

## **Socialization of Politics Incumbent (Case of West Sulawesi, 2011)**

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**Abstract :** Socialization is an incumbent way of building social interaction with the community. The success of the incumbent in building and developing a socialization strategy is crucial to the increasing popularity and incumbent electability. This research findings has two forms of strategy: campaign strategy running and successful team management to run effectively. Campaign running since the incumbent served as reflected in the incumbent way of raising people's welfare. Incumbent in West Sulawesi is relatively successful in improving people's welfare. Successful team management strategy is the way in which informants take the team that communicates its success during governor's term in the second period.

**Keywords -** *Socialization, Current Campaign, Success team and incumbent.*

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### **I. INTRODUCTION**

Socialization is a process of internalization of values that would be implanted in a person. Socialization is also a kind of instrument used by politicians in seizing, managing and maintaining power. However, poorly processed socialization tends to weaken politicians in political contestation. Socialization among political contestants can create problems with the quality of democracy. Low quality socialization tends to make the competition between contestants filled with back campaign.

It is where the importance of political socialization, especially on improving the quality of democratic life. Disappointing and disproportionate political socialization requires political life to be overshadowed by horizontal conflicts which in itself undermine the essence of democratic life. Incumbent has an advantage in managing its socialization, especially the relatively stronger political resources, especially on contestation in West Sulawesi.

How does the incumbent manage its political socialization? This question was raised because of the underlying suspicion that the incumbent with the remaining power would always use it for their political interests. Emerging ethical questions arise, whether this attitude is fair to other contestants, although it must be realized that not all incumbents do things that tarnished the image of democracy, one of which is the principle of justice and equality.

The important point of the research is how incumbent to manage their political socialization lies in how far the management process reflects the principles of justice and equality. That every political contestant should depart from the same starting point. The impact is caused when one of the contestants feel the process of PEMILUKADA (General Election of Regional Head) is not fair that the emergence of horizontal conflicts in some places can be prolonged and casualties. The most interesting example is the PEMILUKADA that occurred in North Maluku and Tana Toraja.

PEMILUKADA of West Sulawesi is one of the election of a relatively democratic local head. The West Sulawesi Election Commission was held on October 10, 2011. The West Sulawesi Election Commission recorded the number of permanent voters list of 819,848 people spread over 2,587 polling stations in 5 districts of Mamuju, North Mamuju, Majene, Mamasa and Polewali Mandar (Polman). The number of voters per district is Polman Regency of 280,707 people, in Mamuju which is the capital of West Sulawesi Province as many as 240,595 people following Mamasa as many as 105,414 people, Majene 102.148 people, and North Mamuju 90.984 people. Election of West Sulawesi was followed by three pairs of candidates for governor and deputy governor, Salim S Mengga-Abdul Jawa Gani, Anwar Adnan Saleh-Aladin S Mengga and Ali Baal Masdar-Tashan Burhanuddin. Anwar Adnan Saleh as incumbent was finally re-elected for the second time.

The formulation of this research problem is How incumbent at West Sulawesi Election of 2011 in designing and implementing strategy of political socialization in maintaining its power. Details of the results of the Election of West Sulawesi are as follows:

**Table 1. Percentage of West Kalimantan Election Contestant Voice of 2011**

Districts	Salim S Mengga dan Abdul Jawasa Gani	Anwar Adnan Saleh dan Aladin S Mengga	Ali Baal Masdar dan Tashan Burhanuddin
Mamuju	12,68%	67,93%	19,30%
North Mamuju	32,91%	47,33%	19,76%
Polman	24,51%	27,37%	48,12%
Mamasa	7,00%	63,40%	29,61%
Majene	15,73%	50,09%	34,18%
West Sulawesi	18,97%	48,12%	32,91%

Source: West Sulawesi Provincial KPU of 2011

## II. LITERATURE REVIEW

Socialization is an important element in a social process including the phenomenon of political socialization. The concept of socialization is a concept that is collected in the field of political sociology. Political socialization is a concept consisting of two concepts of socialization and politics. Scruton (2007: 647) gives a description of the meaning of socialization as follows:

*“In sociology, the process whereby the individual acquires the characteristic that fit him for membership of society, including, most importantly, the perception of himself as an immovable social being, guided by norm, roles and relation with others. In politic, the transfer of an object from private into social ownership”*

In sociology, socialization is a process by which individuals acquire suitable characteristics that make it part of a society, including, and most importantly, views that make him not shift as a social being, guided by norms, rules and relationships other. In politics, meaningful socialization of the transfer of an object that originally as an individual domain belongs to society.

The above definition implies that socialization aims for how an individual is accepted by society and how social norms, rules and relationships have the ability to make an individual have high loyalty to his community. Borgotta and Montgomery (2000: 2855) provide a description of sociology that essentially complements Scruton's definition, as follows:

*“Socialization has had diverse meanings in the social sciences, partly because a number of disciplines claim it as a central process. In its most common and general usage, the term “socialization” refers to the process of interaction through which an individual (a novice) acquires the norms, values, beliefs, attitudes, and language characteristic of his or her group. In the course of acquiring these cultural elements, the individual self and personality are created and shaped. Socialization therefore addresses two important problems in social life: societal continuity from one generation to the next and human development. Different disciplines have emphasized different aspects of this process.... Political science has shown some interest in socialization, but in a limited sense. Its studies have not gone much beyond political socialization: the process by which political attitudes and orientations are formed”.*

The above definition implies that socialization has diverse meanings in the social sciences because various social sciences claim that socialization is a core part of the process of how the science resolves the problem in its mind. Socialization in general is widely used to describe a process in an interaction where an individual accepts the norms, values, beliefs, attitudes and language of his community. In connection with the acceptance of cultural elements then this is where an individual is formed. Socialization is therefore related to 2 issues in social life that is social continuity from one generation to another and the development of human potential. The above definition also describes the notion of socialization in political science which is also used in political science although with limited meaning that is only used to describe the concept of political socialization. In political science, political socialization is interpreted as a process in which political attitudes and orientations are formed.

According to Damsar (2012) that socialization of politics also contains two important things, namely something related to the process and purpose. Matters relating to the process include the transmission of values, knowledge, beliefs, political attitudes and political expectations. While the aspect of purpose refers to something necessary to be able to participate effectively in the political aspects of community life. In the socialization of politics, there are some agents that are considered to play an important role, namely family, school, peer group

and mass media. These agents are seen to play a role in shaping knowledge, attitudes, values, norms, essential behaviors and expectations in relation to politics.

Damsar (2012) then continued that the mechanism of political socialization consists of:

1. Imitation is interpreted as an imitation known as the primary socialization process.
2. Instruction which is meant to convey something that contains a decision by a person or party having power (ordinate) to a person who is subject or influenced by person having power (subordinate) to be implemented
3. Dissemination which means the dissemination of political information so that the target group has knowledge of what is disseminated
4. Motivation is a mechanism of political socialization to form attitudes, if possible at the stage of behavior, a person or group of people about a certain values, knowledge, beliefs, political attitudes and political expectations
5. Upgrading is a form of political socialization to instill values, knowledge, beliefs, attitudes and behaviors in accordance with Pancasila (ideology of the ruler).

The mass media is one of the most strategic political dissemination agencies. Pawito (2008: 68) states that "In the context of modern politics, the mass media is not only an integral part of politics but also has a central position in politics. The mass media is a channel of political communication that is widely used for the purposes of disseminating information, becoming a public discussion forum and articulating the diverse demands of society. All because of the nature of the mass media that can transport information and images in a massive and reaching audiences so far, diverse, and widely dispersed

Ijwara in Zuhri (2010: 37) describes the type of political socialization consisting of two types:

1) Direct political socialization. Direct political socialization takes place in one stage, namely that the things that are oriented and transmitted are things that are political only. Direct political socialization can be done through several ways that are as follows:

- a. Impersonation (imitation) is the process of absorbing or obtaining political orientation by imitating others. The imitations are not only political views, but also political attitudes, political beliefs, political knowing expectations, political behavior, and skills in politics.
- b. Socialization of the Anticipatory Socialization of the political way of learning to behave and behave like an idealized political figure.
- c. Political Education: Political socialization through political education is a conscious and deliberate effort designed to convey, instill, and teach children to have a certain political orientation. Political education can be done in schools, organizations, political parties, mass media, political discussions, and political forums.
- d. Political experience Political experience is direct learning in political activities or activities of a public nature. Engage directly in the activities of political parties

2) Indirect political socialization. Indirect political socialization is that citizens initially oriented to non-political (non-political) things, but then influenced them to have a political orientation. There are two stages in the indirect political socialization that is the first stage of non-political orientation, the second stage is used for political orientation. This indirect political socialization can be done through three ways, as follows:

- a. Transfer of relationships between individuals (Interpersonal) is the relationship between individuals who initially not related to politics, but will be influential when related or oriented with political life. For example, the relationship of students with lecturers, can form a student when he met with the mayor / regent.
- b. Internships are a form of activity as a means of learning. Apprenticeship in certain places or non-political orientations, will affect a person when dealing with politics. For example, students participate in student organizations, in which they learn to familiarize meetings, vote, and make decisions. This activity can help when students will actually plunge into the world of practical politics.

Generalization is a belief and values that are believed to have no direct connection with politics can influence a person to be oriented to a particular political object. For example, someone who has faith that everyone is basically good, then this belief will make him well prejudiced against all state officials. Conversely, if someone thinks that everyone is basically bad, he will be careful when meeting with officials. So beliefs or values are believed to be generalized to political life.

The incumbent may be re-elected, of course, through a series of successful socialization strategies in public sphere of political contestation in West Sulawesi elections in 2011. A large 48.12% vote cast indicates that the community considers this incumbent to bring West Sulawesi towards significant economic growth. Even from statistical data, the economic growth that occurred in West Sulawesi was 15.1%. This makes the economic growth of West Sulawesi to be the highest in all of Indonesia. The development of Dappled Port and Tampapadang Airport in Mamuju Regency are considered two development projects which become the symbol of Anwar Adnan Amal's success as the governor of West Sulawesi period I.

Conceptual framework of this study shows that political socialization is a combination of two elements namely the existence of a process of vision transformation, mission and ideals of a candidate's struggle in this case incumbent. The next element is the existence of a goal that is nothing but how a candidate in this case incumbent can be accepted and re-elected.

The purpose of a political socialization is the effort to foster self-image of a candidate who will be the basic capital to build the image and impose social interaction strategy with voters. Good social interaction is of course an associative nature of cooperation, accommodation and assimilation that will in itself impact on the results of West Sulawesi's election in 2011.

### 2.1 Conceptual Framework

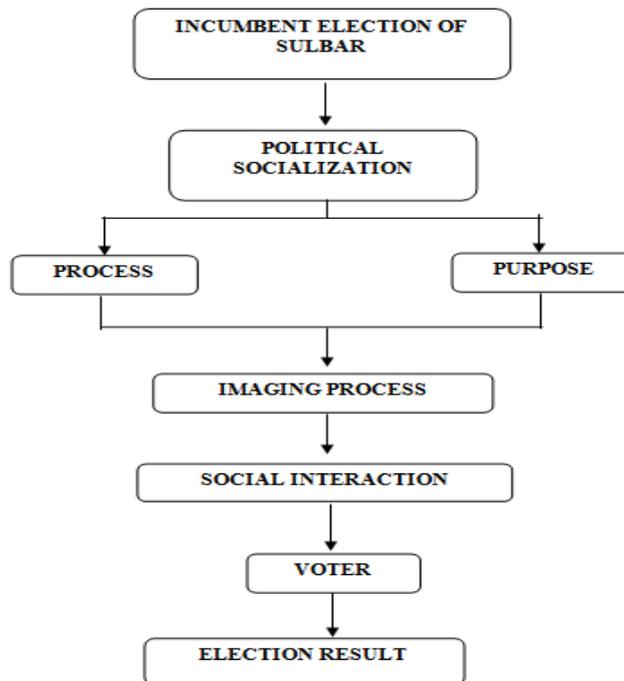


Figure 1.

Conceptual Framework

### III. RESEARCH METHOD

The research location in West Sulawesi Province observing postfacto PEMILUKADA chose governor and vice governor in 2011. This research used qualitative method with phenomenology approach. Samples or informants were selected based on purposive sampling technique. The selected sample is the incumbent and his team at West Sulawesi Election in 2011.

Data collection techniques were conducted by conducting in-depth interviews of selected informants. Other data collection techniques is to take the source through secondary data in this case documents that tell the process of West Sulawesi Election in 2011 which will be obtained from the agency or the authorized institutions. Instruments used in the process of data retrieval are recording devices, cameras and so on. Creswell (1989: 147) describes the steps of work in phenomenological research, as follows

1. The researcher begins his research by doing a thorough description of his experience
2. The researcher then finds a statement (in an interview) about how an individual experiences relating to the topic studied, records significant statements (data of horizationalisation) and treats each statement equally, works to build a record of non-interpretive statements and not overlapping.
3. These statements are subsequently grouped into "units of meaning," the researcher lists these units, and the researcher writes a textual picture of the experience-what happens-including it word for word
4. The researcher further reflects on his portrayal and uses variations of imagination or structural depiction, looks at all possible meanings and diverse perspectives, varies references to phenomena and constructs a description of how the phenomenon is experienced)
5. The researcher then as a whole describes the meaning and essence of experience.
6. This process is then followed first a researcher takes into account every experience and then every participant. After this description is written)

#### **IV. RESULT AND DISCUSSION**

Political socialization is closely related to how to market the political interests of an incumbent. Socialization plays an important role to internalize political ideas and interests to voters. Sociologically, socialization is based on social interaction. Charlotte Buhler in Suharto (1991: 138) states that Socialization is a process that helps the individual through learning and adjustment of how to live and how to think his group, in order that he can play a role and function in his group. The process of socialization occurs through social interaction, namely the interplay between humans who have a behavioral system (behavioral system).

Buhler's statement implies that the incumbent must make an effort to keep his elector from choosing another contestant. Socialization is needed to maintain certain social groups. In politics, incumbent voters in the first period were implicated in the network of electorate groups whose loyalty to the incumbent must be maintained.

The granular network of votes in the first period that won the incumbent required the maintenance of one of them through a socialization strategy. Some of the informants below indicate how incumbent volunteers keep the voter cohesiveness in order to keep the incumbent selected.

We convince the public that we can prosper them. We go directly to the community and prove it through the development we did in the first period. People can see the development we are doing. We also monitor the public's unrest. In essence we control for better society (AI).

Socialization is on purpose to convince the people. Moreover, we also mastered the existing infrastructure and received support from the regents of northern majene and mamuju. We embrace the knot of figures in five districts. Our socialization pattern is done with dialogical campaign and door to door. We are easier to convince voters with evidence of development that has been done over the previous period. We explained to our figure voters as national figures, successful rulers, national champions and political experience along with a clean Aladin figure. This is what we capitalize. We also maximize the support of political parties as well as volunteers and family teams. These three elements work in a structured and systematic and massive way to the grassroots and communicate with the community about incumbent programs and incumbent programs if selected again. (IN)

In principle the team is not too hard work because it is actually incumbent to run a campaign that is with a program that has been implemented by the incumbent during the first term. The running campaign in the form of infrastructure development is of course indirectly involving the bureaucracy because the bureaucracy is the implementer of the program. Socialization of such forms is effective. (KM).

The data contained in the informants' description show that the incumbent team is working very hard to socialize incumbent political interests. The incumbent factor is its own competitive advantage whereby the whole informant explains that the development that has been done by the incumbent during the position of the governor of West Sulawesi is a form of running campaign. The campaign runs as a term called by KM is a socialization tool. While IN describes team solidity and socialization network as a factor causing incumbent to keep its voters not to waver.

Socialization in the form of evidence of development is very effective in confirming the incumbent figure as a governor who successfully floated the mandate. Damsar (2012) describes the mechanism of political socialization consisting of:

"Imitation which is defined as an imitation known as the primary socialization process, the instruction is meant to convey something that contains decree by a person or a person with power (ordinate) to a person subject or influenced by a person having power (subordinate) to be exercised, the dissemination of the meaning of dissemination of political information so that the target group has knowledge of what is disseminated, motivation is a mechanism of political socialization to form attitudes, if possible at the stage of behavior, a person or group of people about a values, knowledge, beliefs, political attitudes and certain political expectations and upgrading is a form of political socialization to instill certain values, knowledge, beliefs, attitudes and behaviors "

When referring to the facts obtained then the dissemination and motivation are two means of socialization played by the incumbent team, especially on grassroots. The goal is to shape understanding and be ready to always support the incumbent. The belief in political ideas can only be perfectly internalized through political socialization. Jan, et al (2011: 198) describes the definition of political socialization, namely:

*"The process by which individuals acquire political beliefs and opinions is called political socialization"*

Political socialization is nothing but a variant of the social interaction process. The social interaction that results in understanding between social actors is determined by good socialization. The understanding that occurs is a sign that there is associative association. Any successful social interaction including within the political phenomenon requires good communication to socialize the agenda and the political program is accepted. Louw (2005) states that the core of the political phenomenon of maternity to the process of communication:

“Politics is a phenomenon intimately bound up with the process of communicating because being a politician is an intensely social (communicative) occupation, engaged in by those who organize and regulate social power-relationships and make decisions governing the allocation and distribution of Modal social and social resources.”

The strengthening of political socialization depends on the intensity and political communication carried out by political actors. Incumbent PEMILUKADA of West Sulawesi managed to show how to run the political socialization to the community even long before the political contestation took place in 2011.

The running campaign is a concept generated in this study which is nothing but a form of socialization that always runs during the incumbent leadership. The success of the incumbent in promoting development in West Sulawesi is a highly effective campaign to influence voters. When looking at the data obtained then the incumbent socialization strategy can be described as follows:

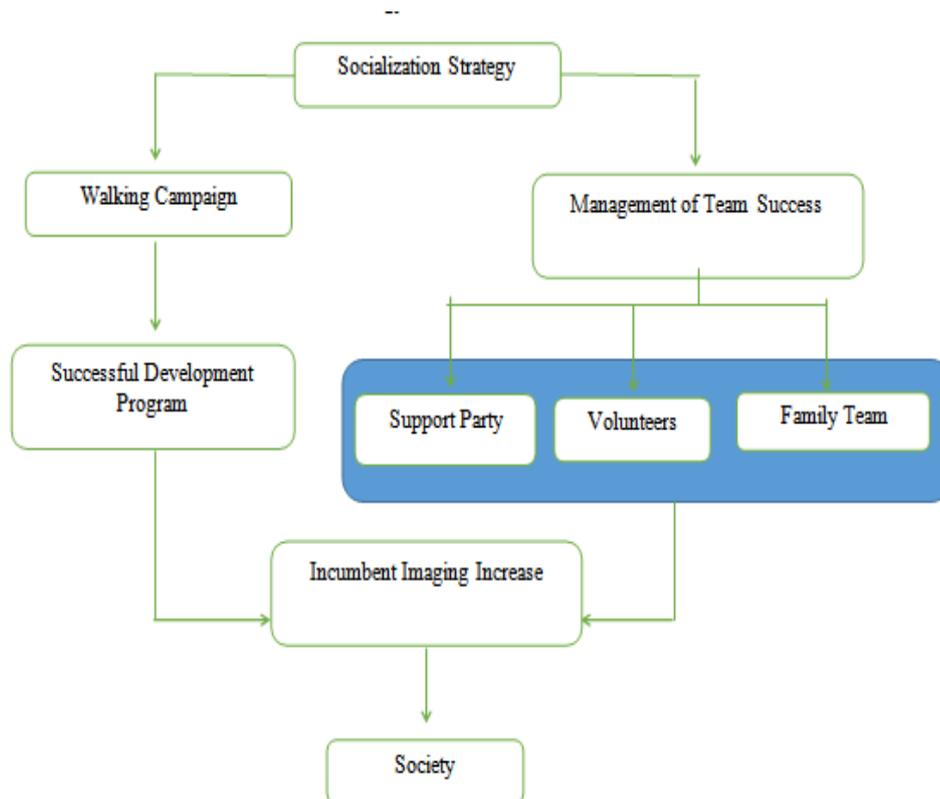


Figure 2. Incumbent Socialization Strategy

The incumbent political strategy is built on two strategies: the current campaign strategy and the successful management of the team. The current campaign strategy is a socialization model that demonstrates the incumbent effort to prosper its people by building infrastructure and other forms of development where its success plays a significant role in lifting the popularity and incumbent electability. While the second strategy focuses on the efforts made by the incumbent success team who function as a socialization agent. There are three elements managed by successful teams that maximize support for party support, manage and mobilize volunteers and family teams. If these two strategies work well, they will strengthen the incumbent image in the community.

## V. CONCLUSION

The conclusion that can be generated in this research is that managing the socialization strategy determines the incumbent in maintaining its power. Structuring with a running campaign has a very important role in maintaining political support for the incumbent. Socialization goes, sociologically, is a social interaction strategy in creating a strong social relationship between the incumbent and the electorate. The running campaign is a measure of the success of the incumbent in running the program that has been promised in the previous period. Success in carrying out development in West Sulawesi is a factor in increasing the popularity and incumbent electability. Strengthening socialization in addition to running campaigns is an incumbent ability to manage its successful teams. The team successfully performs its task in communicating the political agenda to the community.

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