Political Strategy for the 2022 Village Head Election, Waetele Village, Waeapo District, Buru Regency

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Abstract
The village head is the highest leader of the village administration. The village head election is a democratic party. Where the village community can participate by voting to elect a village head candidate who is responsible and can develop the village. Political strategy is a procedure used in the election process as an effort to obtain opportunities to get votes in the community. The type of research used in this research is a qualitative approach. A qualitative approach is research that produces findings that cannot be achieved by using statistical procedures or by means of quantification. Qualitative research can be designed to contribute to theory, practice, policy, social issues, and action. Collecting data in this study using observation and interviews using descriptive qualitative data analysis techniques. This research was conducted in Waetele Village, Waeapo District, Buru Regency. As for the formulation of the problem in this study, namely: 1. The Political Strategy used by Candidates in Winning Village Head Elections. 2. Supporting Factors and Inhibiting Factors for the Success of Political Strategy in Village Head Elections. 3. The Impact of Political Strategy in Village Head Elections on Society. The purpose of this study is to find out: 1. The political strategy used by candidates in winning village head elections. 2. Supporting Factors and Inhibiting Factors for the Success of Political Strategy in Village Head Elections. 3. The Impact of Political Strategy in Village Head Elections on Society. The results of the study show how the political strategy for the 2022 Village Head Election is Waetele Village, Waeapo District, Buru Regency. The strategy used in winning the village head election is an offensive and defensive strategy. As for the supporting factors for the success of the political strategy are the success team, family, financial conditions and self-quality. The inhibiting factors for the success of political strategy are opponents and financial or financial conditions. The political strategy used by the candidates certainly has an impact on society, both negative and positive impacts such as friends becoming enemies and vice versa, loss of image and dignity which will impact on jobs and loss of harmony in family relationships. The positive impact is that the community will get a new leader, whose leadership is expected to bring changes in the village for the better.
Keywords: Strategy, Politics, Village Head Election

INTRODUCTION

Democracy is a system of government that describes one of the forms or mechanisms of a country's government system in realizing the sovereignty of the people or the state run by the government. Democracy provides flexibility for its citizens to participate and contribute, either directly or indirectly, namely through representation in the formulation, development, creation and practice of law. Indonesian democracy must be in accordance with the personality of the Indonesian nation. Villages, which are community units based on law, also have a tradition of electing their leaders. Now to choose, select and determine who has the right to become a village leader will go through the election of the village head or what we know as the village head election or pilakdes. According to HAW Widjaja, a village in a political view is a democratic society, a community unit guided by people's sovereignty. It is village democracy that is considered a "genuine" democracy that can be used as a determinant

in the growth and development of early democracy to modern democracy towards the national level, namely with identities such as meetings, deliberations and election of village heads by the people in the village, with existing candidates (Yuningsih & Subekti , 2016: 236).

In an election, of course, the prospective leaders or village head candidates have a strategy in political scenarios that are made as a winning strategy in this election. According to Peter (in Pito, 2006: 198) Basically, political strategy is divided into two, namely offensive strategy (attack) and defensive strategy (Fabiana Meijon Fadul, 2019). Basically political strategy is a series of planned activities, strategic but also tactical, with long-term and short-term dimensions, to spread political meaning to voters. The aim is to shape and instill the expectations, attitudes, beliefs, orientations and behaviors of voters. Expected voter behavior is an expression of support with its various dimensions, especially choosing a particular party or candidate (Napir, 2019). According to the author, political strategy is a very important thing in a form of election. Likewise with the village head election in Waetele Village, Waeapo District, Buru Regency. Because the strategy is how the candidates or candidates win votes to achieve the ultimate goal, namely victory.

The author's effort in conducting research is to find out the strategy used by the candidates in the village head election process in Waetele Village, Waeapo District, Buru Regency. Because political strategy can be divided into two, namely good political strategy and bad political strategy. With Pancasila as a way of life as well as a view of life for the nation and state, by becoming a leader it is hoped that he will be able to implement the values contained in Pancasila both in his life as well as by running political scenarios in the election process and choosing and using appropriate political strategies. fast and good.

Scope In this study the problems include: Scope of the problem. The problems in this research include revealing how the political strategy used by village head candidates in village elections. Research limitations. The limitations of this study only focus on the political strategies of village head candidates. The plan for the results obtained, the plan for the results of this research will be a reference in the selection process in the future

RESEARCH METHODS

This study uses a qualitative approach and data collection techniques in this study using observation and interviews using descriptive qualitative data analysis techniques. among them:
1. Data Reduction. At this stage, the researcher begins to reduce data or summarize, sort and select data. The collected data began to be reduced, identified, then classified.
2. Data Display (Data Display). After reducing the data, the next step is presenting the data. Presentation of data in qualitative research can be done in the form of brief descriptions or presenting data in the form of narrative text.
3. Verification or Drawing Conclusions. At this stage, the researcher draws conclusions. Initial conclusions are still temporary, doubtful and subject to change if valid and supportive evidence is found at the data collection stage. The conclusions used in this study must be supported by valid and consistent data, so that the conclusions used are new findings that are credible to answer the formulation of the problem formulated in this study.

RESEARCH RESULTS AND DISCUSSION
Political Strategy used by Candidates in Winning the Village Head Election

In achieving a desire and goals in life, must have a way to achieve these goals. I don't know if it was done in a good way or in a bad way. This method is called a strategy. From the results of interviews with the informants, the researchers found the meaning of the political strategy itself based on the understanding of the candidates or village head candidates in

Waetele Village, Waeapo District, Buru Regency. The political strategy used by the candidates in winning the village head election in Waetele village, Waeapo district, Buru district is a procedure or method used by each candidate in village head elections. Political strategy is the way or strategy of the candidates who are drawn up in their political scenarios to see gaps and opportunities to win the hearts of voters in order to achieve their desires and goals, namely to win.

Political strategy is a mechanism for how a person or group with political ideas they understand is able to win a political battle when many people with an interest want the same thing (Sobalely, 2015, p. 20). According to Peter Schroder, in formulating political strategy planning, there are several stages of planning that must be passed, including formulating tasks, namely the goals to be achieved, then analyzing the situation, and mapping target constituents. After this stage is completed, political parties can make messages to convey (Ismanu & Mar'iyah, 2021). It can be said that strategy is a way, in which strategy in the narrow and broad sense consists of three elements, namely: ends, means and ways. Thus the strategy means a way of using available means to achieve predetermined goals. The ultimate goal of political strategy is to bring candidates or candidates who are supported by their political strategy to occupy the desired position through direct election by the public (Napir, 2019).

Political strategies can be categorized into two categories, namely good political strategies and bad political strategies. Both categories of political strategy are of course used by candidates in carrying out their political scenarios during the ongoing election process. With the ultimate goal of the political strategy used is to bring candidates or candidates who are supported by their political strategy to occupy the desired position through direct election by the public (Napir, 2019). From the results of interviews with the candidates, there were various political strategies used by the candidates in the election, namely among others: Vote Mapping, Forming Teams, Conducting Gatherings, Visiting from house to house or door to door, and Conducting Campaigns. The political strategy above is used by candidates in addition to getting voters' votes, the candidates also use this strategy to continue to maintain friendship and communicate with the community.

The effectiveness of each strategy used is the final assessment for candidates in village head elections. Because the main thing in an election is how they use it, of course it cannot be separated from the political strategy implemented by the candidates in the political scenario that has been prepared to achieve their respective goals in winning the village head election. It can be said to be effective if the candidates carry out and practice their political strategy with the team in the field. The way the candidates get votes in the community is an embodiment of the political strategy used by the candidates in village head elections, in Waetele Village, Waeapo District, Buru Regency, namely how candidates or candidates expand and maintain votes in the field. This is in line with what was conveyed by (Imam Syarifuddin, 2019) that the political strategy carried out by the candidates and their winning team intends to keep the ballot box safe by continuing to increase the intensity to socialize with the community so that communication with the community is maintained. Providing more political promises to the people and the expectations given will motivate the people to choose the candidates later.

Supporting Factors and Inhibiting Factors for the Success of Political Strategy in Village Head Elections

Supporting factors and inhibiting factors are two very important things. Because both of them can cause and determine the success of the political strategy used by the candidates in the village head election in Waetele Village, Waeapo District, Buru Regency. Based on the

results of interviews with village head candidates, it can be seen that there are factors that support and hinder the success of the political strategy for candidates in village head elections in Waetele Village, Waeapo District, Buru Regency.

1. Supporting Factors. There are factors that influence the selection process, one of which is the supporting factor. Factors supporting the success of the political strategy in the election of village heads in Waetele Village, Waeapo District, Buru Regency, are factors that must be able to attract the attention of voters or the community by proving that they are appropriate candidates for village leaders to contribute to society. From the interview process that the researchers encountered, the supporting factors in the election of village heads in Waetele Village were the success team factor, the support factor from both the family and the community, also the supporting factor was how prepared the candidates with their own qualities were to be useful, contribute and can be elected as a leader by the village community. Supporting factors are anything that can affect the success of the political strategy used by candidates. Thus, the supporting factors for village head candidates in Waetele Village, Waeapo District, Buru Regency in the success of the political strategy used are: Success Team, Family, Campaign, and Quality. As written in (Imam Syarifuddin et al., 2019) there are several supporting factors that influence the candidates who will be elected as Village Heads. The first is a clear winning team structure, when the winning team structure is clear then the division of tasks and functions of each will be clear, thereby maximizing the performance of the winning team. Next is the human resources owned by an adequate winning team. The managerial skills they have are very mature because they contain young people who have enthusiasm and adequate organizational skills so that they can support the performance of the winning team. Next is the people's saturation of other candidate figures. As for the internal supporting factors beyond the power of the candidates that influence the political strategy used. In addition to supporting factors in general, there are also internal supporting factors. Where internally supporting factors are thought to be able and very influential on the final outcome of this election process, even though the results cannot be seen directly. As is the definition of the internal factor itself, what is meant by internal factors are factors that come from within (Aminah & Hasan, 2018). Internal supporting factors are separate supporting factors owned by candidates from several existing supporting factors. Where the internal supporting factors are felt to be supporting factors that are very influential in this selection process. Some of the supporting factors internally include self-quality, family and also financial conditions. Internal supporting factors are one part of the supporting factors which are the main supporting factors, which if they have a major influence on the success of the political strategy used by candidates in the election.

2. Inhibiting Factors. In addition to the supporting factors, there are also factors inhibiting the success of the political strategy used by the candidates in the village head election process in Waetele Village, Waeapo District, Buru Regency. This is in line with (Imam Syarifuddin et al., 2019) that the inhibiting factors faced by the team were limited costs and infrastructure. This requires candidates and also the team to have to rack their brains and be more creative and innovative to overcome the problems they face. In addition, it is also a community commitment that is not in accordance with promises. So it can be said that the inhibiting factor is one of the factors that can be a barrier as well as a barrier for candidates in obtaining and achieving their goals. The inhibiting factors for the political strategy in the election of village heads in Waetele Village were felt by the candidates among others: Financial or financial conditions, attacks by opponents who wanted to bring down opponents and commitment.

The Impact of Political Strategy in Village Head Elections on Society

Everything in our life has an impact on our future survival. Likewise, the political strategy in the village head election in Waetele Village, Waeapo District, Buru Regency had an impact, both negative and positive impact on the people in Waetele Village. As for the impact of the political strategy of defending and attacking used by candidates in creating village head elections in Waetele Village, Waeapo District, Buru Regency, which are safe and peaceful, on the continuity of village and community elections, both negative and positive impacts. In its kind, Peter classifies the strategy into two, namely Attack Strategy (Offensive) and Defensive strategy (Defensive). The Defensive Strategy and Attack Strategy used by Mr. Aam Purnama proved to be successful in the process of selecting the village, which resulted in his being elected as village head in Waetele Village, Waeapo District, Buru Regency. His defensive strategy and his team used it as a political strategy defense system that he used, while his attacking strategy and his team used it as a field expansion strategy to get votes and also as a resistance system to opponents, namely other village head candidates to weaken the opposing forces. This is in accordance with what was conveyed According to Peter (in Pito, 2006: 198) Basically, political strategy is divided into two, namely offensive strategy (attack), and defensive strategy (defensive). Offensive strategy is divided into strategies to expand markets and strategies to penetrate market, while the defensive strategy concerns the strategy to defend the market and the strategy to close or surrender the market.

Firmansyah (2007: 124) says that "Political strategy is also related to strengthening strategies, because strengthening strategies are needed in the relationship between political parties and their constituents". This is done so that good bonds between those who are rational and emotional are maintained. Strengthening strategies this is also done so that the bonds between them do not weaken and to avoid the influence of competitors who can attract the attention of their constituents.In this case, the reinforcement is carried out by the candidate to the members of the public who are his sympathizers, so that these people are not easily influenced to turn or support other candidates (Fabiana Meijon Fadul, 2019).The negative and positive impacts of the political strategy used on the continuity of village head elections in Waetele Village, Waeapo District, Buru Regency.The impact of the political strategy in selecting village heads on the community is the result that is felt of the entire process from the beginning to where the result is to determine who will occupy the seat of the village head.

From the results of interviews and observations of the author, it can be seen that there are impacts felt by the community such as the occurrence of estrangement in family relationships, the lack of harmony in a relationship that was previously good now becomes not okay and affects friendships. Then there are groups formed as a result of elections to support their respective champions and also bring down one another. In addition to the perceived negative impact, there is also a positive impact, namely the election of a new leader which the community hopes will bring the community to a better livelihood and advance the village and can carry out development in Waetele Village, Waeapo District, Buru Regency in a better direction in the future. The various strategies used by the candidates, how the strategy is carried out must have had good and bad impacts on the village community. Because actually these are all political consequences that must be accepted by both the candidates and the team as well as the community. Because strategy is a way that is arranged neatly in a political scenario that has been planned to achieve one goal, that is politics.

The statement was also conveyed by Peter, that political strategy is all plans and actions to win and win seats in elections. According to Peter Schroder Political Strategy is a strategy used to realize political ideals. The current political strategy has been used to win certain

candidates in various democratic parties both at the central and regional levels, starting from legislative elections, presidential elections, regional head elections and even the smallest village head election. The political strategy creates various activities including analyzing the strength/potential of the votes that can be achieved and the methods of approach needed for voters (Napir, 2019). The impact or influence caused by the political strategy used by the candidates in the village head election process in Waetele Village, Waeapo District, Buru Regency, both impacts can bring or direct village and community conditions in a better direction or in the opposite direction. The consequences of this people's party are indeed felt by the candidates and the public. This is the beautiful side of the world of politics. Like it or not, good or bad, wrong or right, this must be accepted as a form of accountability for what has been done.

CONCLUSION

The political strategy used by the village head candidates in winning the village head election in Waetele Village, Waeapo District, Buru Regency is a method or procedure used by the village head candidates which are neatly arranged in a political scenario carried out by the candidates in order to achieve one intended goal, namely: win. The winning strategies used by the candidates in the election for village heads in Waetele Village, Waeapo District, Buru Regency include: Door to door, Forming a Success Team, Voting Mapping and Gathering. The supporting factors and inhibiting factors for the success of the political strategy in village head elections in Waetele Village, Waeapo District, Buru Regency are as follows: The supporting factors are the Success Team, Utilization of Social Media as a means of conducting campaigns, Family and Personal Quality.

While the inhibiting factors are opponents, financial or financial conditions and changing community commitments. The impact of political strategy in village head elections on society. The positive impact is the election of a new leader, whose government is expected to bring the village and community to a better direction in the future. Negative impact, namely the creation of estrangement in family and community relations, lack of harmony in a relationship that was previously fine is now not okay. Then there are groups that were formed as a result of elections to support their respective champions and also bring down one another and it is feared that they will not obey the new leadership.

Suggestion: For village head candidates to be able to create and use political strategies as a winning strategy in the village head election process properly and in accordance with the values contained in the guidelines for the life of our nation Pancasila. For the community to be able to follow the course of the election process properly, comply and comply with existing regulations. Can choose and make their choices based on conscience and also see the potential and quality of the candidates, with the hope that one day they can bring the village forward in the future. We hope that the Elected Village Head and Village Officials can carry out the mandate properly. Can protect and serve the community well. More transparency in carrying out village development and development. Always involve the community in every administration of village administration. And can receive suggestions and opinions from the village community.

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