



DOI: <https://doi.org/10.38035/jlph.v4i6>
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The Political Strategy of Suparyo, SH (Incumbent) In Winning The Village Head Elections In 2016 And 2022

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Abstract: The Village Head Election is a manifestation of the implementation of Regional Autonomy in accordance with Law No. 23 of 2014 concerning Regional Government, which operates at the smallest level of government, namely the village. In every Village Head Election, there are multiple candidates competing for the highest authority in the village. Therefore, strategy is essential in winning a political contest. The purpose of the research is to understand the political strategies of Suparyo, SH (the incumbent) in winning the village head elections in 2016 and 2022, as well as to identify which strategies were most effective for Suparyo, SH in the Bandar Khalipah village head elections in 2016 and 2022. The research method used in this study is qualitative research. The theory used in this research is the theory of Henry Mintzberg and James Brian, which includes strategy as a plan, ploy, pattern, position, and perspective. From the research findings, the strong influence of the incumbent, the success of the ongoing programs, and the strategies that have been arranged with the success team have successfully led Mr. Suparyo SH to victory in two terms. Approaching three groups of society, namely the general public, fanatics, and beginners, is the main point of focus.

Keywords : Political Strategy, Incumbent, Village Head

INTRODUCTION

The Village Head Election is a manifestation of the implementation of Regional Autonomy in accordance with Law No. 23 of 2014 concerning Regional Government, which operates at the smallest level of government, namely the village. Every time the Village Head Election is held, there are multiple candidates competing for the highest authority in the village. However, the election of the highest authority holder in the village is fully regulated by Government Regulation No. 43 of 2014 concerning the Implementation Regulation of Law No. 6 of 2014 on Villages. All the rules and several nomination requirements are outlined in each article of the government regulations. Furthermore, all the regulations that will be implemented in the Village Head Election are stated in the Regional Regulation of Deli Serdang Regency Number 64 of 2021 concerning Technical Guidelines for the Implementation of Village Head Elections in Deli Serdang Regency, in accordance with the Regional Regulation of Deli Serdang Regency No. 3 of 2016 regarding the Formation of the

Regional Device Structure of Deli Serdang Regency. The village head election, according to government decisions, has a concept that is almost the same as the election decisions that are regulated in the law. Some of the differences between general elections and village head elections are the duration of determination and organization. While general elections are held every 5 years, village head elections are held every 6 years. Thus, a prospective leader, especially a village head, needs to implement ethical political strategies to win the election competition. According to Prihatmoko and Moessafa, political strategy is the plan and actions taken to achieve victory in an election. Therefore, a strategy is a series of steps that must be taken to achieve previously set targets. A good strategy should provide a comprehensive overview that aligns with the decision-making patterns adopted to reach and realize a goal. The primary objective of a strategy is to achieve a victory. In general, the most important thing that every candidate for village head should do is to convey their vision, mission, and the regulations that will be implemented in the village government if they are elected later. Because according to Peter Schroder, a political strategy expert who popularized political strategy. According to him, political strategy is the framework of steps or plans necessary to realize political goals or ideals. In terms of governance, strategies are needed for the implementation of regulatory frameworks and the establishment of new institutions within government bureaucracy. An example of this is the formation of new structures in government administration, decentralization, the implementation of government deregulation programs, and the enactment of new regulations. Next, it depends on how the prospective village head approaches and reaches the hearts of the community in order to gain their sympathy. Approaches to the community can be carried out in various ways, including through social activities.

However, when approaching this, the prospective village head should not rush to openly reveal their intentions and goals, unless they wish to establish a backup base of new voters. However, from the previous village head election phenomenon, it has been observed that candidates who are able to engage well with the residents and employ political strategies are the ones who can win the election. In addition to the common phenomenon in society regarding the use of unethical political strategies based on Islam. In the village head election in Bandar Khalipah in 2022, there was a special phenomenon, namely the phenomenon of incumbency. According to the author, the political position of the incumbent in the village head election contest is more advantageous compared to other candidates. The argument is that the incumbent controls strategic political resources, such as the budget and bureaucracy. The incumbent is also more advantaged because they become the target of political parties when the registration period for candidate pairs arrives. In addition, the incumbent has previously built political relationships with various community organizations during their time in power. Cumulatively, the incumbent has more political investment compared to the challenger candidates.

During Suparyo's leadership, Bandar Khalipah Village has experienced significant progress in terms of village infrastructure development and the welfare of the community. Examples include the construction of a village park in hamlet XIII, improvements to road infrastructure, the development of drainage systems, substantial distribution of Covid-19 assistance to approximately 4,382 residents of Bandar Khalipah Village, and the ease of processing E-ID cards. Considering that his term will end in 2022 and there are still many work programs that need to be realized, Suparyo SH is running for re-election as the Head of Bandar Khalipah Village, and there are still many developments and programs from Suparyo that have yet to be implemented. Therefore, the people of Bandar Khalipah Village are very hopeful that Suparyo SH will lead Bandar Khalipah again. Through the description above, Suparyo's figure has an image and performance that has been perceived by him, his winning team, and his supporting community among all the people of Bandar Khalipah Village. Thus,

it is necessary to conduct research on the political strategies of Suparyo, SH (the incumbent) in winning the village head elections in 2016 and 2022.

METHOD

This research uses a qualitative approach as it aims to provide an in-depth description of the main issue of this study, namely the political strategy of Suparyo, SH in winning the village election of Bandar Khalipah in 2016 and 2022. This type of research is political communication research because the object of study concerns political strategies. Thus, this research is modeled on a study concerning current issues. Anton Bakker and Achamd Charris Zubair, in their work titled "Methodology of Philosophical Research," explain that research on current issues is: "...a philosophical reflection on one of the actual phenomena or situations that is a controversial problem, whether structural (for example, the impact of modern communication, the role of family in society) or normative (for example, war, euthanasia, mixed marriages). The problem is reflected upon directly, as a phenomenon or situation in society (multidimensional)." This research was conducted in Bandar Khalipah Village, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra Province, Indonesia. The time the author used to complete this research was from March to May 2023. This research has two types of data sources, namely:

1. Primary Data Sources

Primary data sources are those that are provided directly in the research. The primary data for this study was obtained through observation techniques and direct interviews at the research location. The determination of data sources conducted in the interviews was determined through purposive sampling (samples from informants are selected based on specific considerations and objectives) and snowball sampling. (informan yang pada mulanya berjumlah sedikit, seterusnya semakin banyak). Thus, the informants in this research are Suparyo, SH, and the managers and members of Suparyo, SH's winning team.

2. Secondary Data Sources

Secondary data sources or auxiliary data are data obtained from general writings such as political history, political dictionaries, encyclopedias, and so on. The secondary literature in this research includes systematic books and thematic books such as political philosophy, political communication, and so on. The reason these types of literature become secondary sources for this research is that they usually indicate a broader range of literature, which will then be summarized through literature techniques. Data collection is carried out to obtain the necessary information in order to achieve the research objectives. In this research, the author collected data and information that aligned with the research needs through several data collection techniques, such as observation, interviews, and literature review. This research employs the Miles and Huberman data analysis model, with data analysis activities starting from data collection, data reduction, data presentation, and conclusion/verification.

RESULT AND DISCUSSION

Based on the interview results, it can be stated that the political strategy for Suparyo, SH's victory was carried out through an approach that included the selection of a success team. The interview revealed that the strategy was implemented by the head of the winning team, indicating that the delivery of messages or political issues to influence the public to support Suparyo, SH was not only carried out by the head of the winning team but also by the candidate himself. The issues conveyed to the public were closely related to the situation in the Bandar Khalipah area. The winning team worked extra hard to connect the messages delivered by Suparyo, SH to the community. Both pro and contra aspirations from the public were accommodated by Suparyo, SH through the winning team. The media used by Suparyo,

SH included print media such as billboards or posters, as well as community engagement approaches like study groups to communicate the candidate's vision and mission. And with a persuasive approach to the community, it is quite effective in spreading the vision and mission of Suparyo SH and receiving the aspirations of the people of Bandar Khalipah. The effects felt are that the people of Bandar Khalipah village are very enthusiastic about awaiting a leader who can transform the region into a better place. The input and responses from the community will be evaluated as best as possible to serve as lessons for them. As a winning team, the main task is not only to convey the candidate's vision and mission but also to receive aspirations or feedback from the community. Thanks to the hard work of the winning team led by Mr. Suparyo SH and the strategies that have been laid out, the author observes that the most effective strategy used by Mr. Suparyo SH in both the 2016 and 2022 village head elections aligns with Henry Mintzberg's theory, which defines strategy as 5 Ps: Strategy as Plan, Strategy as Ploy, Strategy as Pattern, Strategy as Position, and Strategy as Perspective. Thus, this series of strategies has led Mr. Suparyo SH to serve as village head for two terms, from 2016 to 2022 and from 2022 to 2028.

CONCLUSION

This conclusion refers to the incumbent couple in winning the Bandar Khalipah village head elections in 2016 and 2022. The main points from the analysis of this study are:

1. The political strategy employed by the winning team of Suparyo SH in the Bandar Khalipah village head elections of 2016 and 2022 was very effective in garnering votes from the Bandar Khalipah community. There are several stages that have been carried out, the first stage includes forming a success team, activating the volunteer team, and turning the success team into a political strategy team. Then, an approach was made to three community groups, namely the general/common group, the fanatic group, and the beginner group. Meanwhile, the campaign phase includes the vision, mission, and campaign issues.
2. Candidate Suparyo, SH is a figure who has higher popularity compared to other candidates, as he has previously served as the Head of the Hamlet, ran for a position in the Regional House of Representatives, and is active in various organizations.
3. This aspect of popularity plays a significant role in winning the village head elections in 2016 and 2022. Another factor that determines Suparyo SH's victory is that the previous period, from 2016 to 2022, was still "well-maintained." They have become a machine that continuously works on consolidating their position to lead the Khalifah Port for a second term.
4. The effective strategies used by Mr. Suparyo SH in both the 2016 and 2022 village head elections align with Henry Mintzberg's theory, which defines strategy as 5 Ps: Strategy as Plan, Strategy as Ploy, Strategy as Pattern, Strategy as Position, and Strategy as Perspective. With this series of strategies, Mr. Suparyo SH has successfully served as village head for two terms, from 2016 to 2022 and from 2022 to 2028.

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