SIMBOLIC INTERACTION BETWEEN SOCIAL PERSPECTIVE AND SCIENTIFIC PERSPECTIVE ON CULTURE VOTING BEHAVIOR IN INDONESIA

by

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ABSTRACT

The election president of Indonesian 2019 RI attracted the attention of all circles, including academics. Interplay of academics is demanded today to complement the life processes of human civilization today. The problem of this research is how the symbolic interaction that occurs in the presidential election process in 2019 from a scientific and social science perspective on the culture of elections. Political participation behavior greatly influences the culture of regional head elections in Indonesia. Unlike in America, which is very independent of culture. But already independent of the vision of the vision of the community. The method used in this study is a qualitative perspective. Key informants and informants from both sides and media practitioners from various sides of art, technology and managers of the success team of the two sides of the Republic of Indonesia presidential candidate 2019. The results of the research were in the objectivist order, the symbols used by these two candidate sides varied greatly in each region in Indonesia. And the subjectivist data search process is very dynamic. There are no strict rules carried out by the electoral committee and these two sides. So that a good electoral culture must continue to be pursued by all elements in Indonesia. The conclusion of the study is that scientific and social science interplay can be used for better human life.

Key Words: communication politics, culture politics, symbolic interaction, voting behavior
Background

The presidential and vice-presidential selection of Indonesia in 2019 increases Indonesian citizen’s political desire. There are two candidates for 2019 presidential election, they are Mr. Joko Widodo and Mr. Ma’aruf Amin (1) and Mr. Prabowo Subianto and Mr. Sandiaga Uno (2). Both of them have strategies to win Indonesia’s 2019 presidential and vice-presidential election.

The General Election (KPU) has received the recapitulation of temporary voter list inside and outside Indonesia for the general election in 2019. The number of temporary voter list inside the country reaches 185,098,281 people, while the temporary voter list outside the country reaches 1,281,597 people (http://news.detik.com.pemilu2019 accessed on June, 23 2018). “The recapitulation also shows that there are 510 cities, 7,131 villages, 799,855 polling stations. And there are 185,098,281 temporary voters inside the country and 1,281,597 outside the country,” said General Election (KPU) commissioner, Viryan Aziz, on plenum in Hotel Borobudur, Jakarta.

This research regards the problem of how symbolic interaction that happens from the social perspective and scientific according to the election culture in Indonesia. This research aimed to analyze the symbolic interaction between the social perspective and scientific in Indonesia’s leader election culture. The academic significance is that the result of this research can be a reference to Indonesian citizens, also raises the awareness of the public to be able to vote the local leader or the president based on their own desires and needs.
Literature Review

The previous research was conducted by Michael R. Solomon, about The Role of Products as Social Stimuli: a symbolic interactionism Perspective. (Journal Scinapse, published 2016, DOI: 10.1086 / 208971). It was also carried out by Mustofa Mohammad Ali, Abdullah Sultan Abdullah, Al Shmaa Eflky in The Usage of Social Media and e-Reputation Systems in Global Supply Chain: Comparative from Diamond and Automotive Industries (Journal Scientific Research, published 2018, DOI: 10.4236 / ijcns 2018. 1150006). It was also carried out by Xiaoxiao Zhang, Wen Shi, in the Journal of Scientific Research (published 2018, DOI: 10.4236 / ijcns.2018. 116008).

Conceptually of this research is that political communication is the process of delivering information about politics from the government to the public and from the public to the government (Ramlan Surbakti, 2010: 152). Political communication is a process in which relevant political information is passed from one part of the political system to another, and between social systems and political systems. This event is a continuous process, involving the exchange of information between individuals and groups at all levels of society. Moreover, it not only includes the appearance of the views and expectations of the members of the community, but also the means by which views and origins as well as the recommendations of the ruling official are passed on to the members of the community and also involves the reactions of members community towards views and promises and suggestions from the authorities. Therefore, political communication plays a very important role in the political system: political
communication determines dynamic elements, and becomes a decisive part of political socialization, political participation, and political recruitment (Michael Rush and Phillip Althoff, 2008: 24).

Theories of this research are broad outline perspectives. Social perspective is a social action that can originate from individual actions as long as their actions have a subjective meaning or meaning for themselves and are directed towards the actions of others. Because this paradigm sees human behavior always controlled by power and power. (Paloma, 1987: 264).

Scientific perspective, scientific activities concerning both forms of problems. The first form of the problem that has never been investigated before so that the answer to the problem is new knowledge. Research in solving problems like this is called pure research. The second form is a practical consequence of previously known knowledge. Scientific research that investigates the form of this second problem is called applied research. Science related to problem one is called pure science, while science related to the second problem is applied science. Physics theory, for example, is pure science and engineering is applied science. (Jujun S.Suriasumantri, 2015: 36)

Symbolic interactionism theory built from the social definition paradigm views humans as conscious and reflected actors, who unite that they know through what is called Blumer as self-indication (Poloma, 1987: 264). Self indication is a process of communication that runs where the individual knows something, evaluates it, gives it meaning and thinks of acting based on that meaning. For Blumer symbolic interactionism rests on three premises: 1. Humans act on something based on the meanings that exist in something for them 2. The meaning comes from one's social
interaction with others. These meanings are perfected during the process of social interaction. From this fact it can also be understood the perspective difference of this theory with behaviorism.

Social facts as aspects that are really important in people's lives are placed in the framework of symbols of human interaction. In this case the community organization (social fact) is a framework in which social action takes place, is not a determinant of social action.

To make it easier to understand this theory, it might be useful to put forward a number of basic ideas contained in it (Poloma, 1987: 267). 1. The community consists of humans who interact. These activities are mutually compatible through joint action, forming what is known as an organization or social structure. Interaction consists of various human activities related to other human activities. Symbolic interaction includes the interpretation of actions. Objects do not have intrinsic meaning, meaning more is a product of symbolic interaction. Objects can be classified into three categories: physical objects, social objects and abstract objects. Humans do not only know external objects, they can see themselves as objects. Human actions are interpretative actions made by humans themselves. These actions are mutually linked and adjusted by group members. This is referred to as joint action which is restricted as a social organization of the behavior of various human actions. (scribd.com. social issues in various perspectives. docx. by Wiwid Widya)
Research Methods

A qualitative approach is an approach in conducting research oriented on symptoms that are of a natural nature because of their orientation, so they are naturalistic and fundamental or natural in nature and cannot be done in the laboratory but must be involved in the field. Therefore, this kind of research is called a field study. (Muhammad Nazir, 1986: 159). The research strategy used in this study is symbolic interaction. Symbolic interaction according to Joel M. Charton, 1979 is an understanding of symbols when researchers use the theory of symbolic interaction. Symbols are social objects in interactions that are used as representation and communication that are determined by people who use them (M. Charton, 1979). The informants in this study were people who had already had more than three elections and went to vote for their leaders. And the next informant is the one who just voted once in 2014.

Discussion

Researchers interviewed key informants and informants, as well as observations in obtaining research results. The researcher interviewed both sides of the Indonesian presidential candidates in seeing the culture of choosing regional leaders in symbolic interactions. Key informant side one saw the signs used in the State leader side sign in 2019. Researchers wanted to know how the process of symbolic interaction that occurred in the two sides of the prospective state leaders in attracting the attention of voters.
The first side stated that they used symbols of the unity and unity of the Indonesian nation that were very diverse for the progress of the nation. The power of new media is very reliable in this study. All elements of society in every structure of Indonesian society are mobilized to socialize for the sake of the victory of this side.

The second side also uses symbols of unity and unity in the diversity of Indonesian society. But this side adds economic programs. Because according to the informants, Indonesia still has to be empowered by the economy. This side also uses new media on social media. The contents of their program messages globally are almost the same as the one.

The first side uses symbols that are still global in influencing voters. Because the prospective leader of this side is an incumbent, and the people really idolize him. As seen in mainstream media in Indonesia. The community hopes that State leaders can be wiser in reflecting national policies in their regions.

The second side also visited electoral districts using symbols that were still common for their victory. According to them, the community still needs basic needs in meeting their needs. So this side uses symbols in approaching the people of the area they visit.

The first side uses general jargon that can be accepted by all levels of society through social media. They continue to capture young aspirations in the hopes of a national leader. Social media is used by the first faction in harmonizing the symbols that will be captured and remembered by voters in 2019. The symbol of this first side is a picture or photograph of a presidential candidate in 2019. Key informant
stated that the figure of the leader of the country who would become a candidate RI president in 2019 is still needed in their side signs. The candidate for the first stronghold is still highly expected by the Indonesian people.

The second side uses nationalism jargon in packing messages on social media. And the activeness of the vice presidential candidates in the two sides to the regions is still very much carried out by the two sides. The expected generation of young people in this second side is also enthusiastic about the candidates for the two strongholds who are still in balance with the first side, according to the side sign team of the two sides. These two groups have no rank in the current government system, so they are still using their cadres to support them in the regions in Indonesia. The younger generation is also very much expected to join these two kudu. The symbol of the two vice presidential candidates is always appearing in mainstream media in Indonesia. Also they work together with the community of graduates of the domestic and foreign side sign in order to achieve an advanced and prosperous Indonesian government.

The reflection of the researchers in this study is that these two sides still do not use the distinctive symbols of each community in Indonesia in persuading voters. Every region in Indonesia has its cultural characteristics. We recommend that the two teams prepare side sign messages in inviting voters to support their side.

Indonesian people still hold a very strict local culture. This should also be targeted by the managers of the winning teams of the two Indonesian leaders in 2019. Research should be carried out in areas in Indonesia. To get real feedback what is needed by Indonesian people to the next leader figure.
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Not only the simplicity of the nation's leader figure. But it must be accessible to all levels of Indonesian society. Many hear what is needed and needed by the people of Indonesia. You can use the right symbols in the presidential side sign next year. Not the wishes of the presidential candidates but the needs and desires of the Indonesian people in all fields.

The symbols of each side can be interacted in gaining sympathy from the voters. Both sides have unique symbols that can be communicated with their supporters. Not only black side sign and confusion in the political messages used in new media. But the solution to the problems of the Indonesian people is getting worse.

The political communication expected from the founding fathers is that political messages can be included in all systems in society. Passing through symbolic interactions should be felt directly by voters. Not the side sign team to win prospective leaders. Media symbols that can be interplayed are the winning team of candidates who can find out the needs and interests of the people that are expected in each side. So that it can be reflected in the symbols used in the side sign messages.

**Finale**

The conclusion of this study is that the two sides in the RI presidential candidate in 2019 still use common symbols in the community. They consider that heterogeneous Indonesian society still requires general symbols in this election side sign.
The suggestion of this study is to use local symbols in designing messages to attract the attention of voters later in 2019. 2018 should be a moment in attracting public attention in programs that will attract the needs of the Indonesian community.

References


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