

# Jeje's Political Capital in the Regent Election of Pangandaran Regency in 2015

*Ratnia Solihah, Arry Bainus, Mudiwati Rahmatunnisa*

Political capital is one of the main capitals to be able to follow the political contestation. This political capital was one of the factors that determined the passing of Jeje as regent candidates who following the local political contestation, which eventually became the winner of the political contestation. Various candidates in political contestation often face the problem of ownership of political capital. Likewise, in the regent election of Pangandaran regency in 2015, political capital became one of Jeje's capital whose acquisition process was carried out quite long (not instant) by not ignoring other factors. To achieve the objectives of this study, a qualitative research method, that includes techniques of data collection through field studies conducted with interviews and documentation, as well as literature studies by reviewing various references related to the problems under study, was used. The results of studies show that the ownership process of Jeje's political capital in the regent election of Pangandaran regency in 2015, which had been pioneered for several years before the regent election of Pangandaran regency was held in 2015. Jeje's political capital was built through his work in politics and government, as a the politician several years before the elections and as deputy regent of Ciamis in 2012-2015, which ultimately contributed in winning the contestation of the election of Regent Pangandaran. The finding of the field show there is Jeje's personal branding in the process of his political investment that was instrumental in achieving his victory in the regent election of Pangandaran regency in 2015.

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Pangandaran Regency is one of the New Autonomous Regions (DOB) in Indonesia in 2013. In 2015, Pangandaran Regency held the regent election for the first time, whose duty of the regent was previously carried out by Acting Regent Pangandaran appointed by the Governor of West Java. This is in accordance with Law Number 21 of 2013 concerning Pangandaran Regency, the appointment of acting Regent of Pangandaran Regency is the authority of the Governor of West Java.

The first local election held in Pangandaran Regency was interesting to study, especially related to Jeje's political capital as a regent candidate who won the election regent of Pangandaran Regency in 2015.

Political capital is one of the main capitals in the elections to be able to follow the political contestation. According to Law No. 8 of 2015, candidates or candidate pairs can participate in the local election (regent elections), if supported by Political Parties or coalition of Political Parties that can register candidate pairs if they have fulfilled the requirements of at least 20% of the total number of seats of the House of Representatives Regional People or 25% (twenty five percent) of the accumulated legal vote in the general election of members of the Regional People's Representatives Council in the area concerned. The process of political support for Jeje as a regent candidate is process the ownership of jeje's political capital, and become one interesting reason to study. For that, on this paper would discussion: How the process of obtaining the ownership of Jeje's political capital from the initial stage to the stage of winning the election, and what are the aspects that influence formation process of Jeje's political capital as a regent candidate of Pangandaran regency in 2015.

The study about capital in a political context has been carried out among others by Booth and Richard (1997) who see the effects of civil society, political capital and Democratisation on the level of democracy in Central America. Another study was carried out by Birner and Witmer (2007) who raised the case of the transformation (conversion) of social capital towards political capital in Thailand and Columbia. To review his study, Birner and Witmer used the concept of political capital to explained how local communities use social capital to achieve the objectives of political outcomes through political activities such as voter voting, direct participation in legislative processes, protests / demonstrations, lobbying, and building discourse as political capital to build democracy.

Some studies of capital in political contestation, especially capital in the elections held by regent-vice regent candidates in the local elections (for example, Putra, 2012; Arwantinna, 2013; Agusyanto, 2011; Pantouw, 2012; Rasyid, 2012; Putri, 2017 ). In these studies, the capital owned by the couple of candidate plays a role or determines the results of the election victory, both capital studies from aspects of political capital, aspects of economic capital, aspects of social capital, aspects of cultural capital and social capital, as well as aspects of economic capital, social capital, cultural capital and symbolic capital owned by the regent-deputy regent (mayor-deputy mayor) candidate in the local election. However, these studies did not reveal how the process of obtaining capital and its aspects, which affected the ownership of the capital, especially the process of obtaining political capital as the main capital of candidates who were supported by political parties which subsequently, determined the victory in political contestation.

In this paper, the authors reveal the process of obtaining Jeje's political capital as a regent candidate of Pangandaran regency and reviewing aspects that affect the ownership of Jeje's political capital, which ultimately contributed in winning the regent election of Pangandaran Regency in 2015.

Political capital in the context of local elections can be seen in the sense that candidates in the local election need political support from political parties (political party coalitions). Political parties are political organisations that propose candidates in regional elections to fill political positions in the government and then be elected by the people. Candidates will try as much as possible to mobilize coalitions of political parties that get seats and votes in the regional legislature (DPRD).

Casey defines political capital as the utilization of all types of capital owned by a political actor or a political institution to produce political actions that benefit and strengthen the position of political actors or political institutions concerned (2007, p. 7). Casey detailed four political markets that influence the magnitude of political capital owned by a political actor or a political institution. The first political market is elections, because elections are the basic instrument for the election of leaders in a democratic system. The second political market is the formulation and implementation of public policies. The third political market is the relationship dynamics and conflicts between political actors and political institutions in the formulation and implementation of public policies. The fourth political market is an opinion or public

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opinion about the political actors or political institutions. Meanwhile symbolic capital or in relation to political dynamics can be understood as the amount of legitimacy, reputation, and the level of respect obtained by political actors or political institutions due to political actions that are carried out or not done (Nasir, in [http://pemilu.liputan6.com / column](http://pemilu.liputan6.com/column), download on January 11, 2016 at 3:00 p.m.).

Hick and Misra (in Pantouw, 2010, p. 18) suggest that political capital is sharing the focus of giving power (resources) to realise things that can realise interests. In essence, political capital is the power a person has, which can then be operated or contribute to the success of his contestation in the political process such as elections.

Although political parties and / or coalitions of political parties are political capital which play a role in delivering candidates to participate in political contestation, the influence of figures is greater and competition between parties (coalition of political parties) is not too prominent. The role of candidate figures is seen as very decisive because the election as an arena of contestation there is no strong contestation between parties but between candidates (Haryanto, 2005, p. 72.).

Related to this, in the context of local politics there are many elites who occupy political positions and strategic positions that have an important role and influence on groups and communities in the area. According to Nurhasim, et al (2003, p. 8), political elites in the local context are those who have high political positions at the local level who make and carry out political policies. Its political elite are governors, regents, mayors, chairs of DPRD, DPRD members, and party leaders at the regional level. Meanwhile, non-political elite in the local context is someone who occupies strategic positions and has the influence to govern other people within the community. These non-political elite are like religious elites, elite community organisations, youth organisations, professions and so on.

Candidates need the support of political parties, support of local political elites and local non-political elites to be able to participate in the regional election contest. The elite has a prominent role in politics and other fields and has a great influence in the process of political support for candidates in the elections. In addition, candidates must also have quality personal capacity, such as the position in political parties by looking at strategic positions in organisational structures or positions in political parties and government.

Thus it can be said that political capital is political support from political parties (coalition of political parties) and the support of local political elites from political organisations and community organisations to win the local elections. But other political capital in the context of this study includes the utilization of aspects of political capital owned by a political actor or a political institution which produce political actions that benefit and strengthen the position of the political actors or political institutions concerned, so that their political reputation is considered good in the views of people outside their political institutions, especially in the view of the people who will choose it.

Political capital is also a form of political action in sharing the focus of giving power (resources) to realise things that can realise political interests. This political action is in the form of a political contract carried out by political parties who are members of a coalition of political parties and share roles or tasks as a winning strategy. In addition, political capital is also a political ability of a candidate (namely, political capacity and political experience of a candidate, as well as political position and strategic position of a candidate in political institutions), which contribute to the success of his political contestation such as in elections or local election.

## **Research Methods**

Researchers use descriptive method with qualitative approach in this study. Data collection is done through field studies and literature studies. Field studies as primary data sources are conducted through in-depth interviews with purposively selected informants, while literature studies as secondary data sources obtained by reviewing documents (literatures) related to the problems examined.

Informants in this study are Regent of Pangandaran Regency period of 2016-2021 (Jeje as regent candidate in the regent election of Pangandaran in 2015), Chair of Pangandaran Regency Election Commission, political party leaders which supporting Jeje as regent candidate in local election of Pangandaran Regency, volunteers representatives supporting Jeje, community leader, community groups representatives, and local mass media.

Three activities are carried out in data analysis technique, namely data reduction, data presentation, and data conclusion (Miles and Huberman, 1992, p. 16-21). In validating data, a triangulation technique is used to check data from different sources and different techniques.

## Results and Discussion

Jeje's political capital in the regent election of Pangandaran regency in 2015 is the political support and political strength possessed by Jeje as a regent candidate in winning the political contestation, which finally contributed Jeje's winning in the regent election of Pangandaran regency.

In this study, candidate's political capital is assessed through various aspects related to the ownership process of political capital, namely through:

1. Support of political parties (coalition of political parties) for Jeje;
2. Jeje's political positions, his political capacity, and his political experience;
3. Jeje's political actions which benefit and strengthen the position of political actors or political institutions;
4. Political contracts in the regent election of Pangandaran Regency in 2015;
5. The role of The Success Team and the winning strategy

### *Support of Political Parties (Coalition of Political Parties) for Jeje*

The background of PDIP and Golkar Party supported Jeje as a candidate for regent Pangandaran is suitability of vision and mission and the suitability of leader figure if leading Pangandaran Regency. Jeje is considered to have a long enough political and government experience, has closeness to various social levels of society, and is supported by many community leaders from various communities in Pangandaran.

Jeje was not only supported by PDIP and Golkar Party in his candidacy for regent candidate in the Pangandaran regent election in 2015, but was also supported by Democrats and PKS, arguing that he had a leader figure who could bridge political parties and having political capacity, political experience, known to the Pangandaran community and having close relations with various levels of society, since Jeje duties as a member of the DPRD in Ciamis Regency, and also role as deputy regent in Ciamis Regency who was elected through the local election in 2012.

In addition to the reasons mentioned above, supporting from coalition of political parties for Jeje in the regent election of Pangandaran Regency is based on the results of a survey conducted by several survey institutions, which the survey results showed Jeje's popularity always rate was highest is compared with other candidates in local election

Pangandaran (<http://www.harapanrakyat.com/2015/06/pilkada-pangandaran-ini-alasan-dpp-pdip-akhirnya-usung-jeje-adang/>).

The high popularity of Jeje is compared to other candidates, one of which can be seen in the results of a survey of the Lamda Indonesian Survey (<http://www.lamda-ksi.com/2015/11/tingkat-popularitas-calon-bupati.html>), which was done on May 2015 and August 2015, with the following popularity and acceptability levels:

The survey results, which showed the high level of popularity of Jeje, were one of the aspects taken into consideration by DPD PDIP West Java giving confidence to Jeje Wiradinata to take part in the regent election of Pangandaran regency.

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Table 1. Level of Candidates Popularity and Acceptability in Regent Election of Pangandaran Regency in 2015

Candidate	Popularity		Acceptability	
	August 2015	May 2015	August 2015	May 2015
1. H. Jeje Wiradinata	94,6%	90,7%	83,9%	84,4%
2. H. Adang Hadari	81,0%	63,9%	75,0%	93,4%
3. Hj. Azizah Talita Dewi	77,9%	68,2%	73,0%	85,9%
4. H. Cucu Sulaksana	45,5%	26,9%	43,9%	72,3%
5. H. Ino Darsono	49,9%	47,0%	55,8%	76,5%
6. Dr. Erwin Thamrin	50,6%	22,5%	59,0%	77,4%

Source: Survey Lamda Indonesia, 2015

Because of several reasons mentioned above, PDIP, Golkar Party, Democratic Party and PKS to participate in political contestation as regent candidates in the regent election of Pangandaran regency in 2015 supported Jeje.

The background that is the reason for political parties to coalition in favor of Jeje can be seen as an objective reason, which leadership figures, political engagement, political experience and government experience, political capacity and political electability are factors that determine coalition of political parties to support Jeje as regent candidate in the political contestation. In addition, there is also the closeness and trust of the community with the candidate that he has built as long as he takes part in politics and government.

Jeje is supported by PDIP, Golkar Party, Democratic Party and PKS, which when viewed from the legislative seat in Pangandaran for this coalition of political parties get 18 seats or 56% of the total seats in the

regional legislature of Pangandaran Regency. It means that Jeje as the regent candidate has political capital greatly in the form of political party support which makes him able to legitimately follow political contestation in the Pangandaran regent election in 2015.

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The coalition of political parties carried out by the four political parties is a large coalition consisting of several winning political parties in the legislative elections in Ciamis District in 2014, including in Pangandaran as one of its constituencies. In addition, the supporting of political party coalition is also influenced by socio-political factors, such as the aspirations of the Pangandaran people who tend to support Jeje and his partner through survey results from various survey institutions and direct aspirations of individuals and groups through various social communities. Other factors that influence the formation of coalitions of political parties that support Jeje are external factors involving figures or actors nominated by coalitions of political parties, because Jeje has a leader figure with the capacity, credibility and electability that deserves to be nominated as regent. Motivational factors also form the basis of this coalition of political parties, because of the proximity of policies (vision, mission and program), as well as internal factors that indicate the internal dynamics of political parties to decide coalitions with other political parties (Pridham, 1987.p, 374).

From the explanation above, it can be stated that the establishment of a coalition of political parties that support Jeje in political contestation is influenced by various factors. But basically, the coalition of political parties was born because there was a goal to be achieved, namely the success or victory of the regent candidate who supported them in the political contestation. Therefore various aspects such as popularity or figures desired by the people, their proximity to the community and electability of candidates become the criteria of the political parties to support Jeje and his partner in the regent election of Pangandaran Regency in 2015.

The leadership figure, popularity, and proximity to the community were the strongest reasons for Jeje's support as a regent candidate by coalition of political parties. The leadership figure, popularity, and proximity to the community are Jeje's social capital, which makes it easy to follow the candidacy process of the regent of Pangandaran. Political parties also assessed Jeje's track record, Jeje's political experience and Jeje's government experience which made him eligible to become Pangandaran regent, which he considered to understand the

conditions and potential of the region and the characteristics of its people.

### *Jeje's Political Positions, His Political Capacity, and His Political Experience*

### *Jeje's Political Capital*

Jeje's political capital as a regent candidate in the regent election of Pangandaran Regency can also be seen through the ownership of political positions during his work in politics. With the political positions, he had held, making him have more political experience and political capacity than other candidates who did not have it.

Jeje as a regent candidate in the regent election of Pangandaran regency had a long enough political experience, among others, when Jeje became a member of the Regional Representative Council of Ciamis Regency in 1999-2004, then became Chairman of the Regional Representative Council of Ciamis Regency in 2004-2009, becoming Chairperson of DPC PDIP of Ciamis Regency in 2009, and as Deputy Regent of Ciamis Regency in 2012. Based on Jeje's political gait, Taufik Martin as Chairperson of DPC Golkar Party of Pangandaran Regency for the period 2014-2019, which at the time was in Ciamis Regency as Chairman of the Regional Representative Council of Ciamis Regency committed and encouraged Jeje to become regent if Pangandaran Regency was separated from Ciamis Regency. Jeje's political gait while in Ciamis Regency and his experience as Deputy Regent of Ciamis which became a strong reason for Golkar Party to support Jeje as a regent candidate of Pangandaran, which also had long government experience and political experience. Besides it, Jeje is being a native of Pangandaran and having close ties with the Pangandaran community was long before the regent election of Pangandaran regency in 2015.

Jeje is close to the Pangandaran community, because during his duties Jeje was able to attract public sympathy. This can be seen from Jeje's political activities as representatives of the people and politicians (1999-2012) and also as Deputy Regent of Ciamis (2012-2014), which in carrying out his duties was not only related to the task of political institution and government, but he also do not hesitate to go to every event organised by the community, such as attending various recitations held by residents and Islamic boarding schools, community activities in various villages and RWs, people's parties, and visiting and providing compensation to disadvantaged communities, to people who are grieved and affected by disasters, and other community events.

Based on Jeje's political experience and his government experience, Jeje has political capital to be worthy of being supported by major political parties as regent candidate in Pangandaran Regency. In addition, Jeje is also known by Pangandaran communities, because during his career in government and politics Jeje was close and often interacted with various sections of society. The interaction and closeness with communities was not only done before and during the regent election of Pangandaran regency in 2015, but he had lived it for years, especially as long as Jeje took part in politics and government in Ciamis Regency.

From the ownership of political positions in the form of their work in politics and government, it can be seen that in carrying out of political act and governmental work, Jeje can interact and try to understand the condition of the people, so as the people know him and are close to him psychologically (having emotional ties), until finally communities gave their aspirations and belief in Jeje to become a regional leader (regent) in Pangandaran Regency.

This phenomenon shows that the community support obtained by candidates is inseparable from the utilization of candidate's political capital when he has a career in government and politics, which in the process does not occur instantly. Efforts to gain public trust in political victory, political investment must be carried out through several stages. Stage one, the community knows the candidate's names and his face. Second stage, the community knows his profession and his competence. In the third stage, the community likes him because of his proximity to communities. A candidate is able to attract the sympathy of communities, often interacting with communities and protecting them. The fourth stage, the community supports it. In this stage, the candidate must also market himself, provide information to the public regarding what he has done and what he will do for the benefit of the communities. That way, to be able to win the elections, it must work hard to build communities trust, work hard to build closeness with the communities, and the strategy of marketing itself to get communities support (social networking). All of which have to be built long before the elections, can be a year or two before, or even more.

Thus, one of the field findings in the process of utilizing political capital to obtain social capital in the context of political support in the elections is the existence of "political investment" carried out by the candidate. In this case, Jeje's political investment was carried out during his career as a politician and government practitioner, whose

results were used in the process of political contestation, in the regent election of Pangandaran regency in 2015.

Based on the above, it can be shown that the process of political party support for Jeje is also influenced by his ability to use or optimise his role as a political or government official by frequently interacting and closing to the community. Hence, political support from political parties for Jeje as a regent candidate considering communities's support to Jeje who had been built long before the election of regent Pangandaran was held. This is a candidate's political investment in an effort to gain public support during political contestation, which also determines and becomes one of the reasons this candidate is supported by the great political parties in Pangandaran, as well as this candidate is a political party cadre who has political experience, position politics and political capabilities that are considered credible, do not have problems with legal and ethical cases.

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### *Jeje's Political Actions Which Benefit and Strengthen the Position of Political Actors or Political Institutions*

Jeje's political capital was not only influenced by his political positions during his career in politics, but also because of his behavior and political actions carried out by Jeje during his career in politics as a member of the Regional Representative Council of Ciamis Regency, Chairman of the Regional Representative Council of Ciamis Regency, and as deputy regent of Ciamis Regency, where behavior and political actions tend to be carried out by interacting and communicating with the community, especially the Pangandaran communities.

One of his actions considered populist by the Pangandaran communities was his actions as a member of the Regional Representative Council of Ciamis Regency. Jeje helped to revive and raise up the bankrupt's KUD whose members were almost all of them Pangandaran fishermen. Thanks to the help of Jeje who took over the bankrupt's KUD, the Minasari KUD was able to save its business which helped the needs of many fishermen. Under the leadership of Jeje as Chairman of the Minasari KUD, KUD eventually expanded its business and now owns the Minasari restaurant.

Besides succeeding in rebuilding the fishermen's business or the economy of the fishing community, his political actions during the Deputy Regent also influenced the assessment and support of communities and various social community in Pangandaran, including several

programs or policies that directly touched Pangandaran farmers when Jeje became Deputy Regent of Ciamis, namely providing fertilizer and subsidize seeds for agricultural crops at low prices.

Jeje is also considered capable of understanding anglers' problems. Anglers feel helped and can channel their aspirations directly to Jeje, which incidentally Jeje was also given the mandate as chairperson of HNSI Pangandaran. In addition, some of Jeje's policies and political actions related to community empowerment also gave rise to public trust, especially from various communities of Small and Medium Enterprises, which were established, assisted and facilitated by him.

This is in line with what was put forward by Fukuyama (1999), that trust arises due to the same interests or expectations of the bond. With ownership of the network, candidates have a bond of trust that indirectly creates an emotional bond with all its members. The candidate's social capital with the ownership of social networks, in this case the Minasari KUD and HNSI, which are under the tutelage of Jeje, were able to build strength to gain support and sympathy from the community, especially the fishing community to give confidence to Jeje.

The trust and support of the community towards Jeje is inseparable from the interactions and behavior of Jeje in building communication with the Pangandaran communities as long as Jeje is being the Deputy Regent of Ciamis who cares for the Pangandaran communities and develop Pangandaran as part of Ciamis District. Thus, the approach to communication is also one of the approaches done by Jeje to build belief in communities. Through the approach of communication, especially the political communication, the communication function will be achieved (Cangara, 2011.p, 33), which will provide information to the public (community) about what happened (has been done) by Jeje in Pangandaran.

The political communication he had done eventually became part of the political marketing of candidates in political contestation (regent election). The essence of political marketing is packaging the image, the public figure and personality of a candidate who competes in the election context to the wider community who will vote for him. In addition, personal branding strategies are also carried out in political communication. Branding is used by regional head candidates to build a positive image, which is one of the basic capital of advanced regional head candidates in a political battle. Prospective regional heads are encouraged to make themselves like a brand and apply the principles

of public relations strategies to attract public sympathy. The imaging process must be built through the continuous and continuous intensity of political communication, which in the end is expected to succeed in gaining support from the community. Every regional head figure must prepare himself through early socialisation to be better known to the public. According to Rhenald Kasali (in Nursal, 2004), personal branding is a communication strategy to enter the window of the voter brain so that a contestant has a certain meaning that reflects the superiority of competing contestants in the form of associative relationships. With personal branding voters who were not sympathetic at first became sympathetic, from those who did not care to care. Personal branding is effective for strengthening community support and increasing electability (Nursal, 2004.p, 86).

### *Political Contracts in the Regent Election of Pangandaran Regency*

One aspect of political support by political parties is usually carried out through political contracts between candidates and political parties that support, even political contracts between candidate and communities that support him. Political contracts are written or unwritten commitments made by parties involved in the support process of candidate who will participate in political contestation.

Based on the results of the study, political contracts were not made explicitly (written) between the candidates and political parties who supported them, but rather a shared commitment to create common perceptions about vision and mission of the candidate, as well as the Realisation of candidate's political promises campaigned during the elections to become tangible programs if elected as regional leader (regent) in the development of Pangandaran as an effort to fulfil the wishes of the constituents of the supporting parties (voters).

Likewise, between Jeje with the social communities and supporting volunteers, there is no political contract, because the social communities and volunteers give Jeje and his partner a great deal of trust is able to realise their political promises that are considered realistic and in accordance with which needed by communities of Pangandaran.

Related to the description above, it can be argued that the absence of a political contract between Jeje and his partner with social communities and supporting volunteers was caused by an emotional bond or because of the closeness of the community to Jeje. On the contrary, the community hopes that Jeje as the regional leader in Pangandaran

based on their interaction relationship so far with Jeje, who is expected to bring increased welfare to them. Thus, the absence of a political contract between Jeje and the social community and volunteers who supported it was influenced by the public's trust in Jeje.

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### *The Role of the Succes Team and the Winning Strategy*

The succes team is also called the winning team or the campaign team. The succes team is a team formed by political parties and their coalitions for manage, formulating and designing winning strategies in regional elections. The succes team was formed to gain as many votes as possible, including the votes of voters from political parties and supporters of other district head candidates through their winning strategies.

The winning strategy is one aspect that plays a role in determining and influencing the success of candidates in political contestation, which is carried out by the success team. In this case, the role of the success team and the winning strategy that it carries out can contribute to the success of the candidate it supports.

Likewise, for Jeje as a regent candidate in the regent election of Pangandaran regency in 2015, the success team's role is one aspect that cannot be ruled out in an effort win the local politics contestation. In carrying out its winning strategy, the success team of jeje was formed in the district level and the sub-districts level. In addition, the success team was also formed at the RW and hamlet level, where the success team at the RW and hamlet level had the task of socializing the candidate's superior programs to the grassroots community. The succes team at the RW and hamlet level is under the coordination of the sub-district level succes team.

Muhamad Taufik Martin who was also the Chairperson of DPC the Golkar Party Pangandaran chaired Jeje's succes team in the Regent election of Pangandaran Regency, he had experience as chairman of the success team of the regent candidate when Pangandaran still part of Ciamis Regency, where in two direct regent elections in Ciamis Regency he became chair of the candidate's succes team who won the regent election of Ciamis Regency.

Armed with experience as chair of candidate's succes team when in Ciamis Regency, Taufik was believed be the Chair of Jeje's succes team and his partner, in the regent election of Pangandaran regency in 2015.

The winning strategy carried out by the succes team is not too difficult to do. Jeje's figure is known to be close and popular in the community, making the task of winning the pair not too heavy. Gait Taufik who was once a member of the Ciamis DPRD and Chairman of the Ciamis DPRD when Jeje became Deputy Regent of Ciamis, caused him to be close to Jeje at Ciamis. He was one of the motivators who encouraged Jeje to advance as a regent candidate of Pangandaran Regency (if Pangandaran had become a district separate from Ciamis), when Jeje became Deputy Regent of Ciamis.

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One of the winning strategies which he done was Jeje's branding and supported Jeje to realise the vision-mission and programs of his government when Jeje being the deputy regent of Ciamis regency which benefit for the community of Pangandaran (Solihah, 2018: 385). By branding Jeje (personal branding), the success team carried out a winning strategy with a political marketing approach. This personal branding is also the finding in this study related to political investment in the process of obtaining Jeje's political capital in the regent election of Pangandaran regency in 2015, which was carried out during Jeje being the deputy regent of Ciamis Regency in 2010-2014, with the aim of achieving Jeje's brand image.

Achieving brand image is the goal of doing political marketing through a Market Oriented Party (MOP) approach, a Sales Oriented Party (SOP) approach and Product Oriented Party (POP) approach. Lillekeer and Lees-Marshment (in Firmanzah, 2012) explained about how political marketing became a global phenomenon used by political parties through these 3 approaches. Market Oriented Party is a more approach to how the product delivered to the community is in line with expectations and able to provide satisfaction (The product of the political party is a candidate from a political party who will be a candidate for contestants in the local election). Sales Oriented Party is more emphasised on how the various products can be sold to really arrive and give influence to the community (Candidates from political parties because they can give satisfaction to the community, ultimately able to provide positive influence and image among the community). Whereas Product Oriented Party is based on what political parties have owned and carried out, such as ideology, the developing process cadre of political party, public policies, which used as the main ingredient in political marketing to the community (the candidate able to bring his reputation as cadre of political party, run its political career

successfully, become political officials who are close to society, and his policies benefit to society and tend to be populist).

In the context of this approach, Jeje's brand image was carried out with several stages, namely Jeje known his name and profession as a PDIP politician and as deputy regent of Ciamis (2012-2014), and then Jeje's competence was known public with government programs that benefited for Pangandaran communities (especially when becoming Ciamis Regent, where Pangandaran is part of the Ciamis region); Jeje also had closeness and always interacted with the Pangandaran community, and finally Jeje was trusted and supported by the Pangandaran community to become the leader of the Pangandaran area after Pangandaran was split into a district or New Autonomous Region.

After the achievement of Jeje's brand image in various circles of society, the next political strategy is to conduct opinion studies or research and environmental analysis as emphasised by Wring (in Nursal, 2004, p. 8) in the context of political marketing, in an effort to find out what Pangandaran's community wants about criteria regional leaders, what is needed from the leader is related to the condition of the community and the potential of Pangandaran, what programs are needed by the community, and leaders who are expected by the community as leaders of the region; which can then identify the amount of community support for candidates. This is in line with what was stated by Firmanzah (2012, p. 124-127) that political strategy is a political approach carried out by contestants to win the general election. Contestants need to conduct studies to identify the amount of their supporters, the floating masses and other contestant supporters.

An independent research team carried out the opinion study or research a few months before the supporting of Jeje and his partner in the regent election of Pangandaran Regency in 2015. The survey results show that the leader figure expected by the majority of the people to become leaders of the Pangandaran area is a leader who is close to the community, often interacts with the community, is able to understand the conditions, potentials and aspirations of the community, and is able to build and develop Pangandaran. The communities hope Jeje's figure to become a leader in Pangandaran.

The existence of hope, support and public trust in Jeje's figure shows that Jeje's brand image has been built before the election took place. Jeje's brand image is inseparable from the political communication process that Jeje runs with his constituents and society that he has

done as long as Jeje becomes a politician and as a representative of the Ciamis Regent. The political communication that he has done eventually became part of his political marketing in political contestation (the regent elections), which is his political communication is carried out with stakeholders and all levels of society, especially the Pangandaran community when Jeje was being the Deputy Regent of Ciamis Regency.

Political engagement and Jeje's political experience become a large capital that can bridge the process of Jeje's political communication with various groups, both the community, business people, politicians and stakeholders. In addition, the long-standing social interaction between Jeje and his constituents as well as with the Pangandaran community made the process of political communication that he built go well, including the process of political communication that he did during the Pangandaran elections in 2015.

This political communication approach is also one of the winning strategy approaches that is suitable for Jeje and his partner. Through the political communication approach, the political communication function itself will be achieved (Cangara, 2011, p. 33), which will provide information to the public (community) about what has happened (has been done) by this couple in Pangandaran; provide political education to the public (community) about the facts that occur (things that have been done by Jeje as a potential leader in Pangandaran); as well as the figure of Jeje who can provide himself as a political platform to accommodate political problems so that it can become a discussion in shaping public opinion (Pangandaran public opinion and stakeholders in Pangandaran).

In addition, a team of volunteers who volunteered to support the candidates by contributing energy, thoughts, materials in various socialisation activities and campaigns carried out by Jeje and his partner and the winning team to the grassroots level also assisted the winning team. In addition, he also oversees all stages of the elections, including participating in socializing the leading programs of Jeje and his partner to all members of the community to participate in monitoring and overseeing the vote count after the voting.

The volunteer team that supports Jeje and his partner consists of a Volunteer Team named JIHAD Volunteers, Great Pangandaran Community, Jeje-Adang Barisan, Fisherman Youth Organisation and Taruna Rimba. The volunteer team was formed on its own initiative, the

majority of which was formed during the process of supporting prospective candidates who were carried by political parties or about six months before the registration of candidate pairs to the General Election Commissions of Pangandaran Regency.

The form of individual volunteer team activities in promoting the excellent program of Jeje and his partner begins with socializing it in the family. In essence, family members must first know the figure of Jeje and its superior programs. During the campaign and program socialisation, volunteers invited their families to attend and succeed the candidates' campaign activities. Then volunteers also did the program socialisation voluntarily to other anglers so that many people became aware of the candidate's programs. After that, the volunteer team moved to other NGOs in Pangandaran.

The form of winning strategy carried out by the winning team is also related to the various forms of campaign that it runs, where limited meeting activities are more often carried out by candidates, the winning team, the volunteer team and several communities that support this candidate in the Pangandaran Regional Election. The limited meeting was held in an effort to consolidate and coordinate the winning team (including the District Level Winning Team, Village or Hamlet Level Winning Team, and RW Level Winning Team), the Volunteer Team and its supporting communities in carrying out their respective roles and tasks so as to optimise and increasing community support in the regent election of Pangandaran regency in 2015, based on the amount of community support and trust in Jeje and his partner.

## **Conclusion**

Based on the result and discussion above, it can be concluded that the greatly of public support for Jeje as regent candidate in the regent election of Pangandaran regency in 2015 affected the process of political support PDIP, Golkar Party, Democratic Party and PKS against Jeje as the regent candidate in Pangandaran regency, which became Jeje's political capital in the regent election of Pangandaran Regency in 2015.

The existence of considerable community support is inseparable from political investments made by Jeje during his involvement in politics and government, through his interactions, his behavior and political actions, and his populist government programs, which tended to be favored by the Pangandaran people.

Jeje's political investment is accompanied by Jeje's branding, so that his name is known by the community as a good politician and leader, having the competence to be a regional leader, having close relations with various groups of society; and eventually the majority of communities supported and belief in Jeje as a leader in Pangandaran after Pangandaran split into a new district.

The existence of opinion research and environmental analysis carried out by independent research teams as well as by volunteer teams a few months before the selection of candidate which was carried out and supported by political parties, showed that community aspirations regarding the criteria for prospective regional leaders was more directed towards Jeje's figure. This was also supported by the results of surveys from several survey institutions that showed Jeje as a regent candidate is always having electability, popularity and capacity highest compared to other candidates.

The community's support for Jeje as the regent candidate not only affected Jeje's political capital, but also played a role in influencing the success of Jeje and his partner in winning political contestation in the regent election of Pangandaran regency in 2015.



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