reasons Respondents Doubted of Direct Democracy	Frequency (%)
1	Direct democracy involves too many people who do not have the competence (one man one voice)	18,0
2	Require political cost are not least that resulted in the depletion of the state budget and private for mayor candidates	16,9
3	Impact of democracy resulting in political reciprocation of corruption, collusion, nepotism	11,1
4	Direct democracy involves too many people who do not have the competence and Require political cost are not least that resulted in the depletion of the state budget and private for mayor candidates	23,8
5	Believes impact on the welfare of the people	17,5
6	I do not know whether democracy has a direct impact on the welfare of the people or not	12,7
Total		100

Source: Primary Data Processed

Political Knowledge

In terms of the election of the mayor August 29, 2013 by a majority of respondents considered democratic (95.8%), and others have considered not democratic only 2.0% only, as well as those who do not know anything about (2.2%). The reason they are stating that the implementation of Kediri mayoral election of 2013 is already democratic is as follows. Implementation involves people directly and openly. Those who claimed that as much as 23.7%. Some are arguing its implementation is democratic in accordance with the wishes of conscience of the people (22.7%). In fact, many of those state are already implementing democracy no intervention from the government or from anything else (22.0%).

Respondents' knowledge of their rights and obligations in politics will influence political behavior in the mayoral election. The results showed that most voters see that choosing or not choosing is the right of every citizen (54.0%) and the rest looked at vote on Kediri mayoral elections in 2103 was the duty of every citizen (21.3%) and there is no know Whether choosing or not choosing a right or liability (24.7%). In addition to their view of the political right and the obligation, to conduct political participation in the election of Mayor Kediri predicted influenced by their perceptions of the role of political parties in the fight for the fate of the people through their representatives in the legislature. The results showed that most respondents view that the existing political parties in Kediri not fully fight for the fate of the people (44.0%), while others argued that the political parties are fighting for the fate of the people of Kediri (17.3%). While a small portion of voters view the political parties that exist in Kediri not fight for the fate of the people (24.7%), some are even those who do not know (know anything) whether the party has been fighting for the fate of the people or not (14.0%).

Political behavior to participate politically influenced by their perceptions of the political liberties of citizens. Now they are mostly of view that people have political freedom without haunted by fear (92.8%), but still there are a few others (1.5%) saw the people still do not have political freedom, some even do not know anything about whether people have the political freedom or not (5.6%).

Confidence of Voters to the Impact of the Mayoral Election

No less important that also to influence the political choice of voter is a matter of governance within a period of 5 (five) years. Governance including the organization arrangement, personnel arrangement and so on. Their views on governance are certainly not out from the assessment of positive and negative. From the positive side, that a small proportion of respondents assess governance is very good (12.7%) and the most others states good governance (34.7%). From the negative side, there are mostly seen Kediri governance within five (5) years is still not good (38.0%), which assesses governance bad/not good (10.7%), and some even extreme judge, that the governance of Kediri in 5 (five) years are very bad (4.0%). Comparison between the positive and negative assess the governance of Kediri City in 5 (five) years are relatively the same, the difference is small. Those positive rate, i.e. good governance as many as 47.2%, and the negative assess as many as 52.7%.

However the most important expectations of the voters that there is improvement in the governance of Kediri. Their belief in the mayoral election, held on August 29, 2013 will affect the political behavior to choose or not to choose a certain candidate. The results showed that the majority of respondents stated that the impact of the results of the mayoral election Kediri against internal governance in Kediri would be good (63.3%), and some have stated that governance would be very good (18.7%).

Table 6. Impact of Mayors Election Results on Governance

No	Opinions About the Impact of the Mayors Election Results	Frequency (%)
1	Implementation of government would be very good	18,7
2	Implementation of government would be good	63,3
3	Implementation of government would be no good	10,0
4	Implementation of government would be very bad	5,3
5	I do not know, what be good or be bad	2,7
Total		100

Source: Primary Data Processed

This opinion illustrates that voters believe and expect that the elected mayor would be able to hold his government would be better than the previous administration. Those who have hope or faith like this especially among voters who have a background as a civil servant job, professors/teachers, employees of private and state-owned enterprises. Surely they know and understand it, especially civil servants who know and understand better the ins and outs of governance is relevant for organizational management, personnel and so on. Civil servants is predominantly engaged in the government bureaucracy Kediri, of course they know how it should be arrange organizational, personal and so on forward in accordance with the applicable regulations. They considered that the incumbent does not have the competence,

quality and integrity as expressed Jeffery J. Mondak (in Asfar, 2006:147) that the indicators that can be used by the voters to judge a candidate, especially for officials who want to run again, including the quality, competence and integrity of the candidates.

But not all agree that the impact of the results of the mayoral election Kediri governance would be good or even very good. There is also a small part who believe the contrary, governance would be not good (10.0%), governance will be very no good (5.3%), a small part they do not know how they will assess the impact of the results of the mayoral election against Kediri governance in the future, what is to be good or to be bad (2.7%). Data shows that most respondents believe the impact of the results of the mayoral election Kediri on governance would be good, some are even believe the impact on governance would be very good. This belief encourages political behavior they choose one candidate for mayor. And do not be surprised if in the mayoral election high enough who participate as many as 77.14%. They certainly look forward on the election of a new mayor there are improvement in the governance of Kediri.

Marketing of Political Candidates

Political marketing candidates influence the political behavior of the respondent to choose or not to choose a certain candidate. Political marketing is very important for a candidate to win in a general election. Consideration voters to choose a mayor candidate of Kediri very diverse, could be due to the way they dress, facial appearance (handsome/beauty), simplicity in everyday life, honesty (no corruption), how to talk or communicate, style, attitude, way of thinking, has a responsibility for the welfare of the people, and the ability to lead. The majority of respondents rate how well candidates dressed (61.3%), and those who claim as much as 30.7% less good. Then mayoral candidate in terms of facial appearance many of whom see well (53.3%), some are even assess less good (36.7%). In everyday life most candidate it less simple (50.0%) and a simple (36.7%). But there are also those who claim not a simple (9.3%). Them to assess the candidate's honesty is difficult to measure and needs to be tested, therefore they most states do not know about the honesty of candidates (26.7%), there is even who assess less good (34.0%), and not good (16.0%). Not all candidates assessed that honesty is not good or bad, there are also those who assess good (23.3%).

Mayoral candidate of Kediri in terms of communication style is generally considered good or interesting to be heard and seen (58.2%), and they rarely stated are not good or not interesting to listens (20.0%). Further political marketing in terms of politeness, most people assess are nice or polite moreover they mostly live in the cultural environment *Mataraman* (54.0%) but there are also a few respondents who saw the negative in terms of politeness, there are still judged candidates are lacking politeness (20.0%). There's even assess is not good in terms of politeness (8.0%). At the time of the candidate's campaign is certainly showing its various programs as attractive as possible for the people to choose, and by managing the flow of thought as rationally as possible. Therefore the patterns of thought that some candidates on the campaign rated by most respondents good, attractive and prospective (60.9%), however there are still those who state less good and less attractive (17.1%) and there needs to be improvement pattern thought to deliver its programs.

Table 7. Respondents opinion about political marketing of the mayor candidates

No	Political Marketing	Opinion (%)				
		a	b	c	d	Total
1	Dressed Appearance	61,3	30,7	0,9	6,7	100
2	Facial Appearance	53,3	36,7	6,0	4,0	100
3	Simplicity of Life	36,7	50,0	9,3	4,0	100
4	Honesty	23,3	34,0	16,0	26,7	100
5	Ways/ speaking style / communications	58,2	13,1	20,0	8,7	100
6	Manners	54,0	20,0	8,0	18,0	100
7	Patterns of thinking	60,9	17,1	8,7	13,3	100
8	Responsibility for the welfare people	45,1	36,2	14,0	14,7	100
9	Ability to lead the town of Kediri	63,3	4,7	8,0	24,0	100

Source: Primary Data Processed

Information answer:

a= Good/capable/simple/reliable/interesting/prospective/communicative

b= Less good/capable/simple/reliable/interesting/prospective/communicative

c= Not good/capable/simple/reliable/interesting/prospective/communicative

d= Do not know

Of the many respondents (45.1%) assess candidates capable and committed to the welfare of the people of Kediri, but there are also those who rate less committed (36.2%) , even deemed incapable for the welfare of the people (14.0%). They are there who do not know about whether the candidate is committed to the welfare of the people of Kediri or not (14.7%). From side the management's ability of candidate to lead the Kediri assessed by most of the respondents have a good ability (63.3%), but some are judge less able (4.7%),there is even more extreme to state the candidate is not able to (8,0%). Not a few are they who do not know anything about the question of whether candidate is able to lead the Kediri or not (24.0%).

At times the candidates' campaign promises various programs that aim for the welfare of the people of Kediri. Political expectations given in the form of programs offered is still to be tested again after becoming mayor of Kediri. Political image that awakened needs to be managed well, although the political image is good but political promises have to be billed when elected. Therefore political image needs to be built continuously by maintaining consistency, keeping political promises during the campaign.

Choosing Decisions

They chose a certain candidate is caused by several factors. They chose due to the influence of the mass media (61.3%), and those who state the media is not affected as many as 38.7%. In addition because of went along with others than do not vote (40.0%), other reasons they

choose, so as not to gossiped other people/neighbors (46.7%), and choose on their own initiative to succeed in the development of Kediri city government (13.3%). This condition illustrates that there are still people who are not independent in choosing or arguably a floating mass that is usually lower economic status backgrounds, low education levels, and beginner voters usually politically immature, even those who are economically established and their education due to the low trust of the government administration and the political situation regionally and nationally.

Table 8. Respondents decision to voting for mayor candidate of Kediri

No	Decision to Vote	%
1	When election day	14,7
2	A few weeks before the voting	39,3
3	A month or more before the voting	22,0
4	Forgot/no answer	24,0
	Total	100

Source: Primary Data Processed

Time took the decision to choose a mayoral candidate of Kediri among respondents each other are not the same. They decided to vote on a certain candidate there who decided spontaneously at the time of voting during the voting (14.7%), there are decided on a few weeks before the voting (39.3%). But there are also those to decide a candidate a month or more before the voting (22.0%) and those who have forgotten there since when they decide (24.0%). This reality the illustrates that most voters have a political choice of at least one week before the mayor election, even have the possibility of choice before the campaign is held.

CONCLUSION

From the study of political behavior Kediri mayoral election held August 29, 2013 can be drawn a conclusion that the political preferences of voters in determining political choice based on several considerations. Voter consideration in determining the candidate there is rational tendency that is figure of candidate, ideas or program of campaign, integrity especially about honesty, lifestyle, appearance or performance of the candidate, candidate's personality. While the sociological considerations, among others, based on religious preference, parents, family, neighbors, guidance of Islamic scholar. Factors that influence the political choices among others. 1. Motivation of voters who tend to wish that there is an improvement to the implementation of development Kediri city previously deemed not good; 2. Political knowledge they are looking at people now have political freedom and choose or not choose is the right of every citizen; 3. Factors of political party which is seen by the respondents not fully fighting the fate of the people influence their political choice; 4. Factors of voter confidence on the election of the mayor have a positive impact on the internal government of Kediri will better and political marketing factors of candidate also influence voters as communication styles, patterns of thinking while delivering the campaign programe, and the performance or appearance candidate's influence political choice of voter.

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