

Research Article

Capital Relations in the Winning Strategy of H. Khairunas and H. Yulian Efi in the 2020 Solok Selatan District Simultaneous Elections

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Abstract. This study discusses the capital relations used by the pair Khairunnas and Yulian Efi in the 2020 simultaneous elections in South Solok Regency. In this study, the researcher uses the concept of capital proposed by Piere Boerdiu regarding economic, cultural, social and political capital. What is the form of capital relations in the strategy of winning the Khairunas and Yulian Efi pairs in the continued simultaneous elections of South Solok Regency in 2020. The first data emerges from the strategy of consolidating parties and successful teams. In the consolidation of political parties, economic capital and political capital become an important relationship. Based on the results of interviews with the treasurer informants of the Khairunas and Yulian Efi winning team and the supporting parties, in establishing the consolidation of political parties, it was found that there was a fairly large political cost in establishing communication and getting support with supporting parties, this is what affects the relationship between economic capital and capital. politics towards the consolidation of political parties. Furthermore, segmentation, targeting and positioning strategies, segmentation is basically used to get to know more groups of audiences that are useful for finding opportunities, undermining opposing groups based on preferences, preferences, desires, tastes, lifestyles, value systems and even personal problems. The positioning strategy will be in line with social capital where positioning will lead to the introduction of candidates to the public. canvassing strategy which is the spearhead of the Khairunas and Yulian Efi winning team in collaboration with third parties where the third party here is the bright survey agency.

Keywords: Relations, Strategy, Capital, Segmentation, Canvassin.

A. INTRODUCTION

One of the consequences of the issuance of this decision is the change in the nomenclature of the name of the 2020 regional head elections (Pilkada) to be continued simultaneous elections. The election of regional heads is an important agenda in every region, even an agenda that is awaited by every citizen.

Observing the procedures and processes in the implementation of the Pilkada, metaphorically the author can describe that political contestation is like a car race. The pair of regional head candidates who have the greatest chance of winning the Pilkada when they have 4 combinations in driving, namely the presence of a good car, a skilled driver, a strong regional base and adequate gasoline. Conceptually the metaphor is realized from the 4 main assets owned by the candidates who will take part in the contestation.

The four capitals are political capital, social capital, economic capital and cultural capital. This capital can influence a candidate in obtaining support from the community. The greater the accumulation of capital owned by the candidate, the greater the support obtained (Marjinan, Kacung. 2006).

The author sees that from the three pairs of candidates, the capital owned by the incumbent Abdul Rahman and Rosman Efendi is much larger than the other 2 pairs. As an incumbent, Abdul Rahman and Rosman Efendi should be able to campaign by taking advantage of their position as PAW Regent of South Solok 2019-2020, as a public official Abdul Rahman can carry out covert campaigns on the sidelines of official activities, when viewed from the position and opportunities they have, the incumbent should be able to win the regional head election in the second period, because incumbents can take advantage of their positions to conduct campaigns (Boyne, et.al. 2009).

The pair of Erwin Ali and Marwan Efendi greatly benefited on a support basis because the only candidate came from the Muaro Labuah area. Since the Pilkada was held in South Solok Regency in 2005, the smell of political issues of ethnicity and regionalism has been very strong. This is evidenced by the reality that the Regent who was elected in the Pilkada of South Solok Regency always came from the Muaro Labuah area.

Politically, the population of the dominant Muaro Labuah community in South Solok Regency will be a supplier of votes for the Erwin Ali and Marwan Efendi pair due to the unity in identity as explained by Jeffrey Week regarding primordial grouping or identity that is inherited from generation to generation and naturally (Widayanti, 2009). This can be seen from the pair of candidates who have been using regional and hereditary issues to gain support in previous regional elections in South Solok Regency. Therefore, the author wants to explain how the Khairunas and Yulian Efi pair maximize their capital and then accumulate it in a winning strategy, in the 2020 simultaneous elections in South Solok Regency.

The simultaneous election of the 2020 South Solok Regency continued to steal a lot of public attention. In this period, the Khairunas and Yulian Efi pair managed to outperform the incumbent pair who on paper were favored in the simultaneous elections for the South Solok Regency. At first, the researchers assessed the novelty or selling point presented in the 2020 South Solok simultaneous election, namely the still strengthening of ethnicity politics, which led the candidate pairs to divide the ballots into two regional clusters, namely Muaro Labuah and Sangir Lama. These two regional clusters are the determinants in the three periods of the South Solok Regency Pilkada in winning candidate pairs.

So far, the Regent candidate from Muaro Labuah who is paired with the Deputy Regent candidate from the Sangir area is almost said to be 100% elected in the South Solok Regional Election, while the candidate pair from the Sangir area always ranks second with a total number of votes that is not too significant with the winning pair.

Referring to the results of the previous Pilkada, Erwin Ali and Marwan Efendi should have a chance to win because they are from the Muaro Labuah area, of the three candidates for Regent who fought in the Pilkada, only Erwin Ali was the candidate for Regent who came from the Muaro Labuah area while the other two candidates for Regent namely Khairunas and Abdul Rahman as the incumbent both come from the Sangir Lama area.

The fact is that the pair Khairunas and Yulian Efi managed to break the dominance of Muaro Labuah in the 2020 Solok Selatan Regency simultaneous election after successfully outperforming the incumbent pair who have the same vote base in the Sangir Lama area. This shows that in the 2020 Solok Selatan simultaneous elections, regional factors and voter ethnicity have begun to be abandoned and switch to modern democracy where the characteristics of the voters of the two large South Solok clusters are fading. At this point, it can be assumed that the incumbent factor does not have a big influence. The next simultaneous election that took place in South Solok Regency in 2020, ethnicity and regional factors which had been a defensive strategy for candidate pairs no longer played a dominant role as a determining factor for victory, but was more determined by the capital owned by

each candidate pair. It is the capital that competes with each other in the arena which will have a major influence on the formulation of the candidate's winning strategy.

The researcher also obtained preliminary data that the political victory in the race for the Regent and Deputy Regent seats achieved by Khairunas and Yulian Efi was also influenced by the intervention of the chairman of the South Solok DPRD, Zigo Rolanda, who is the biological son of Khairunas, Zigo Rolanda was recorded as the head of the team for winning the Khairunas pair and Yulian Efi in the next simultaneous election in South Solok Regency, Zigo Rolanda also included academics in the formulation of his father's winning strategy so that the strategy formulated was able to maximize the capital owned by Khairunas to refute assumptions and survey results which stated that the Khairunas pair had a slim chance at first.

Based on the data and facts above, the researcher assumes that the role of capital is very large in winning an election. With the strong role of capital in the victory obtained by the Khairunas and Yulian Efi pairs so that they were able to defeat their political opponents, the Abdul Rahman pair who are incumbents from the same area, plus one candidate pair namely Erwin Ali and Marwan Efendi from the Muaro Labuah area who has greatly benefited from cultural capital which has so far won every further simultaneous election event in South Solok in 2020, so researchers want to fill the gap and explore the role of capital in winning the candidate pairs of Khairunas and Yulian Efi.

Therefore, the formulation of the problem in this study is "How is the relationship between political capital, social capital, economic capital, cultural capital in the winning strategy of the Khairunas and Yulian Efi couple? in the 2020 Solok Selatan District Concurrent Elections?"

B. LITERATURE REVIEW

1. Capital Theory of Pierre Bourdieu

The researcher uses the capital theory put forward by Piere Bordieu because of the geopolitical conditions at the time of the 2020 simultaneous elections in South Solok Regency in accordance with Bordiue's explanation regarding the accumulation of capital which is used as a winning strategy in the Pilkada arena.

Capital in Bourdieu's sense is very broad because it includes economic capital, cultural capital, and political capital used to seize and maintain differences and domination (Bourdieu, 2011). Capital must exist in every realm, so that the realm has meaning. The following will explain the sub-sections of the capital theory of Boerdiu one by one.

2. Economic Capital

According to Bourdieu, economic capital is a resource that can be a means of production and financial means. This capital is most easily converted to other types of capital (Bourdieu, 1994). Political capital or political costs are needed to finance the campaign, nomination and election time to pay witness fees, accommodation, transportation of the candidate pair's success team and other supporting indicators.

Economic capital owned by the candidate pair who will take part in the election contestation is one of the keys to facilitate access to be achieved with financial value. This can be shown from the wealth reports of the candidate pairs who will register with the KPU which is mandatory.

From the results of the wealth reports of the Candidates for Regent and Deputy Regent of South Solok, it can be concluded that the pair H. Khairunas and H. Yulian Efi have the most assets of the other candidates with a total of Rp. 6,763,099,139,-. This shows that the economic capital owned by the couple is very effective and efficient in achieving the

vision, mission and excellent programs that will be achieved in the future as well as pre- and post-campaign costs for both the success team and for campaign events and merchandise as campaign props.

3. Cultural Capital

Cultural capital is a cultural conversion, such as scientific knowledge, educational qualifications, or verbal facilities (language). So, according to Bourdieu, culture (culture) in a broad sense can be a capital (Swartz in Bourdieu, 2014). Cultural capital in the Pilkada perspective is maximizing the area or area of the vote base of candidates and opponents of the Pilkada in gaining the number of votes.

From the first Pilkada in 2005 to 2015, the division of the winning area was still won by the Regent candidate from the Muaro Labuah area with the Deputy Regent from the Sangir area, but in this 2020 concurrent election, the dominance of the Regent candidate from the Muaro Labuah area could be defeated by the Regent candidate winners from Sangir.

4. Social Capital

Social capital is the amount of resources, both actual and virtual, that is added to an individual or group by virtue of having a durable network through a reciprocal relationship of more or less institutionalized acquaintance and recognition (Bourdieu & Wacquant, 1992). Social capital is a social relationship that exists in the daily lives of citizens, where social relationships reflect the results of social interactions in a relatively long time resulting in networks, patterns of cooperation, social exchange, mutual trust including the norms and values that underlie these social relationships.

5. Political Capital

The definition of political capital in social science is still being sharpened and there are far fewer publications on political capital compared to publications on symbolic capital and social capital. The French sociologist, Pierre Bourdieu (1930-2002, was a pioneer in studying the various forms of capital). Political capital is very necessary for everyone who wants to run for election, whether for regional head elections, legislative elections or presidential elections, the legitimacy of one or several parties that meet the requirements is absolutely necessary (Bourdieu, 1994).

6. Election Winning Strategy Concept

Strategy is a military concept which can also be interpreted as the art of war of the generals (The Art of General), or a design that is best in winning the war (Aminah in Betsiana, 2017). According to Sofjan in Betsiana (2017), strategy is the determination of basic and long-term goals and objectives of an organization. Therefore, the term strategy is often interpreted as a series of actions or methods taken by an organization with the aim of achieving superior performance. Strategy is basically an art and science that uses and develops (ideology, politics, economy, socio-culture and defense and security) to achieve the goals that have been set.

7. Party Consolidation and Success Team

Consolidation of parties and campaign teams is an inseparable part, both internally and externally. The internal consolidation carried out by the Golkar Party as the supporting party for the Khairunas and Yulian Efi pairs can be seen from the stages of selection, election to the determination of the candidate pair for the regional head of South Solok Regency in 2020.

The winning team is an individual who forms a homogeneous group and has the same goal in winning one candidate pair in the election. The winning team is also a bottom-up key in providing more contributions which will later be conveyed to the elite team in the ranks of the candidate pairs. The winning team is also able to act as an advisor to the candidate pair in contributing ideas and ideas related to the winning of the candidate they support.

8. Segmentation, Targeting, and Positioning

Segmentation is basically used to get to know more groups of audiences that are useful for seeking opportunities, undermining opposing groups based on preferences, preferences, desires, tastes, lifestyles, value systems and even personal issues (Cangara H, 2009). The segmentation targeted by the success team is the community at the lower level (jorong and nagari).

Targeting is used to select one or several segments to be targeted to achieve the objective target. Targeting is also done to focus campaign activities and issues created. The target audience chosen by the candidate's success team are individuals who are still in the position of not having a choice against one of the candidate pairs, both old voters and novice voters (Cangara H, 2009).

Positioning is a distinguishing attribute that distinguishes one candidate from another. The distinguishing attributes inherent in the pairs of candidates in each region that conduct elections are the differences between each candidate which aims to touch the hearts of voters (Cangara H, 2009).

9. Canvassing

Canvassing can be interpreted as a systematic initiation through individual contact, which is usually used during political campaigns. Canvassing from an economic perspective is a planned activity carried out by someone to offer, distribute, find sales orders for products and services. This also includes conveying and collecting certain information from retailers or consumers. Contact can be made by telephone, email or by visiting the customer's premises. The person who carries out this canvassing activity is also called a canvasser. Canvassing is a fairly effective method of increasing sales. This method can increase one's desire to do something one wants.

C. METHOD

In this study, the researcher will use a qualitative approach with a descriptive type with this type of instrumental case study used to examine a particular case in order to present a perspective on an issue or improvement of a theory. This research focuses on the direction of research in the scope of the relationship between political capital, social capital, economic capital, cultural capital in the winning strategy of the pair Khairunas and Yulian Efi in the simultaneous election. South Solok Regency continued in 2020.

In selecting the informants, this research used purposive sampling technique in order to obtain the right data from the right people. The informants studied have several criteria determined by the researcher, this is necessary if the selected informants are unable or unable to be interviewed, they will be replaced with other informants who meet the criteria, so that the research can be carried out properly.

In analyzing this research using ethical and emic analysis. Ethical data is the view of the informant on the results of interviews or data obtained. While emic is data obtained in in-depth interviews from informants, transcripts that have been selected and qualified according to the needs and abilities of the author.

D. RESULT AND DISCUSSION

1. Khairunnas And Yulian Efi Couple Capital

a. Khairunnas and Yulian Efi's Economic Capital

The Pilkada system that uses the majority vote system, namely by directly selecting pairs of candidates, requires that each pair of candidates must have financial support as a political expense in facilitating financing matters during the nomination process, campaign and at the time of election. All regional head candidates must have adequate political costs if they want to run smoothly in the 2020 simultaneous election process.

The results of an interview with the chairman of the KPU in South Solok Regency that money politics in winning the Regional Head Elections are indeed difficult to eliminate. Money politics has become a tradition for pairs of candidates who contest in the general election in maximizing political costs in implementing the strategy for winning pairs of candidates. The KPU chairman confirmed that this swelled political cost was not on the basis of reporting assets that were not included but on the assistance of political colleagues from candidate pairs in the Pilkada contestation and that he did not blame the rules.

In addition to the wealth owned by the Khairunas and Yulian Efi couples, the participation of the volunteer team also has a big contribution, for example when they are going to have face-to-face meetings with the community there are some who donate such as consumption and other operational costs, the volunteers work together to help the couple Khairunas and Yulian Efi because they are very enthusiastic to support and win the pair Khairunas and Yulian Efi

Through the treasurer of their campaign winning, Yogi Pratama stated that the amount of the socialization fund which was almost 1.5 billion Rupiah was not the funds that had been spent since the campaign took place but a form of political investment that had been built for almost 1-2 years ago.

b. Khairunnas and Yulian Efi's Cultural Capital

The regent's victory from Muara Labuh was due to the very high percentage of voters in Muara Labuh compared to the Sangir area. Meanwhile, the cultural capital that was well maximized by Khairunas and Yulian Efi and the campaign winning team in almost all corners of South Solok made this pair the first Sangir person to become the Regent of South Solok accompanied by a significant increase in the number of voters in the 2020 concurrent elections in the District. South Solok.

The Cultural Capital owned by the Khairunas and Yulian Efi pairs can be said to be very successful in breaking the cultural domination that has occurred in the 2020 simultaneous elections in South Solok. In terms of cultural capital indicators, cultural dominance that has been deeply rooted in the people of South Solok has become one of the inhibiting factors in the ideals of democracy that all the people of South Solok desire. Differences in community characteristics that tend to be different between the Sungai Pagu Lama (Muara Labuh) community which is dominated by the indigenous people of South Solok and the Sangir community which incidentally is a trans area with Jambi Province.

c. Khairunnas and Yulian Efi's Social Capital

Maximizing social capital in the context of public trust built by Khairunas as a politician and Yulian Efi as a former State Civil Apparatus (hereinafter referred to as ASN) who served as the Regional Secretary of the South Solok Regional Government created a stimulus to the public about the power of politicians and ASN in building South Solok. Khairunnas is known as the leader of the division of southern Solok from the Sangir area.

In addition, this couple also has a strong enough capital to build a wider relationship, even though they are only involved in party organizations, Khairunas is able to approach and have an emotional relationship with community institutions in South Solok such as the Java Paguyuban, the association of tea farmers, and coffee, pig hunting association (Porbi) and others.

2. Khairunnas and Yulian Efi Political Capital

Khairunas' organizational experience began in 1995 when he was appointed vice chairman of the Pancasila Youth of Solok Regency, which at that time had not yet expanded South Solok Regency. In 1999 he started his political career by joining as a Golkar cadre in Solok Regency and holding the position of Chairman of the Golkar Party Sub-district, Sangir District.

A few months after he became the head of the sub-district, he was immediately elected as a member of the Solok Regency DPRD in the 1999 Legislative Election. South Solok Regency was divided in 2004 and held its first general election that year. Khairunas participated in the Legislative Election and succeeded in becoming the Chair of the South Solok Regency DPRD for the 2004 to 2009 period. South Solok in 2015 Khairunas resigned as Chairman of the South Solok DPRD as a requirement to participate in the 2015 South Solok Regional Election.

The defeat in the 2015 Pilkada did not make Khairunas discouraged. He continued to lead the Golkar Party of South Solok Regency for three terms. Maturity to become a party cadre who comes from below and his expertise in building a network of relations among Golkar party cadres in West Sumatra Province led Khairunas to become the Daily Chair of the West Sumatra Golkar Party DPD for the 2015-2020 period. This is because in the 2019 Legislative Election, Khairunas ran for a provincial level legislative candidate and succeeded in becoming a member of the West Sumatra Provincial DPRD for the 2019-2024 period.

Khairunnas was also able to get support from other supporting parties, namely the United Development Party and the Democratic Party. The formation of the winning team is based on the results of deliberation that prioritizes individual loyalty in forming the winning team. This forum is attended by supporting parties, supporting parties, and academics as well as community leaders in South Solok. It is intended that the socialization and absorption of people's aspirations to remote areas of South Solok will be easily accessible so that maximizing the vote base will be easy to obtain.

3. Election Winning Strategy

Consolidation of parties and campaign teams is an inseparable part, both internal and external. This is evidenced by the pair's victory in almost controlling 65% of the area in South Solok Regency. In party consolidation, this pair is carried by the Golkar Party, Democrats and PPP, and the supporting parties are filled by the Gelora Party.

Not apart from the role of the winning team, the pair Khairunas and Yulian Efi formed a winning team consisting of 21 people who were the legitimate winning team recorded by the South Solok Regency KPU. The winning team is an individual who forms a homogeneous group and has the same goal in winning one candidate pair in the election. The winning team is also a bottom-up key in providing more contributions which will later be conveyed to the elite team who are in the ranks of the candidate pairs.

In addition to the important role of the party machine and the success team, the victory obtained by Khairunnas and Yulian Efi was also due to the strength of young intellectuals who were led by Iqra Chissa as chairman of the millennial campaign team leader

who succeeded in gathering the strength of young people and students of South Solok in conveying Khairunnas' political message.

Segmentation by not aspire to win in the opponent's base but only stealing votes, targeting targeting voters who have not made a choice and maximizing millennial potential as novice voters and old voters and positioning by bringing up the figures of Khairunas and Yulian Efi as leaders who have The figure, takah jo tageh (the character of the leader in Minangkabau) is a combination of renewal strategies that the winning team has brought up which has been forgotten by the people of South Solok so that the victory of the Khairunas and Yulian Efi pair can be realized in 2021 to 2024 the canvassing method carried out by the winning team in collaboration with third parties namely the survey agency. In this case, the survey institute carried out the canvassing method by maximizing millennials who incidentally were students who were studying online or at home who came from campuses outside South Solok. In this case, the millennials, consisting of students and educated young people in South Solok, carried out the canvassing method by door to door or going directly to the field through house to house. The data that is processed based on input from the results in the field will produce a strategy that will later be used by the success team in realizing the campaign strategy in accordance with the information obtained from the field.

E. CONCLUSION

The political victory achieved by the Khairunnas and Yulian Efi pairs in the 2020 South Solok Regency simultaneous elections can certainly be analyzed from various factors. Capital and political strategy are the dominant factors used by this pair to win the 2020 concurrent elections for South Solok Regency. In terms of maximizing the capital theory that has been put forward by Bourdieu in the field in the 2020 Solok Selatan Regency simultaneous elections, of course it must create a relationship or relationship with the four capitals. In this case, the capital relationship will be seen as novelty in the winning strategy for the Khairunas and Yulian Efi pair.

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