

## The Influence of Primordialism and Social Media on Voter Behavior in Kampar District Elections for the 2017-2022 Period (Case Study in Tambang District)

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### ABSTRACT

The background of this research is the weak socialization of the government and the lack of campaigning for each pair of regent and deputy regent candidates, the weak level of people accessing social media related to news of the regional head election in Kampar district, and the behavior of voters when making choices based on ethnicity from their place of origin. This study aims to, firstly, determine the effect of social media on voter behavior, secondly, to determine the effect of primordialism on voter behavior and thirdly, to determine the effect of social media and primordialism on voter behavior in the 2017-2022 Kampar district head election in Tambang sub-district. The research design uses survey research using a questionnaire as a tool for collecting data. The research population is the residents of Rimbo Panjang and Tarai Bangun Village. The research sample was 28,197 people with the sampling technique using a multistate random sampling technique. The data analysis technique uses multiple linear regression with data processing using the SPSS 17.0 program. The results showed that the t-test showed that there was an influence between social media (X1) on voter behavior (Y) with a value of  $t_{count} > t_{table}$  or  $57.304 > 2.58$  meaning that H1 was accepted, there was an influence of primordialism (X2) on voter behavior (Y) with value  $101.536 > 2.58$ , while H3 with the F test (ANOVA test) shows that there is the influence of social media and primordialism on voter behavior (H3)  $6932.802 > 0.305$ .

## INTRODUCTION

Direct election of regional heads as a consequence of the enactment of Law No. 32 of 2004 concerning Regional Government, was held for the first time in June 2005 throughout Indonesia. Elections for regional heads directly place the people as decision-makers in determining who will occupy the positions of regional heads and their deputies. Thus the behavior of voters in determining their political choices will determine the quality of the elected regional head officials and the future of their people. The direct regional head election system in which the form of voting (balloting) is carried out by selecting one of the photographs of the candidate pairs contained in the ballot papers, will place importance on the visual information of the candidates in addition to information about who and how the personality, abilities, and credibility of each pair of candidate participants regional head elections (Pilkada). One means of introducing candidates, developing the image of candidates, and guiding voters in selecting candidate pairs is social media. In the political field itself, social media, which is part of online media or new media, is starting to be used. (Rahman et al., 2022)

As a medium for political socialization due to its low cost and unlimited access. The use of social media as a medium for political socialization aims to gain sympathy and support from the community. Each pair of candidates tries to provide information and messages that can influence voting behavior (Elise Haloho, et al, 2016). The increasingly advanced era of information and communication globalization is supported by a large number of internet users today based on existing data, so social media is used by candidates as a means of political communication. Through cyberspace (internet), campaigns can be carried out on three segments at once, namely mass, interpersonal, and organizational. So that the internet tends to be used as a campaign tool that is considered effective in Indonesia (Husnulwati, 2021).

Campaigns through social media began to be utilized after the collapse of the New Order regime. In the 1999 and 2004 elections, party or candidate campaigns emerged through social media which is a new method for the development of democracy in Indonesia. Political parties, legislative candidates, presidential-vice-presidential candidates, and regional head candidates now rely on. The media as a means of advertising profiles to form imagery through social media, because social media is considered effective enough to boost popularity while increasing vote acquisition in every election or regional head election.

In social media, political advertising plays an important role in shaping imagery to gain popularity, acceptability, and electability. The political temperature ahead of the holding of the post-conflict local election, what is most visible on the surface is the "strategic battle" carried out by each candidate. Where each candidate has a strategy to win the sympathy of voters. The strategy battle referred to here can be interpreted as a competition through various existing communication media, both print and electronic. The use of social media for campaigns by candidates certainly has its segmentation. Getting to know the audience or community is one of the keys to success in

winning the competition. By presenting political products that are attractive, starting from packaging, good content, and appearance, and having the intensity of watching more so that people can afford it influenced and take action to choose a candidate.

The political messages that are exposed by each pair of Pilkada candidates during the campaign period are a source of information for voters that can have the effect of strengthening or changing their political choices. In general, campaign messages are perceived by voters according to their background and regional or ethnic factors which are commonly referred to as primordialism. In some cases, voters make political decisions because they are bound by their closeness to a political party or the closeness of a potential partner because the kinship system between voters and potential partners is a factor that can still be seen in certain regions.

The current election is different from previous elections, now that the masses of voters have a direct and full opportunity to vote for the candidates for public office they want. The tendency of voters based on the results of the survey shows that political communication audiences generally have selectivity towards message content. Selectivity is one of them influenced by the behavior of voters. Behavior

These voters can respond to issues and candidates competing in a regional head election. Voting behavior is the way a person interacts during an election, namely how a person's political choices when choosing a candidate or what party they will vote for at the time of the election. Voting behavior is influenced by primordialism factors. Choosing behavior based on primordialism is what influences voting behavior, namely based on forms of kinship, ethnicity, or from habits that have been used as beliefs for a long time.

On February 15, 2017, the people of Kampar Regency held a democratic party for the election of the Regent and Deputy Regent of Kampar Regency 2017. The condition of the people of Kampar Regency which is relatively heterogeneous and has different characteristics will cause differences in the pattern of voter behavior between voters who are exposed to many issues. - Information issues with fewer voters

Get information on issues on the implementation of regional elections in Kampar Regency. Social media is a means for the public to find out about the progress of the Kampar district election which was held on February 15, 2017, the KPUD limited the number of Social Media that may be used to five types. Thus each platform can only use one, such as Facebook, Twitter, Instagram, WhatsApp, or Line (<http://kapallah.com>, 2017), the purpose of this social media restriction is so that all social media affiliated with the candidate pair's campaign can be monitored by the KPU and the regent/deputy regent candidate pairs themselves. Through social media, it can be seen the results of the vote acquisition of each pair, one of the social media that plays a role in reporting the vote acquisition results for the Kampar Regency election is the online media [Antarariau.com](http://Antarariau.com). Reporting through online media can be seen from the votes acquired by each Paslon from 21 sub-districts as follows;

Table 1. Votes for Candidate Pairs for Regent and Deputy Regent of Kab. Kampar Period 2017-2022 Based on Serial Number

No	District Name	Name of Regent/Deputy Regent Candidate Pair					Number of Valid Votes	Number of not Valid Votes	Total
		1	2	3	4	5			
1	Bangkinang Kota	945	6327	6016	585	2396	-	-	16069
2	Bangkinang	1106	3926	5808	313	4513	-	-	15666
3	Salo	415	3240	3522	225	2186	-	-	9588
4	Kuok	247	2717	5091	185	2679	-	-	10919
5	13 Koto Kampar	1674	2868	2672	256	3595	-	-	11065
6	Koto Kampar Hulu	1389	1784	3153	75	2909	-	-	9310
7	Kampar Utara	365	4339	2988	111	1688	-	-	9491
8	Rumbio Jaya	251	2553	3783	276	1395	8258	103	8361
9	Kampar	809	11344	9511	345	2697	24706	484	25190
10	Kampa	407	2454	6108	166	1856	10991	160	11151
11	Tambang	2059	5928	10851	262	5797	24897	414	25311
12	Siak Hulu	2530	10119	8774	530	8157	30110	603	30713
13	Perhentian Raja	375	1729	2221	189	2805	7319	163	7482
14	Kampar Kiri	287	5684	3731	2665	1557	13924	179	14103
15	Kampar Kiri	660	1661	1002	259	1492	5074	63	5137
16	Gunung Sahilan	129	2284	2429	334	3145	8371	107	8478
17	Kampar Kiri Tengah	1182	5069	3404	482	2919	13056	313	13369
18	Kampar Kiri Hulu	95	1413	920	1824	1807	6059	71	6130
19	Tapung	1773	7228	12077	649	14964	36691	894	37585
20	Tapung Hulu	1760	4305	5276	1465	19343	32149	500	32649
21	Tapung Hilir	1197	4005	6748	401	11184	23535	446	23981
<b>Total</b>		<b>19649</b>	<b>90977</b>	<b>106085</b>	<b>11597</b>	<b>99084</b>	<b>245140</b>	<b>4500</b>	<b>331749</b>

From: [www.Antarariau.com](http://www.Antarariau.com),2017

In the simultaneous local elections In 2017, Azis Zainal and Catur Sugeng won in 8 districts from 21 sub-districts in Kampar Regency. One of them is Tambang District. Tambang District is one of the Districts in Kampar Regency whose area according to the measurement of the Head of Mining Office is  $\pm 371.94 \text{ Km}^2$  or 371.94 Ha, has 17 Villages with the center of Sungai Pinang. The Tambang District was formed from the expansion of the Kampar District in 1989. At first the Mining District was a representative District and was only defined as a full District in 1995 (Data from the Mining District Office, 2017).

The Tambang District consists of 17 villages, Rimbo Panjang village and Tarai Bangun village are the authors' choices for conducting research, because the development and growth of the Tambang District population is quite high.

The residents of the Tambang District experienced an abundance of people coming from various regions, both from Minang, Batak, Aceh, Java, and from various other areas in Kampar Regency. With a variety of people who come from these various regions, of course, they have different languages, tribes and customs. Such as the Pitopang, Malay, Piliang, Bendang, Domo, and so on.

This difference caused the people in Tambang Subdistrict in choosing the regent and deputy regent of Kampar Regency to also experience differences in their choices, and the people of Tambang Subdistrict, if seen from table 1.1 above, preferred pair number 3, namely the pair Azis Zainal - Catur Nugraha with a vote of 10,851 people and is at the top. Based on the observations the author obtained in the field, it turns out that there are still a number of problems that arose in the 2017-2022 Kampar Regency regional head election in the Tambang District, such as the lack of socialization from the District Government when the Pilkada was held, resulting in people still not knowing about the election regional head of Kampar district 2017 period.

Lack of mass campaigns carried out by each pair of candidates for regent and deputy regent of Kampar Regency, this has caused the public not to know who the regent and regent candidates will be elected, the lack of public access to social media, especially news related to the Kampar Regency election, and determining the people's choice only look at the candidate pair from which tribe and region they come from. The use of social media for campaigns by candidates certainly has its own segmentation. The final result of the election for the regent - deputy regent of Kampar district for the 2017-2022 period, the Azis Zainal - Catur Nugraha pair managed to get quite a lot of votes by taking first place in the vote tally. This pair defeated several candidates who first carried out socialization and campaigning. The high popularity gained is due to the effective role of social media in portraying this couple.

Based On This, The Researchers Tried To Research To See Whether There Was An Influence From Primordialism And Social Media On Voter Behavior In Kampar District Elections For The 2017-2022 Period.

## **LITERATURE REVIEW**

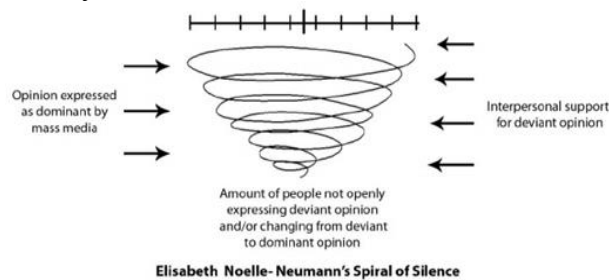
### **1. Primordialism**

Primordialism is also related to election behavior. "Primordialism is a person's bonds in social life which strongly hold on to things that are brought from birth both in the form of ethnicity, belief, race, customs, place of birth and so on. So (Maryati: 2014). "Primordialism are feelings that bind a person because of the things he has had since he was born". Based on the definition above, it can be concluded that primordialism is a feeling that is owned by someone who highly respects social ties in the form of values, norms, and habits originating from ethnicity, race, tradition, and culture brought from a new individual born. Primordialism as a mindset have positive and negative impacts. The positive impact of primordialism Useful for strengthening loyalty a person against his ethnicity and also to increase morale, nationalism and one's patriotism (Nurjaman:2021)

Primordialism can cause a person to uphold the results of his culture and have a very high sense of loyalty too. If a person cannot adjust to the condition of a multicultural society, then the attitude of primordialism will trigger social conflict which of course can break the harmony between citizens. Primordialism arises due to differences in ties and beliefs from different ethnic groups, religions, races, and cultures. According to Koentjaraningrat in (Herimanto: 2016), "Ethnicity is a group social unit or unit of human life that has a system of interaction, which exists because of continuity and a sense of identity that unites all its members and has its own leadership system".

## 2. Social Media

The theory of the spiral of silence is a media theory that pays more attention to the views of the majority and suppresses the views of minorities. This theory was first introduced by Elisabeth Noelle-Neumann, a politician from Germany, through her writings entitled the spiral of silence (Severin, Tankard, 2008: 326). His study focused on the role of opinion in social interaction. Public opinion as a controversial issue will develop rapidly when raised through the mass media. The picture of the spiral theory of silence is as follows:



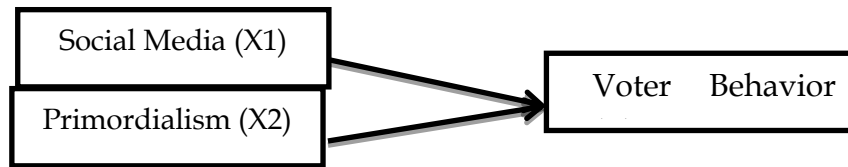
From: D.McQuail dan S. Windahl (1981: 68)

Picture 1: The spiral theory of silence

## RESEARCH METHOD

The research design used is survey research. Survey research design is a primary data collection method that uses oral and written questions (Sugiyono, 2020). The technique used in this survey method is by using interviews or questionnaires as a tool for collecting data. Research variables can be defined as anything that can classify objects of observation/research into two or more groups. The variables used in this study are the independent variable (X) and the dependent variable (Y). The explanation is as follows:

According to (Sugiyono, 2020) explains that what is meant by the independent variable is the independent variable, namely the variable that influences or causes. change or emergence of the dependent/bound variable. In this study there were two independent variables and the dependent variable studied, including:



Picture 2: Variables In Research

The research location was in Tambang District, taking sample locations in 2 villages including Rimbo Panjang village, and Tarai Bangun village, and village. The research time used was from October 2017 until completion. The population in this study is all The population of Rimbo Panjang Village and Tarai Bangun Village who are included in the Final Voter List totals 28,197 people (Office of Sub-District Head of Tambang, 2017). The research sampling technique was the Multistage Random Sampling technique, where researchers previously selected village samples, from the village samples then RT/RW samples were taken systematically. The distribution of village samples can be seen below:

Table 2. Number and Details of Population

Village	Number of Voters
Rimbo Panjang	4851
Tarai Bangun	23346
<b>Total</b>	<b>28197</b>

### Hypothesis test

#### Test the Regression Coefficient together (Test F)

This F test can be used to determine whether a regression model can be used to predict a dependent variable or not. F count can be searched by the following formula:

$$F_{hitung} = \frac{R^2/k}{(1-R^2)/(n-k-1)}$$

Information:

R<sup>2</sup> = coefficient of determination

n = number of data or cases

k = number of independent variables

With the condition that if F count > F table, H<sub>0</sub> is rejected, then you can concluded that there is a significant influence between the independent variables (more of two) simultaneously to the dependent variable.

#### Determination Coefficient Test (R<sup>2</sup>)

While the analysis of determination is used to determine the percentage contribution of the independent variable simultaneously on the dependent variable can be formulated by: (Riduwan, 2014)

$$Kd = R^2 \times 100\%$$

Information :

Kd = The amount or the amount of the coefficient of determination

R<sup>2</sup> = Correlation Coefficient Value

### Partial Regression Coefficient Test (t-test)

The t-test is used to determine whether the independent variables in the regression model have a partial effect significant to the dependent variable (Priyatno, 2008: 85).

$$t_{hitung} = \frac{r \sqrt{n-k-1}}{\sqrt{1-r^2}}$$

Information :

R = partial correlation coefficient

K = Number of independent variables

N = number of data or cases

With conditions: (Riduwan, 2014)

- If t count  $\geq$  t table then Ha is accepted and Ho is rejected

- If tcount  $\leq$  t table then the hypothesis is that Ho is accepted and Ha is rejected

## RESULT AND DISCUSSION

Based on the results of research conducted for the social media variable (X1) the community indicator with the statement using social media as effective communication with others with 60% of respondents' answers, is an indicator with most respondents' answers and in accordance with Neumann's spiral theory of silence which emphasizes the role of public opinion in social interaction.

On the primordialism variable (X2) the religious indicator with the statement choosing a regional head candidate because he often worships at the mosque is 79%, this is also in accordance with the theory put forward by the researcher, namely the Neumann spiral theory of silence, while the voter behavior variable (Y) the sociological factor indicator is an indicator that has a major influence on this study by 79% and is in accordance with the theory proposed, namely the theory of the Neumann spiral of silence. The influence of each of the independent variables of social media and primordialism on voter behavior can be explained as follows:

From the results of the tests conducted, it is proven that social media and primordialism have a partially significant effect on voter behavior in the 2017-2022 Kampar district head election (study of Rimbo Panjang Village and Tarai Bangun Village) of (P value  $< 0.05$ ) or  $0.000 < 0.05$ .

Social media and primordialism are factors that need to be taken into account in the behavior of voters in Kampar district and from the results of tests conducted it is proven that social media and primordialism have a significant influence on voter behavior in the 2017-2022 Kampar district head election. This is shown by the results that are different from the respondents' answers to each question item.

From the question items, it is known that the social media and primordialism variables on voter behavior for each question item were answered with the majority agreeing and strongly agreeing. This is in line with testing the first hypothesis which states that social media. and primordialism influences voter behavior with a P value = 0.000 which is less than 5%

significance so in the end social media and primordialism have a significant influence on voter behavior in the 2017-2022 Kampar district head election.

Thus it can be concluded that based on the testing of 394 respondents proved that H1 social media had an effect on voter behavior with a thing value  $\geq t_{table}$  or  $57.304 > 2.58$ . Based on the test, it can be seen that the P value is  $0.05 > 0.000$  which is evidence for accepting H2 primordialism has an effect on voter behavior in the regional head election of Kampar district in 2017-2022 with the t-test results obtained  $t_{value} \geq t_{table}$  or  $101.536 > 2.58$ . Based on testing H1 and H2 it is known that it has an effect on H3 or social media and primordialism has an effect on voter behavior accepted with the F test value obtained  $F_{count} \geq F$  or  $6932.802 > 0.305$ .

## CONCLUSION

Based on the results of research that has been done, and to answer The formulation of the research problem entitled The Influence of Social Media and Primordial Factors on Voter Behavior in the 2017-2022 Kampar District Head Election (Studies in Rimbo Panjang and Tarai Bangun Villages) can be summarized as follows:

1. The results of the t test show that the value of  $t_{hitung} \geq t_{tabel}$  or  $57.304 > 2.58$ , then the hypothesis (H1) proposed is accepted, meaning it is significant. So social media influences voter behavior in the 2017-2022 Kampar District Head Election.
2. The results of the t-test show that the value of  $t_{hitung} \geq t_{tabel}$  or  $101.536 > 2.58$ , then the proposed hypothesis (H2) is accepted, meaning it is significant. So Primordialism influences Voter Behavior in the 2017-2022 Kampar District Head Election.
3. The results of the F test (ANOVA test) show  $F_{hitung} \geq F_{tabel}$  or  $6932.802 > 0.305$ , then the proposed hypothesis (H3) is accepted, meaning it is significant. So Social Media and Primordialism affect Voter Behavior in the 2017-2022 Kampar District Head Election.

## ADVANCED RESEARCH

As the material for further scientific study, the results show that the influence of Primordialism and social media on election behavior is certainly a strategy for winning postal regents and deputy regents in each region. So this research requires further research to explore a more comprehensive understanding of the negative or positive effects of primordialism in an election, and the use of social media as a strategy for socializing each pair of candidates for regent and deputy regent.

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