

Role of Democratic Volunteers as the "Election Marketer"

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Abstract

Voter turnout in 1999-2009 has decreased significantly. At 1999 92.6% chosen and 7.3% abstains, at 2004 84.1% chosen and 15.9% abstains, at 2009 70.9% chosen and 29.1% abstains. (www.merdeka.com). These conditions encourage Indonesian Election Commission to form Democratic Volunteer as an agent that helps the socialization of Election 2014. This study aims to comprehensively assess the role of Democratic Volunteer as "Election Marketer" in Principal Agency Theory perspective. This study uses qualitative research with case study approach. The results are (1) Relations between Pasuruan Regency Election Commission as principal with Democratic Volunteer as agent (2) Contract model of Democratic Volunteer in two aspects, the type of contract that contract model is short Term Contracts, and the type of both relationship are relation between government and civil society; (3) In carrying out its role as election marketer, Democratic Volunteer fulfill four criteria in Principal Agency Theory perspective. The weakness of model contract of Democratic Volunteer are Short Term Contracts must be solved by entering into a Long Term Contracts to be interwoven communication simultaneously between the government, in this case between Pasuruan Regency Election Commission with Democratic Volunteer as the embodiment of Civil Societies participation is represented by five segments groups of voters.

Keywords:

democratic volunteers; election marketer; election

Introduction

In carrying out a democratic government system in Indonesia, the implementation has been regulated through general elections every five years. These provisions are in accordance with the mandate of Article 18 of 1945 Constitution. Through the general elections, all stakeholders are expected to be accommodated in order to realize the ideals of Indonesia as Welfare State. Citizens in this case as a determining component of the success or failure of the General Election implementation, the preference is to determine fate of the country and nation in the future. In

Article 28 of 1945 Constitution, it is explained that every citizen, regardless of background, ethnicity, religion, race, gender, social status, and class, they have the same right to associate and gather, express opinions, respond critically to government policies. This right is called political rights which can be widely applied concretely through General Elections.

Sastroatmodjo (1995, p. 67) states that Indonesia is a country based on the principle of popular sovereignty within the framework of Pancasila Democracy. The general election is a means to realize the pattern of life of democratic sovereignty system. With General Elections,

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every Indonesian citizen wants to actively participate in choosing their representatives and directly or indirectly influence government policy because political participation is an important aspect in a democratic state order and is a characteristic of political modernization.

The level of voter participation from 1999 to 2009 experienced a very significant decline. Election in 1999, the participations rate are 92.6% chosen and 7.3% abstains. An alarming participation rate occurred in 2004 Election, which dropped to 84.1% and the number of abstentions increased to 15.9%. In the first round of the presidential election, the level of voter political participation reached 78.2%, and the number of abstentions was 21.8%, while in the second round presidential election the level of voter political participation reached 76.6% and total abstentions of 23.4%. In the 2009 Legislative Election, the level of voter political participation declined, which only reached 70.9% and the number of abstentions increased by 29.1%. In the 2009 Presidential Election, the level of voter political participation reached 71.7%, and the number of abstentions reached 28.3% (Vermonte, 2014).

Based on this background, Indonesian Election Commission held a Designation Meeting for the Establishment of Democratic Volunteers in the Indonesian Provincial Commission based on Law No. 08/2012 concerning the Election of members of DPR, DPD and DPRD, especially Article 246 Paragraph (1) and Paragraph (2) and Article 247 Paragraph (1) which states about Community Participation in election. Then followed by a Circular Number 609/KPU/IX/2013 Regarding the Submission of 2014 Election Democratic Volunteer Implementation Guidelines Program.

Democratic Volunteer Program is a social movement intended to increase the participation and quality of voters in exercising their right to vote. This program involves the broadest community participation where they

are placed as pioneers of democracy for their communities. Based on the concept of Principal-Agent Theory, Democratic Volunteers in this case act as agents for Election Commission (principals) where they carry out the Election Commission's agenda regarding socialization and education for Regency/city-based voters. This form of community participation is expected to encourage the growth of high awareness and full community responsibility to optimally use their rights in elections.

In the area of Pasuruan Regency, a democratic volunteer program is motivated by inflation choosing quality. Without neglecting the appreciation of voters who use their voting rights intelligently, some of our voters are trapped in pragmatism. Not all voters come to the polling station for certain ideals, but there are those that are based on material profit and loss calculations that are material, such as getting money and goods for daily living. This voter pragmatism is partly contributed by the relatively low level of political literacy, the weakening of community volunteerism in the democratic intelligence agenda. (Instructions for implementing 2014 Democratic Volunteer Relation Program).

Democratic Volunteer Program in Pasuruan Regency starts in January until before Legislative Election or until April. From twenty-five selected volunteers, fifteen volunteers were the result of the selection and recruitment process of Pasuruan Regency Election Commission, and ten volunteers were directly elected by the Pasuruan Regency Election Commission. In the field, twenty-five volunteers were divided into five segments/groups; they are Religious Segments, Beginner Voters Segments, Disability Segments, Women's Segments, and Marginal Community Segments.

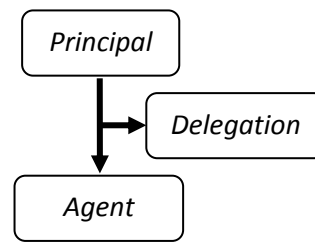
Concept of Principal Agency Theory

Principal Agency Theory is a theory inspired by political control of bureaucracy theory. This new perspective is widely applied

to study the relationship regarding principal (elected official) in the political domain - including legislature, president, governor, regent/mayor - with agents (appointed officials) who are in the realm of administration, in terms of this is bureaucracy. Principal Agency Theory is also studied in the framework of understanding the relationship between government as principal and other parties as agents to carry out government tasks (Frederickson et al., 2012, p. 35).

Principal Agency theory firmly rooted in a Rational Choice perspective and it is used today in general public administration studies and more specifically in areas of governance and corruption studies (Widmalm, 2015, p. 129). This state according to Malmir et al. (2014, p. 1), which Principal Agency Theory brokerage also applicable in the public sector and in terms of specificity, have been used to respond to it. This theory is designed to explain the difference in the private sector that often exists between the goals of shareholders (Agent) and management objectives (Principal) are the owners of the depositary. While Gailmard (2012, p. 1) state that Principal agency theory encapsulates a tradition of rational choice modeling, in which some actors (principals) uses whatever actions are available, to provide incentives for some

Picture 1.
Basic Principles of Principal Agency Theory



Source: Wijaya (2013, p. 59)

other actors (agents) to make decisions that the principal most prefers.

Principally, Eisenhardt (1989) revealed that the meaning of Principal Agency Theory is how to organize relationships with the maximum, where one party (principal) has a job, which is carried out by the other party (agent). Principal Agency Theory represents a principal who delegates something. The agent represents someone who gets the delegation. When a lawmaker delegates authority to an institution. For example, legislator is principal and implementor of institution is agent. Delegation occurs when one of the parties does something in accordance with the wishes of the party who delegates it.

In the public context, appointed leader is a buyer who tries to form services in accordance

Table 1.
Overview of Principle Agency Theory

Main idea	The relationship between principal and agent should be reflected in the efficiency of information and organizational costs
Unit of Analysis	Contract between principal and agent
Individual Assumptions	Selfishness, limited rationality, do not want to take risks
Organizational Assumptions	There is a conflict of purpose (interests) among stakeholders Efficiency as effectiveness criteria There is an imbalance of information between the principal and agent
Information Assumptions	Information as a traded commodity
Contract Problem	Moral hazard Adverse selection There is a minimization of risk through a risk-sharing mechanism
Problem Domain	The relationship between principal and agent has different objectives and different preferences and understandings of risk (eg competence, regulation, leadership, management, rules, integration and price)

Source: Eisendhardt (1989, p. 59).

with his will through law, rules and various other managerial ways. Bureaucracy as a service seller is a combination of professional education and expertise, which response to law and constitution by trying to serve its clients. Then Eisenhardt (1989, p. 59) revealed an overview of the principles of agency theory as showed at table 1.

The relationship between principal and agent will take place optimally if it consists of at least four things, namely: (1) The agent will act according to the principal's wishes; (2) there is no information gap between the principal and agent; (3) the absence of personal interests from the agent; (4) there is no personal interest from the principal (Wijaya, 2013, p. 58).

Principal Agency Theory focuses on how to understand and overcome problems that can occur in the relationship between the principal and agent. Problems that usually occur in the relationship between principal and agent are problems when the objectives and desires between the principal and agent are different so that they can cause conflict. Another problem is that it is difficult or expensive to verify what the agent is actually doing, which causes the principal to have difficulty assessing the agent's performance (Wijaya, 2013, 59).

In addition, Wijaya (2013, 59) stated that there were several other things that caused the Principal Agency Theory was needed: (1) Principal Agency Theory will re-discuss the importance of internal incentives and interests regarding the organization; (2) To understand public sector reforms carried out based on the principles of New Public Management; (3) Organizations (principals) can invest in information systems to control the opportunism of agents.

Principal-Agent Approach is usually applied to relationships between people/institutions that can be seen from the time horizon. In terms of the agreement (contract) between principal and agent there are at least two types of contracts: (1) *Long-Term Contracts*,

usually found in public sector organizations, especially in bureaucracy; (2) *Short-Term Contracts*, usually have a shorter time and aim to provide goods and services for a certain period (Wijaya, 2013, p. 59).

Whereas according to its type in terms of principal and agent there are at least several types of relationships between principal and agent in the context of public administration: (1) Relations between executive leaders (Politicians) and Bureaucracy (Bureaucrats), which are interpreted as principals and bureaucracy (bureaucrats) are interpreted as agents; (2) Relations between voters (Voters) and Politicians (Politicians). One type of principal-agent is the relationship between voters (voters) and politicians (politicians) in a democratic system; (3) Relations between government and private sector is usually realized in the form of a contract, where the private sector is expected to be able to provide goods and services needed by the government (Wijaya, 2013, p. 60).

Concept of Democratic Volunteers

Indonesian Election Commission made a new policy by forming volunteers whom they called Democratic Volunteers. For example, in the crisis of natural and social disasters, there is also the term social volunteer or humanitarian volunteer. The term volunteer sometimes appears when a crisis occurs.

In the process, Indonesian Election Commission accommodated and coordinated Democratic Volunteers from five community representatives, volunteers representing beginners, persons with disabilities, marginal groups, youth and gender representation. Each regency/city Election Commission receives twenty-five democratic volunteers whose main goal is to help Indonesian Election Commission socialization division to boost public participation in 2014 election of members of the DPR, DPD, DPRD (Guidelines for Implementation of Democratic Volunteers Program in 2014).

In elections, the element of 'free' clearly feels the pressure of the implications. Intimidation, money politics, the politicization of the apparatus and the bureaucracy are actions that stand with freedom. It can be expressed even though it is difficult to link it in real politics that the number of regional heads (regents, governors), state officials and politicians who are in trouble because of corruption cases is a form of non-freedom of the people and citizens choose clean and good leaders. This condition occurs because all choose under pressure, politicization of bureaucrats, or because they are led by political advertisements in the mass media that are immediately realized or not, have disrupted the element of freedom.

The closest consequence that is before our eyes due to the uncontrolled risk of freedom from the democratization process of this nation is the proliferation of corruption, collusion, extraordinary nepotism, and also the demoralization of our chosen people who are exposed to the media due to the act of our freedom in choosing. Since 1999 when the tap of democracy was opened wide by direct elections, since then (for 13 years), the nation has never learned how to manage freedom that is responsible for democracy by minimizing the risks.

Political education in the form of rights and obligations of citizens has only been limited to certain circles. In various occasions, activities with the theme of Political Education and Civil Rights sometimes only exist in certain places, with limited and certain participants. Five segments of society that are the target of General Election Commission. Democratic Volunteers must be admitted to being rarely touched. The five segments of society generally only become victims of mass mobilization in political events such as campaigns and political friendship.

The Democratic Volunteer Program aims to improve the quality of the electoral

process, voter participation, public trust in the democratic process, and arouse volunteerism of civil society in the electoral agenda and democratization. In order to be able to carry out their duties properly, Democratic Volunteers are required to comply with a code of ethics that has been established, includes: (1) Be independent, impartial and non-partisan towards election participants; (2) Do not commit violence; (3) Respect local customs and culture; (4) Do not act discriminatively; (5) Do not accept gifts in any form from election participants who show indications of partiality or gratuity.

Methods

This study uses descriptive qualitative method with a case study approach. Moleong (2009, p. 6) defines qualitative research as research that seeks to understand the phenomenon of what is experienced by research subjects holistically and description in the form of words and language in a special natural context and by utilizing various natural methods. According to Moleong, Sugiyono (2014, p. 1), state that qualitative research method is a research method used to examine the condition of a natural object, (as opposed to an experiment) where the researcher is a key instrument. The approach that fits this research is the case study approach. Researchers in the case study view attempt to understand the meaning of events and their links to ordinary people in certain situations (Moleong, 1991, p. 9).

The application emphasized by case studies is the subjective aspect of people's behavior. By using a case study approach, it is expected that it can help researchers in conducting deeper research on agency problems as a Democratic Volunteer in Pasuruan Regency Election Commission and the reality of the phenomena that occur can be revealed. The case study approach looks at whether a democratic volunteer can carry out his duties well as a

Pasuruan Regency Election Commission agent in socializing DPRD Election in Pasuruan Regency, as well as Pasuruan Regency Election Commission which has the aim of making the DPRD Election socialization in Pasuruan Regency in accordance with the applicable law.

This study took place in Pasuruan Regency, East Java. Especially in Pasuruan Regency Election Commission office. Considering that in Pasuruan Regency, the democratic volunteer program was motivated by inflation in choosing quality, where some voters were trapped in pragmatism. The average voter comes to the polling station based on the calculation of profit and loss that is material in nature, such as getting money and goods for daily living. This voter pragmatism is partly contributed by the relatively low level of political literacy, the weakening of community volunteerism in the democratic agenda of democracy in Pasuruan Regency.

Information Sources of this study is obtained directly from sources of information obtained from interviews and documentation carried out by researchers and sources alone or primary data informants here includes the Head of Pasuruan Regency Election Commission, Head of Division of Human Resources, Organizations, and Community Participation Relations, members of the Democratic Volunteers, and socialization participants. Data analysis used in this study is an interactive model data analysis (Miles and Huberman, 2013). Interactive model analysis has several processes, included: data reduction, data displaying, conclusion drawing and verification.

Results and Discussion

From the results of field observations and a review of documents at Pasuruan Regency Election Commission, the Democratic Volunteer Program in Pasuruan Regency began in January until the eve of the Legislative General Election or until April. From twenty-

five selected volunteers, fifteen of them were the results of the selection and recruitment process of Pasuruan Regency Election Commission, and ten volunteers were directly elected by Pasuruan Regency Election Commission. In its implementation, twenty-five volunteers were divided into five segments/groups; they are Religious Segments, Beginner Voters Segments, Disability Segments, Women's Segments, and Marginal Community Segments.

Referring to the formulation of the problems that have been described earlier, in this chapter data from the results of the study will be elaborated on (1) the relationship between Pasuruan Regency Election Commission and Democratic Volunteers in 2014 Legislative Election socialization in Pasuruan Regency; (2) the Democratic Volunteer contract model in Principal Agency Theory perspective in socialization of 2014 Legislative Election in Pasuruan Regency; and (3) the role of Democratic Volunteers as an "Election Marketer" in socialization of 2014 Legislative Election in Pasuruan Regency.

The Relationship between Pasuruan Regency Election Commission and Democratic Volunteers in 2014 Legislative Election socialization in Pasuruan Regency

In determining the relationship between General Election Commission and Democratic Volunteers, at least four things can be traced, there are: (1) The agent will act according to the principal's wishes; (2) there is no information gap between the principal and the agent; (3) the absence of personal interests from the agent; (4) there is no personal interest from the principal.

In the context of 2014 Legislative Election Socialization in Pasuruan regency, relations between Pasuruan Regency Election Commission and Democratic Volunteers shows a relations in Principal Agency Theory perspective (Frederick et al., 2012, p. 35; Eisenhardt, 1989) where Pasuruan Regency Election Commission acts as principal and

Democratic Volunteers act as agents (executors of election socialization tasks). More explicitly stated that the existence of a Democratic Volunteer (agent) is a representation of Pasuruan Regency Election Commission (principal) in socializing 2014 Legislative Election in Pasuruan Regency in three aspects. Firstly, disseminating the date of the Legislative Elections held in Pasuruan Regency on April 9, 2014. Secondly, socializing materials relating to the election to five electoral groups. Third, socializing the material around the voting procedures that are good and right so that the vote can be declared valid to 5 groups of voters.

In carrying out their duties, Democratic Volunteers have been provided through Training of Trainers in February 2014 with material including (a) The importance of democracy, elections and participation; (b) Understanding of the technical stages of the electoral strategy; (c) Volunteer code of conduct; (d) Public communication techniques; (e) Other relevant material.

The materials were obtained by Democratic Volunteers in Technical Guidance in February 2014 for one month. This is in accordance with the statement from the Commissioner of Pasuruan Regency Election:

"Pasuruan Regency Election Commission has implemented a democratic volunteer program, and there are twenty-five people of the Democratic Volunteers team and equipped with Technical Guidance to succeed in the election by maximizing performance and working according to their respective segments. The Democratic Volunteer team, consisting of twenty-five people, was divided into five segments including (1) Religious segment; (2) Beginner Voter segment; (3) Disability Segment; (4) Women's segment; (5). Marginal Community Segment." (personal communication on January 13, 2016).

From five materials of technical guidance presented, Democratic Volunteers who were placed in five segments have all understood well. Only needs to be more detailed about how to provide an understanding of the importance of democracy, elections, participation, and their communication techniques to different characters of five segments/groups. This is in accordance with the statement from head of Public Relations Division of Pasuruan Regency Election Commission:

"Technical guidance participants who are divided into five segments have understood the materials related to the volunteer code of ethics and an understanding of the technical stages of the electoral strategic. As for the material about the importance of democracy, election, participation, and the techniques of public communication, I need to convey more details with concrete example. Because they face target groups where they are different in character and level of understanding." (personal communication on January 13, 2016).

A similar statement was delivered by Muhammad Asrofi who served as a democratic volunteer for the beginner voter segment:

"I as a democratic volunteer for the beginner voter segment, must better understand the techniques of delivering the importance of democracy, elections, and participation to students in Pasuruan Regency. Because they belong to a critical group and become the main drivers in a better democratization process in the future. Therefore, in this technical guidance, there are many models of role-playing, quizzes, and discussions as a form of interactive communication with them so that the delivery of the election socialization will be more dynamic and attract their attention." (personal communication on January 14, 2016).

While Makhfud Syawaludin who served as a democratic volunteer for the disability segment stated a different experience:

"I as a democratic volunteer in the disability segment, was given more persuasive communication techniques and increased variants of teaching aids in introducing the importance of democracy, elections and participation. Persuasive communication techniques are indispensable because I am dealing with communities that are vulnerable to offense because of the condition of those who have physical limitations." (personal communication on January 15, 2016).

Achmad Baihaqi, who served as a democratic volunteer for the religious segment, was also differently stated:

"When dealing with religious communities, I am more equipped with lecture models in conveying the importance of democracy, elections, and participation to them. The lecture model is combined with a question and answer model that links the importance of democracy and elections with the principle of the benefit of peaceful and prosperous common life. While the importance of participation is associated with pious deeds of a Muslim in his efforts to participate in the process of democratization in Pasuruan Regency." (personal communication on January 15, 2016).

While Arifin, who served as a democratic volunteer for the marginal communities, conveyed:

"I have provided more technical assistance in the technical aspects of the election administration and the procedures for conveying people's aspirations by explaining the props of ballots they voted on election

day on April 9, 2014" (personal communication on January 15, 2016).

Luthfiyah, who served as a democratic volunteer for women's segment, added:

"From all the group targets of this democratic volunteer program, maybe I am, and my friends who served in women's segment didn't encounter serious obstacles. Because women's groups tend to have empathic and participatory attitudes in the democratization process and they are not many protests. So, I'm only provided with tricks and tips to assure the importance of the democratic process with active involvement of them" (personal communication on January 15, 2016).

From some of interview results above, that the technical guidance carried out by the Pasuruan Regency Election Commission towards twenty-five, democratic volunteer really runs dynamically and effectively. Democratic volunteers as a whole are enthusiastic and have a strong desire to absorb material to the fullest in order to equip them when carrying out their duties in each segment. On the other hand, Pasuruan Regency Election Commission also has a strong commitment to successful implementation of legislative election socialization by providing comprehensive tricks and tips to democratic volunteer in an effort to prepare them to become professional and accountable personnel.

As for the socialization, between Democratic Volunteer Team and Pasuruan Regency Election Commission, good communication was established. This shows that there is no information gap between two parties in carrying out their respective duties in accordance with existing provisions. This is in accordance with the statement from Technical Staff and Public Relations of Pasuruan Regency Election Commission:

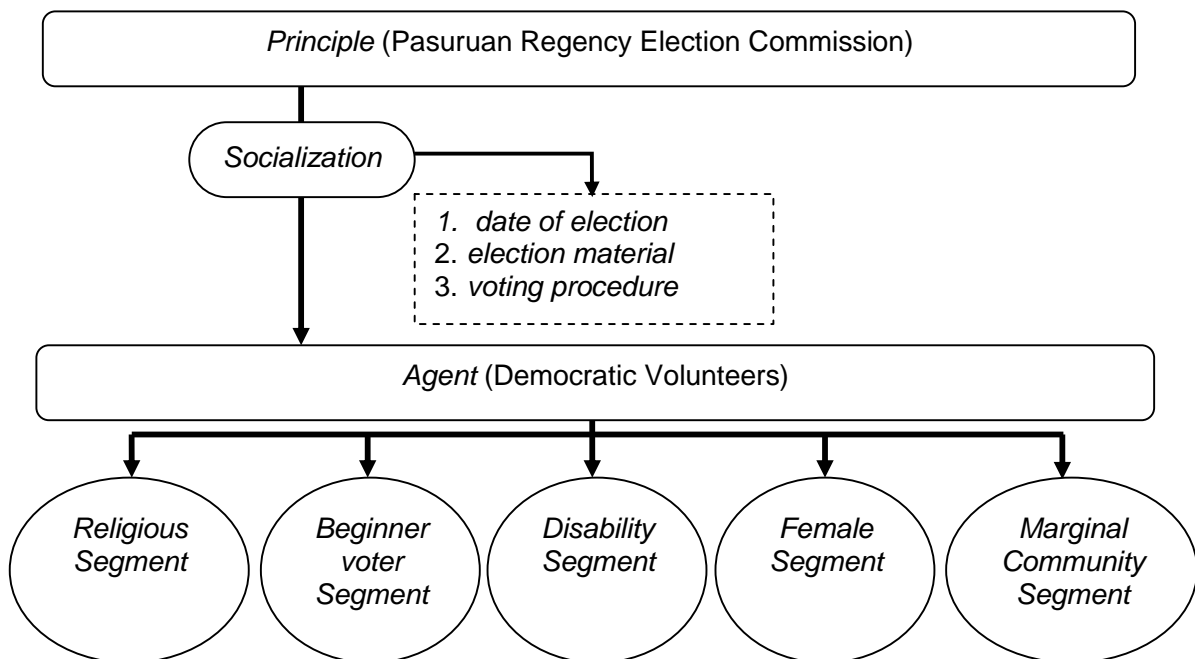
"Communication between Pasuruan Regency Election Commission and Democratic volunteers is well established. Democratic Volunteers often communicate with us if there is something needed or there is a material that we want to discuss with us "(personal communication in January 18, 2016).

Whereas to see the presence/absence of personal interests from both Democratic Volunteer and Pasuruan Regency Election Commission, it can be proven by the clarity of the regulating authority. In this case, Pasuruan Regency Election Commission has five authorities. First, coordinate the preparation of the implementation of the democratic volunteer program in the Regency. Second, coordinate the implementation of the distribution of democratic volunteer program implementation facilities. Third. Carry out monitoring of the implementation of the democratic volunteer program in each segment.

Fourth, coordinate the collection of reports or evaluations from each segment. Fifth, report it to the East Java Provincial Election Commission. This is in accordance with a statement from one of the members of Pasuruan Regency Election Commission:

"We as Pasuruan Regency Election Commission have the main duties and functions that have been determined. In the implementation of this democratic volunteer program, Pasuruan Regency Election Commission has some authorities. There are to recruit, provide training, coordinate democratic volunteers in each segment, supervise the implementation of democratic volunteer activities, make monthly reports on the implementation of democratic volunteers in its territory, report to the East Java Provincial Election Commission." (personal communication on January 18, 2016).

Picture 2.
The relationship between Pasuruan Regency Commission and Democracy Volunteers in Principal Agency Theory perspective



Source: Data processed by researchers, 2016

Democratic Volunteer team has the authority to coordinate the preparation of the democratic volunteer program, provide information using socialization to the community, evaluate the implementation of the volunteer democracy program. This is in accordance with a statement from one of the members of Democratic Volunteer for Beginner Voter Segment:

"We as a team of democratic volunteers who have received a decree from Pasuruan Regency Election Commission have the authority to implement a democratic volunteer program, which is to coordinate with Pasuruan Regency Election Commission and the team before plunging, providing socialization or knowledge with some material about the election and evaluating the results of our implementation. Do it." (personal communication on January 18, 2016).

The Democratic Volunteer Contract Model in Principal Agency Theory Perspective in Socialization of 2014 Legislative Election in Pasuruan Regency

From the search for the Decision Letter of Pasuruan Regency Election Commission Number 11/kpts/KPU-Kab/014.329841/2014 concerning the Determination of 2014 Election Democratic Volunteer Personnel, in the fourth dictum, it was explained that the decision stipulates a Democratic Volunteer contract calculated in January, February and March

2014. To identify the contract model between Pasuruan Regency Election Commission and democratic volunteer there are two aspects that can be used as a basic reference, there are 1). in terms of the agreement or contract between the principal and the agent that manifested in long-term contracts and short-term contracts. 2) in terms of the type of relationship between the principal and the agent that manifested in the relationship between politicians and bureaucrats, the relationship between voters and politicians, the relationship between government and the private sector (Wijaya, 2013, p. 59-60).

In the context of 2014 Legislative Election in Pasuruan Regency, Democratic Volunteer contract model can be identified from two aspects (Wijaya, 2013, p. 59). *First*, from the aspect of agreement or contract between Pasuruan Regency Election Commission as principal and Democratic Volunteer as agent that the contract model describes Short Term Contracts, where Democratic Volunteer was contracted by Pasuruan Regency Election Commission for three months, there are from January to March 2014. *Second*, from the aspect of type of relationship between Pasuruan Regency Election Commission as Principal and Democratic Volunteer as agent in the context of public administration that relationship between two includes relationship between government and civil society. This means that this relationship is development from three types of existing relationships, the are relationship between executive or politician

Table 2.

Democratic Volunteer Contract Model in Principal Agency Theory Perspective

Type of Agreement	Kind of Relationship
The type of agreement or contract between Pasuruan Regency Election Commission and Democratic Volunteer is Short Term Contracts. Which Democratic Volunteer has contracted for three months, from January to March 2014.	The kind of this relationship between principal and agent is relationship between government as principal and civil society as agent. In this case, Democratic Volunteers are representatives of the community in charge of socializing the legislative elections in five voter groups/ segments; they are religious segment, beginner voter segment, disability segment, female voter segment, and marginal community segment.

Source: Data processed by researchers, 2016

and bureaucracy or bureaucrats, relationship between voters and politicians, and relationship between government and private sector.

The role of Democratic Volunteers as an "Election Marketer" In Socialization of 2014 Legislative Election In Pasuruan Regency

The Democratic Volunteer of Pasuruan Regency, which was recruited by Pasuruan Regency Election Commission, basically played a role in assisting Pasuruan Regency Election Commission in Pasuruan Regency in the election socialization process. The trained Democratic Volunteers are expected to be able to convey information about the General Elections to ordinary people so that the voter level this year can increase compared to the previous year. The material presented in the election socialization included three things, (1) Legislative Elections were held on April 9, 2014. (2) Material about examples of ballots that will be punched in the Legislative Elections. (3) The material around the voting procedure is good and true so that the vote can be declared valid.

In its implementation in the field, the Democracy Volunteer program is divided into five segments or groups, namely the religious segment, the early voter segment, the disabled segment of the female voter segment, and the periphery community segment.

In the context of 2014 Legislative Election in Pasuruan Regency, it can be identified that the role of Democratic Volunteers as the "Election Marketer" is to socialize three things, namely (1) Legislative Elections held on April 9, 2014. (2) Material about examples of ballots that will be punched in the Legislative Elections. (3) The material around the voting procedure is good and true so that the vote can be declared valid.

In carrying out its role as the election marketer, Democratic Volunteers are distributed in five segments or groups; they are religious segment, beginner voter segment, disability

segment, female voter segment, and marginal community segment.

In this segment, the focus of the target is the PKK, Muslimat, Fatayat, Routine Recitation in villages and all other religious activities. The socialization in this segment started from January to April, amounting to 49 times socialization.

The implementation in this segment, democratic volunteers, are more dominant (often) using the lecture method than other methods because it adapts to the condition of the object, which is dominated by mothers and fathers. In the implementation of the religious segment, the democratic volunteers also did not use visual electronic devices or media such as laptops, LCD projectors landslides. This is because, the place of socialization is in people's homes when reciting, at the mosque, in the mosque. So it is not possible to use these tools or media. This situation is an obstacle in the delivery of material.

1. Beginner Voter Segment

In the female voter segment, the target group is almost the same as the religious segment. The objects are PKK, Muslimat, Fatayat, and others. However, in the female voter segment, it focuses more on specific objects on women. The implementation of the democratic volunteer program in this segment has been carried out 46 times.

In this segment, the delivery method used is the same as that done in the religious segment, which is more dominant with the lecture method. Members of Democratic Volunteers in this segment are all women because in practice they will deal with or relate to women's objects as well. In this segment of women, the obstacles experienced are also the same, namely that they cannot use visual media as a support for the implementation of socialization. So that the material presented is only about the election and the simulation of the correct voting procedures.

2. Disability Segment

In this beginner voter segment, the target is voters who enter the age of 17 years. Therefore the implementation takes place in schools, campuses, santri study groups and other places related to first-time voters. The socialization in the beginner voter segment was carried out 35 times from January to April.

The socialization in this segment uses lectures, focus group discussions, simulations, and sometimes role-playing. Aids or media that are used in the beginner voter segment sometimes also use visual media such as Laptops, LCD Projectors, and Slides. The tools or media were obtained by volunteers from places or schools they visited.

3. Women's Segment

The target of the target intended by democratic volunteer segment disability voters is those who have physical limitations; they are people with disabilities. The socialization carried out by democratic volunteers included institutions and offices that sheltered people with disabilities. Democratic volunteers in this disability voter segment have conducted socialization 27 times. Methods that are often carried out for the delivery of material, namely, lectures, question and answer, and also role-playing.

The constraints experienced by democratic volunteers in the disability voter segment, one of which is that, they cannot communicate directly with people who have limitations to speak or speechless.

4. Marginal Community Segment.

In this segment, the target focus is such as motorcycle taxi drivers, farmers, and other general public. The socialization in this segment began in January to April, totaling 36 socialization events. The method used by the peripheral voter segment is more often using the lecture, question and answer, and simulation methods.

The role of Democratic Volunteers as election marketers in the relation between principal and agent will take place optimally if it fulfills four things, there are 1). Agent will act according to principal's wishes, 2) there is no information gap between principal and agent, 3) absence of personal interests from agent, 4) there is no personal interest from principal. (Wijaya, 2013, p. 60).

In the first aspect, it was identified that Democratic Volunteer (agent) acted in accordance with the wishes of Pasuruan Regency Election Commission (principal), where the Democratic Volunteers before the field were given Training of Trainers in accordance with the assignment area in each segment/voter group. Whereas the second aspect, related to the implementation of the socialization between Democratic Volunteers and Pasuruan Regency Election Commission had good communication. This shows that the information received by both parties does not occur in a gap. The third and fourth aspects, related to the existence/absence of personal interests of each party identified that each party was proven to have carried out their duties and authority in accordance with the contract that was established at the beginning. This shows that in the implementation of legislative election socialization in Pasuruan Regency has met the requirements for the absence of personal interests from both parties.

Conclusion

Based on the discussion of the results, that Democratic Volunteers as the agent of Pasuruan Regency Election Commission. Where Democratic Volunteers assigned to conduct socialization of 2014 Legislative Election in Pasuruan Regency.

Democratic Volunteer contract model that was built in socialization of 2014 Legislative Election in Pasuruan Regency was identified in two criteria, that seen from the type of contract was established Democratic Volunteer contract model was short Term

Contracts, where Democratic Volunteer was contracted by Pasuruan Regency Election Commission for three months starting from January 2014 to March 2014. Whereas seen from the type of relationship between Pasuruan Regency Election Commission and Democratic Volunteers describe the relationship between government and civil society. This relationship is a development from a relationship model that has been built in relationship to the relationship between principal and agent in Principal Agency Theory perspective.

In the context of 2014 legislative elections in Pasuruan Regency, Democratic Volunteers who act as election marketers carry out their duties by delivering socialization material on three things, (a) Legislative Elections held on April 9, 2014. (b). Material about examples of ballots that will be punched in Legislative Election. (c). The material around the voting procedure is good and true so that the vote can be declared valid. In carrying out its role, volunteer democracy has fulfilled four requirements relating to Principal Agency Theory perspective, includes: 1). Democratic Volunteer as agent has acted in accordance with the wishes of Pasuruan Regency Election Commission as principal, 2) in the field, there is no information gap between Pasuruan Regency Election Commission as principal and Democratic Volunteer as agent, 3) there is no personal interest from Democratic Volunteers as agent in carrying out its duties and functions in socialization, 4) there is no personal interest from Pasuruan Regency Election Commission as principal in controlling implementation of socialization by Democratic Volunteers.

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