

Role of Mass Media to Political Participation on the Mayoral Election of Kediri East Java, Indonesia

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ABSTRACT

This study used a qualitative descriptive approach with the aim of knowing the penetration of communication media on the political behavior of voters, knowing the political advertising attractiveness of candidates in the mass media, identifying the candidate's capabilities in handling the political issues in the Kediri mayoral election, knowing the reason for voters to choose a certain candidate. The results showed that the communication media, especially electronic and print media have an important role in socialize the mayoral election, be a source of important information, the appearance of the candidate and his campaign program on TV, radio, newspapers, biner, leaflets, banners, billboards have an attraction for voters. Voters believe that the elected candidates have the capacity to cope with the various problems that exist in Kediri, especially the problem of unemployment, poverty, education, agriculture, economy and health. They choose the reason for the appearance of candidates and campaign programs in the mass media interest, other than that due to the public service in the last 5 (five) years is still not good in the hope of elected candidates can fix it.

Keywords: Mass media, mayoral election, political participation, candidates

INTRODUCTION

Regulation of regional head elections is always changing according to the political regime, the new order by the regional legislative elections, and the reforms up to now direct elections by the people. In the regulation of regional autonomy changed several times, last regulations that regulate local elections is Law 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 Vice Head directly elected, including Kediri mayoral election held August 29 2013, this Regulation emphasizes that the presence of voters to participate in the mayoral election is very important. The presence of voters in mayoral elections may be influenced by the extent to which the candidate offers a format for public participation, transparency in Organizing local government better. But it all requires the of mass media, both electronic and print media, and even interpersonal communication.

The mass media present a candidate debate in offering ideas and programs. Of course, the candidates also aware of the competition in the mayoral election is a war of perception to gain public support. Victory in the formation of this perception lies in the selection of strategies suitable medium to convey a positive message to the public. Therefore, the

presence of mass media in every election is needed. Mass media, both electronic and print has an influence on the thoughts, feelings and behavior of audiences. Of course, the mass media have an interest in the local elections. And vice versa the candidate has an interest in the mass media. Therefore, in the mayoral election of Kediri be the main agenda of local mass media such as public debates, talk shows, dialogue and so forth. The mass media has a very important role in mayoral election of Kediri, as socializing channels and provide information about the candidate of mayor, programs and campaigns. Every campaign needs a communication strategy which is planning and management to achieve certain goals in operational practice (Ruslan, 2007: 38).

In the local elections required a socialization with the aim that the people would choose one of the candidates, in accordance with the wishes of each. The new paradigm of socialization which is run by the mass media, in the framework for public awareness of the importance of direct elections. The role of the mass media is very important in order to shape perceptions, people's trust to the candidates. It is therefore necessary intensity adequate socialization. Low political socialization causes lack of political understanding and can result in low participation of citizens in local elections.

The development of the mass media in the Kediri post-reform growing rapidly especially local television as KSTV, JTV , Dhoho TV , Dhamma TV , TV Kelisuci , BBS TV , Kaka TV, Rajawali TV, not to mention radio electronic media such as radio Andika Jaya FM Radio, FM Bonanza, BRASS, Jayabaya's, Swara image Pamenang, Mysta FM, FM Dahlia, R22a FM, FM Sabdotomo, Suara Mahameru, Swara Kediri, Taurus Adhiswara, as well as national or local newspaper print media such Radar Pos, Surya, Memorandom, Bhirawa, Time Dor. The presence of local mass media has the ability to enter the public space, as well as able to shape public perception of the self, especially about the mayoral election of Kediri. And vice versa the presence of mass media can be used by the candidates to form their self-image, affect thoughts, feelings and behaviors so that they choose themselves. In utilizing the mass media to influence society, candidates need communication strategies. Community in response to the campaign message different from each other. Audience response to the message of the campaign is affected by the process of receiving and processing messages or information made public (Venus, 2009: 78). Audiences are individuals who think, have feelings, evaluate, determine, act and react on something (Venus, 2009: 116).

RESEARCH OBJECTIVES

The purpose of this study is to know the penetration of communication media on the political participation of voters, to know the political advertising attractiveness of candidates in the mass media, identify the candidate's capabilities in handling the political issues in the mayoral election of Kediri, and to know the reason for voters to choose a certain candidate.

LITERATURE

Psychological approach is to look at the strengths factors within individual of the factors that determine their political choices. Psychic powers reflected into the attitudes and personalities are formed through a process of socialization (Anwar, et al, in Irtanto, 2014:311). In addition to selecting a person because of the socialization process and that no less important is the extent to which the media can influence the voters as the theory expressed by Marc J.

Hetherington (in Asfar, 2006: 147) that the assessment of the issues and candidates is not something that happens suddenly arrived, but is often influenced by information received by voters through the mass media that followed. News and comments published in the media, especially news or negative comments, often affecting the assessment of candidates, candidates' positions in an issue, and candidate preference in a particular policy, including an evaluation of the development of the national economy by Marc J. Hetherington as cited by Asfar (in Irtanto 2014: 311-312).

Socialization process has an important role in influencing voters to determine their political choice. There are several definitions of the concept of socialization that range based on being the process of instruction, planting and teaching, or that it is the process to get something. According Manufi (in Ruslan, 2007:74) define political socialization as activities to do so people will gain a variety of experiences, knowledge, values, orientation, and readiness to participate with activity levels varying as a member of a social community or society.

Then Eric Rome (in Ruslan, 2007:75) argues that socialization is an activity in which a transformation of various values, beliefs, and feelings, which shape the political culture well from generation to generation. Political socialization as activities aimed at forming a political personality in the sense that a person obtains a political orientation that has three elements: the values and fundamental beliefs, knowledge and information as well as political perspectives, as well as the feelings and emotions following the political orientations. Therefore, it is a process which changes a particular culture towards the orientation and political practice occurred. Active participation of citizens in politics requires political socialization that must be experienced by each individual. Due to the absence of political socialization will not result in political participation (Rush and Althoff, 2001:19) Experience gained through political socialization will create the behavior and orientation of individuals in political activity, in addition to determining the extent of their political participation.

Not less important how communication strategies undertaken by the candidate that passively voters react to choose him. Reactive voters according Nimmo (2001) comes from the physics assumption that human react to stimuli in a passive way and conditioned to political campaigns by political parties and candidates were present cue for the purpose of moving the direction behavior of voters in the voting. How the strategy to succeed the voter turnout in the elections, one of the strategies that may affect the voters are attractiveness of communicators, media, and messages that are used must be able to attract the attention of voters. Interest in someone of something depends also how effective communication is done, whether it meets certain preconditions. Voters will vote for a party or candidate according to Popkin (1994) most have close ideological and policy. Political party or candidate must have a close relationship and related community activities (Firmanzah, 2008:164). Therefore, ideology and policies should be packed into an attractive communication strategies. Nimmo (2000) mentions coverage of political communication which consists of political communicators, political messages, political persuasion, political communication media, public political communication, and the effects of political communication. According to Venus (2009) there are several aspects that need attention in making the message, which is a. emphasis on what people want to be perceived; b. how the message can attract the attention of the audience; c. and how the information in the message is stored and remembered by the recipient. The message in communicating become important to be positively perceived by the

recipient. Further Garnett (1992) mentions selective perception is determined by family background, personality characteristics of the physical, educational level, cultural differences, and other factors (Venus, 2009: 80). Therefore, the mass media in conveying the message to be accepted by society adapted to the local culture such as those expressed by Littlejohn, 2004: 273) media organizations distribute messages that affect and reflect the cultures of society, and they provide information simultaneously to large heterogeneous audiences, making media part of society's institutional forces.

The mass media have an important role in the electoral process, both the legislative elections as well the election of regional heads. According to Norton Long (adopted Irtanto, 2012: 70) that the mass media has the ability to provide effective information so that the media is able to prove its role to serve the tasks of development, both political development as well other development. Still according Noton Long, newspapers determine what is spoken by most people, what most people think, and what is expected of people in solving the problems they face. Muhtadi argued that the mass media has a great power of influence in controlling the direction of change in society, especially in a political framework. What did the media is something that became public political behavior, both behavioral support or oppose.(in Irtanto, 2010:26). In a sociological perspective, according to Newcomb (in Muhtadi, 2008) a change in the attitude of society in general is influenced by the presence of new information that is considered relevant to the conditional demands.

METHODS

This study used a qualitative descriptive approach to the study took location in the city of Kediri. The population in this study is those who have political rights in the election of the mayor of Kediri. Kediri is a small city which consists of three Subdistricts of Kota, Pesantren, and Mojoroto. While the sample is taken with a random system, with quote each subdistrict taken of 300 respondents who have political rights in mayoral election of Kediri in 2013, so the overall sample as many as 900 people (Irtanto, 2014: 313).

Collecting data using the interviewing techniques with semi-structured questionnaire were either closed or open with voters interviewed in the mayoral election of Kediri 2013. Qualitative data was collected in the form of secondary data is done with the study documentation, the researchers sought to examine the documents relating with the implementation of Kediri mayoral election form of vote counting result by electoral commission of Kediri, documents each pair of candidates in the form of a vision-mission and campaign programs. The analysis of data in qualitative research carried out starting from the beginning to take place throughout the research process.

Vote Count Results

Election of Mayor and Vice Mayor of Kediri held on August 29 2013, each pair of candidates get votes as follows. Candidate of sequence number one (1) H. Arifudinsjah with Soedjatmiko overall get 867 votes. Votes as many as 867 were obtained from Kota Subdistrict as many as 271 votes, Pesantren Subdistrict 195 votes and Mojoroto Subdistrict as many as 401 votes. Furthermore, candidate number two (2) Bambang Hartono Harianto get voice entirely as many as 13,719 people. The votes was obtained from Kota Subdistrict as many as 4,994 votes, Pesantren Subdistrict as many as 4,151 votes and Mojoroto Subdistrict as many as 4,574 votes. While the candidate pairs with sequence number three (3) IM Subawi

and Suparlan earn as many as 1,362 votes, vote that much gained from Kota Subdistrict 456 voices, Pesantren Subdistrict just 48 votes and Mojoroto Subdistrict as many as 558 votes (Irtanto, 3014: 313).

Then a pair of candidates four (4) H. Samsul Ashar with H. Sunardi is incumbent candidates gained total vote as many as 63.784 people. Votes obtained from the incumbent pair each Subdistrict as follows, Kota Subdistrict as many as 19 053 votes, Pesantren Subdistrict as many as 20 496 votes and Mojoroto Subdistrict as many as 24 235 votes.

The next, paired candidates number five (5) Kasidi with Budirahardjo earn as many as 1,508 votes. The votes came from Kota Subdistrict as many as 355 votes, Pesantren Subdistrict 294 votes and Mojoroto Subdistrict as many as 859 votes. For a pair of candidates number six (6) Abu Bakar Abdullah with Hj. Lili Muhibbah obtain total votes with 67 915 votes. The votes came from Kota Subdistrict as many as 21 375 votes, Pesantren Subdistrict as many as 20 979 votes and Mojoroto Subdistrict earn as many as 25 561 votes. Furthermore, paired candidates number seven (7) HGE Harry and Ali Imron gained total votes as many as 1,478 people. The votes came from Kota Subdistrict as many as 552 votes, Pesantren Subdistrict as many as 368 votes and Mojoroto Subdistrict as many as 558 votes (Irtanto, 2014: 313).

Table 1 The Vote of Candidate Pair of Mayor and Vice Mayor

NO	Name of Candidate Pair of Mayor and Vice Mayor of Kediri	Vote of Candidate Pair Mayor and Vice Mayor of Kediri			Total End
		Subdistrict of Kota	Subdistrict of Pesantren	Subdistrict of 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
	Number of Valid Votes	47.056	46.831	56.746	150.633
	Number of Invalid Votes	2.529	2.704	3.297	8.530

Source: Electoral Commission of Kediri in 2013 (in Irtanto, 2014: 313)

Invalid votes in the election of Mayor and Vice Mayor of Kediri is quite a lot, which is the votes that is not valid for 3 (three) districts entirely as many as 8,530 votes. Invalid votes are coming from Kota Subdistrict as many as 2,529 votes, Pesantren Subdistrict as many as 2,704 votes and Mojoroto Subdistrict as many as 3,297 votes. The invalid votes beat the vote of 4

(four) Mayor candidate, especially a pair of candidates Arifudinsjah paired with Soedjatmiko that only gained 867 total votes. Similarly, a pair of candidates IM. Subawi with Suparlan lost with invalid votes, the candidate's pair earns a total of as many as 1,362 votes. Furthermore Kasiadi pair with Budirahardjo only get 1,508 votes, the next candidate pair HGE Harry and A Ali Imron obtain 1,478 votes. (Irtanto, 2014: 314)

Furthermore, residents who participate by attending the polling station is as many as 159 163 people. Those who participate by attending to the polling station came from three Subdistricts, Kota Subdistrict as many as 49.585 people, Pesantren Subdistrict as many as 49 535 people and Mojoroto Subdistrict 60.043 people. Residents who participate in the elections the mayor and vice mayor Kediri held August 29, 2013 as many as 77.14% and those who belonged to the white (non-voters) just as many as 22.86% approximately (Irtanto, 2014: 314).

In accordance Law (Law of the Republic Indonesia) No. 12 of 2008 Law 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 regional head candidates who obtained more than 50% (fifty percent) number of valid votes specified as a candidate elected, while paragraph (2) if the provisions referred to in paragraph (1) is not fulfilled, regional head candidates and vice regional head who obtain the more than 30% (thirty percent) of the total valid votes, pair of candidates with the most votes. expressed as a pair of candidates elected. Therefore, based on the regulations in Kediri mayoral election August 29, 2013 were won by Abdullah Abu Bakar, SE. and Hj. Lilik Muhibbah, S.Sos,I, M.Pd.I with the votes 45.08%. Abdullah Abu Bakar, SE previously as Kediri Vice Mayor period 2008-2013 beat incumbent Mayor dr. H. Samsul Ashar, Sp. PD. paired with Ir. H. Sunardi, who obtained 42.34% of the vote. (Irtanto, 2014: 314).

RESULTS AND DISCUSSION

Identity of Respondents

The respondents were 900 people when viewed from the age-old voters still arguably the youngest (17-40 years) as many (86.7%) and the rest were aged \geq 41 years and older (13.3%). When viewed from the religious respondents, the majority is Islamic (90.0%), Christian/Protestant (3.3%), Catholics (4.7%) and Buddhist (2.0%).

The respondents were female (63,3%) and male (36,6%). Background of the respondents work varies, as teacher / lecturer (9,3), working in state / local enterprises (1,4%). working as a private employee (12,7%), self-employed (13,3%), entrepreneur (4,7%), farmers landowners (10.7%), farm workers (9,3%), as civil servants (14,0%) student / learner (15,3%) as pedicab drivers, motorcycle taxi drivers, construction workers, or general workers (9,3%). Education assortment respondents from elementary to post-graduate education.

Their elementary school education (11.3%), junior high school education (14.0%), senior high school (27.3%), Academy (12.0%) and university degrees or postgraduate education (35.3%). (in Irtanto, 2014: 314-315)

Penetration of Communication Media

Socialization and Information Media of Kediri Mayoral Election

Kediri Mayoral election on August 29, 2013 must not be separated from the role of socialization carried out by the Electoral Commission of Kediri through mass media. Local television media were used for socialization among others KSTV, JTV, Dhoho TV, Dhamma TV, Kelisuci TV, BBS TV, Kaka TV, Rajawali. While local radio media such as Radio Andika Jaya FM, Bonanza FM, BRASS, Jayabaya, Swara Citra Pamenang, Mysta FM, Dahlia FM, R22a FM, Sabdotomo FM, Suara Mahameru, Suara Kediri, Taurus Adhiswara. Even socialization media may also use the local or national newspapers, local newspapers were there as Radar Pos, Surya, Memorandum, Bhirawa, Time Dor. Besides, the Kediri Electoral Commission utilize socialization through the media biner, leaflets, banners and billboards.

According to most respondents that the Kediri Electoral Commission has socialized properly (44.0%). But there are also those who claim that the Kediri Electoral Commission despite being socialized but not maximized and there needs to be improvement in the future (36.7%). One respondent stated the Kediri Electoral Commission has done but its performance is not good (14.0%), there are even those who did not know anything about whether the Commission has socialized or not (14.0%). This condition illustrates that many people already know about the election of Mayor of Kediri August 29, 2013, and the mass media.

Information media about the election of Mayor of Kediri sourced from a variety of media. Sources of information include electronic media such as television, radio, print media such as newspapers (newspaper), banners, biner media, billboards, leaflets, flyers, neighbors, friends, religious organizations, political parties and campaigns / public meeting. Of course, in the Kediri mayoral election voters know of the various media resources. It's just the media that is quite much known to the public as voters in the election of the Mayor of Kediri. Not surprisingly, the people who have the right to vote on the election of Mayor of Kediri most of them know the mayor candidates and programs come largely from the medium of television, Biner, leaflets, banners, billboards. It appears the local television media, media Biner, leaflets, banners and billboards to be effective as a means of socialization and the media as well as introducing various campaign programs.

From the table it appears that the frequency they often get information of candidates and programs campaigns through television (76.0%). Local television is often the candidate appears and respondents often view it as KSTV, JTV, Dhoho TV, Dhamma TV, Kelisuci TV, BBS TV, Kaka TV, Rajawali. Similarly, there is the tendency they often get information the candidates and programs campaigns through local radio (52.7%) as Radio Andika Jaya FM, Bonanza FM, BRASS, Jayabaya, Swara Citra Pamenang, Mysta FM, Dahlia FM, R22a FM, Sabdotomo FM, Suara Mahameru, Suara Kediri, Taurus Adhiswara. In addition they receive candidate information and its programs on television or radio also they often see through the media as Biner, leaflets, banners, billboards (69.3%) are scattered in the region of Kediri.

Table 2 Information Media of Candidate and Program

No	Information Candidate and Program	Media of	Frequency (%)				
			O	S	N	DNK	Total
1	Television		76,0	19,3	2,7	2,0	100
2	Radio		52,7	36,7	8,6	2,0	100
3	Media biner, banners, billboards	leaflets,	69,3	18,7	7,3	4,7	100
4	Public Meeting Campaign		18,0	27,3	26,0	28,7	100
5	Religious Organization		28,7	10,7	28,7	32,0	100
6	Resident (neighborhood)	Associations	23,3	15,3	30,0	32,7	100
7	Organization of Parties	Political	12,0	20,7	37,3	30,0	100

Source: primary data processed

Information: O: Often; S: Sometimes; N; Never; DNK: Do Not Know

Mass media during the election of the mayor of Kediri able to penetrate to the people. Penetration of the mass media is intended, as far as they are affected by the mass media. in the of Kediri Mayoral election 2013. Because of the rapid development of technology in the field of mass communication will inevitably provide various effects for each individual who receives it. Mass communication is the process by which the media create and spread the message to the audience a lot. The media will spread the message that will affect and reflect the culture of a society, then this information will they present simultaneously at widely diverse audience. This makes the media become part of one of the powerful institution in the community. In mass communication, mass media become the sole authority to select, produce the message, and deliver it to the audience. (<http://putriarniyasin.wordpress.com/category/makalah>, Downloaded dated October 9, 2013). The presence of local media in Kediri gives its own color or effect on voter turnout, can influence political choice in Kediri mayoral election on the date of August 29, 2013.

How the recognition media or other information such as friends work / school, neighbors, religious organizations, associations of citizens and political party organization? It seems media colleagues/school is more effective to introduce candidates and campaign programs. Likewise the introduction of the media through the neighbor seems somewhat more effective than other media (31.1%). Therefore, in the case of interpersonal media Kediri mayoral election is more effective to introduce the candidates and their programs. These conditions showed him that for a particular community in city of Kediri oral interpersonal communication still apply to both. But for other media such as residents associations, political party organization less effective. This is supported by research stating that they often

or sometimes know. or talk about the mayoral election. through the medium of associations of citizens, political party organization very little.

Interpersonal Communication

Interpersonal political communication is needed at the Kediri mayoral election August 29th 2013. They are very varied in choosing to discuss who should be selected. They communicate through interpersonal media there is a tendency to discuss with their own neighbors (27.3%), some are choosing to communicate with sibs (10.0%), fellows work/school (12.7%), tops at work (2.7%), parents (father, mother), especially for first-time voters (12.0%), for those who are married in determining political choice more than happy with his life partner either husband or wife (32.7%). Some are not even communicate with others about their political choice or did not know (2.7%). This condition illustrates that interpersonal communication media still effective in Kediri, and meaningful political discussions, especially the issue of Kediri mayoral election held on August 29, 2013 many were done through interpersonal communication.

The Appeal of Candidate Appearances in the Mass Media

The appeal of candidate appearances in the media of communication need to be packaged as attractive as possible, especially to those who have political rights that they formed perceptions and keen to choose it. Appeal of candidate appearances in the media is very important. Therefore the strategy to show candidates as well as programs offered by the candidates so as attractive as possible. Maybe they are attracted to certain media appearances but they are not necessarily interested in the candidates and choose it.

Candidates and programs shown on television locally as JTV, KSTV, Dhoho TV, Dhamma TV, Kelisuci TV, BBS TV, Kaka TV, Rajawali most respondents considered attractive packaging ((85.3%). Conditions such as this show that visual media such as television is more effective to introduce the candidate and the program as long as in the form of a nice packaging and attractive. Likewise, the communications media such as local radio as Radio Andika Jaya FM, Bonanza FM, BRASS, Jayabaya, Swara Citra Pamenang, Mysta FM, Dahlia FM, R22a FM, Sabdotomo FM, Suara Mahameru, Swara Kediri, Taurus Adhiswara packaging is considered most respondents attractive (84.0%), Both the electronic mass media of television and radio is a medium that can affect political behavior that is participating in Kediri mayoral elections held on August 29, 2013.

Mass communication media newspapers such as Radar Pos, Surya, Memorandum, Bhirawa, Time Dor packaging appearance is considered attractive by most respondents (75.4%). Visual media a biner, leaflets, banners, billboards in presenting mayor candidate of Kediri and its programs, many respondents expressed interest (76.6%) but less stated unattractive. This situation shows that the voters' attention to the visual media such as biner, leaflets, banners, billboards very big role in introducing the candidate and its programs. Maybe just from the visual media like this can move and direct the voter to vote a particular candidate.

Table 3 Appeal of Political Advertising of Mayoral Election

No	Communication Media	Interest Rate (%)			
		I	NI	DNK	Total
1	Television: JTV, KSTV, Dhoho TV, Dhamma TV, Kelisuci TV, BBS TV, Kaka TV, Rajawali	85,3	8,7	6,0	100
2	Radio Andika Jaya FM, Bonanza FM, BRASS, Jayabaya, Swara Citra Pamenang, Mysta FM, Dahlia FM, R22a FM, Sabdotomo FM, Suara Mahameru, Swara Kediri, Taurus Adhiswara	84,0	11,3	4,7	100
3	Newspaper: Radar Pos, Surya, Memorandom, Bhirawa, Time Dor	75,4	16,0	8,7	100
4	Media biner, leaflets, banners, billboards	76,6	11,3	12,0	100
5	Public Meeting Campaign	20,0	41,3	38,7	100
6	Fellows Work/School	38,0	20,0	42,0	100
7	Neighbors	41,1	16,0	42,7	100
8	Religious Organizations	29,4	24,7	46,0	100
9	Resident Associations (neighborhood)	39,3	19,3	41,3	100
10	Organization of Political Parties	41,3	15,3	43,3	100

Source: primary data processed

Information: I = Interesting; NI = Not Interesting; DNK = Do Not Know

In addition to the electronic media and print media there are other media to introduce the candidates and their programs as well as ideas such as media campaigns the public meeting, fellows work/school, neighbors, religious organizations, associations of citizens and political party organizations. Those who know and are interested in the media campaigns a public meeting only slightly and considered less attractive public, this condition can be seen they are quite much do not know anything about the campaign in the form of a public meeting. Although they are stating, packaging against political advertising through public meeting campaign attracted relatively smaller.

The same thing happens in the advertising media through friends work/school, neighbors, religious organizations, community associations, and organizations of political parties seems to be less attractive public. The data showed that those who claim the media friends work/school attracted little. Similarly, they know the candidates through neighbors and most states are not attractive (42.7%). Media recognition candidates through religious organizations seen as less effective it is supported by the results of the research many states do not know anything (4,6%). Likewise, the introduction of media candidates and programs through the medium of associations of citizens much less effective, they are many who do not know anything about (41.3%), and states are not attractive (20.0%). Not much different with it, political organization of the media that states do not know (43.3%) and less stated that packaging is visualized by the political parties of interest (41.3%).

Candidates Capability in Handling Political Issues

The voters certainly hope the elect candidates to overcome various problems of Kediri facing society. Therefore below is presented problems of Kediri that needs treatment elected candidates. Elected mayor believed the majority of respondents could overcome the unemployment problem in the city of Kediri (56.9%), or at least to minimize. They believe that elected mayors can cope with unemployment is based on the open unemployment rate (TPT) from year to year in the town of Kediri have a tendency to decline, in 2007 the open unemployment rate as much as 12.7%, in 2008 decreased to 11.14%, in 2009 amounted to 11.15%, in 2010 was 9.09%, in 2011 as much as 8.47% and at the end of 2012 decreased again be at 7.85%. (<http://www.kedirikota.go.id/read/profil/96/1/23/demografi>). The tendency of decreasing the level of unemployment in Kediri from year to year, one of which is due in Kediri are the largest cigarette manufacturer in Indonesia, PT Gudang Garam, which occupies an area of 250 acres, and employs 40,000 people. Kediri with an area of 63.40 km² is a growing city, stood many public facilities, such as malls, supermarkets and so on which can absorb the local workforce.

Table 4 Candidates Capability in Handling Political Issues

No	Political Issues	Belief (%)			Total
		Believe	Not Believe	Do Not Now	
1	Unemployment	56,9	23,3	19,8	100
2	Poverty	54,0	45,3	0,7	100
3	Corruption	42,0	50,0	8,0	100
4	Education	70,7	28,9	2,7	100
5	Agriculture	63,3	33,3	3,3	100
6	Economy	72,0	25,3	2,7	100
7	Health	68,0	28,0	4,0	100

Source: primary data processed

Problem of poverty in the city of Kediri became an interesting political issue and into the spotlight voters. The majority of voters (54.0%) believe that the elected mayor has the ability to overcome the problem of poverty. PPLS 2008 (Documenting the Social Protection Program in 2008) the poverty rate in Kediri as 11,049 poor families, while data PPLS 2011 disadvantaged families rose to 14,859. From the data PPLS (Data Collection Program of Social Protection) is the poverty rate increased by 3,810 disadvantaged families (<http://suaramedianasional.blogspot.com/2013>). They believed elected candidates can minimize poverty, has been seen by the respondents that Kediri city government in handling poverty is still not well coordinated and less on target, even impressed programs addressing poverty by the local government of Kediri walk alone.

Voter confidence in the candidate's ability to overcome corruption happens pros and cons. Most respondents stated that the elected mayor not sure will be able to handle it (50.0%). They argue the corruption happens so severe that descend in all aspects of life. What else, the people in the bureaucracy of Kediri itself affected many cases of corruption, such as corruption brawijaya bridges, provision of student workbook (BKS), and corruption fund the development of a public hospital (RSUD) Gambiran II (<http://infokorupsi.com/id/geo-korupsi>). They looked that to overcome the problem of corruption to good cooperation with all parties, especially the law enforcement agencies such as the police, prosecutors, courts, Supreme Audit Board (BPK) and Financial and Development Supervisory Board (BPKP). Therefore the need to overcome a long time, seriousness and coordination with all parties, elected mayor could not handle it alone.

In the middle of the most pessimistic voters to overcome the problem of corruption, there are some voters who are still optimistic that the elected mayor can resolve the problem of corruption in Kediri (42.0%). According to the respondents is based on the belief that the previous elected mayor, when he was vice mayor of the city of Kediri, including relatively clean from corruption, and by the time the campaign has an interesting political ad is " young no corruption", the attitude of elected mayors deemed to have a good consistency, and need to be tested when it becomes mayor. On other issues, especially education, most respondents believe that the elected mayor is able to overcome the problems of education (70.7%). Respondents saw that in Kediri quite sufficient educational facilities, such as kindergarten about 98 units, public and private Elementary School 138 units, public and private Junior High School as 30 units, public and private Senior High School were 21 units, public and private Vocational Schools as many as 23 units. While religious education as public and private Islamic Elementary Schools (Ibtidaiyah) as many as 17 units, public and private Islamic Junior High School (Tsanawiyah) as many as 9 units, public and private Islamic Senior High School (Aliyah) as many as 5 units Not to mention in Kediri there are higher education, whether it be college, or university. There is no question of the meaning of education in Kediri. This condition can be seen from the ratio of teachers and students in the city of Kediri. The quality of education services in Kediri in 2012 one of which can also be seen in the ratio of teachers per student at every level of education from year to year continues to increase. The ratio of teachers and students at 16 for Elementary School /Islamic Elementary School (SD/MI); 14 for Junior High School/ Islamic Junior High School (SMP / MTs); 13 for Senior High School /Islamic Senior High School (SMA/MA); and 13 for vocational education. The ratio of teachers and students from year to year increase. In addition, higher education quite a lot in Kediri. While the level of public participation in education can be seen through the indicators of Gross Enrolment Ratio (GER) of school-age population (age 7 years up to 18 years) in 2012 amounted to 169.6%. The existence of institutions of schools and colleges in Kediri relatively better than the surrounding area, encouraging more and more students from outside the city of Kediri who are interested in continuing education in Kediri, so the value of Kediri (GER) relatively higher than the surrounding area (<http://www.kedirikota.go.id/read/profil/96/1/23/demografi.html>).

Similarly, the mayor elected also believed by the majority of respondents are able to overcome the problems of agriculture (63.3%), economic problems are convolved society (72.0%) and public health problems (68.0%). Respondents have argued that health facilities Kediri City quite a lot, the numbers \pm 7 Hospitals owned by private and public, such as

Baptist Hospital, Bhayangkara Hospital, Dina L Hospital , the Army Medical Department Hospital, Al-Arafah Islamic Hospital, Muhammadiyah Hospital, and Regional Public Hospital (RSUD) Gambiran (<http://www.carialamat.com/kediri/rumah-sick>) . Such conditions show that voters have confidence in the ability of candidates to overcome the problem in Kediri and it encourages those who have the political right to participate in Kediri mayoral elections held on August 29, 2013.

Reasons and Decision Choosing The Candidates

Voters Kediri Mayor candidates have various reasons why they choose one candidate Kediri Mayor on August 28, 2013. The first reason to vote for a mayor candidates due to the appearance in the mass media such as television: JTV, KSTV, Dhoho TV, Dhamma TV, Kelisuci TV, BBS TV, Kaka TV, Rajawali, dan radio Andika Jaya FM, Bonanza FM, BRASS, Jayabaya, Swara Citra Pamenang, Mysta FM, Dahlia FM, R22a FM, Sabdotomo FM, Suara Mahameru, Swara Kediri, Taurus Adhiswara as well as newspapers such as Radar Pos, Surya, Memorandum, Bhirawa, Time Dor as many as 17.8 %%. They chose one of the mayor candidates of Kediri not only because of the appearance in the mass media (introduction) but also because programs offered when a campaign by the mayor candidates of Kediri considered attractive (43.5%). And they chose because of the others as many as 38.7%.

As such those who chose because of the influence of the mass media and the programs offered as many as 61.35%. This condition shows that turns the mass media effectively to influence voters to choose one candidate Mayor of Kediri. This supports the theory that what was done media is something of a people's political behavior, both behavioral support or oppose. In addition, the mass media has a great power of influence in controlling the direction of change in society, especially in a political framework. In a sociological perspective, according to Newcomb (in Muhtadi, 2008: 51) a change in the attitude of society in general is influenced by the presence of new information that is considered relevant to the conditional demands. The size of the change, one of which, depending on the strength of the effect of media channels. As a channel of information, the mass media is a force that can affect well as changing people's behavior, including political behavior are usually the target of political parties. (in Muhtadi, 2008:51).

Trust Voters Against The Public Service

Most of them choose because of the appearance of candidates in the mass media. In addition to one of the programs related to governmental administration especially public service. They chose due to the expectation of the improvement governmental administration in the field of public services, especially health services, population, licensing, education. Most respondents saw public service in Kediri in 5 (five) years of the last still negative, they are assessing as much as 51.9% negative. With the negative category is less good and less pleasant (34.6%), bad and not pleasant (11.3%), is not very good and not very pleasant (6.0%).

There is a small part argues last 5 (five) years of public service in general is very good and pleasant (12.4%), there are also those who argues that the public service at 5 (five) years good and pleasant (24.9%). Even some are not able to give opinion whether the public service within 5 (five) years is good or not (10.7%). Those who do not know anything about

the public service are first-time voters, and have never deal with the public service, as well as the age old voters so rarely deal with public services.

CONCLUSION

From the data obtained can be made a conclusion that the communications media, especially electronic and print media have an important role in socializing the election of Kediri Mayor dated August 29, 2013. In addition, the mass media as source of important information. Mass media TV, radio, newspapers, Binner, leaflets, banners / billboards can display candidates and campaign programs that have an attraction for voters. Then the candidate was elected as mayor later believed by voters have a good capacity to overcome the problems that exist in Kediri, especially the problem of unemployment, poverty, education, agriculture, economy and health. While the reasons why they choosing a certain candidate in the mayoral election of Kediri, namely because of the appearance of the candidate and campaign programs in the mass media. In addition, also due to the public service or governmental administration in the last five years is still not good, and by choosing a certain candidate hope in his tenure there is improvement of public services or governmental administration.

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