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**BEHAVIOUR CHANGE COMMUNICATION (BCC) FOR MONEY POLITIC
PREVENTION IN POLITICAL CAMPAIGN STRATEGY OF WOMEN
NATIONAL PARLIAMENT CANDIDATE 2014 HJ. NINIK WAFIROH**

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ABSTRACT

After 2009 where direct electoral system started, Indonesia was one of where vote buying becomes a centre issue to be discussed during the election. The term of money politic defines as one of the political strategy in which the candidate deliver money or other material for the voters or other parties in order to support particular party or candidate. This study purposed to review on how the Behaviour Change Communication (BCC) applied for money politics prevention, which used as one of Hj. Nihayatul's political strategy in 2014. Another aims of this research is to describe its constituent's responses after BCC applied into her coverage area election of district III: Bondowoso, Situbondo and Banyuwangi, East Java Province. Descriptive qualitative used in this research, by collecting data trough interview and observation method. The research figured that Hj. Nihayatul manage the community networks and local media for mediating her campaign, besides, she also generates BCC's media such as Radio, Facebook, twitter, fan page, WA group, and website. Additionally, this research found political education strategy in order to prevent money politic succeeded to influence women cadres and women groups voter to support women leader. Nevertheless Hj. Ninik does not distribute money yet she still provides political attributes and food for them. Last, local event such as religious events, Muslim gathering considered as the successfully media to draw women voters.

Keywords : Behaviour Change Communication (BCC), women parliament candidate, money politic prevention, political campaign

1. INTRODUCTION

1.1 RESEARCH BACKGROUND

Indonesia has begins a system of direct election in 2009, it leads public's hope on the democratic system. However, facts indicates that fraud committed by a group of parties for getting power and winning the election happened in this new electoral system. A common thing as a political reality is money politics, which may occur in almost all election's level. Relate to women legislative candidates, public found doubt on the women's capability for representing public in the parliament. As public found, media exposed that women candidate often presented by artist or public figure's family (Kurniawan. W, 2014). In 2014, there was 96 money politics cases found in Jawatimur

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as delivered by Jaringan Anti Korupsi jatim last 29 April 2014 (Republika.Com, 2014). Supported by Akmal Adicahya, as Coordinator of Money Political Monitor of Malang Corruption Watch (MCW) who stated that from 12 political parties participating on the legislative election in 2014, he found that the highest money politic cases occurs on Partai Kebangkitan Bangsa (PKB). Further, MCW indicates that other parties are also detected to do money politics such as PDIP, Golkar, Demokrat, UN and PKPI. It shows that money politics common been used as a political strategy to winning votes for parliamentary position. Thus, by considering those facts above, regard to Hj. Nihayatul Wafiroh as a women candidate on the National Parliament in 2004, two research questions addressed : First, is on how Hj. Nihayatul Wafiroh, MA using BCC in money politic prevention strategy, and second is to identify the community response in the money politic prevention.

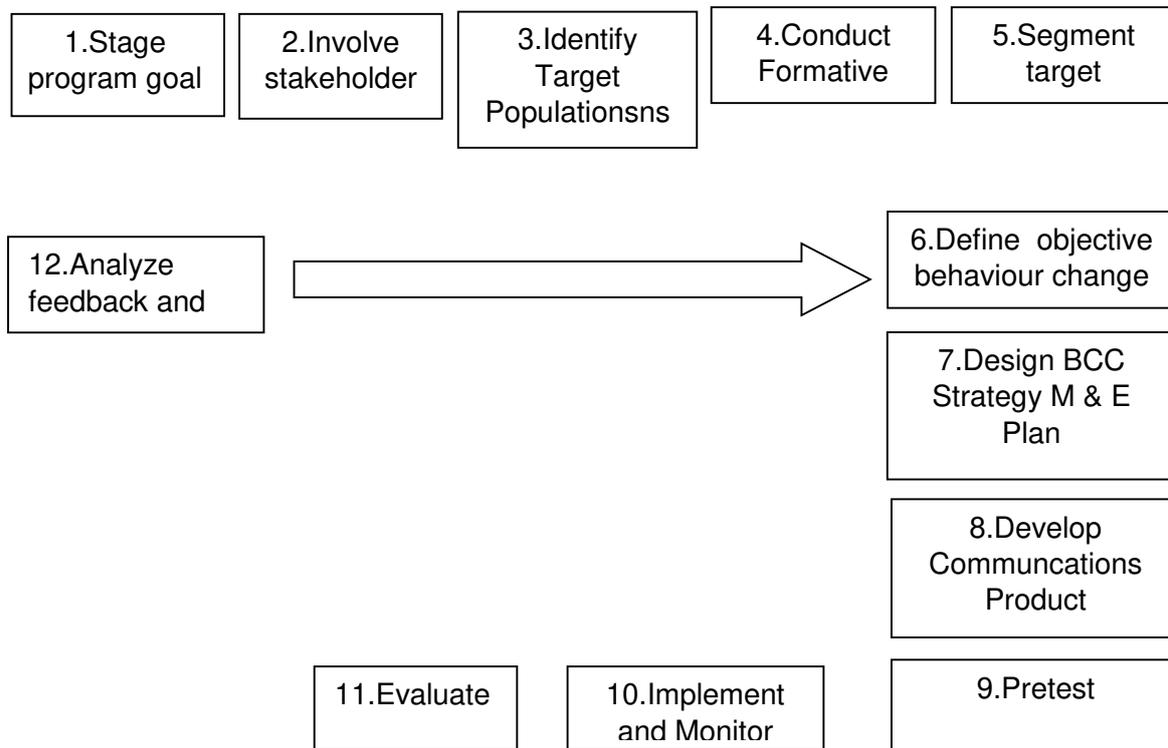
2. THEORETICAL FRAMEWORK

2.1 BEHAVIOUR CHANGE COMMUNICATION (BCC)

FHI (Family Health International) is an international NGO agency engaged in health and community empowerment defines BCC is an integrative process of communicating messages through multiple communication media to develop positive behaviors. The communication processed trough campaigns programs in order to sustain the individual, community and social behavior change, as well as to maintain appropriate behaviors (FHI, 2008:8)². In the beginning FHI developing BCC for generating a communication tools to promote HIV/AIDS prevention's program. Particularly, the tools that can be applied in all level change's agent activities, such as individual, community, and institution. The BCC provides a mechanism of behaviour's change activities as also a description to manage the target group's behavior sustainability. Below, is the following BCC's stages formulated by FHI.

² FHI, ILO, (2008), *HIV/AIDS behaviour change communication, A toolkit for the workplace*, Geneva:ILO, 2008

2.2 FIGURE.1 : STAGES IN BCC PROGRAMMING (FHI, 2008:10).



2.3 MESSAGES PRODUCTION AND BCC'S MEDIA

When tailoring messages, one should take into account the target group characteristic (Red Cross,2009:27)³. Afterward, change agent may continue to identify an appropriate media for delivering the message. Thus, BCC considered deeply media that may help accelerate the changing knowledge, attitudes and behaviours of the target's group. Regarding to an appropriate media for the social change, it should meet criteria such as *credible, available, and able to supply reliable information*, in order to gain effects that meet with program goals (Glanz et al., 2008)⁴.

2.4 TARGET ADOPTERS OF BCC

Target group in BCC so called "Target Adopters" which refer to the people group the communication project is aimed. People are reached more effectively when

³ UNHCR, (2010). *Mobile Refugee Males And HIV Vulnerability : tips and Tools for Behaviour Change Communication (BCC) Formative Assesemnet and Beyond*, p. 8

⁴ Glanz, K., B. K. Rimer, and K. Viswanath, eds. (2008). *Health behavior and health education: Theory, research, and practice. 4th ed. San Francisco: Wiley*





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information is adapted to their particular needs as well the intended behavioral change "(FHI, 2009)⁵.

2.5. POLITICAL STRATEGY AND CAMPAIGN

Schorder (2004) in Ruslan, 2005: 4)⁶ defines political strategy as a plan for ways in the process of political change through an identification of its objectives as well as the strength of the party. While Synder (2002) explain that campaigns as organized communication activities, and directly addressed to specific public groups, conducted at predetermined times to achieve goals "(Synder, S.B in Ruslan, 2005:23). Further, Ruslan (2005:24) describes the campaign of a planned communications submitted within a certain time and has determined the steps and ways of achieving these aims, both for the benefit of one party or other parties. Additionaly, there are three campaign's type according to Larson (larson, C.U in Ruslan 2005) these are *Product-Oriented Campaigns, Candidates-Oriented Campaigns, Ideological or Cause-Oriented Campaigns*. This research particularly discussing the *candidate-oriented campaigns* which aimed for influencing public's opinion. Alike Muhtadi (2008) says political campaigns is posible to be implemented within three models, namely (1) Mass Campaign; (2) Conducting dialogue in small public groups; (3) Open debate on television shows.

2.6 MONEY POLITIC

Money politic defined as the parties that provide public goods (or promise them in campaigns) and hope they will generate electoral support (Susan C. Stokes, S.C,)⁷. Meanwhile Sulistiyono (2000: 20 in Irawan.D, 2015: 1727) defines that money is one of the political capital that can be used for the means of gaining political power. Further, Irawan states the form of money politics can be money, or public facilities. The term money politic is not referred only for delivering money or other good stuff to voters, but also providing gifts to particular parties which aimed to gain support for certain candidates in winning the election (Hamidi, 2008: 49). The regulation No. 8 year 2012 , article 89 point (d), states that during the election campaign, candidate or parties is not allowed to

⁵ FHI, (2009). *Behaviour Change Communication (BCC) Handbook, Changing attitudes, changing behaviourL practical advice fro HIV prevention work and sexual helath promotion*, (AIDSCAP-FHI), 2009

⁶ Ruslan, R. (2005). *Kiat dan strategi kampanye public relations*. Jakarta: PT. RajaGrafindo Persada

⁷ Stokes, S.C, *Is vote buying undemocratic?*,Chapter 6, Yale CampusPress, Yale University, ' 117-145



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distribute money or other material in order to gain vote for the particular candidate. Further, in the article 89 addition explanation mentioned that other material refer to stuff such as T shirt, flag, hat, and other campaign attributes. (UU no. 8 tahun 2012)⁸.

3. RESEARCH METHODS

This research used qualitative research methodology, especially descriptive research by conducting a description analysis (analytical) and combining all data which figured out (symmetrical). Further, its processed by not only through the classification, but also the organization (Rachmat. J, 2005:25-26). The research using qualitative approach based on data mining in the form of respondent's opinion, which then interpreted so that create concept as research finding (Kriyantono, 2006: 58). While the research's subject is Hj. Ninik Wafiroh, as an elected national parliament candidate for the third election's area of East Java (Dapil III Jatim) in 2014 which covered area Bondowoso, Banyuwangi, and Situbondo. its data is divided into two types, firstly the primary data, which gained from in depth interview with Hj. Ninik Wafiroh. , and the second one is figured from observation on the media used by Hj. Ninik Wafiroh during her campaign.

4. RESEARCH FINDING

Hj. Nihayatul Wafiroh, born in Banyuwangi on December 15, 1979, which grew in Pesantren Darusallam's family, located at, Jajag / Blokagung, RT. 01 / RW. 02, Karangdoro, Tegalsari, Banyuwangi, East Jav. Her father named Haji Mudhofar Sul-ton, was the leader and owner of the Pesantren Darrusalam, she is a married women and has two sons. She most educated in the Islamic education until got her bachelor degree, and pursued her master degree in Asian Studies Department, University of Hawaii at Manoa, Hawaii, while currently she becomes a Ph.D candidate at Gajahmada University for Indonesian Consortium for Religious Studies.

4.1 BCC STRATEGY OF HJ. NIHAYATUL WAFIROH'S POLITICAL CAMPAIGN.

Hj. Nihayatul Wafiroh actually does not realized that what she was doing during her campaign are ways of BCC. Its become the researcher opinion to include this

⁸ UU no.8 Tahun 2012 tentang Pemilihan Umum Anggota Dewan Perwakilan Rakyat, Dewan Perwakilan Daerah, Dan Dewan Perwakilan Rakyat Daerah. 2012





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processed into the BCC program, as its fit with the BCC's stages and criteria. The descriptions of BCC in money politics prevention explain as follow.

a. Target Adopter in a political campaign without money.

It is necessary to define target groups that will be targeted for the particular behavior change in BCC. Thus, Hj. Ninik choose special groups in her democratic process in order to prevent money politics. This research found, the target groups which being exposed by her BCC programs are religious organizations, network groups in NGO activities, women's groups such as PKK, housewives, women's study groups, women's novice groups and youth organizations. While the second target group is the Pesantren's network, it is done by doing a lots of friendship or "sowan" (visiting Pesantren's leader, Ulama, Kyai).

b. Political Message Hj. Ninik

The political message that Hj.Ninik brought during her campaign is she always providing a political education related to the role of DPR-DPRD-DPD function, as well as some issues for example women's issues, policy of health services, education, maternity in public space, and emphasize the representation of regional groups. Besides, she also highlight women empowerment's matter, as she feels that women became an main issue to be taken into account in her political agenda. Moreover, because the issues concerning women today become main problem to be considered in the development agenda.

c. Campaign strategies and media

Hj. Ninik is utilizing media such as electronic media, print, social media, and local media to support her campaign. In addition, she use social media such as Fanpage, Youtube, twitter, and website, however for mass media Hj. Ninik does not advertise campaigns instead of writing articles. Besides, she conducted face to face strategy meet directly the constituents who are mostly women's groups. Relate to the direct campaign, Hj. Ninik decided to provide political cadres to help, which commonly called as volunteers. This volunteer in the end become the BCC's change agent. The volunteers team is spokesman in order to convey her political messages towards the voters. Its team is dividing into two rings namely Ring I for Banyuwangi area and Ring II for Situbondo and Bondowoso. The volunteer should fit with its requirements such as Public Speaking ability, strong willingness, honest, and commit for not getting the money from Hj. Ninik. As a result, Hj. Ninik found that most volunteer came from women group, as



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she then more focused on women groups voters rather than man. Likewise, in the Dapil III area, its culture still debating about women leader, thus for her its more easy for getting women voters to support her in the election.

4.2 Cadre's Reaction On The Use Of Money Politic Prevention strategy.

In the beginning, deciding for taking no money politic prevention on her political strategy led some problems for the volunteer. As it becomes a custom and culture in the election event, as a result some cadres reject to support Hj.Ninik. They said that , it would be difficult for them to convey the voters as she has compete with other candidates while they are might be using money for winning support. This reaction followed up by Hj. Ninik by assure her cadres that she would not use money in this election, since in the end if she won the election, she afraid during her duty period she is going to take back her money which already spent in the election. Thus, she more strengthens her political message such as her intellectual ability, network, organization and concern. Finally, after initially the cadre refused and doubted the winner Hj. Ninik without "vote buying", in the end they believe that support Hj. Ninik sort of a social investment to choose a qualified leader to be their representatives. The BCC on money politic prevention found succeed to persuade women groups to support Hj. Ninik.

5. CONCLUSION

Behaviour Change Communication (BCC) that Hj. Ninik Wafiroh brings is money politic prevention as her political strategy campaign. Nevertheless, in the beginning it is resulting rejection from the political cadres, as they doubt that the voters are not willing to support her. As the vote buying already became a culture in the election event. However, by consistently provide political education in her campaign's message in the end it shows acceptable by women groups voters. As a result, cadres turn to trust Hj. Ninik and decide to continue influence the target groups for winning the election. Regards to BCC Tools, strategy face to face is more significant in finding support compared to other media such as social media, new media, and mass media specifically in the rural and sub urban area. Moreover, the function of volunteers as a change agent is success in order to persuade women peer groups for giving their support. Nevertheless, despite she convinces that she does not deliver money in her campaign, in fact Hj. Ninik says still provides political attributes and other resources to support the volunteer teams for mobilizing women voters.



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