The Model of Political Communications Prevention of the Election Violent Conflicts

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Abstract: The 2015 is a new chapter for the execution of elections in Indonesia held a unison on Wednesday, December 9. In East Java, the elections were followed by 19 district/city. The study of the elections that have been done before researchers show that the dominant factor that triggered the conflict is anarchist: voters list (DPT), the regulations make the occurrence of various kinds of understanding, organizer of the neutrality and weigh the requirements for the candidate of the independent. This research is focused on the sorting of violence in elections at every stages and made the development of a model of political communication. This exploratory research using domain analysis by making the categorization on each domain. Secondary data collected through observation and primary data unearthed by interviews on key figures. The results showed that the potential for violence can be prevented with a model developed by the research team with the blending model of political communications through modern media and traditional media. Each model using communication approaches that are tailored to the audience. The application of the model can be effectively through informal activities with mutual visits between candidates and their teams success in order to know each other more deeply and intimately familiar and makes peace agreement with organizers of the elections was accompanied. The effects of the model in the form of development results: the elections were peaceful and integrity so that gave birth the the legality Governor/Mayor in the each area.

Key words: Political communication, conflict, violence, elections, Indonesia

INTRODUCTION

In the 2015 is the beginning of a new chapter for the execution of elections in Indonesia, held simultaneously on the day, December 9 and was followed by 260 counties/cities. Elections were held in East Java in 19 counties/cities simultaneously, namely counties include: Mojokerto, Wonogiri, Lamongan, Jember, Ponorogo, Gresik, Trenggalek, Sumenep, Banyuwangi, Malang, Pacitan, Sidoarjo, Tuban and Blitar. And silayah of the city include: Blitar, Surabaya and Pasuruan.

There was an interesting moment in the dynamics of the elections so far, namely with the launch of the program "Election Integrity" by the Corruption Eradication Commission (KPK). For the first time the democratic process at the local level with the control with the aim of generating KPK head area that has integrity. As in the pass by the Chairman of the Commission of Elections (KPU) Robiyan Arifin in interviews with investigators, the team confirms that:

"The integrity of the elections Pogram 2015 is expected to stimulate a culture of elections for both the prospective head of the region, organizers and community voters who put forward the aspects of high moral integrity". Further Robiyan explains: that in this program, KPK placing 2 ad hoc team that will control the process of the elections in an open or closed until the end of the stages of organizing the elections. The first team was tasked as a precaution and the team's second stint as team penindakan. The goal is to realize the regional head of an honest, clean, anti-corruption and committed to improving the welfare of society of Surabaya. KPK program has three objectives, namely:

- The prospective head area
- Organisers of the elections (KPU and the supervisory committee/panwas)
- Of community voters

According to the Supervisory Committee/Panwas Chairman Hariyadi, the revelation in an interview with a team of researchers "that program the KPK to affirm a culture of anti-corruption through the formulation of the elections has integrity".

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Surabaya was chosen as the pilot city implementing Election integrity because it has the complexity with the number of voters and a big budget, so it is feared candidates would compete with justifies all means, according to Alfi Rachman Waluyo of the Directorate of Education and community service KPK. Integrity in question is the Act of the head of the area should be consistent between the hearts, minds and the same words. "Don't get when the campaign said this but after a ruling in fact do the opposite" (https://kpu-surabayakota.go.id/kpk-and-the-surabaya-agree-make it happenelections-integrity/).

Mojokerto is a representation of the counties with a violent conflict on the election of Governors in 2010. Based on the results of the research findings of the year I of the elections in the city of Surabaya (election of Mayor and Deputy Mayor of Surabaya) and Mojokerto (election of the Regent and Vice Regent) through the analysis of domain on the stages of the elections retrieved data potential conflict violence triggered by factors: quality of the DPT, completeness and validity of the regional head of the candidate requirements, internal conflict party/coalition political parties poles, popuralitas and the image of the candidate in the campaign violations, black campign, use an account that is not official, professional organizers of the elections, the difference in the perception of the officer and organizer of the elections on the applicable legal regulations, the difference in the calculation result of the vote, the publication is not balanced and the dissatisfaction of prospective on the outcome of the decision of the KPU district/city.

Literature review

Political communication: The political system is determined by the dynamics of political communications. As delivered by Rahman (2002). Political communication start venturing from the input-process-output to system transformation of politics, because it drains good political messages in the form of demands as well as the support that makes the political system works dynamically.

Political communication as a process to define a new symbol emblem or symbol-a symbol of communication containing political messages from a person or group to another person with the purpose to open an insight or way of thinking, as well as influencing the attitudes and behaviour of the target audience for politics (Cangara, 2009).

Meadow argued in Nimmo (2004) political communication refers to any exchange of symbols or messages that to a significant extents have been shaped by or have consequences for the political system. Political communications in the study is the delivery of activities to the political messages of the institutions associated with.

Elements of political communication that became a body of knowledge are
Political communicator: Is a party (institution or group of people or individuals) that gives information about the things that contain the meaning of elections. For example, KPU, would-be head of a region, the regional legislative body parliameny, a support group of candidates, NGOs and public figure.

Political messages: The statement was delivered (verbal or nonverbal, manifest or latent) containing the meaning of elections. E.g., speeches/political statements, regulations, legislation, articles or reviews, advisories, political meaning of the symbols and propaganda.

Media politics: Is the means used by communicators in conveying the message of the elections. For example, the mass media, public communication, group communication and social communication.

Political target: Members of the public are expected to provide support to the message delivered by communicators. For example, support for a vote on a candidate in the elections.

The influence or effect of political communication: The creation of an understanding on political targets against the political message delivered by communicators. For example: the desired target behavior such as communicators.

The function of political communication as rendered by McNair (2003): Provide information about rules and ethics in implements local democracy in the form of electoral activities presented in the candidate voters/supporters of the candidates. Educate potential voters/supporters of the candidates about the objective facts. Accommodating political problems and made into a discourse based values ethical democracy enforcement. Make publications addressed to government and political institutions. As channel advocacy that can help spread the program activities of the elections in the mass media.

Violent conflict

Conflict: This conflict approach pioneered by Ralf Dahrendorf, Paul Conn and Karl Marx. According to the experts above there are some factor which becomes the

cause of occurrence of conflicts, there are: heterogenity of the community that is vertical such as: social status, economic status, power, education, etc. as well as horizontal heterogenity such as: system of culture, religion, tribe. The abundance of these differences in turn his diverse interests will bear may even be mutually face to face (Surbakti, 2004).

When a conflict is directed to obtain or maintain sources of political decisions, it is called the political conflict. In this research, the source of which is the head of the contested areas. The conflict of the elections happened from existence of the dissatisfaction of prospective candidates and supporters who lost against the determination of the outcome of the winner.

Violence: Violence is a behavior or action carried out by a anarkhists group of people include: demolition, gang up on, swarm over, burning, looting/appropriation, murder and others. These actions are the result of collective behavior which has suffered deindividuisasi. Deindividuisasi is the situation that allows an individual or group to perform the actions of distruktif and sadistic beyond rationality of individuals from the perpetrators.

There are 5 aspects of the causes of conflict in the election, namely the aspects: government regulation, organizer of the election, the candidates, the mass of supporters and security officer (Adi Suhendi, URTribunnews.com). So, violent conflict in this study was a behavior using the tools/means of physical abuse from a group of supporters of a candidate in the elections that are triggered by the presence of dissatisfaction against the process and results of the implementation of the elections that led to the assault and damage against the asset-aset candidate, the implementing agencies of the elections and on the means of public execution in the elections.

The elections: The election is the beginning of political recruitment in the area namely the process of selecting appropriate candidates head and deputy head of the area by area voters. The main actors in the illegal elections, among others: KPUD organizers are independent, local governments as the giver of the contribution to the holding of elections, political party as the candidate for the poles and the community area as voters.

Based on the history of politics in Indonesia, there are four electoral system (Sarundajang, 2005) that is: the system of designation by the Central Government during the colonial period as well as the Netherlands and Japan old order (Law No. 27 1902; Act No. 22 of 1948; Law No. 1 in 1957 and the determination of the President

No. 5 of 1960). Pseudo representative electoral system, Pancasila democracy (UU No. 5 of 1974) elections are elected by parliament and enacted by the President. Representatives of the electoral system, the head of the area selected by the Parliament without the intervention of the Central Government (UU No. 6 of 1965 and law No. 22 of 1999). Direct electoral system, namely, the regional head of the directly elected by the people (Act No. 32 of 2004).

The election is a way out to melt the ice on a democracy is local, meaning that the head area that voted in the elections will have its legitimacy directly from the folk didaerahnya as political capital or offsetting strength in carrying out checks and balances with Parliament. The election is one form of implementation of decentralization in political perspective which occurs the process of transfer of power from the centre to the locus region. Through elections, the people of the region could determine the course of government by selecting the desired leaders freely and secrets.

The authorized State Agency organizing the elections was KPUD district/city as set forth in regulations of the KPU No. 2 2015 Election Organizers about Article 1 Paragraph 6. In carrying out its work the inaugural elections supervised by the supervisor of elections namely Supervisory Committee district/ city, Sub Election Committee, Field Election Committee and Aboard Election Committee (Bawaslu RI Regulation No. 5 by 2015 about supervision stages, candidacy the election of Governor and Vice Governor, Governor and Deputy Governors as well as the Mayor and Deputy Mayor) Chapter 1 verses 15-19.

MATERIALS AND METHODS

Location research: The research was conducted in two areas, namely the town of Mojokerto, Surabaya and with consideration of the regional representation as well as the distinctive feature of their society. The city of Surabaya is a representation of the modern society with a high level of heterogeneity while the Mojokerto is a representation of the culture of "Mataraman" and Muslims. With defined two areas assessed are representative can be used as a pilot project for other district/ city in Indonesia that have the same characteristics.

Unit of analysis: The unit of analysis in this study using a purposive sampling technique that is more in reference to the key figure of the district/city, Supervisory Committee, success teams of each candidate as well as a socialite on the object of research.

Data collection techniques: Data collection is carried out by systematic analysis unit at the interview to get the completeness of the data and perform data verification research results with a Focus Group Discussion (FGD) in order to formulate problems and refinements typical weakness in order to formulate models of political communication implemented in activities elections in Indonesia.

Data analysis techniques: Data analyzed with social legal research via forum FGD. This analysis in addition to using the approach that is normative (Hadjon, 1997; Hutchinson, 2002) also uses the field approach (social, political and administrative) that examines issues of weaknesses and violations of the law during the elections practices can be prevented by political communication model developed by the research team.

RESULTS AND DISCUSSION

Surabaya Mayor election (PILWALI): Of primary and secondary data that has been gathered researchers that the election in Surabaya was held on December 9, 2015, through the decision of the KPU city of Surabaya number: 39/Kpts/KPU-Kota-014.329945/2014 25 September 2015, the number of Sort and name of candidate in the election of Mayor and Deputy Mayor of Surabaya followed by 2 candidates. As for the party/coalition party candidate pole can be seen in Table 1. FGD results obtained from any information that violent conflict is a trigger factor:

- Regulation that creates multi interpretation for organizers as well as poles of candidate
- News coverage from news media is not via the media center
- Behavior of the organizers on the procurement and installation of a disappointing campaign props team success

As for some of the factors that can minimize the occurrence of violent conflict are:

- Building a media center that can provide adequate information about the elections and can be accessed by various parties
- Invites the community component embodied in civic organizations to observe the presence of seeds of conflict
- Need regulation campaign that could limit the motion offense
- There should be regulations; "criminal elections"

Table 1: Candidates for mayor of Surabaya

Candidates	Party supporters
Dr. H.Rasiyo, M.Si-Dra. Lucy Kurniasari	Partai Demokrat, PAN
Dr (H.C) Ir. Tri Rismaharini, MT-Whisnu Sakti Buana, ST	PDIP
Hupmas Media Center KPU Surabaya	

Table 2: Candidates for mayor of Mojokerto

Candidates	Party supporters
H.Mustofa Kamal Pasa, SE	PDIP, GERINDRA, DEMOKRAT,
H.Pungkasiadi, SH	PAN, PKS, NASDEM, GOLKAR,
Misnan Gatot Rahma Shofiana W.A	Independent

The election of the regent Mojokerto (PILBUP): Of primary and secondary data that has been collected the researcher show that the elections in Mojokerto that originally followed by 3 of candidate turned into just followed by 2 pairs of candidates is based on the decision of the KPU Mojokerto according decision the Supreme Court (MA) on The matters of State (TUN) number 539 K/TUN/PILKADA/2015 proposed incumbent candidate, Mustofa Kamal Pasa-Pungkasiadi. Pair of Nisa-Arif crossed out from the list of candidates because proven falsifying letters of support from DPP PPP leadership Djan Farid.

KPU finally set the two candidates remaining as a candidate for Regent and Vice Regent of Mojokerto they are incumbent candidates: Mustofa Kamal Pasa-Pungkasiadi and independent candidates: Misnan Gatot-Rahma Shofiana. With this decision, the KPU cancelled the event number news 28/BA/VIII/2015 and the decision letter Number 31/Kpts/KPU. KAB-014.329790/24 August 2015 2015 and set a new event number news 47/BA/XI/2015 and the new decree number 31/Kpts/KPU. KAB-014.329790/2015 date, November 14, 2015 about prospective assignment of regent and vice-regent in Table 2: based on the results of the FGD that conflict can be mapped in Mojokerto elections caused by the dominant factors factor are:

- Mentality of local government in support of the candidate in the form of the granting of facilities and infrastructures-means to one candidate
- Neutrality organizers in technical level

As for some of the factors that can minimize the occurrence of violent conflict among others:

- No activities that bring in the masses, a campaign conducted with go to the community
- Opened a legal space to accept the lawsuit
- There needs to be understanding reply was emphatic and clear reply about the limitations of government neutrality
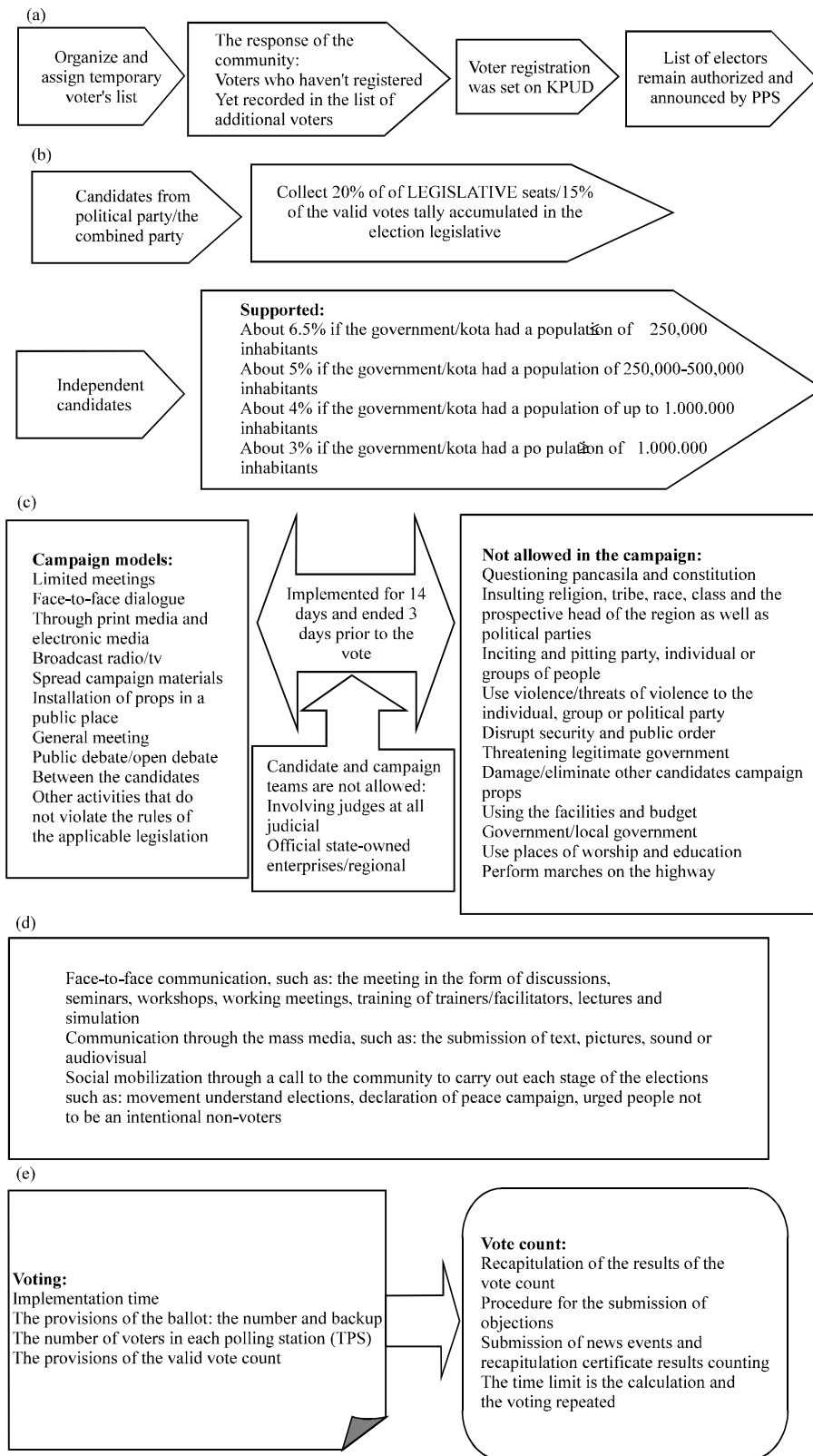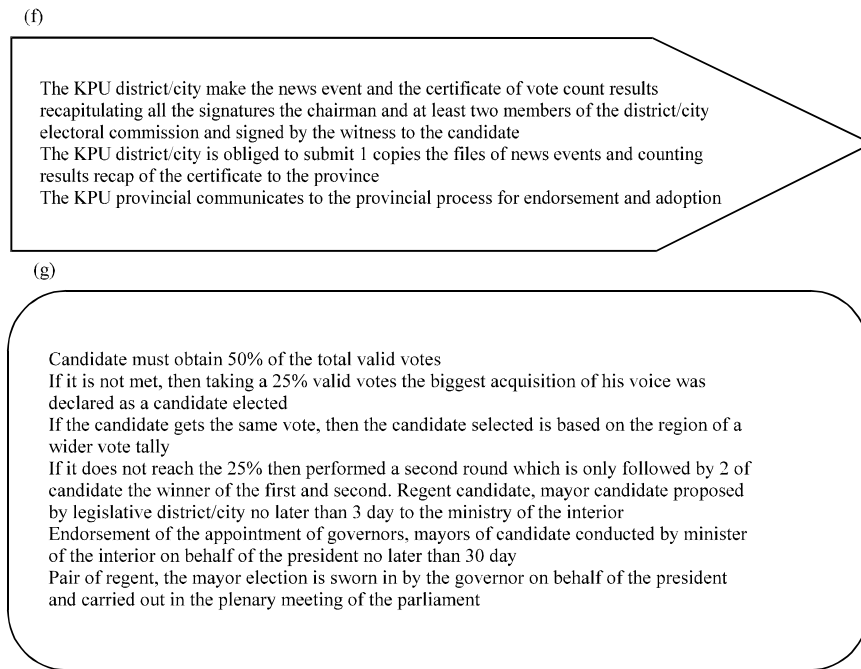
(a)

Organize and assign temporary voter's list → The response of the community: Voters who haven't registered Yet recorded in the list of additional voters → Voter registration was set on KPUD → List of electors remain authorized and announced by PPS

(b)

Candidates from political party/the combined party → Collect 20% of of LEGISLATIVE seats/15% of the valid votes tally accumulated in the election legislative

Independent candidates →

Supported:
About 6.5% if the government/kota had a population of 250,000 inhabitants
About 5% if the government/kota had a population of 250,000-500,000 inhabitants
About 4% if the government/kota had a population of up to 1.000.000 inhabitants
About 3% if the government/kota had a po pulation of 1.000.000 inhabitants

(c)

Campaign models:
Limited meetings
Face-to-face dialogue
Through print media and electronic media
Broadcast radio/tv
Spread campaign materials
Installation of props in a public place
General meeting
Public debate/open debate
Between the candidates
Other activities that do not violate the rules of the applicable legislation

Implemented for 14 days and ended 3 days prior to the vote

Candidate and campaign teams are not allowed:
Involving judges at all judicial
Official state-owned enterprises/regional

Not allowed in the campaign:
Questioning pancasila and constitution
Insulting religion, tribe, race, class and the prospective head of the region as well as political parties
Inciting and pitting party, individual or groups of people
Use violence/threats of violence to the individual, group or political party
Disrupt security and public order
Threatening legitimate government
Damage/eliminate other candidates campaign props
Using the facilities and budget Government/local government
Use places of worship and education
Perform marches on the highway

(d)

Face-to-face communication, such as: the meeting in the form of discussions, seminars, workshops, working meetings, training of trainers/facilitators, lectures and simulation
Communication through the mass media, such as: the submission of text, pictures, sound or audiovisual
Social mobilization through a call to the community to carry out each stage of the elections such as: movement understand elections, declaration of peace campaign, urged people not to be an intentional non-voters

(e)

Voting:
Implementation time
The provisions of the ballot: the number and backup
The number of voters in each polling station (TPS)
The provisions of the valid vote count

Vote count:
Recapitulation of the results of the vote count
Procedure for the submission of objections
Submission of news events and recapitulation certificate results counting
The time limit is the calculation and the voting repeated

Fig. 1: Continue

(f)

> The KPU district/city make the news event and the certificate of vote count results recapitulating all the signatures the chairman and at least two members of the district/city electoral commission and signed by the witness to the candidate
> The KPU district/city is obliged to submit 1 copies the files of news events and counting results recap of the certificate to the province
> The KPU provincial communicates to the provincial process for endorsement and adoption

(g)

> Candidate must obtain 50% of the total valid votes
> If it is not met, then taking a 25% valid votes the biggest acquisition of his voice was declared as a candidate elected
> If the candidate gets the same vote, then the candidate selected is based on the region of a wider vote tally
> If it does not reach the 25% then performed a second round which is only followed by 2 of candidate the winner of the first and second. Regent candidate, mayor candidate proposed by legislative district/city no later than 3 day to the ministry of the interior
> Endorsement of the appointment of governors, mayors of candidate conducted by minister of the interior on behalf of the president no later than 30 day
> Pair of regent, the mayor election is sworn in by the governor on behalf of the president and carried out in the plenary meeting of the parliament

Fig. 1: Stages of the elections: a) update the data selector with the following mechanisms; b) nomination with the following mechanisms; c) campaign, by the following mechanisms; d) Dissemination with the following mechanisms; e) voting and counting of votes with the following mechanisms; f) recapitulation of the results of the vote count with the following mechanisms and g) the determination of the candidates selected with the area head mechanism as follows

- The intensity of communication from the KPU, the successful teams and security officers is built with the emphasis on peaceful elections

Stages of the elections: The conclusion that can be drawn that in preventing the occurrence of violent conflicts in the elections is through the stages and mechanisms such as the following Fig. 1.

The supervision and monitoring of elections: Supervisory procedures in the voting and the vote count is done by the following stages:

- Supervision of the preparation of the vote against
- Surveillance against before meeting voting
- Surveillance against the implementation of a voting meeting
- Surveillance against the implementation of voting
- Supervision against the implementation of the vote count and the submission of the ballot box
- Supervisory plenary meeting recap of the results of the counting of the vote tally in PPS
- Oversight of the implementation of the voting and the vote count. Supervisory mechanism in a schematic can be described as follows

Development model political communication in the election: The success of the implementation of election determined not only by organizers (institution electoral commission and supervisory committee district level or city) but also cooperative behavior of candidates, party and group poles, security officers , PPK, PPS and voters and the media with a message balanced. Cooperative behavior indicated by parties the compliance on regulations that is and consistent to the pursuit of election integrity can be achieved when built models of communication political developed by taking account of the characteristics culture and the background the community of the region.

FGD has been organized by the research team on 18 july 2016 at hotel inna simpang and followed by 15 people consisting of: communication expert political, chairman of the electoral commission of Surabaya and the chair of KPU district Mojokerto areas, supervisory committee Surabaya and supervision committee district of Mojokerto, successful teams from each candidate for mayor of Surabaya and successful teams from one of the candidate as well as the Mojokerto Regent research team and a cameraman, can be described that: there are two
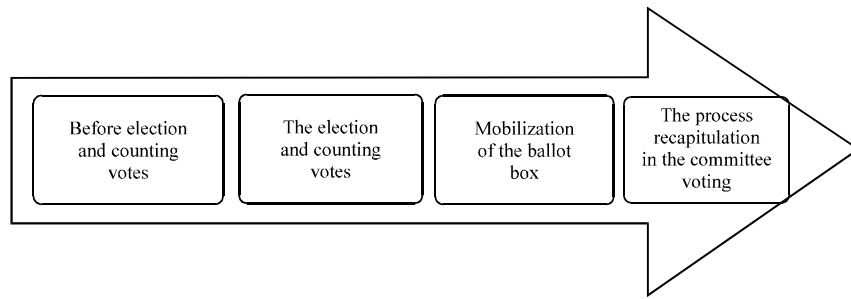
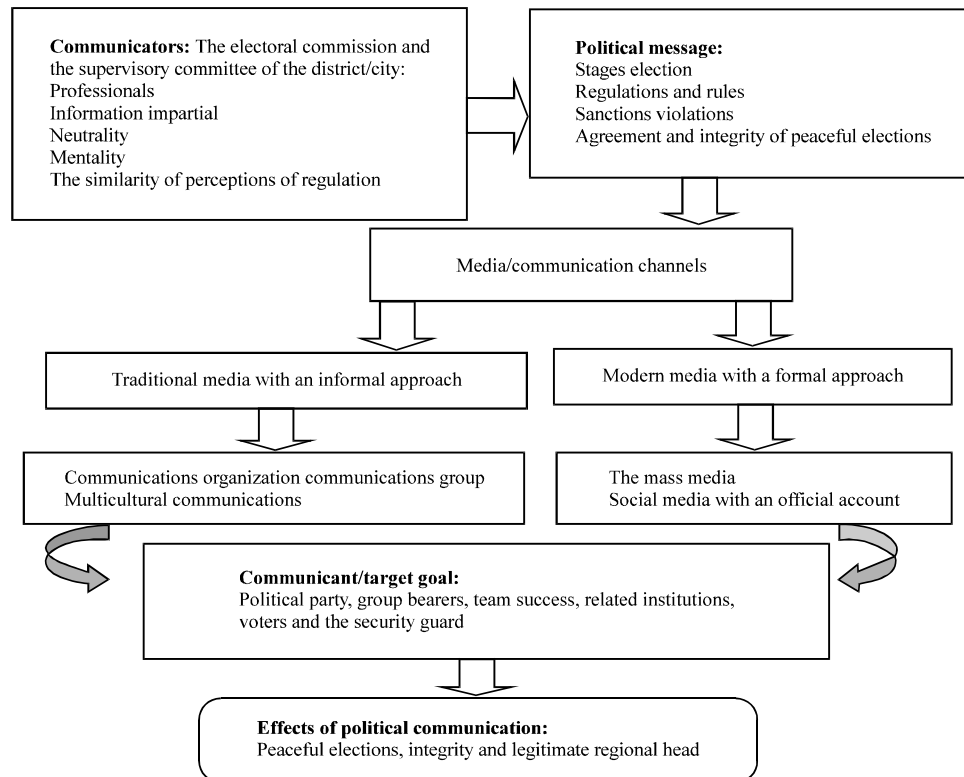Fig. 2: The mechanism of supervision of elections

Fig. 3: Development of A model communication politics in elections

typical types of elections in the Level 2, namely: the election of Pilwali and Pilbup. Based on the domain stage election the research team has made categorisation potential conflicts violence, models of communication which has been applied for this and development models of communication political developed the research team are presented in Table 3. From the above domains, researchers construct development models of effective political communication in order to prevent the occurrence of violent conflicts in the elections and presented in Fig. 2 and 3.

The results of the mapping of the elections in the city of Surabaya (elections of Mayor) and Mojokerto (the election of the regent) through the analysis of the domain of the stages of the elections

as seen in Table 3, it can be concluded that the potential for violent conflict triggered by a factor:

- Regulation that creates multiple interpretations for organizers as well as poles of candidate
- News coverage from news media is not via the media center
- Behavior of the organizers on the procurement and installation of a disappointing campaign props team success
- Partnership mentality in action support candidate in the form of the granting of facilities and infrastructures of the means to one of the candidate's food
- Neutrality organizers in the technical level

Table 3: Domain analysis phases of the elections and development of a model communication politics in elections

Domain stage	Political communication which has been implemented	Development political communication model in the election
Update the list of electors vooter (DPT)	Formal communication with agencies authors voters data systems (sisdalih)	Use the internet as a media tracking the statistics Publicizing dps through mass media and social and traditional media Provide the communication through complaint post
Nomination and the candidates	Iintensively with the consolidation of the party/coalition political party/candidate producer groups Transactional	Organizational Communication among figures with the candidate who carried Candidate publications in mass media and non mass media
Campaign	Formal communication through: publicity, propaganda, political marketing Informal communication through: community leaders, public figures and political parties	Local wisdom-based diplomacy through negotiations with the community's objectives in order to convey the work program and the adjustment of the work programme to the needs of the community Using mass media and social media with your account registered on the official organizer of the elections
Socialization	Mass communication Interpersonal Communication with political parties Traditional	Build partnerships with mass media and optimization of communication with the organizers of the elections Use media center and optimization he role of public relations Political parties/groups bearers
Voting and counting of votes	Conciliation Mediation	Organizational communication Vertical and horizontal communication between the KPU, Panwas district or city, PPK, PPS to witnesses and independent inspectors
Recapitulation of votes	Formal communication through mediation or consolidation method	Involvement of the media to report the results of recapitulation temporarily Provide opportunities for the public in the webmail KPU regency/city Involving the KPU regency/city public relations role to provide information based on one door in order to neutralize unbalanced news/maze
Assigning regent/mayor elected	Arbitrage	Communication model of diplomacy Mass communication

Violent conflict can be avoided if applied a formula of political communication that combines modern political communication patterns with traditional political communication patterns with the formal approach through communication with the mass media and social media with the official accounts and informal approach with communication, group communication and organization or multi culture communication tailored to the target as Fig. 3.

Advice: Necessity of election regulations concerning:
- Competition candidates
- Each stage
- The election process
- Organizers
- Law enforcement system

The regulations law elections must contain the certainty of law means that there is no vacuum and inform all the aspect is set up is not contradictory, not multi tafsir, tdk there are provisions that cannot be started. Establishment of the member terms should be more modest and KPPS is not incriminating. There should be rules of the game institutionalization of political parties in the elections that are socialized to stakeholders. Campaign props (APK) should preferably be submitted at candidates (design, installation) so no need to use the Fund budget and shopping area. Duties of KPU does not

make the APK but make rules about the APK and the determination of the location of the installation is carried out together with local government.

CONCLUSION

Problems in the research is the trigger factor of occurrence of violent conflicts in the elections, efforts to suppress violence and model effective communication can prevent violent conflict in the election.

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