

Analysis of Laws of Specialization for Presidential Candidates in the 2019 General Election in Bandung - Indonesia

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Abstract

Laws of specialization is one indicator in personal branding that includes ability, behavior, lifestyle, mission, achievement, profession and service. Laws of specialization is an important indicator of personal branding that must be known by various segments of voters in the community as a source of information relating to the president and vice president. But in reality, laws of specialization experience a distortion of meaning so that these personal characteristics become biased and are often associated with various political interests. This often leads to conflicts that are based on differences in understanding, as well as the emergence of an attitude of distrust of presidential candidates and vice presidential candidates for the 2019 general election. This study uses a quantitative approach, descriptive statistics. Through this research, the people of Bandung City already know and are able to distinguish and provide responses about the laws of specialization of presidential and vice presidential candidates in the 2019 general election. This research has implications for community leaders, political figures and the government.

Keywords

general election; law of specialization; personal branding

INTRODUCTION

The 2019 presidential and vice presidential elections are a political agenda to choose various political positions in the government. This phenomenon is an opportunity for many politicians to get attention and sympathy from the community. One way that can be taken to achieve sympathy is through personal branding and affirming various laws of specialization which includes abilities, behavior, ways of life, goals, achievements, professions and services. Such specialization is urgently needed for political contestants to get people's choices (Montoya, 2002), (Mutz, 2018). But in reali-

ty, the laws of specialization which include various indicators of personality are very rarely known by all layers of society. The community still provides an understanding that political figures perform dramaturgy or falsify personalities to improve self-image so that they appear to be far from various shortcomings (Hendriks, Duus, & Ercan, 2016), (Agnew & Shin, 2018). This is a common condition, because in a variety of political dynamics, the public will be led to believe in

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certain information in accordance with their wishes and expectations (Gauja, Chen, Curtin, & Pietsch, 2018).

Such conditions if left too long also save a variety of potentials that cause public distrust of political figures or presidential and prospective vice presidential candidates in the 2019 general election. If the public continues to believe that political figures or presidential candidates and vice presidential candidates are far from actual self-image, then the level of community participation in various developments involving political figures in it will be minimal participation from the community (Whiteley, 2009). In addition, a low level of trust from the public towards politicians or in this case the presidential candidates and vice-presidential candidates will weaken the legal legitimacy of the status of the presidential candidate and vice presidential candidate against his position in the government (Faulks, 2012). In addition, voter segmentation is a factor that influences how the laws of specialization of the president and vice presidential candidates are understood by the public. The voter segmentation can be divided into 3 types, namely rational voters, psychological voters and sociological voters. The three types of voters have their own size and priority for a choice (Kavanagh, 1983).

In rational voter segmentation they tend to consider aspects of achievement and achievement as well as track records of presidential and vice-presidential candidates. For those voters who have long lead times, understanding the reality of society is a very important condition for choosing from other criteria of presidential candidates and election vice presidential candidates (Kavanagh, 1983) In contrast to rational voters, for psychological voters, personal identity such as handsome / beautiful, tall, body shape and behavior are the main considerations in choosing. Meanwhile, for sociological voters, the main factors that are taken into consideration are the origin of identity based on social groups such as race, ethnicity and culture (et al., 2019).

Various voter segmentations will represent different political choices depending

on how large the voter segmentation is in society (Kavanagh, 1983). Meanwhile, the laws of specialization relating to ability, behavior, way of life, goals, achievements, work and service are indicators in personal branding that are able to measure overall self-identity. Of course, this identity also represents various criteria that are the priority of voter segmentation. Therefore, based on this background, the researcher views the important laws of specialization personal branding of presidential and vice-presidential candidates in the 2019 general election and how the public understands and responds to the laws of specialization of presidential and vice-presidential candidates in the 2019 general election.

METHOD

This study uses a quantitative approach with descriptive statistics. The choice of this approach is intended to test the perceptions of a population (Stephen Gorard, 2003), (Vogt, 2007). The instrument in this study was built based on Peter Montoya's personal branding concept. The researcher carries an indicator of laws of specialization because these indicators are indicators that are easily understood by the public and cover almost all of their identities, namely ability, behavior, way of life, goals, achievements, work and services (Montoya, 2002). Meanwhile, the respondents in this study were millennial generations in the city of Bandung. From the total population of 1,123,322 people (Bandung City Central Bureau of Statistics, 2018), 100 research respondents were obtained which were determined through the Slovin formula. 100 respondents were selected through probability sampling techniques with a simple random sampling model. This sampling technique and model was chosen because it provided equal opportunities for respondents in the study population. Meanwhile, Bandung City was chosen as the research location because, Bandung City has a diverse voter segmentation and city development center that is able to provide representation to other cities in Indonesia (Tarigan et al., 2016).

RESULT

The results in this study are the responses of respondents to the research questionnaire relating to the Laws of Specialization for presidential and vice-presidential candidates in the 2019 general election. Based on the questionnaire the following findings were obtained.

Some people assume that visually, the presidential candidate in the 2019 election has represented them.

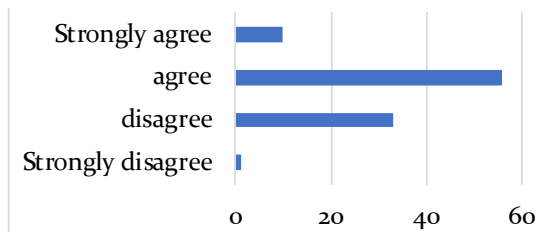


Diagram 1. Ability

Source: Research 2019

In relation to behavior, some people assume that in conducting a campaign, the presidential candidates in the 2019 election has listened to the aspirations of the community.

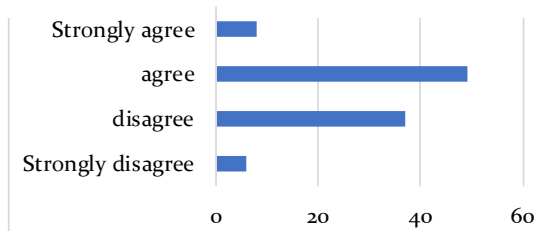


Diagram 2. Behaviour

Source: Research 2019

Most people consider that the presidential elections in the 2019 election has different lifestyle characteristics in many ways.

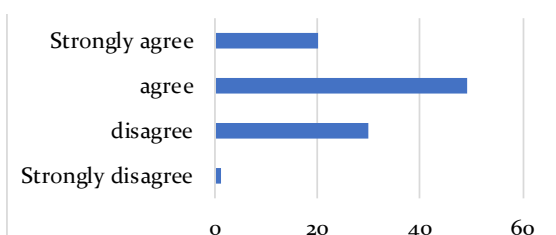


Diagram 3. Lifestyle

Source: Research 2019

Some people believe that the presidential candidates in the election already has a clear goal to empower the community.

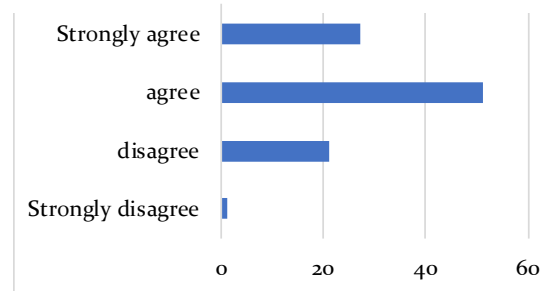


Diagram 4. Mission

Source: Research 2019

Most people consider that the presidential candidates in the 2019 election had a good achievement in the community view.

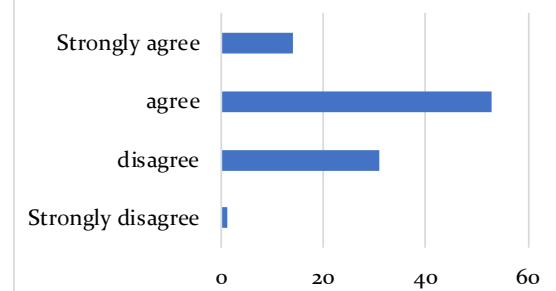


Diagram 5. Product

Source: Research 2019

Most people assume that among the presidential candidates in the 2019 election already has a very unique profession.

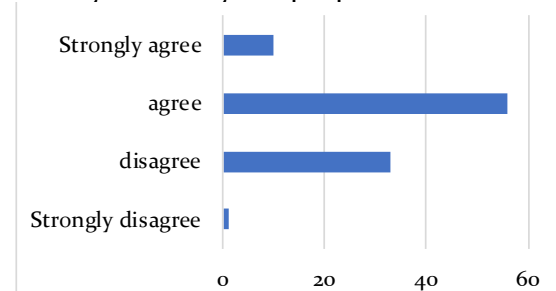


Diagram 6. Profession

Source: Research 2019

Sebagian besar masyarakat menganggap bahwa capres/cawapres pemilu 2019 sudah mempunyai kemampuan untuk melayani masyarakat.

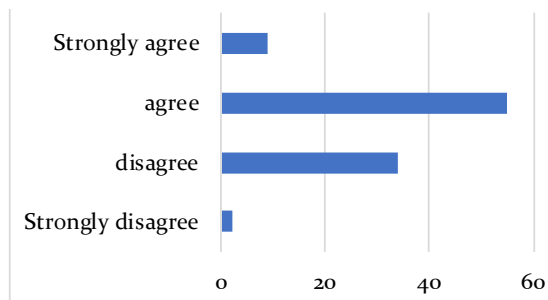


Diagram 7. Service

Sumber: data diolah oleh peneliti (Prakarsa, 2019)

DISCUSSION

Laws of specialization is an important indicator of personal branding. Laws of specialization cover almost all personality identities. However, in the concept of personal branding, the perspective used does not lie in whether the ability is very much or very different for the presidential and vice-presidential candidates, but in personal branding, the most important of all specializations lies in how the community responds to the identity of the presidential candidate / prospective vice president becomes an interest that can be distinguished from each other so that each presidential candidate / vice presidential candidate can be considered unique and interesting (Montoya, 2002). In this section of the discussion, the laws of specialization of candidates for president and vice-presidential candidates in the 2019 general election will be described based on the findings.

Ability

The ability in the laws of specialization concept lies in how these abilities visually or audiovisually about 2019 presidential candidates / vice presidential candidates are known by various layers of society (Montoya, 2002). What is common in society is how those abilities are determined based on income standards on economic value (Bonjour & Chauvin, 2018) (Saunders, 1990). So that people with greater income have intellectual abilities, very large resources as well. Even though the reality is not always in accordance with the reality, the criteria depend on the value given by the community. (Soe-

kanto, 2007). Meanwhile, the people of Bandung City have been able to see visually that the 2019 presidential and vice presidential candidates have been able to represent the community. In this case, the community is not only able to assess the visualization, but the community has also been able to reflect the values contained in their community environment towards their choices towards the leader.

Behavior

Behavior is an important indicator in a person. Because behavior is the practice of values that exist in a person (Journal & Popitz, 2017), (Sunstein, 1996). For the people of Bandung City, the 2019 presidential / vice presidential election can be considered to have good behavior, and is able and willing to hear various kinds of aspirations. For some people behavior has a different size from each other. This happens because the norms and values of a society differ from each other so that each preference of a community group also varies (Giddens, 2006).

Lifestyle

The way of life becomes an assessment that is also important in personal branding. The way of life is the implementation of the values contained in oneself (Soekanto, 2007). The way of life is the main indicator for psychological voters (Kavanagh, 1983). In personal branding, ways of life such as interests, opinions, relationships and how success in establishing various communications (Montoya, 2002). The people of Bandung City have been able to see the compatibility of the values that exist in the presidential candidates and vice presidential candidates with the context of the values contained in their community environment.

Mission

The Bandung City community believes that the presidential candidates and vice-presidential candidates for the 2019 general election have a goal to empower the community. This finding is a positive statement that, the public still believes that presidential candidates and vice presidential candidates are

able to manage community resources to empower people to have more value in life.

Product

The Bandung City community also believes that presidential candidates and vice-presidential candidates have achievements that can be proud of by voters. Achievement is indeed an important indicator for voters especially rational voters (Kavanagh, 1983). Through the achievements of the presidential and vice-presidential candidates' track record, the benchmark can be seen and can be supported by evidence, and can be compared with each other.

Profession

In the personal concept of achievement branding is seen as a unique characteristic. But the unique predicate must be given by the community to someone who does branding (Montoya, 2002). The people of Bandung City are able to see the unique side of the work of presidential and vice-presidential candidates. This perception is actually a representation of social heterogeneity in the context of Bandung City society which is related to the type of work. That, work is not the only important indicator for others to determine their political choices (Coleman & Fararo, 1992).

Service

The people of Bandung City were able to see how the service of candidates for president and vice-presidential candidates and they considered that the two candidates were able to serve them. This can be proven through various political activities such as campaigns, work program socialization and so forth. In this assessment, the people of Bandung City can also be said to still have a high level of trust in political contestants for presidential candidates and vice presidential candidates in the 2019 general election.

SIMPULAN

Based on the results and discussion in the previous section, the conclusion in this study is that the people of Bandung City have

been able to know, assess and respond, and are able to compare the laws of specialization of presidential and vice-presidential candidates in the 2019 general election which includes ability, behavior, lifestyle, mission, product, profession, and service..

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