

Mohlis Supriandi's Political Strategy in Village Head Election in Pasir Panjang Village, East Mempawah Sub- district, Mempawah Regency

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Abstract

The purpose of the research is to describe the Political Strategy of Mohlis Supriandi in the Election of Pasir Panjang Village Head, East Mempawah District, Mempawah Regency. Descriptive research type, with a qualitative approach (method). Informants were determined by purposive technique, namely: Elected Village Head, success team, religious leaders, community leaders, and voters. Data collection using interview techniques and documentation techniques. The results illustrate an offensive market expansion strategy in the form of offering new programs, modifying old programs into new forms that are more attractive and more profitable delivered through open campaigns and through a big family approach influential as an effective strategy to attract voters, in addition to the candidate's figure factor, and the candidate's qualified political communication skills. The defeat factor of the incumbent candidate (Suhardi) was due to public distrust in the leadership of 2 (two) periods or 12 years in office, lack of transparency in budget use, uneven development and social assistance, and lack of community involvement in every development program proposal. Market penetration strategy through increasing the potential of the target group by recruiting opposing teams, and using shadow communication channels outside the team. The defense strategy is done by clarifying the issues that come with examples and simple language that is easy to understand.

Keywords: Political Strategy; General Election; Village Head; Democracy.



INTRODUCTION

Since the reformation in 1999, democratic life has been much better than during the New Order era. Since President Soeharto stepped down in May 1998, and was replaced by President Habibie, the democratic space was wide open where Habibie succeeded in opening the barriers that hindered the freedom and political rights of the people to express their opinions freely. This continued into the next leadership such as the era of President Abdurahman Wahid (Gusdur), Megawati Soekarno Putri, Susilo Bambang Yudoyono, to President Joko Widodo. The role of the press in the reform era can freely report various kinds of information that occurs in society, as well as related to the news concerning the performance of the government without fear of being closed down. Advances in information technology such as social media Whatapp, Facebook, Twitter, and so on, in addition to being used to make it easier for people to communicate with each other, are also used as a medium to promote and convey opinions and criticism of government performance that is considered less favorable to the community. People can easily and freely express their thoughts through social media freely, without any pressure from the government.

Democracy in this reform era also has an impact on changes in the constitutional system, especially in the election of state or regional leaders both at the central and regional levels. Since the beginning of the reformation in 1999, the regional head elections (Pilkada) of Regents/Mayors and Governors as well as the Presidential Election (Pilpres) have been directly elected for the first time since 2004. In the previous or new order period, the election of regional heads (Regent / Governor) was elected by the DPRD and the election of the President and Vice President was elected by the People's Consultative Assembly (MPR) through the General Assembly. In addition to the direct election of regional heads (Pilkada) and presidential elections, the reform also had an impact on village communities. During the New Order era, villages were placed under the Regency/City government or under the Sub-district government. Now in the reform era, the position of the village is returned to its right of origin to become an independent or autonomous village, namely through Law Number 6 of 2014 concerning Villages in chapter 1 article 1 paragraph 1 reads: "The village is a legal community unit that has territorial boundaries with the authority to regulate and manage government affairs, the interests of the local community based on community initiatives, origin rights, and / or traditional rights that are recognized and respected in the system of government of the Unitary State of the Republic of Indonesia".

In addition to changes in the position of the village as an autonomous village, but democratically there are also changes in the election of village leaders, previously the village



leader (village head) was elected by the Village Community Institution (LMD), but in the reform era the election of the village head was elected by the village community directly. The direct election of village heads is regulated through the Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 112 of 2014, in Chapter 1 Article 1 paragraph 5 reads: "The election of the village head is the implementation of popular sovereignty in the village in order to elect the village head which is direct, general, free, secret, honest, and fair". Since the existence of village autonomy, village democracy has become widespread. This is characterized by the freedom of village communities to democratically elect village leaders through direct village head elections, so that people can choose village leaders according to the wishes and aspirations of the village community.

With the direct election of village heads, many village leaders are able to bring changes to the progress of the village. This certainly depends on the quality and commitment of the village head candidates when running for the contestation of the village head election, each candidate offers political promises to the village community through the vision and mission or work program offered to the community to solve the problems that exist in the village community. For village head candidates who are able to offer work programs that are in accordance with the wishes and needs and demands of the village community, which are expected to be able to solve the problems of the village community, such as the need for village progress, both physical village development progress and human development through economic and social empowerment of village communities, of course they will be elected by the village community. To be elected as a village head, it is not only enough to be armed with a good work program or vision and mission, but other efforts are needed, such as political strategies in an effort to approach the community to win votes.

The political strategies used include campaigning for work programs either directly or door to door or through the media, both print or electronic media and social media such as Facebooks, Whatapps, Twitter, using posters, leaflets, and so on, or also approaching important figures in the village such as traditional leaders, religious leaders, community leaders, who have centers of influence that can be used to influence the community to choose certain leaders. In addition to the political strategies mentioned above, candidates for village heads must also have political capital, social capital and qualified economic capital. The greater the modalities owned, the greater the support of the village community for the candidate. The figure or figure of the village head candidate is also indispensable in gaining public sympathy, in addition to extensive social relations or relationships with the community, and the economic ability of the village head



candidate is also indispensable, especially in financing the stages of a political campaign as economic capital. In addition, a solid winning team that is able to work effectively in winning the candidate is also needed.

As it is known that in Mempawah Regency, e-voting Village Head Elections (Pilkades) have been held simultaneously in 19 villages in 2023 throughout Mempawah Regency. The schedule for the implementation of voting activities began on June 12 - June 27, 2023, according to the Pilkades schedule for each village, the Pilkades e-voting schedule begins with socialization, the preparation stage, the nomination stage, and the voting stage. The implementation of the wave V e-voting village head election in East Mempawah Sub-district on June 24, 2023 included 2 villages, namely Sejegi Village and Pasir Panjang Village. As for what attracts the attention of researchers to focus on the research of village head elections in Pasir Panjang Village, East Mempawah Subdistrict, because of the 2 (two) villages that carry out Pilkades, based on the recapitulation of the results of the voter vote count, it is known that only Pasir Panjang Village, the candidate for village head who won was a new challenger village head candidate while the old or incumbent village head candidate who ran again as village head for the second time based on the results of the vote count lost badly. Meanwhile, the Sejegi village head election was also won by a new candidate, while the old candidate did not run again. In the election of Pasir Panjang village head, East Mempawah sub-district, the number of Permanent Voters List (DPT) amounted to 2,367 votes, and was followed by 3 (three) pairs of candidates, namely: Candidate 1 Mohlis Supriandi as a new challenger to the village head with 899 votes which outperformed 231 votes from the incumbent village head, namely Candidate 2 Suhardi with 668 votes, and Candidate 3 Abdul Kadir with 262 votes. The problem in the Pasir Panjang village head election in East Mempawah sub-district is why the incumbent village head (Suhardi) lost the vote compared to the new challenger candidate (Mohlis Supriadi). In fact, in a political contestation, if the incumbent runs again in the Pilkades, at least the incumbent already has political capital, social capital, and strong economic capital, and that capital can be used as a tool or ammunition to fight in the next contestation as a candidate for village head. However, the fact is that Suhardi (incumbent) was not able to maintain his vote acquisition as he had won in the previous village head election period 2017-2022. If we look at the history of the previous Pilkades battle in Pasir Panjang Village in the 2017-2022 village head election, Mohlis Supriandi as the challenger village head lost against Suhardi, who was elected as the village head at that time. However, fate said otherwise, for the second time running as a candidate for the 2023-2028 period, Suhardi was defeated by his challenger Mohlis Supriandi, who had previously lost the 2017-2022 village head election, now



the 2023-2028 village head election period was able to defeat Suhardi, the incumbent village head candidate.

Mohlis Supriandi's victory in the election of Pasir Panjang Village Head in East Mempawah District, Mempawah Regency, is inseparable from the experience of his defeat in the 2017 village head election, and armed with that defeat he learned a lot and did not want to make mistakes during the next village head election. With his abilities and supported by a strong success team as well as various resources and information owned and armed with a qualified political method or strategy in approaching the community directly, then through influential community leaders in the village and using various existing media, especially social media, which is felt to be quite effective in campaigning for work programs or Vision and Mission. In addition, Mohlis Supriandi is a well-known figure in Mempawah City, especially in Pasir Panjang Village, East Mempawah Sub-district. He is quite active in various community organizations such as: having worked in the NGO Legal Aid Institute (LBH) Mempawah Regency (2012-2017), daily chairman of the Regency in the Coastal Community Communication Forum organization (BBM fishermen assistance), secretary of Laskar Pemuda Melayu until now, Mosque Youth Coordinating Board (2012-2017), and other activities as a social media activist. In addition, Mohlis Supriandi's age is currently younger, which is around 30 years old, compared to the other 2 village head candidates, namely the incumbent village head candidate Suhardi, who is more than 40 years old, who is currently also active as a brick businessman, while the other village head candidate, Abdul Kadir, is a retired active military officer who is more than 50 years old.

When looking at the social conditions of the Pasir Panjang Village community, the majority of the population is Muslim (99.48%) of the total population of 3,079 people, Buddhism (0.39%, Confucianism (0.13%), where the community still upholds customs, traditions and culture and local wisdom is still well maintained. Then in terms of occupation, the majority of the Pasir Panjang Village community is dominated by housewives (26.34%), second place is students (25.95%), unemployed and casual laborers (9.58%) and private employees (7.66%). Meanwhile, the education level of the Pasir Panjang village population is mostly elementary school graduates / equivalent as many as 887 people, second place is high school graduates as many as 553 people, school age as many as 477 people, and junior high school graduates as many as 414 people). The diverse conditions of the Pasir Panjang Village community are certainly a consideration for village head candidates in determining the right strategy to approach the community in an effort to gain vote support.

With the problem that the village head candidate Suhardi as an incumbent was defeated



by the challenger Mohlis Supriandi in the Pasir Panjang village head election, East Mempawah District, Mempawah Regency, which should have been won by Suhardi, the researcher is interested in conducting a more in-depth study of: "Political Strategy of Mohlis Supriandi in Pasir Panjang Village Head Election, East Mempawah District, Mempawah Regency". Research on political strategies in village head elections has been written by many previous researchers, but the research conducted by the current researcher has never been written by other researchers, both in terms of location and theory used by other researchers. So the research on Pilkades in Pasir Panjang Village, East Mempawah District, Mempawah Regency is completely new. The formulation of the problem is: "how is Mohlis Supriandi's political strategy in the election of Pasir Panjang Village Head, East Mempawah District, Mempawah Regency" The research objective: "to know and analyze the political strategy of Mohlis Supriandi in the election of Pasir Panjang Village Head, East Mempawah District, Mempawah Regency".

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METHODS

This type of research is descriptive, using a qualitative approach or method. The research location is Pasir Panjang Village, East Mempawah District, Mempawah Regency. The reason for choosing the location is that there is a tendency for the highest number of votes from one of the Village Head candidates compared to 2 (two) other Village Head candidates in the 2023 Pasir Panjang Village Head Election, the winning Village Head candidate Mohlis Supriandi was able to defeat the incumbent Village Head candidate Suhardi. Whereas the elected Village Head candidate Mohlis Supriandi had lost the 2017 Village Head election against the incumbent candidate Suhardi. Data collection used interview techniques with elected Village Heads, community leaders, religious leaders, and villagers as voters, and documentation techniques. The research subjects were determined based on purposive techniques, where informants were selected based on certain considerations (Singarimbun and Effendi, 1981: 110), with the criteria of 1) those who master and understand something; 2) those who are classified as still being involved or involved in the activities being studied; 3) those who have sufficient time to be asked for information (Sugiyono, 2020: 221). The research subjects include: Pasir Panjang Village Head,



community leaders, religious leaders, and villagers. Data analysis according to steps according to Miles and Huberman (in Sugiyono, 2010) includes: data reduction, data presentation, conclusions/verification. Data validation uses source triangulation, namely checking data that has been obtained through several sources, and triangulation techniques, namely researchers checking data to the same source with different techniques.

RESULTS AND DISCUSSION

In presenting the results of the research, both obtained through interviews, and documentation studies regarding the Political Strategy of Mohlis Supriandi in the Election of Pasir Panjang Village Head, East Mempawah District, Mempawah Regency. Analyzed using the theory of Schroder (2008). According to Schroder (2008), the political strategies used in the village head election are offensive strategies and defensive strategies. Offensive strategies are divided into strategies to expand the market (competition strategy) and strategies to penetrate the market (customer strategy). Meanwhile, defensive strategies involve strategies to maintain the market (customer strategy, multiplier strategy) and strategies to close or give up the market (neighborhood strategy). Based on the theory put forward by Schroder above, the research analysis is only limited to offensive strategies which include strategies to expand the market, and market penetration strategies, and defensive strategies which include strategies to maintain the market (customer strategies, and multiplier strategies). While aspects of defensive strategies that include strategies to close or surrender the market are not discussed in this study on the grounds that the Village Head election in Pasir Panjang Village, East Mempawah Subdistrict, Mempawah Regency only lasted 1 (one) round, so none of the losing candidate pairs surrendered the market to the winning candidate. The strategy of closing or giving up the market is used when there is a possibility of the Pasir Panjang Village Head election in East Mempawah Sub-district, Mempawah Regency taking place in 2 (two) rounds, where the candidate who lost the election in the first round, has the possibility to give up the market to another candidate in the second round of the election.

Offensive Strategy

An offensive strategy is always necessary if a candidate or party wants to increase its turnout. A campaign can be successful only if there are more people who have a positive view of the candidate or party than before. Offensive strategies include "market expansion strategies" and "market penetration strategies". Basically, all offensive strategies applied during the election



campaign for Pasir Panjang Village Head Election, East Mempawah Sub-district, Mempawah Regency must present a clear and attractive difference between the candidate and the competing candidates whose voter groups will be captured.

Market Expansion Strategy

An offensive market expansion strategy in an election aims to form a new group of voters in addition to the existing traditional (regular) voters. There must therefore be a new or better offer to those voters who have been voting for competing candidates. So what is meant here is a factual competitive strategy, where different candidates fight each other for a segment of the electorate in a competition. This kind of strategy needs to be prepared through an introductory campaign, to explain to the public what the new offers are and which offers are better, compared to those of other candidates. In Mempawah Regency, e-voting Village Head Elections (Pilkades) have been held simultaneously in 19 villages in 2023. The schedule for the implementation of voting activities begins June 12 - June 27, 2023. Specifically, the election of Pasir Panjang Village Head, East Mempawah Subdistrict, Mempawah Regency was held on Saturday, June 24, 2023, followed by 3 (three) pairs of candidates, among others: candidate number 1 Mohlis Supriandi is a newcomer candidate for Village Head. Then serial number 2 Abdul Kadir is a newcomer candidate for Village Head, is a retired TNI. While serial number 3 is an incumbent Village Head candidate who ended his term as village head 2018-2023.

In the election of Pasir Panjang Village Head, East Mempawah District, the number of Permanent Voters List (DPT) amounted to 2,367 votes. Based on the recapitulation of the vote count results, candidate number 1 Mohlis Supriandi as a new challenger candidate for the village head, obtained 899 votes which outperformed 231 votes from the incumbent village head candidate number 3 Suhardi with 668 votes, and candidate number 2 Abdul Kadir obtained 262 votes.

Based on the results of the study, it shows that Mohlis Supriandi's victory as a newcomer village head candidate is inseparable from the political strategy carried out by Mohlis and his success team. Besides the Vision and Mission or work program that he offers is also a factor that influences the community in choosing Mohlis Supriandi. Some of the work programs or Vision and Mission of the village head candidate Mohlis Supriandi for the 2023-2029 period, his vision: "Towards a Prosperous, Fair, Independent, Religious and Dignified Pasir Panjang Village, while the Visions are: "1) equal distribution of physical and non-physical development in each RT based on aspirations and consensus deliberation; 2) providing basic community services with sincere work



(non-fungli), hard work (fast and maximum), smart work (in accordance with the law) and thorough work (well done); 3) fostering and appropriately budgeting activities in the fields of: health, religion, and education, social sports youth and women's empowerment and economy, agriculture, animal husbandry, fisheries, plantations; 4) strengthening partnerships with BPD, Babinkamtibmas, Babinsa and other related agencies. In addition, several other work programs sourced from APBDes, APBD and or APBN funds are: "Free village ambulance, free land SKT/SPT, Islamic Education Foundation assistance, fardu kifayah assistance, elderly assistance, youth activities, women's activities, revamping BUMDes in collaboration with SME / SME actors, seed and livestock assistance, proposing Trajumas road, Baburahman road, Solid Work road, Vihara road, Bardannadi road, Bersama road and Mufakat road, as well as Panca Bhakti road, propose house renovation, installation of electric poles, and street lights for residents, propose social assistance and BPJS Covered for residents, provide clean water reservoirs and normalize ditch channels ".

Based on the results of interviews with the elected Village Head, Mr. Mohlis Supriandi, regarding the advantages of any program from the many programs that are considered new that he offers to voters who touch the hearts of the community, including: "Free Ambulance", because according to him, out of 100% of the population or the total number of permanent voters in Pasir Panjang Village totaling 2,367 voters, approximately 70% of the voting community hopes for the provision/provision of a free Ambulance, as well as the rest of the people who do not vote also hope for the provision/provision of a free ambulance. According to Mohlis Supriandi, the provision of a free Ambulance which is the desire of some of the Pasir Panjang Village residents is not just accepted by all circles of society, there are some villagers who also oppose the Ambulance procurement program because it is considered a waste of budget and there is a term in the community thinking that the provision / procurement of ambulances is to pray for the sick. Because of the expertise of Mohlis Supriandi, the newcomer village head was able to convince by using political communication well and in detail with examples that were easy to understand and understand related to the use of Ambulances to help the village community if they were sick, they could use the village Ambulance for free without charging a penny and everything was borne by the village. In addition, Mr. Mohlis Supriandi also said that if he was no longer the Village Head, the Ambulance would become the property of the villagers and could be used as long as the car was still available and suitable for use by sick villagers. Finally, the people who protested accepted the provision of the village ambulance.

In addition, another excellent program that is considered new is related to social



assistance. Mohlis Supriandi said during his political campaign to the Pasir Panjang Village community that, social assistance whether it comes from the Regency or the Center, the village will record and validate in detail the number of residents who will receive or be given social assistance, and the village will prepare a special operator in handling the social assistance, so that residents or the Pasir Panjang Village community no longer have to go to the District Social Service Office to apply for assistance, so it is enough to go to the Village Office to enter data in the operator section and later the operator will input the data. When the name of the beneficiary has entered the DPKS (Social Welfare Recipient Data), it is only a matter for the Central Government to approve it later. So what is emphasized by Mohlis Supriandi as a newcomer village head candidate is that he will run the social assistance program for all community members, whether people who vote for him or those who do not vote for him are treated equally to get assistance. Another program advantage offered is the free SKT (Land Certificate) service.

Although the SKT (Land Certificate) service program was a program during the previous village administration, to take care of the SKT (Land Certificate) the community used to have to pay a sum of Rp. 250,000-Rp. 300.000, but now Mohlis Supriandi tries to modify and package the old program to be new and become better and more attractive and then convey it in the campaign, he offers to the voting public that the SKT (Land Certificate) service is free of charge, besides that he also conveyed his political promise that there is no more administration that is paid, which in the past there was usually a grapevine from the information of the village community that there was still a levy of Rp. 20,000 - Rp. 30,000 for cigarette money, now there is no more..000 for cigarette money, now there are no more such levies and they will be free if he is elected as Village Head.

Another program presented in the campaign was that no more community members would go to the District Civil Registry Office (CAPIL) for population administration matters (Family Cards), and Birth Certificates, everything was taken care of by the Village Office, later the village staff would take care of it at the Capil Office, unless there were administrative matters that could not be represented and required the Pasir Panjang Village community members to go to the Capil Office, such as KTP photos, they had to come to the Capil Office. Meanwhile, office machines for printing KK and birth certificates as office equipment are also budgeted to support office administration activities at the Village Office. In his political campaign, Mohlis Supriandi also made promises that if elected, there would be no more people going to the District Civil Registry Office (CAPIL) for population administration matters (Family Cards), and Birth Certificates, everything is taken care of by the Village Office, later the village staff will take care of it at the Capil Office,



unless there are administrative matters that cannot be represented and require Pasir Panjang Village community members to go to the Capil Office, such as KTP photos must come to the Capil Office. Meanwhile, an office machine for printing KK and birth certificates as office equipment is also budgeted to support office administration activities at the Village Office. In addition, other new programs that are considered new and attract the attention of voters are programs that are in the nature of social assistance, one of which is religious assistance in the Pesantren-Pesantren budgeted, if there are people who die, they will be given Fardu Kifayah assistance which in the previous government had never been given assistance, Then the youth in Pasir Panjang Village related to youth sports are financed and budgeted, such as the purchase of sportswear for sports competitions, including the cost of drinking water consumption will be budgeted and paid by the village, which so far youth activities, especially sports competitions for young people in the village, have received less support from the previous Village Head. As a result of the concern of the newcomer village head candidate, Mr. Mohlis Supriandi, regarding populist programs both in the form of social assistance and the youth sector, he finally received the support of votes both from the community as a whole and from the youth.

Mohlis Supriandi said: "since he was elected as Village Head, in one year of his leadership, Alhamdulillah, many budgets from Mempawah Regency have entered the village". Mr. Joko Widodo even approved a budget of 18 billion rupiah for village roads, on the initiative of Mr. Mohlis Supriandi conveyed through one of the members of the House of Representatives Commission 5 West Kalimantan Elected Region Mr. Lazarus, who is currently reappointed by the Chairperson of the House of Representatives Mrs. Puan Maharani as Chairperson of Commission 5 of the House of Representatives for the period 2024-2029 in charge: infrastructure and transportation issues with 7 (seven) working partners namely: Ministry of Public Works, Ministry of Transportation, Ministry of Villages and Disadvantaged Regions, Ministry of Transmigration, Climatology and Geophysics (BMKG), National Search and Rescue Agency (Basarnas). In addition to several excellent programs offered by the newcomer village head candidate Mr. Mohlis Supriandi to voters, which made him get the support of the majority of voters, he also carried out a market expansion strategy by attracting voters who had not previously voted for him in the 2017-2023 Village Head election contest, where Mohlis Supriandi had participated in the Village Head election and lost against the Village Head candidate Suhardi. His strategy in maintaining old voters is not to cut off communication ties with voters. The way he does this is by being social, meaning that all the needs of the community are always taken care of. So that there is a perception in the community that even though Mohlis Supriandi has lost the previous Village Head election,



he still pays attention and helps the community, because he is known as a person who always acts socially, when there are community needs he is always helped by him.

Regarding voters who previously did not support him, Mohlis Supriandi's strategy is to treat them as he treated the old voters, namely; by paying attention to every community need that he can help. So the nature of social care that is carried out to the community with no favoritism whether to people who have voted for him or not vote for him is treated the same. With the sincerity of a Mohlis Supriandi's heart because of his social sensitivity to help people who need help, it has an effect on the people's hearts to contribute votes to Mohlis Supriandi in the 2023-2029 Pilkadaes. As said by Mohlis Supriandi from the results of the researcher's interview with him said: "there is one hamlet that is not his mass base, according to mathematical calculations by the success team in 2023 before the election of the Village Head, he will not win in that hamlet, which has a large number of voters".

However, when there were teenagers in the village who were exposed to legal cases and detained by the police for approximately 2 (two) weeks at Mempawah Police Station, Mohlis Supriandi was present and succeeded in helping the teenagers from the bondage of legal cases. Because of his lobbying and communication discussions with the Mempawah Police Chief and the case was still considered a minor crime case, not a serious crime such as drugs, etc., it was finally found that there was a legal loophole to help free the teenagers of the village, namely the name "Restorative Justice" is: "an approach that emphasizes the principles of justice and the existence of a restorative balance between the litigating subject or the perpetrator and the object or victim", (Yani, 2023). At the initiation of Mr. Mohlis Supriandi, speaking from caution to the injured party, a peace agreement was finally made between the youth of Pasir Mandar hamlet, Pasir Panjang village and the injured party.

It came to the final decision that the village youth could be released from police custody and the problem was considered over. The success of Mohlis Supriandi in helping to free from the case that ensnared the village teenager, by local residents, especially where the teenager was located, namely Pasir Mandar hamlet, which happened to be not Mohlis Supriandi's mass base, received appreciation from the residents of the hamlet, which at first they had also conveyed the case of teenagers who were caught in the law to the old village head, Mr. Suhardi, but they had not received a response, instead legal assistance in resolving legal cases that befell teenagers could be resolved by people they used to not support. During the contestation of the Pasir Panjang Village Head election for the 2023-2029 period, the Pasir Mandar hamlet community, which was the opponent's mass base, finally gave their full vote to Mohlis Supriandi, consisting of 4 (RT).



Similarly, in Terajumas hamlet, which is not Mohlis' mass base, based on the estimates of the success team, they lost by approximately 200 votes, but in fact this was not the case, based on the results of the vote count, Mohlis Supriandi only lost 4 votes. While in Senabang hamlet which is his own mass base, Mohlis Supriandi won by a landslide with a difference of approximately 300 votes compared to the incumbent candidate Mr. Suhardi, this is very reasonable because from the beginning, he has politically maintained and continuously fostered the Senabang hamlet residents, where every time there is a hamlet community activity he is always present, and always helps the hamlet community as much as he can when he needs help or help.

Mohlis Supriandi's victory as Village Head for the period 2023-2029 was not only due to the offering of work programs that were considered new and more interesting and liked by the community and a figure of high social care in helping the Pasir Panjang Village community, but also assisted by the Success Team. The name of the Success Team was named the "Mohlis Winning Team" whose members ranged from 100 to 200 team members. Based on the results of the interview delivered by the team leader, Mr. Hapiz, the campaign system was carried out in 2 (two) ways, namely: first, door to door or visiting voters directly from house to house, then explaining what is the vision-mission and program of the candidate, and second: carried out through a grand campaign (open stage) by gathering the mass or involving the community in large numbers and then also conveying the vision-mission or programs of the Mohlis candidate. Based on the results of the study, it shows that the most effective strategy to expand the market and attract voters is through door to door campaigns or campaigns carried out by recording and visiting every family member who has a large family member or has a large number of relatives or family, and is influential in his family. So in this case, any family member who is considered influential to other extended families is used as a center of influence to win Mohlis Supriandi. According to Mr. Hafiz as the head of the success team, they work in a solid and compact team, with no difference in work between one team member and another, there are no names in the success team, ring 1, ring 3, ring 3 and so on, this is to avoid social jealousy, so in this case all members of the success team work under the control or command of Mr. Mohlis Supriandi, and they work with the motto: "Friend me, help me, rebuke me, and build my village".

Regarding the center of influence, based on the results of the research it was revealed that the elected village head candidate Mohlis Supriandi also used religious figures in influencing the voting community, namely Ustad Nurul. However, according to the narrative of the head of the Success Team, Mr. Hapiz, the role of religious figures used to influence the votes of the village community is very small, for example Ustad Hamid, he supports the candidate Mohlis Supriandi,



but chooses to remain silent because he feels uncomfortable and unethical in the eyes of the village community because he as a religious figure is certainly trying to maintain neutrality in the village head election despite the fact that he supports one of the candidates. Similarly, Ustad Zakaria, the administrator of the Alfathana Islamic Boarding School in Pasir Panjang Village, said: that he was not involved as a success team to win one of the village head candidates.

His job is only to give lectures at majelis taklim and teach at pesantren. In relation to the election of the Village Head, it is said that "he only provides enlightenment about the right to vote, there is no compulsion to choose one of the candidates, so that in making choices, divisions can be avoided, whoever is chosen is the best choice". So his position is neutral and does not favor one of the candidates for village head, because according to him all candidates are friends.

The same thing was said by community informant Ustad Arifin, the caregiver of Darul Qur'an Islamic Boarding School in Pasir Panjang Village, who said that: "In general, the role of religious leaders is less in supporting one of the village head candidates, because the community is already smart in determining the candidate of their choice". It is also said that the social conditions of the Pasir Panjang Village community are still strong in holding on to old traditions or customs because they have been embedded from parents since childhood, such as the event of rejecting bala, berowah, hair cutting, prayers of the apostle (prayer for safety), so the local wisdom of the community is still high. Religiously, they are not too fanatical, but the people of Pasir Panjang Village are modern, so they are rational in determining their political choices, so they are not determined by the influence of religious figures. As said by the elected Village Head, Mohlis Supriandi, the religious figure who supported him was Ustad Nurul Huda, although previously in the 2017 Village Head election contestation he did not support him. Mohlis Supriandi admitted that the role of religious leaders does exist, but it is not very significant to the vote acquisition. He said that the work of the success team to reap the most community votes with the most effective way of working was to look for information in each extended family that was respected and had influence on other extended families to be influenced, so they were visited by the success team to become the center of influence for winning Mohlis Supriandi.

In terms of seasonal voters or floating voters who are not fixed in determining their choice, who to vote for, Mohlis Supriandi explained that: "generation Z or beginner voters, what is more important is openness to generation Z by summarizing them and clarifying what programs the younger generation wants from a leader". If on a large scale, for example, the contestation of the Regent election when the younger generation has a desire to become young farmers, then there is the Agriculture and Food Crops Service that will accommodate agriculture, if the younger



generation likes sports, then there is the Youth Education and Sports Service that accommodates it. So what Mr. Mohlis Supriandi did in his campaign was to always accommodate and record what complaints and needs were desired by the Pasir Panjang village community. In addition, during the campaign carried out by Mohlis Supriandi on the request of mothers who asked for help with clothes for recitation, after being checked by him based on the rules did not violate the regulations on the use of the village budget, he directly approved the request of the recitation women for the purchase or procurement of recitation clothes in his campaign, this he promised that not in the first year of his leadership could be realized but he said Insha Allah would be fulfilled and realized in the following years. Another thing was also done by Mohlis Supriandi towards novice voters, namely: "the request of young people who like football to ask for help in buying football shirts has been realized by him by buying football shirts for the young people in the first year of his leadership as Head of Pasir Panjang Village for the period 2023-2029, and he said that what is more important is that the key is openness".

In informal meetings with the community, Mohlis Supriandi has also conveyed several issues in the community, especially among young people in the village, regarding employment opportunities, because seeing the condition of the youth in Pasir Panjang village, on average, completing high school (SMA) education, they still have not found a job, Based on population data sourced from the Pasir Panjang Village Government in 2023, most of the educational levels of the Pasir Panjang village community are elementary school / equivalent Tamad totaling 887 people, second place Tamad SMA / equivalent totaling 553 people, third place is in school totaling 477, fourth place Tamad SMP / equivalent totaling 414.

It is said that young people who complete at least high school graduation, can apply for jobs in Sungai Kunyit, but must be equipped with certain abilities and requirements needed by the company, incidentally he has relations in several companies in Sungai Kunyit, approximately 20 to 30 young people of Mempawah Regency in 2023-2024 he has entered into security personnel (Security), both at PT. Antam, PT. BAY, and PT. Pelindo. A message for young people in Pasir Panjang Village if they have a security guard certificate, try to meet with him to submit their applications at companies in Sungai Kunyit, he also said that he did not promise to definitely enter, but tried to be coordinated first, and lobbied in several companies in Sungai Kunyit so that they could be accepted at the company. The fact is that the issue of employment opportunities has received a positive response from most of the young people and villagers, they are quite enthusiastic and take it seriously, and hope that with the election of Mohlis Supriandi as Village Head, it can help especially the village youth to get access to work in the company.



In addition to political promises conveyed during political campaigns and in the form of informal meetings with the village community, Mohlis Supriandi also consistently kept his promises, for example during the political campaign if elected as the Head of Pasir Panjang Village he would build the Trajumas road which was badly damaged, rocky and potholes along 6.5 KM and had never been built for 2 (two) periods of leadership of the previous Village Head, within the target of 6 years of leadership, he promised to complete the construction of the road. After being elected as Village Head since July 2023, as said by Mohlis Supriandi, within 4 (four) months of becoming Village Head, the Trajumas road has entered the budget of Rp. 300,000,000, - (three hundred million rupiah) from the Regency APBD fund ". Based on the researcher's observations when conducting field research in July 2024, it is true that the Trajumas road in question has been smoothly paved, no more rocky roads and potholes.

As for the factors that led to the defeat of the incumbent Mr. Suhardi against the new challenger village head candidate Mohlis Supriandi, based on the results of interviews with informant Mr. IKU as a community leader as well as a supporter of the incumbent village head caon, there were issues raised by the opposing party about Suhardi's leadership. "That during his leadership as Pasir Village Village Head for 2 (two) periods or for 12 years, he was only a puppet and not a puppeteer (actor) in government. In every policy making in any form, including in managing the Village Fund and social assistance for the community, it is not the Village Head's own initiative but those who organize and direct the Village Head are other people, including in determining who people or communities will receive and be given assistance."

The same thing was said by community informant Mr. Zulkarnain, the reason he and other Pasir Panjang villagers did not vote for the incumbent village head candidate (Suhardi) was: "during the leadership of the old village head for 2 (two) periods, the village secretary managed the village head too much. It is said that the village head's program was 100% not running, and the village program felt by the community was not evenly distributed, both in the form of village road construction and forms of social assistance to the community only given in certain places. So the Village Head's program is regulated by the Village Secretary according to the interests and wishes of the Village Secretary, who sometimes provides social assistance only in the area or to the community supporting the old village head, such as in Terajumas Hamlet, while other hamlets are less assisted. Another reason is that the use of the village development budget is not transparent and is not socialized to the community, and the community is not even involved in some of the Village Head's policies related to village development programs, such as the swimming pool construction project that swallows a large budget, which seems wasteful.



If there is community involvement, only certain people are invited, namely those who are pro-village head. In addition, the community considered that the Village Consultative Body (BPD) did not understand their duty to supervise the policies of the Village Head, and instead approved policies related to programs that were not in accordance with the wishes of the community. Another crucial issue that led to the defeat of incumbent village head Suhardi was the disappointment and dissatisfaction of the community during Suhardi's leadership. Another issue that was sold to the village community was the issue of opening up jobs for young people to be employed in several companies in Sungai Kunyit through the links or lobbying of the candidate Mohlis Supriandi, which was an issue that could not be contained by the success team of the incumbent village head candidate, as a result the incumbent village head candidate (Suhardi) lost badly in his own community base, namely in the area in RT 12, RT 13, RT 14, shifting the choice in favor of the challenger village head candidate Mohlis Supriandi.

Mohlis Supriandi's victory as the elected candidate for Pasir Panjang Village Head for the period 2023-2029 is also inseparable from his profile. Mohlis' various organizational experiences have become his own capital, so that he is known among the wider community, both among the people of Mempawah City, especially the people of Pasir Panjang Village. Some of the organizational experiences he has had and held important positions include: (2012-2020) as chairman of the Consultation Center for Legal Studies and Agency (KPBH) of Mempawah Regency, his job is to advocate and assist the community in the field of law, 2013-2023 chairman of the Coastal Community Forum assisting fishermen for the struggle of fishermen about Fuel Oil (BBM), Opu Daeng Menambon Warrior, appointed and given the title by the King of Mempawah as "Dato Panglima", then for his service as a palace warrior he was given another title by the King of Mempawah as "Pangeran Anom" to help in promoting the Mempawah Palace, then communicating with the Mempawah Regency Government, 2019-2023 Chairman of the Mempawah Regency Robo-Robo Committee, Chairman of the Mempawah Regency Brigade (BKPRMI) or mosque youth body, and Chairman of Gembira (Greater Indonesia Muslim Movement).

Market Penetration Strategy

Based on the results of the study, it shows that the strategy of newcomer village head candidate Mohlis Supriandi in carrying out a market penetration strategy is to increase the value of existing programs that have been carried out by the incumbent, Suhardi. Some incumbent programs that were once considered failed or not good or not optimal were not necessarily



removed by Mohlis, but were even improved so that they provided better benefits and advantages for the village community. The strategy in penetrating the market in Mohlis Supriandi's political campaign promise is to summarize the bureaucracy of Population Administration services to be shorter, namely the service is only done by coming to the Village Office. For example, in the making of civil registration documents, namely Family Cards and Birth Certificates, during the previous administration the village community took care of the letter themselves to the Civil Registry Office, but now the service of making Family Cards and Birth Certificates is only enough to submit the files and requirements to be submitted to the Village Office, then the village staff will process it further, without involving the village community to come to the Civil Registry Office. This is excluded for other requirements such as the recording of identity cards (KTP), where the community must come to the Civil Registry Office.

Another strategy offered during the campaign was to cut the administrative costs of administrative services of any kind, such as the cost of obtaining a Land Certificate (SKT) which used to be paid now is not paid, besides that the physical development program which should involve the active role of the community was felt to be lacking and only formal during the previous administration, so the newcomer village head candidate Mohlis Supriandi seeks to restore the *nawacita* of village infrastructure development by returning it to the community, namely by involving the community to work and play an active role in every village development activity.

With Mohlis Supriandi's political promise as a new challenger village head to continue and improve some of the old programs of the incumbent to be better which according to the village community is more rational and provides far greater benefits for the village community at this time, so that he succeeded in getting vote acquisition support from both his own mass base and the opponent's mass base (incumbent). Another market penetration strategy carried out by Mohlis Supriandi and his Success Team was the success in attracting or recruiting some of the opponent's Success Team (incumbent) to become his Success Team in influencing the opponent's mass to sell his program. Even though he had lost the previous village head election in 2017, Mohlis Supriandi did not make political opponents as enemies, after the Pilkades contestation ended in 2017, he even still communicated with the opponent's success team, greeted each other, did not attack the opponent or did not demonize the opponent, even discussed and invited to work together to help him in the success of the Robok-Robok event in Kuala Mempawah, of which Mohlis Supriandi was the chairman. Finally 1 (one) member of the opponent's Success Team named Nurdin was successfully invited to join in supporting Mohlis. From 1 (one) opponent's success team member who was successfully recruited, then they tried to find their other friends



who used to be the opponent's or incumbent's success team, finally 5 (five) to 6 (six) opponent's success team members (incumbent) who no longer wanted to vote or support Suhardi, the incumbent village head candidate, were recruited and invited to join the Mohlis Supriandi Success Team. When before the 2023 Pasir Panjang Village Pilkadaes took place, the six (6) opponent's success team mapped the strength of the opponent's mass base, and these were used by Mohlis Supriandi to influence the opponent's mass base because he knew better and was still trusted by the opponent's mass base so it was easier to enter the opponent's mass base than that the Mohlis Success Team could not enter to convey the work program and at the same time influence the opponent's mass to support Mohlis Supriandi. With the support of 30-40% of the opponent's Success Team is a strategy that is quite effective in penetrating the market to gain victory in the vote in the opponent's mass base. Regarding improving the performance of the success team, it is not carried out in the form of special trainings or education, but the success team is only given direction in the form of messages or advice so that the success team always works for the benefit of the supported village head candidates and always maintains cohesiveness among the team.

In addition, the strategy to enlarge or increase pressure on the target group or voters is to use new communication networks, in addition to existing communication networks such as religious leaders, community leaders, through influential family approaches to influence voters' votes. The new communication network is to form a shadow team that is used to influence voters' votes". The invisible team used to influence voters' votes comes from outsiders, namely friends of the organization as many as 2 (two) people, and not from Pasir Panjang village.

The way they work is that they are told to enter Pasir Panjang village and ask the community about Pilkadaes issues such as what the conditions are, who to vote for, and what programs they want and so on. So this team from outside then played its role by indoctrinating voters by explaining the curriculum vitae of the village head candidate Mohlis Supriandi that he was a figure known among the community, had a wide network and experience, had a vision-mission and populist program, was able to bring changes to village development, and various methods carried out by the shadow team in the field. The information obtained by the shadow team during their work in the field will be reported back to Mohlis. The extent to which the community responds whether they like or dislike the figure of Mohlis, where the location is whether it is an opponent's base area or not. So the results of the information are analyzed and used as an alternative to take the next steps to determine the right strategy in reaching voters. If information is obtained that there is an area zone that does not want the team to enter, and the community only wants the village head candidate to enter the zone or voter area, it is decided



that the village head candidate himself directly meets and communicates directly with the community, and accommodates what the community really wants for the leadership of the village head. So, according to Mohlis Supriandi, the method is another alternative in influencing the voting community and an effort to obtain comparative information from the information obtained previously from the core team.

Defensive Strategy

Market maintenance strategy; this is a typical strategy used by contestants to maintain their majority. Village head candidates will look after their regular voters and try to strengthen the understanding of seasonal voters who previously voted for them. In response to attacking political opponents, village head candidates will try to blur the differences and make them unrecognizable. In the end, there will be many different strategies used, and among them is one called disinformation strategy. Candidates who want to defend the market will take the opposite stance from candidates who employ offensive strategies. Whereas other candidates try to highlight differences in order to provide a more attractive offer, candidates who implement defensive strategies instead try to make the differences unrecognizable.

In the contestation of the Pasir Panjang Village Head Election, of course, it is inseparable from the candidate's efforts to maintain the market, especially for incumbent candidates, it is a dilemma because it is not easy to maintain their market from loyal voters who have supported him to become the village head. For new challengers, there is no burden, because it can easily correct the failures of the incumbent in leadership during his tenure as Village Head. This is because issues about failures during the incumbent's leadership can be used as negative issues by opponents to attack the incumbent in influencing the voting public. As a new challenger village head candidate, Mohlis Supriandi in his political campaign never used negative issues to attack opponents in influencing voters, instead he was more communicative in conveying messages related to the vision-mission and work programs offered to voters, instead he was attacked by his political opponents from various models of issues raised both related to personal problems, and related to the programs he offered. For example, issues related to the Ambulance car procurement program for the village which is the mainstay program or Mohlis Supriandi's new program are rumored to be a waste of budget because they have to spend 200 million to 300 million rupiah, even with the procurement of ambulances rumored only to pray for the sick. With the attack of the issue Mohlis Supriandi did not care, and was not angry, but misinterpreted the tone of those who issued the issue with a joke.



However, due to Mohlis Supriandi's good communication skills and a lot of experience in organizing, it was not difficult for him to break the negative issues. He tried to clarify and explain to the community that the village Ambulance purchase program was actually based on his survey in the field because the Pasir Panjang village community really needed a village Ambulance if there were villagers who were sick and had to be taken to the hospital, so there was no need to borrow or rent an ambulance car by paying a certain amount of money, and not necessarily people who were sick had money.

The village ambulance can be used by the villagers to bring their families to the hospital without paying any money, and even the cost of vehicle oil has been covered by the village government. So the way to avoid these negative issues is to communicate the uses or benefits in detail of the program accompanied by examples that make sense and can be accepted by the community, and convey it with no emotion. Furthermore, the issues raised by opponents who invited the community not to vote for Mohlis, on the grounds that he was still young, only 36 years old, and there was no house, it was feared that if elected as Village Head, he would be corrupt.

Then on the issue, Mohlis Supriandi tried to clarify the issue by giving examples of news that is often aired on television, that the corruptors shown on television when viewed from a higher level of education, some have S1, S2, there are even S3 or Doctoral degrees, some are even professors. Then check their wealth, they turned out to be rich and no one was poor, having tens of billions, hundreds of billions of assets but still corrupt. So it is explained that corruption is not seen whether a person has a certain educational background or a lot of wealth, but it is seen from his heart, his intention to help and develop the village or village. So if we are ashamed of the people or the village community, the Regency community or ashamed of our country, then we will not commit corruption. Finally, with good communication language accompanied by examples that are easily understood by the village community, the issues raised by the opposing party became raw. The community apparently still believes in Mohlis, who is running as a candidate for the challenger village head.

CONCLUSION

Mohlis Supriandi's victory in the Pasir Panjang Village Head Election for the period 2023-2029 is inseparable from the application of effective and directed political strategies. This research found that Mohlis successfully used offensive and defensive strategies appropriately. Offensive strategies that include market expansion strategies are carried out by offering new programs that are relevant to the needs of the community, such as free ambulance services, free village



administration, and equitable social assistance. This strategy was also strengthened by a direct approach to voters through the door to door method and the use of influential figures in the extended family. The strategy of penetrating the market was carried out by modifying and improving old programs that were not effective in the incumbent era. Mohlis also successfully recruited several opposing success teams to expand the support base, and formed shadow teams as an alternative communication network to target floating voters. Defensively, Mohlis was able to handle various negative issue attacks with polite, rational communication, and accompanied by clarifications that are easily understood by the public. He did not attack his opponents personally, but chose to focus on programs, solutions, and personal integrity.

His success was also supported by a strong track record in community organizations and social closeness with various groups of residents. In contrast, Suhardi's defeat was caused by a decline in public trust due to a lack of budget transparency, inequality in social assistance, weak community participation in development, and the dominance of other parties in village decision-making. With a combination of the right strategy, a widely recognized figure, and an approach based on the real needs of the community, Mohlis Supriandi was able to gain the trust of the community and win the Pilkades with significant votes, including in the opponent's mass base.

FUTURE DIRECTIONS

Further research can examine the comparison of political strategies between Mohlis Supriandi and other village heads in neighboring villages or in other districts to find out patterns, effectiveness, and innovations in local political approaches in Pilkades contestation.

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