

SOCIAL CAPITAL OF THE INDEPENDENT CANDIDATE (DONGGALA REGENCY ELECTION OF 2013 CASE STUDY)

***(MODAL SOSIAL BAGI CALON BEBAS:
(KAJIAN KES PILIHAN RAYA KABUPATEN DONGGALA 2013))***

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Abstract

The ability of the regional head in managing social capital becomes an important issue in every political struggle. This research describe and prove that in the regent election of Donggala Regency in 2013 where independent candidate Kasman Lasa and Vera Laruni are able to manage social capital from three elements namely trust, social network and social norm. This research proof that Kasman Lasa and Vera Laruni are able to achieve that by utilizing shroud (kain kafan) aid, honorarium appointment, spokesman and the ability to recruit public figures as winning teams to produce victory.

Keywords: Social capital; social sustainability; election

Abstrak

Keupayaan ketua kabupaten (Bupati) dalam mengurus modal sosial menjadi isu penting dalam setiap perjuangan politik. Penyelidikan ini menggambarkan dan membuktikan bahawa dalam pilihan raya (Bupati) Kabupaten Donggala pada tahun 2013 di mana calon bebas iaitu Kasman Lasa dan Vera Laruni mampu mengurus modal sosial dari tiga elemen iaitu kepercayaan, jaringan sosial dan norma sosial. Kajian ini membuktikan bahawa Kasman Lasa dan Vera Laruni mampu mencapai dengan melalui bantuan kain kafan, pelantikan honorarium, jurucakap dan kemampuan untuk mendapatkan sokongan daripada tokoh masyarakat untuk menjadi ahli pasukan dalam kempen untuk menghasilkan kemenangan dalam pilihan raya.

Kata kunci: Modal sosial; kemampuan sosial; pilihan raya

INTRODUCTION

Since Law No. 12 of 2008 provides opportunities for individual candidates to contest in the regent election, social capital becomes a phenomenon among politicians because it is understood as a potential power in society which if managed well will bring optimal results. The social capital in question is a resource that can be viewed as an investment to acquire new resources (Hasbullah, 2006). Sociologically, a person's social capital is something that is owned and positively influenced in the process of interactive relationship pattern between himself and the environment, family, association, and other components.

LITERATURE REVIEW

James Coleman (Coleman, 1988), Robert Putman (Robert, 2000), Pierre Bourdieu (Bourdieu, 2016), Francis Fukuyama (Fukuyama, 2014) describe the power that a person has to achieve the desired goal is the ability to organize and develop the social capital. It is based on the argument that the community embedded the values of togetherness, the value of mutual cooperation and became the strength of our ancestors since ancient times where they sustained their lives from the vicious nature (Panjaitan, 2016). Emile Durkheim (Durkheim, 1986) referred to it as mechanical solidarity. The value of togetherness, the value of mutual cooperation, and mechanical solidarity is the potential that exists in the life of our society. If someone is able to manage and develop it, thus it will foster strong trust to be utilized to achieve goals

Social capital and its components will keep the unity of the group members (Robby, 2007). Fukuyama (Fukuyama, 2002) defines it as a set of shared values or informal norms among members of a group that enable their cooperation to be established. Social capital, relationships and trusts that grow from the interaction between individuals and social groups within a community. It all started from the customs or traditions of society. If habits and traditions are positive, it will grow into a positive tradition and vice versa. If this continues to be nurtured it will be a collective force to ease the desired goal. Social capital is exploited by independent candidates including the regent election in Donggala Regency in 2013 to convince the voters. The fundamental question is how this independent candidate manages the social capital to win regent election, in Donggala Regency 2013 where the location of this research is conducted.

METHODOLOGY/ MATERIALS

The context of the social capital of independent candidates for the regent election is extensive, so that it cannot be reached thoroughly; therefore it is limited to the social capital space of independent candidates for the regent election of Donggala Regency 2013. To make a comprehensive interpretation of this problem, this research is utilizing qualitative approach, by trying to construct phenomenon social situation. This means that the qualitative research works in its natural setting, which seeks to understand and gives an interpretation of the phenomenon seen from the people point of views.

Norman K. Denzin & Yvonnas S. Lincoln (Denzin, 1994) argue that the best data collection strategy for field research is how to understand the social setting under review, therefore the most commonly used is to combine several techniques; observation, participation, interview, and document analysis. Observation and interview data is utilized as a guide for FGD (Focus Group Discussion) method, in order to facilitate the researcher to mediate as well as to observe deep discussions among participants based on their perspective. The results of observation, in-depth interviews, document analysis and reinforcement through FGD (Focus Group Discussion) results will be analyzed to get the right conclusions.

RESULTS AND FINDINGS

Building Trust

1. Spokesman

Armed with an spokesman since 1997, Kasman Lasa has been building awareness of the community through the practice of setting aside his sustenance for any mourning families in every place in his official visits throughout the villages in Central Sulawesi, and specifically in Donggala Regency. Not only contributing to the mourning families along the way, but also setting aside time to find out the condition of the mourning families, especially regarding to problems often faced. It turns out that many problems, mainly related to the financing, arise because not everyone is always ready to deal with the death of a family member. Many problems are became a burden when people grieve, not only because of the grief experienced, but also for the cost issue of the burial purposes,

shrouds, (*tablilan/ta'siah*) fees, and other costs that almost everyone, especially in the village, is having difficulty with and the reason is because it happens suddenly.

Armed with the asset of the spokesman, Kasman Lasa is more in touch with the community. This activity opens up opportunities for socializing and taking advantages of the moment to get to know people in the villages ranging from children to parents, men from all ethnicities and religions. Soerjono Soekanto (Soekanto, 1990) mentions social interaction as the main requirement of social activity. Social interaction can only occur through good communication, so meaningfully, the relationship does not merely occur due to reciprocal action. Although it is undeniable that there is always interconnectivity between individuals to influence and provide stimulus. This is what happened to Kasman Lasa, where intensity of his interaction with the society is based on the spokesman's tasks that provide high value fruitful experience. This opportunity made him discover many of the experiences and problems that villagers often have to answer.

2. Shrouds aid

Armed with the experience and findings on the field, he was encouraged to start trying to share by helping others, especially the mourning families left behind. To reduce the burden, assistance given is not merely cash, but the immediate needs of burial, which one of the most urgent is shrouds (*kain kafan*). This shrouds aid acts as a form of concern to others where almost all the people in the village do not have shrouds prepared. Shrouds for the purposes of death is still a taboo if it is kept at home before any death occurred, and still frightening some people. This phenomenon is understood by Kasman Lasa, so he took the initiative to answer the problem, and done constantly until he realized that what has been done so far not only to share, not just for charity for the afterlife, but also become social investment for himself.

The beginning of caring and sharing solely to help others, especially in his own area, turns out to be the great investments after his intention to enter the political area as the opportunity arise because the rules (Law of Regional Government). Career support and bureaucratic experience make him to start thinking and opening up opportunities for locals to lead their own regions make him more serious to continue his habit of sharing to serve as a political investment. In 2005/2006, he began to move to strategize, preparing the team for his entry as a regent candidate of Donggala Regency in 2009 through independent path, but he lost to his political opponent, Habir Ponulele, where Sigi Regency is still part of Donggala Regency.

Building a Social Network

Since 2009, Kasman Lasa has never stopped socializing, even the intensity of shroud aid is increasing. The winning team is strengthened by forming a special team formed with families, and a special team of winners formed by involving all elements. These teams are working to optimize the programs that has been designed. Teams are placed in all village level with a considerable amount. The teams in this neighborhood area involves all the elements to work together to convey information about various things in the village, such as mourning of the deaths, weddings and other congregational events.

Kasman Lasa continues to strengthen the winning team in two areas, namely the west coast region coordinator, and the coordinator of the Banawa region. Both team coordinators are to control all existing teams at the sub-district, village, and neighborhood/sub-district levels. Their job are to strengthen Kasman Lasa's self image. At the same time they also need to which teams are working optimally and which teams are not, especially in relation to the problems at the hamlets and villages level respectively. For example, for every deaths reported, the team immediately report it to the coordinators to get help with a set of shrouds (*kain kafan*) for Muslims and a suite set for Christians. Similarly, if it's a wedding party, Kasman Lasa attempted to attend or invite as well as to give a speech. This method continues to be done to give the impression that Kasman Lasa has concern for all people in Donggala Regency area, not a picky person, friendly towards whomever he meets from any groups or ethnicity and never missed greeting people in every event he

approached (Interview with Kasman Lasa, August 27, 2017).

In addition to his concern for others, the most important according to Kasman Lasa is face to face with the community. The more often one interact to show concern and seriousness, the stronger the relationship. Many ways that can be done, in addition to attending every activity as possible, he also occasionally becomes the speaker of a gathering, or giving speech at certain events. Such opportunity is used to inform people that they wish to enter the upcoming regent election.

Social Norms

Social norms are a benchmark of behavior within a particular group of people. Being a joint rule in interaction, this norm becomes an unwritten agreement with moral sanctions. Kasman Lasa and Vera Laruni constructs a moral bond through the appointment of honorary workers who indirectly become the social capital of Kasman Lasa and Vera Laruni the regent elections of Donggala Regency in 2013.

Kasman Lasa who has a good position (echelon II) at the Governor's office, utilizes this situation to include honorary staff from family, friends, children from community leaders or customary figures. This condition lasts long enough, so that the number of honorary staff who are submitted to the Provincial Government and the regional government of Donggala is estimated to reach 60 people, said one source who is still an honorary staff.

The important role that was played, was interpreted by the family of honorary staffs, as an act of kindness done by Kasman Lasa. The virtues of goodness can not be appreciated with money, just a deep sense of family pride. They are proud that their dignity is lifted, humanized by a man named Kasman Lasa, proud to be honorary, and even elevated to civil servant (PNS) through K1 and K2, that is something extraordinary for them.

The presence of honorary staffs, especially those domiciled in Donggala Regency become very important for the campaign process of Kasman Lasa and Vera Laruni in 2013. Not just being a winning team, but a source of inspiration, monitoring tools, information sources, being a witness at the election, as well as voters. The existence of honorary staffs and their families became one of the strengths of the Kasman Lasa-Vera Laruni at that time, and it seems that they continue to support until this research takes place; they have become fanatic voters who cannot be shaken in any way.

CONCLUSION

Social capital becomes a potential force in the society, if well managed, it will be a social investment to achieve goals. Independent candidate Kasman Lasa and Vera Laruni are able to manage social capital that include trust, social network and social norms through a strategic program that originated from the use of shrouds aid, spokesman, honorary staffs, and recruitment ability as a team winning team. The ability to combine these strategic components leads to strong social investments in the community, and thus the independent candidate Kasman Lasa-Vera Laruni are chosen to lead Donggala District 2014-2019.

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