Political Contestation of Hindu Legislative Candidates in the 2019 Election in Nusa Tenggara Barat

SUSILO EDI PURWANTO

Institut Agama Hindu Negeri Gde Pudja Mataram, Nusa Tenggara Barat, Indonesia
Correspondence author: susiloedipurwanto@stahn-gdepudja.ac.id

Abstract. This study aims to describe the motivation and winning strategies of Hindu legislative candidates in political participation, especially in the province of Nusa Tenggara Barat (NTB). This study is conducted under a qualitative approach whereby the data are collected using observation, documentation, and semi-structured interviews. The Miles and Huberman models are used in the data analysis including data collection, data reduction, data display, and data conclusion. The results of the study suggested that the participation of Hindu candidates in NTB in the 2019 election contestation has various motivations such as physiological, security, belongingness and love, appreciation, and self-actualization needs. Also, the winning strategy for both incumbent and newcomer groups is carried out almost the same, namely by conducting socialization using media posters, billboards, banners, stickers, and also social media to promote the profile of candidates. Apart from that, a personal approach is also done by directly come to the community and talk to them personally to win their hearts.

Keywords: political participation, hindu legislative candidates, political contestations

Introduction

Indonesia is one of the countries that adopts the democratic system in its government and provides opportunities for the masses to appoint the best generations as their representative delegation. As one of the democratic countries, there must be certain places for society to express their aspirations correctly. Democratic mechanism through periodic elections in which political parties participating in the elections will be the best forum to convey the aspirations of the Indonesian society groups (Ramadhan, 2019).

All citizens have the same opportunities to take a part in the Indonesian election events which is conducted within the span of every five years. The best generations of the nation come from any group, religion, tribe, and ethnicity. There is no restriction because of the religion, tribes, or social status as long they are worthy and able to fulfill the legislative candidate requirements. The registration of candidates in each party uses web-based or online application. According to

Rofiqoh, Irawan, & Melyanti (2020), the use of the web-based or online application can facilitate the candidates in the registration process since the app is safe to be used and easy to develop.

The right to vote is individual basic right which must be guaranteed by the state and has been regulated in Article 1 Paragraph (2), Article 2 Paragraph (1), Article 6a (1), Article 19 Paragraph (1) and Article 22C (1) of the 1945 Constitution of the Republic of Indonesia. Those regulations approve to deny any kind of race, wealth, religion and descent discriminations. They also organize that any forms of human rights of the citizens are gratified by the state corresponding to the citizens' right to vote and participate in general elections. In line with this, Ricksandy & Ubaidullah (2020) state that Indonesia as a democratic country has to give any possible spaces for the citizens to contribute in political realm and system of government. It is supported by the fact that all citizens including disabilities people own political right and it has important role in the process of the

continuity of human rights protection and the system of democracy in Indonesia.

Explicitly, the right to vote is regulated in the Article 27 Paragraph (1) and (2), Article 28, Article 28d Paragraph (3), and Article 28e Paragraph (3) of the 1945 Constitution of the Republic of Indonesia. The regulations affirm that the state has to ensure the human rights of its people, specifically in terms of involvement of the government and people in the democratic massive events such as general election, presidential election, and regional head election. Democratic principles are important in the election system. The system of the election is an effort of the principles of democracy and laws. Every system of the election has its own strengths and weaknesses; however, it will be acceptable as long as the procedures are fair and in accordance with the principles of democracy and laws (Syam, 2003).

The involvement of Hindu people in the 2019 election is one of their state responsibilities (*dharma negara*). The term *Dharma Negara* is defined as a devotion of the citizens towards nation and state based on the government laws and policies. The participation of Hindu legislative candidates increases in every period. The number of Hindus in Nusa Tenggara Barat (NTB) is 138,824 people or 2.45% of the total population approximately. In 2014, the data accessed from the Central Statistical Agency or *Badan Pusat Statistik* (*BPS*) show that Hindu is the second majority in NTB. The first majority is Muslims with 4.599.892 people (96.78%), then followed by Buddhists for 17.150 people (0.32%), Protestants of 17.577 people (0.26%), and Catholics with 12.537 (0.19%) (Penyusun, 2019).

103 Hindu legislative candidates participated in the 2019 election. They came from various sub-districts, district/city, and province, to compete for DPR or People's Representative Council and DPRD or Regional People's Representative Assembly seats from the 917 Permanent List of Candidates (DCT) of legislative candidates determined by the General Election Commission (KPU). It is not easy to influence Hindu people to participate due to their different perceptions and responses. Susanto (2013) states that good political communication leads to the increase of people's participation in elections in order to build up the credibility of the communicators with their parties positively.

The dynamic contestation among Hindu legislative candidates internally, and between Hindu and non-Hindu legislative candidates externally could happen depending on various factors, such as the increase of participation of Hindu candidates in 2019 election particularly. This indicated the enhancement of self-existence and courage of young Hindu intellectuals to occupy the position in the parliament. Man candidates were motivated dominantly by the need for power which is known as the need for affecting and controlling others, therefore they follow the instructions effortless (Ismiati, I, & Hardiati, 2017). It is interesting to explore different backgrounds of those candidates. Another interesting thing is the appearance of Hindu woman candidates in the middle of the issue such as the substance of women's leadership is not gender, but the ability to fight for the fate and rights of women both in the public and domestic sphere (Wardatun, 2017). Based on the description above, this study is important to be conducted to describe how the candidates set up their motivation and winning strategy in the political contestation in 2019 election.

Research Methodology

The qualitative method was applied in this research because the specific characteristic of subject and object was unable to be accessed under a statistical approach (Bungin, 2001). The location of the study was in NTB Province since it had the second-largest of Hindu population after Muslims. There were two types of data namely qualitative and quantitative data. Qualitative data were necessary in analyzing the winning motivation and strategy of the Hindu legislative candidates in NTB. Furthermore, the quantitative data were required to inform the number of Hindu legislative candidates and other supporting and necessary things.

There are two types of data sources; primary and secondary. The primary sources were collected from the respondents such as the candidate concerned, the General Election Commission or KPU, and the local communities. Meanwhile, the secondary sources were determined from the candidate's activities and some additional data from KPU. Respondents or informants were determined by employing purposive sampling technique to members of Regional General Election Commission (KPUD) of NTB, the 2019 candidates, and local communities as well. In this study, members of KPUD of NTB

were appointed as the key informants to obtain the data of Hindu candidates in NTB. Subsequently, the candidates were selected as informants based on the election regional, profession, and education.

The data were collected through (1) Observation method by observing the winning efforts of the candidates during the 2019 election in NTB. The observation was conducted directly in the real environments and using social media; (2) Documentation, which is obtained from the pictures and documents/archives of KPU of NTB regarding the 2019 election; and (3) Semi-structured interviews which were done based on the opinions of the interviewers to attain real problems they faced during the preparation of the election. Moreover, in terms of data analysis, Miles and Huberman data analysis model was used by following several steps such as (1) Data collection, a process of collecting as much as possible the necessary information by applying the technique of collecting data as mentioned previously; (2) Data reduction, such as summarizing, selecting the important things, and focusing on themes and patterns. Hence, the reduced data could provide the shorter illustration and facilitate the subsequent data collection process; (3) Data display, whereby the data were described narratively completed with the display of graphics, matrix, networks, and charts; and (4) Conclusion drawing in terms of findings.

Results and Discussion

The motivation of Hindu Legislative Candidates in the 2019 Election Contestation

106 Hindu legislative candidates participated in the 2019 Election Contestation with the following description: 2 candidates for National Parliament or DPR RI, 13 candidates for NTB Regional People's Representative Assembly (DPRD NTB), 24 candidates for Lombok Barat Regency Parliament, 1 candidate for Lombok Tengah Regency Parliament, 1 candidate for Lombok Timur Regency Parliament, 5 candidates for Sumbawa Regency Parliament, 2 candidates for Dompu Regency Parliament, 0 for Bima and West Sumbawa Regency Parliament; 8 candidates for Lombok Utara Regency Parliament; 49 candidates for Mataram City Parliament; and 1 candidate for Bima City Parliament (Penyusun, 2019).

Those candidates were registered based

on diverse educational and work backgrounds. The Regulation of the General Election Commission of the Republic of Indonesia (PKPU) Number 20 of 2018 concerning Nominations for Members of the People's Representative Council, Provincial Regional Representative Council, and Regency/City Regional People's Representative Council in article 7 paragraph 1 affirms that the candidates at least have the lowest level of education from high school, madrasah Aliyah, vocational high school, or other school equivalents.

It is found that the educational background of Hindu candidates consists of senior high school, bachelor, and magister graduates. Correspondingly, they have different work backgrounds such as retired civil servants, private employees, or entrepreneurs. These two backgrounds have important roles in observing the habits of the candidates in building up the motivation to be registered as senators. In this case, the motivation theory proposed by Abraham Maslow was applied to identify the candidates' motivation. Human as organized species ensures their actions in accordance with their needs that impose them to be completed. Maslow (1984) claims that several factors might encourage human needs such as physiological needs, safety/security needs, belongingness and love needs, esteem needs, and self-actualization needs.

Motivation towards Physiological Needs

Physiological needs are defined as human's basic needs as living creatures that are connected in an organism, and it is regarded as a system in an organism. Maslow (1984) proves that human has a homeostatic system which automatically maintains the bloodstream constantly and normally. It is corresponding to the need for food which can be observed as hunger in humans.

The following figure is a banner of one of legislative candidates from Democrat Party (*Partai Demokrat*) named I Gusti Bagus Hari Sudana Putra, SE. (taken from personal documentary files, 2019).

Regarding the motivation of Hindu candidates in the 2019 election, generally, they have solid foundation in carrying out their physiological needs. It is in accordance with Bela & Utama (2020) who claim that instinctively, people's motivation is arisen out from either their internal or external

aspects which build up their spirits and persistence to attain specific purposes. In case of the fulfillment factors, motivation has a significant part in human activity and behavior encouragement.
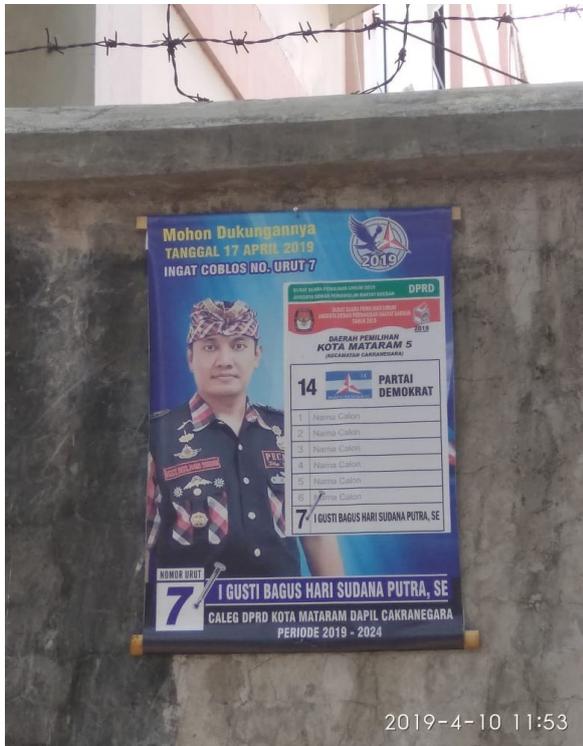

Figure 1. Banner of I Gusti Bagus Hari Sudana Putra, SE.

This is proven by the standards regulation stated by the KPU through PKPU Number 20 of 2018 which requires that candidates for members of the council are at least graduates from high school or equivalent. Incumbents and newcomers of Hindu candidates have met these requirements, such as Made Slamet has been a member of the council for 5 consecutive terms and has a master's education background; in addition, he has also become a religious leader among the Hindu community in Mataram City. Sandal (2017) asserts that any experts and practitioners who are required to have a clear educational background and to be actively involved in community activities can be regarded as religious leaders. Nonetheless, it could be double-edged sword in a case that religious figures can guide the community, but also have the potential to lead to conflict in religion. I Gusti Bagus Hari Sudana Putra who was another incumbent and an economics graduate is re-elected for the 2019-2024 period.

Another newcomer candidate was a government employee (PNS) named Drs.

Tjokorda Suthendra Rai. By relying on his bachelor's degree and as a PNS pensioner, he stepped forward as a DPRD (Regional Parliament) candidate and he was the only one Hindu candidate of constituency 2. The physiological needs had elapsed, therefore it would not be the main motivation in electing the 2019 political contestant. Respectively, the figures of Drs. Tjokorda Suthendra Rai from NasDem party and I Ketut Lingga B. from Berkarya party as Hindu legislative candidates are shown below (taken from personal documentary files, 2019).

Figure 2. Street Banners of Drs. Tjokorda Suthendra Rai and I Ketut Lingga B.

The same thing as previously mentioned was concerned with the candidate of the Lombok Barat Regency parliament, I Ketut Lingga Bagiarta. He is a well-known figure of Hindus in Lingsar district and he had participated the election twice but unfortunately, he was unsuccessful. Having a government employee (PNS) work background in the Forestry Service, he is economically well-established person in his environment. He has several businesses like shops, estates, and many more. He was also

eligible to be the leader of local community.

However, Ramadhany & Rahmawati (2020) claim that the quality of the candidates is not guaranteed by the level of education, but the higher educational level of the candidates related to the cultural principal they have. This principle is an important part of someone's existence in the community, and the principal was motivated by other principals such as economical principal, for example. A person who has cultural principal in the form of legal knowledge is able to convert economic principal into cultural one.

The notion of principal above is in line with Jenkins (2016) who clarifies that the economic principals, for examples machine, estates, employees, materials, and money, are easy to use for any kinds of purpose and it can be reutilized to the next generations to be converted as cultural principals. Thus, this concept strongly supports the claim that the physiological needs of each candidate were not more important in political contestation.

The Motivation towards Safety Needs

According to Maslow, the satisfied organism needs bear other needs like safety or security needs such as security, stability, dependence, protection, freedom from fear, anxiety, and confusion; the need for structure, order, law, boundaries; strength in self-protection and so on. Psychologically, the security needs appear in the scope of peaceful community who can run the matters smoothly and steadily. Moreover, the sense of security comes up in case of protecting them from physical threats such as threats of wild animals, extreme temperatures, crime, murder, confusion, tyranny and so on. The psychological needs towards safety or security are established based on the desire to get a job with a permanent and protected position, or the desire to have a savings account, and various insurance (1984). Therefore, this is revealed as another motivation of Hindu candidates in joining the election. It is grounded by the reason that the security needs of the candidates are not satisfied yet even the physiological needs are sufficiently gratified.

Furthermore, psychologically, a person who has high integrity spiritually and physically is categorized as a normal individual. By having high integrity, a person has a good self-concentration. By this, an individual is capable of managing and employing the self-aptitude optimally in the way of doing regular activities to achieve the goal of the organization. Suhariadi (2002) emphasizes that self-intelligence, emotional intelligence, and spiritual intelligence play a substantial role in the process of self concentration.

The work background of each candidate is a motivation to get a better job. According to Hidayati (2016), a high-motivated person usually tends to seek a better job and position, and use it as a power to order or control other people. There is a tendency for the high-motivated people to work in group as a leader, accumulate belongingness, and set their territory. For the incumbents, this becomes a substantial need and it should be satisfied by the fact that the board members in the 2014-2019 period participated in the 2019 election as shown in Table 1.

Newcomers have the same motivation as incumbents in getting a stable job and position. For example, I Gusti Ayu Jayanti is a woman candidate from Golkar Party in Mataram who has got an educational background of bachelor and master degree. She works as an honorarium teacher in Mataram, and it was her motivation to get a better job corresponding to her ability. Similarly, it happens to I Nengah Sugiartha, a candidate from NasDem Party. This becomes a vital motivation psychologically to improve the economic situation and standing out. In addition, a newcomer I Made Kariyasa from PDI Perjuangan Party has prepared himself to compete the election by showing his active participation in the party and the youth organization as well. Another fact suggests that financial sufficiency is not a guarantee to feel secure, therefore, being a legislative candidate is a rational option to satisfy it.

Motivation towards Belongingness and Love Needs

These typical needs come up on the third hierarchy of needs (Maslow, 1984). It emerges when the basic needs such as physiological and safety needs are already satisfied. Intimate relationship in such a community or family is regarded as one aspect that leads to the establishment of an individual belongingness and love needs. It becomes individuals' priority as social creatures because they feel that being loved by others is an important thing in their life.

Moreover, Istiqomah, Miftah & Fuhaidah (2019) state that the reality of democracy is illustrated by the participation of third parties in evaluating and monitoring the

Table 1
The List of Incumbents who Participate (ag ain) in the 2019 Election

NO	NAME	BOARDS OF DPRD	NOMINATING
1	Ir. Made Slamet, MM	NTB	NTB
2	I Wayan Wardhana	Mataram City	Mataram City
3	I Nyoman Yogantara	Mataram City	Mataram City
4	I Wayan Sugiarta	Mataram City	Mataram City
5	I Gede Wiska	Mataram City	Mataram City
6	I Gde Sudiartha	Mataram City	Mataram City
7	I Gusti Bagus Hari Sudana Putra	Mataram City	Mataram City
8	Sang Ketut Deresta	Mataram City	Mataram City
9	I Nyoman Wisma	Sumbawa Regency	Sumbawa Regency
10	I Gede Widana	Lombok Barat Regency	NTB
11	I Nyoman Arsa	Lombok Barat Regency	West Lombok Regency

vote calculation in the 2019 election system. Besides, the presence and acceptance of Hindu candidates by their family or community are necessarily dealing with the self-affairs as social creatures. They need a good acceptance, nice and warm treatments from the surrounding. Unfortunately, this need is not the main reinforcement to be in the board of the parliament in 2014-2019 period caused by the safety needs encourage them dominantly.

The belongingness and love needs are proven by the vote acquisitions of each candidate, and unconsciously, it shows the strong social relationship among individuals as a role in the political election. Also, it suggests that nomination supports from the candidates' respective political parties have been a great and solid foundation of this third needs temporarily because the safety needs are still more important. One of the political management efforts done by a political party in Indonesia is openness in political strategy (Syamsuadi *et al.*, 2020).

Motivation towards Esteem Needs

Generally, an individual has a strong desire towards a solid self-assessment, having a solid and high-quality of self-foundation, an admiration, and respect for other people. Maslow (1984) categorizes this need into two bases: (1) a desire for strength, achievement, adequacy, ability excellence, self-confidence to face the world, and freedom; and (2) an eagerness for prestige, social status, fame and glory, domination, acquisition, attention, meaningfulness, or values and dignity. In achieving the political goal, the use of

artificial attributes is prominent as an effort of management impression (Lampe, 2014).

Points mentioned in two bases above are important for human life continuity in the actual circumstances. Hopes towards the strength of belongingness, prestige, and status are absolute desires for every human in this world even though sometimes it is uncertain how to make it real. These tangible needs are not going to be the foremost motivation if the lower needs are not accounted yet. Around 11 incumbents think that being a board of parliament is the main job in the case of family life continuity. Also, they still can fulfill their needs for safety for sure.

Motivation towards Self-Actualization Needs

Maslow (1984) places the Self-Actualization on top of the hierarchy of needs. In the other words, this is a peak of individuals needs and it can be satisfied by showing up their ability which represents their personality. In addition, this need is based on the different ability of individuals. Muchtar (2010) claims that the self-actualization motivation affects the way of an individual in self-promotion. It is related to the strategy to attain and attract the sympathy of the masses, for examples, how to behave attractively in front of the people, how to wrap up any actual issues related to the masses needs, how to deal with any type of masses, or how to define and manage a good communication strategy successfully.

The Hindu candidates have not reached this level because they stay on the level of

safety needs in obtaining the job. They reflect the job as a tool to meet income needs. No one has a special profession to become a reliable politician who only devotes his attention to being a politician.

Winning Strategy of Legislative Candidates in 2019 Election Contestation

Basically, a strategy is defined as a process of plan decision managed by the leaders which concern on the long-term purposes of the organization, followed by the manners in order to achieve the purpose itself. A good strategy is needed for the candidates to win the election. Hariadi (2015) proposes some steps in settling down the strategy as follows: firstly, identifying the selected environment, meaning that the candidates should pay more attention to the circumstances of the area or the environment of the election. Secondly, measuring the strength and weaknesses as well as the opportunity and threats by analyzing the environment internally and externally. Thirdly, formulating the key success factors based on previously planned strategies. Fourthly, evaluating and considering any alternative strategies and sources, and external situation that can help the candidates to decide measurable target and purpose. The last is selecting an appropriate strategy to accomplish either short-term or long-term purposes. He also adds an additional strategy that requires the candidates' willingness to join and contribute in the nationalist party ideology. In this case, Ferdy (2019) defines an ideology as a set of political values which is formulated systematically in the concrete forms of party programs that are managed and supervised strictly by members of the party. On the other hand, Hamdan (2003) states that supports of nationalism ideology are accumulatively greater than Muslim ideology, and this is an opportunity for the Hindu candidates.

The Hindu legislative candidates must have many kinds of strategies to win the 2019 election contestation. To assist the analysis of this study, the analysis of winning strategy of each candidate is divided into two clusters: incumbent and newcomer winning strategies. Also, the candidates were obliged to work cooperatively with the boards of party in achieving the goals. They have to know the "self-excellence" of each candidate in order to reach the target and get a strong foundation for mental image of the party. Yuningsih (2003) proposes that the strength

and weaknesses of the opponent and public supporters can be identified by employing SWOT and situation analyses.

Incumbent Winning Strategy

11 Hindu incumbents joined the election with the following descriptions: 1 person from DPRD members of NTB Province, 7 people from members of DPRD City of Mataram, 1 person from DPRD members of Sumbawa Regency, and 2 people from members of DPRD Lombok Barat Regency. Table 2 describes the list of boards of parliament in 2014-2019 period who participated in 2019 election.

Principally, strategy is the first step in the process of achieving goals. In this case, the candidates should organize several steps to define the proper strategy in winning the election. They can adopt the following principals: (1) identifying the circumstances of the environment; (2) conducting both internal and external analyses to measure the strength, weakness, opportunity, and threats; (3) formulating the success factor key; (4) determining the purpose and the target; and (5) picking up the strategy. The level of w depends on the diligence and prudence of the candidates in formulating the strategy.

A candidate is obligated to analyze the circumstances of the environment that he/she is going to visit. Muhtar (2020) defines three aspects that affect this political strategy implementation: leader of politics, full-time leader of politics, and split-time working party members or volunteers. The relationship among those aspects can affect the level of political strategy implementation accomplishment.

The constituency should be selected based on the comprehensive identification done by both candidates and boards of party. In the subsequent table, an incumbent candidate Made Slamet selected the area of Mataram city as his constituency. It is reasonable considering that Hindus in Mataram are the second-largest voters in NTB. Therefore, he led the voting by 17.942 voters. (Sources are taken from KPU of NTB Province).

Table 3 suggests that Made Slamet as an incumbent has analyzed several factors that affected the results of his voting. He observed the characteristic of Hindus and Balinese people in his constituency (Mataram city). There are two groups of Balinese people in Mataram City, namely the Balinese

Table 2
Boards of Hindu Parliament in 2014-2019 Period

NO	NAME	PARTIES	DPRD	STATUS
1	Ir. Made Slamet, MM	PDIP	NTB	Elected
2	I Wayan Wardhana	PDIP	Mataram City	Elected
3	I Nyoman Yogantara	PDIP	Mataram City	Elected
4	I Wayan Sugiarta	PDIP	Mataram City	Elected
5	I Gede Wiska	PDIP	Mataram City	Elected
6	I Gde Sudiartha	GERINDRA	Mataram City	Elected
7	I Gusti Bagus Hari Sudana Putra	DEMOKRAT	Mataram City	Elected
8	Sang Ketut Deresta	HANURA	Mataram City	Elected
9	I Nyoman Wisma	PDIP	Sumbawa Regency	Not Elected
10	I Gede Widana	PDIP	West Lombok Regency	Not Elected
11	I Nyoman Arsa	PDIP	West Lombok Regency	Not Elected

Table 3
Results of Legislative Candidates Voting in NTB 1 Constituency

NO	NAME	PARTIES	CONSTITUENCY	VOTING
1	Ir. Made Slamet, MM	PDIP	NTB 1	17,942
2	Ni Made Astuti	Perindo	NTB 1	770
3	I Gusti Bagus Widiamurti Diwia, SS	Hanura	NTB 1	1,053
4	Ni Kadek Sri Manik Ulandari	Hanura	NTB 1	393
5	Ir. I Komang Rena, SE, M.Pd	Demokrat	NTB 1	2,175

newcomers who mostly living in housing complexes and the Balinese old migrants who live in Balinese villages. According to him, he has taken a slightly different approach to both of them because of their different characteristics.

Generally, the incumbent candidates have similar efforts in implementing the winning strategy in the 2019 election. The strategy used was socializing or promoting through media such as a billboard or social media, and took a sociological approach by means of constituent networks maintenance through government programs. According to Sirait (2020), the sociological approach explains that social characteristics and social community are regarded as strong factors in affecting individual voting. Some examples of social characteristics such as profession, education, etc. and also sociological backgrounds like religion, territorial, gender, and so on have important positions in deciding on political choices. Commonly, the candidates promote themselves by putting up posters or billboards in the area of their constituency. The following figure is an example of a candidate banner belonging to I Gde Wiska which is located in the Butun

Indah District, Mataram City (Source: private documentary files, 2019).

Figure 3. A Banner of I Gde Wiska located in Butun Indah District

It is interesting to state that a calendar is another common way in promoting or socializing the candidates. Typically, a calendar consists of the candidates' profile alongside their vision and mission. Moreover, the use of social media is significantly helping the process of candidates' promotion. For example, by posting "Happy Galungan and Kuningan Day" on the Facebook wall of Wayan Sugiartha. In the context of the use of mass

media, Muktiyo (2015) states that mass media do not reproduce cultural identities, but do commodification for the sake of sustainability and enhancement of the media business. Therefore, the use of mass media during a campaign is aimed to increase or improve the electability of the candidates.

In addition, some incumbent candidates did their winning strategy by doing constituency maintenance during their tenure. It was conducted during the recess period (i.e., a period of time when the members of a parliament are not meeting). The Law Number 23 of 2014 concerning Regional Government, Article 161 letters i, j, k, suggest that the members of regional parliament (henceforth, DPRD) are obligated to absorb and accumulate any constituency's aspiration by doing regular visitation, collect and give a response towards society aspiration and complaints, and provide accountability morally and politically to constituents in the constituency.

The bond built by the incumbents has a big effect on the next election because the legislators use it to strengthen the commitment by assisting the community through their aspiration funds. Made Slamet, as an incumbent, has deployed assistance such as the construction of temples and *bale banjar* (local community hall), and also to Hindu educational institutions during his tenure as a member of Regional Parliament. This is in line with Sobur (2000) who infers that civil society is shaped by employing psychological communication paradigm, interactional communication paradigm, and pragmatic communication paradigm in the political communication context.

The Winning Strategy of Newcomers

Various winning strategies were employed by the newcomers in the 2019 election in order to obtain votes. Mostly, they promoted or socialized their profiles and vision-mission through billboards, banners, and posters. For example, as seen in the figure below, a candidate I Wayan Yogi Swara from PERINDO party promoted himself by putting on the pictures of the President and the Vice President of Republic of Indonesia, Joko Widodo and Ma'ruf Amin as supporting attractive figures (Source: Private documentary files, 2019).

Frequently, most Hindu candidates use traditional political communication strategy, whereas Susanto (2017) states that the strategy should carry meaningful

messages such as the way of candidates, government, lobbyists, or other groups achieving the strategic goals and controlling the public opinions to affect the voting decision. Traditionally, several communication networks such as Islamic religious groups and community organization groups are considered as the political strategy used by the candidates. Also, Rachmiatie *et al*. (2013) claim that an approach towards the program of society empowerment is an example of political communication and socialization.

Figure 4. A Banner of I Gde Wiska located in Butun Indah District

Another winning strategy was carried out by involving political consultants in the hope of getting elected and directly doing a formal visitation to the society a year before the campaign to introduce the candidates' profiles earlier. Also, they visited their parents and family to ask for blessings and take an advantage of the influence of their parents in the community. The social capital of their parents can still be inherited as part of a political strategy.

Conclusions

The main objective of this study is to analyze and describing the motivation and winning strategies of Hindu legislative candidates in political participation, especially in the 2019 election event. Based on the findings and discussion, several points are considered as the conclusion of this study. First, there are various motivations involved in the Hindu legislative candidates' participation in the 2019 election such as physiological needs, safety/security needs, belongingness and love needs, esteem needs,

and self-actualization needs. Second, the winning strategy of both incumbents and newcomers are similar by utilizing printed media promotion through posters, banners, billboard, and also via social media to socialize profiles of the candidates. In addition, a personal approach by doing direct visitation and dialogue to the community are considered as additional winning strategies to attract and impress society. The newcomers as the challengers are demanded to be more active and creative in promoting and socializing their profiles through media and other strategies such as involving political consultant services.

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