

The Role of Relawan Jabar Juara in Succeeding Ridwan Kamil-UU Ruzhanul Ulum in 2018 West Java Governor Election

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ABSTRACT

Relawan Jabar Juara is a volunteer organization that supporting Ridwan Kamil - Uu Ruzhanul Ulum pair at 2018 West Java Governor Election. This research will explain what is Relawan Jabar Juara's role in supporting Ridwan Kamil - Uu Ruzhanul Ulum pair in campaign period using political campaign concept. In this research, researcher use qualitative approach method and descriptive analysis method for describing Relawan Jabar Juara's role using political campaign concept. Researcher use interview, observation and literature study for collecting data. The result of this research is volunteer's support is very important in Ridwan Kamil - Uu Ruzhanul Ulum win in 2018 regional election, it is all because Relawan Jabar Juara received campaign rule guidebook and insight book about candidate's distinctive feature from the results of analysis by candidate's official supporter team. Second, Relawan Jabar Juara given voted target to be achieved from early survey to make their candidate win. Third, Relawan Jabar Juara appointed to get vote from younger voter. Fourth, Relawan Jabar Juara create campaign message creatively to be delivered to the target. Fifth, campaign message delivered by online and offline. Last, Relawan Jabar Juara actively doing campaign. Relawan Jabar Juara own 62 node spread in West Java.

Keywords: *volunteer, political campaign, West Java Governor Election.*

Background

Indonesia held the Local Leaders Election (Pilkada) simultaneously for the third time in June 2018. Previously, this Simultaneous Regional election was first conducted in December 2015 and held again in February 2017. 171 regions will follow simultaneous Regional Elections in June 2018, and it consists of 17 provinces, 39 cities, and 115 regencies. Provinces that hold Local Leaders Election include West Java, Central Java, East Java and Bali (detik.com, 2017).

In West Java (Jabar), the issue of Governor Election (Pilgub) is appealing enough compared to DKI Jakarta's Governor Election in 2017. West Java has the most significant number of voters in Indonesia, 35 million votes. That is the attraction of West Java's Governor Election. That is almost 20 percent of total voters in Indonesia, and the location of West Java is close to the Capital then it can be said that West Java is supporting the Capital, so the stability of West Java can affect the conduciveness of Jakarta (kompas.com, 2017)

This study is about Relawan Jabar Juara, a volunteer organisation that supported Ridwan Kamil to become Governor of West Java in the 2018 Governor Election. In this study, the author will use the volunteerism concept and the concept of a political campaign that can explain the campaign conducted by Relawan Jabar Juara to support Ridwan Kamil in the 2018 Governor Election. This research tries to find out, describe and analyse Relawan Jabar Juara in conducting campaigns to support Ridwan Kamil.

Volunteer groups become an interesting topic to be researched because the author looks back several times the emergence of organisations or groups of volunteers to support one of the candidates in every general election conducted in Indonesia. Besides, the emergence of volunteers can replace the party machine, which before 2014 was very instrumental in mobilising the masses. The volunteer movement emerged as a form of disappointment over the outcome of the 2014 Indonesian Legislative Elections, and there was a massive case of money politics. This bad portrait is what, in the end, make the volunteer movement voluntarily participate in political campaigns by donating their time, energy and money to support the campaign of one of the candidates (indoprogess, 2014).

The author attracted in choosing Relawan Jabar Juara in the focus of this study compared to other volunteers in the 2018 West Java Election, such as Relawan HASANAH who supported TB Hasanudin-Anton Charliyan candidate, Relawan Sudrajat-Syaiku (RSS), and Relawan Dedy-Dedi, because Relawan Jabar Juara declared on November 12, 2017, before Ridwan Kamil officially registered as a governor candidate. Relawan Jabar Juara is a combination of volunteer groups from volunteer nodes spread across 27 cities/regencies in West Java. The volunteer nodes included: Barka, Barmil, Fostarika, Jabarkabakti, Jakamuda, RKJBR, SGP Center, TrendRK, Madrid, Srikandi Barka, and CWC (tribunnews, 2017).

In addition to the party that brought Ridwan Kamil to be the Candidate for West Java, Ridwan Kamil has volunteers from non-parties who fully support Ridwan Kamil in the West Java Governor Election called Relawan Jabar Juara. This volunteer group was not formed as a form of public distrust of political parties, and this volunteer was created to help political parties socialising Ridwan Kamil. The presence of volunteers indirectly adds to the unique attraction of an event in the West Java Governor Election (kompas.com, 2017).

The first task of the newly formed Relawan Jabar Juara Is promoting Ridwan Kamil to the public through social media such as Twitter. This account is managed by volunteer node @rkjabarjuara, who massively promotes Ridwan Kamil through programs that have been carried out during his time as Mayor and provide information on the activities carried out by Ridwan Kamil at this time.

Besides that, target of Relawan Jabar Juara is to find 150,000 witnesses who will be on duty at the time of the vote. Relawan Jabar Juara held recruitment of volunteers. It is divided into three parts, first openly in crowded places, second online, and third from the nodes that have been formed into volunteers. With this many witnesses on duty, Relawan Jabar Juara needed a considerable amount of money, where this fund is needed to pay for witness services around 6 billion rupiahs. In order to fulfil such a large fund, Relawan Jabar Juara created a fundraising program called Udunan Warga. Udunan Warga involves people by collecting funds that come from the people themselves. This fundraiser is not in the shape of cash. However, an online-based system is created that can be accessed on www.jabarjuara.id website. This online system was created to give people transparency about incoming donations. So it is easier for people who can only make donations through transfer or credit cards, and donations are limited from the lowest Rp.10.000 to the highest Rp.750.000.000. This

is done under applicable law, and the community can actively participate in the West Java Election (kompas.com, 2017)

The presence of volunteers legally has not been accommodated, which makes the emergence of political volunteers as an organisationless organisation (OTB) (Arianto, 2014). Because the presence of these volunteers is connected with the winning team through a fabled and non-binding structure that can contribute to the winner of candidates for the general election. Marcin Welecki mentioned that political volunteers could be referred to as the third party which organisation can influence the outcome of the general election. However, he is not the participant or political party of the general election participants (youthproactive, 2016).

From a political science perspective, political volunteer organisations are part of the group's political participation. This is in line with what Herbert McCloky said political participation is the voluntary activities of citizens through which they take part in electing the ruler. Directly or indirectly, in the process of policy formation, the volunteer organisation can be said to be one of the parts that can be influential in Local Leaders Election or General Election and party functions because it has a role that can increase political power-raising for the government. Candidates he supports. Volunteer groups can become a forum for community aspirations in politics so that volunteer groups increase public participation in the political process (Budiarjo, 2010).

Literature Review

The first previous research was written by Annisa Istianingsih (2017) titled "Proses Terbentuknya Kelompok Relawan dalam Pemilihan Kepala Daerah Studi Kasus Teman Ahok Pada Pilgub DKI Jakarta 2017". This study describes how forming a group of volunteers called Teman Ahok uses the concept of a new social movement. The difference in this study with the researchers studied was a different object. The research conducted by Annisa studied about Teman Ahok volunteer group. In contrast, the research that the researcher studied was Relawan Jabar Juara, and the theory used also has a difference if Annisa's research focuses on the process of forming a group of volunteers using the concept of new social movements then in the research that researchers review focuses on campaign strategies conducted by volunteer organisations.

There is also a journal entitled Phenomenon of Political Volunteers in Presidential Contestation 2014 by Bambang Arianto (2014). The journal discusses how the presence of political volunteers coloured the 2014 presidential contestation as a manifestation of the increasing active participation of citizens in substantial democracies. The result of the study is if the strengthening of political volunteers in the form of non-formal participatory forums becomes the best alternative to maintain the good name of the populist Jokowi government. Volunteer positions can be part of a critical, rational citizenship movement and a democratic supplement to expanding engagement.

The leading theory used to write this research is:

1. Volunteer

Volunteerism is a form of volunteering, which is ongoing, planned, behaviour that improves the well-being of others, offers no financial compensation, and usually occurs in an organisational context. According to (Arianto, 2014), the emergence of political volunteers is a sign of the strengthening of participatory democracy. That is a democracy that provides a broad opportunity for public participation by focusing on various social problems in the public sphere. Further explained, the role of political volunteers can be a significant pillar of the institutionalisation of democracy. In various ways, political volunteers often move without coordination and structure but can move independently to support the candidate of their choice. It is unwittingly that political volunteers have been able to build an institutionalisation of participatory culture, and volunteers have proven to increase public participation. (Clary, et al., 1998)

Increasing symptoms of public participation since the presence of political volunteers may mark a new scheme of increased public participation that is essentially part of public participation. Charles Andrian dan James Smith (Marijan, 2010) grouped three participations. First, participation is more passive. Participation is seen from a person's political involvement, such as the extent to which the person sees politics as necessary, has an interest in politics, and often discusses political issues with friends, second is more active participation, the extent to which the person is involved in the organisations or voluntary association, such as religious groups, sports, environmentalists, professional organisations, and labour organisations. The third is participating in protest activities, such as signing petitions, boycotting, and demonstrating. However, in the democratic system as embraced in Indonesia, explaining the participation of the public or the public is more viewed to the extent to which the public participates in each General Election or Local leaders election (Pilkada) (Arianto, 2014).

2. Campaign Planning

According to O'Day in his journal titled Political Campaign Planning Manual, there are three kinds of campaigns with the lowest chances to win the General Election. The first is that campaigns lack persuasive messages to convey to potential voters, and campaigns tend not to have a clear idea of which voters to invite. The second point, the campaign must be concise. Campaigns not only contain persuasive messages to invite voters to choose the candidate to be directed. However, the campaign must also be logical and have a long-term plan related to what the candidate will do if elected later. The third is that the campaign must have a clear message. A clear idea of candidates to convince voters and a detailed plan of what to do from the implementation of the campaign on the first day of Election Day (O'Day, 2003).

There are two ways to determine potential voters, namely geographic targeting. This targeting divides voters based on the place of origin of the voter, where usually the place of origin of the candidate concerned has a lot of potential voters. Furthermore, demographic targeting divides voters into different groups based on

age, gender, income, education level, occupation, ethnicity, and other groups (O'Day, 2003).

Method

To analyse raised issues in the journal titled "The Role of Relawan Jabar Juara in Succeeding Ridwan Kamil-UU Ruzhanul Ulum in 2018 West Java Governor Election" Using the qualitative method. Limitations of researchers in determining informants because then to facilitate this research conducted, researchers use *snowball technique*. *Snowball techniques* are used to determine informants based on instructions from previous informants. The data collection techniques used are with primary and secondary data sources. Primary data is obtained by observation and interview, while secondary data is obtained through data that has been in journals, books, articles, and other literature, both obtained online and offline.

Result and Discussion

Relawan Jabar Juara was a popular volunteer movement during the West Java Governor Election. This group became one of the elements that had a hand in campaigning for Ridwan Kamil – Ruzhanul Ulum (Uu) to the people of West Java. Ridwan Kamil-Uu managed to maximise the presence of volunteers in scooping votes in the 2018 West Java Governor Election with 7.226.254 votes or 32,88 percent of the valid ballots entered. The emergence of the Relawan Jabar Juara group According to Alfi as vice chairman of the winning team, Ridwan Kamil-Uu came from an early support group such as family and colleagues who had previously been Ridwan Kamil's successful team when following Bandung Mayor Election in 2013. Relawan Jabar Juara was declared directly by Ridwan Kamil on November 12, 2017. Relawan Jabar Juara is a nonpartisan group formed because they see Ridwan Kamil as a young leader with integrity and innovation.

According to (O'Day, 2003), a nonpartisan group is a group that can be affiliated with any political party or unaffiliated to any party. This is also done by Relawan Jabar Juara, where any party is not affiliated at the beginning of the formation of this volunteer. However, Ridwan Kamil, supported by 4 parties, then volunteers work with all supporting parties to win Ridwan Kamil as governor. The emergence of West Java Champion Volunteers is in harmony with what is said (Alam, Arditama, & Seftyono, 2017) that volunteers move voluntarily and want to participate because they see a good figure and a good track record.

Relawan Jabar Juara is a medium of volunteer nodes and communities that support RK. The knots of volunteers and communities that support the RK-UU are overwhelming. There are 62 groups of volunteers from various communities divided according to what is stated (Suaedy, 2014) that volunteers have various religious affiliations, ethnicities, social classes, professions, hobbies, origins and education. Some are from political parties or friends of party activists who have put aside their party identity. In contrast, others have no affiliation with the political party or initially sympathise with a pair of other candidates before moving on.

The working areas of the volunteers are also different, determined either by geographic region, a segment of society, or the virtual/real world.

One of the roles carried out by Relawan Jabar Juara is to conduct research or research. In the stage of conducting research conducted by the advocacy team, which is one of the units part of the winning team of Ridwan Kamil-Uu, analysing the campaign rules referring to Law No. 1 of 2015, Law No. 10 of 2016, Law number 7 of 2017, and Law No.8 of 2018. The advocacy team created a campaign guidebook to serve as a guideline in conducting campaigns from these references. This book contains 6 points of campaign guidance points: campaign methods, campaign bans and sanctions, rights and obligations of campaign organisers, election organisers, and advocacy team complaints.

Following the statement stated by O'Day that the initial stage in making campaign planning is to research the election rules themselves. Research in election rules in looking at campaign rules is vital. Campaign candidates and volunteers know the rules of the campaign and can avoid violations because of mistakes made during the campaign. In addition, volunteers can find out the errors of other candidates during the campaign in order to be reported to the General Elections Commission (O'Day, 2003)

Furthermore, the winning team researched the advantages and disadvantages of candidates. Because Ridwan Kamil was the Mayor of Bandung at that time, the winning team focused more on his advantages and tried to cover his weaknesses and not pay too much attention to the advantages and weaknesses of prospective opponents. The winning team significantly utilised the results of the work done by Ridwan Kamil when he became Mayor, and this work is the principal Capital of Ridwan Kamil's advantage. The results of this research are made into a book to make it easier for volunteers and campaign teams to add insight into the advantages of supported candidates.

Besides using surveys in determining the target vote, a winning team can identify by answering questions, such as the number of residents who have the right to vote, the overall population, the estimated population who uses their voting rights, the estimated number of votes needed to win, and the number of the Head of Family assuming each Head of Family has 2 suffrage. To answer questions about the number of residents, the winning team can use the list of Final Voter List issued by the General Elections Commission. For the number of family heads themselves, the winning team can take advantage of the Central Bureau of Statistics data. Furthermore, to find out the estimated number of voters who will use their voting rights can be seen from the evaluation of previous General Elections. This target is determined in the planning so that the winning team can determine what to do next (O'Day, 2003).

Saan expressed Ridwan Kamil-Uu's partner in determining the target voters as the winning chairman of the Ridwan Kamil-Uu pair explained in a media that maps the target of voters based on demographics and geography. For example, PKB and PPP, which have a solid pesantren base in the South part of West Java, strengthen the region. Then the Nasdem Party and Hanura Party are strong in urban areas can work on segments that have not been worked

on, such as in the Pantura region. Volunteers can make the millennial and urban generations work.

Next, what we do is build a campaign message. In conducting a campaign, Relawan Jabar Juara does it creatively or is called a creative campaign. However, it must be admitted, according to Arianto, that in the political science literature, the term creative campaign still feels foreign because the type of campaign we know so far there are three; Positive campaigns, negative campaigns, and black campaigns. A creative campaign is a positive campaign that promotes creativity, unlike conventional campaigns. Creative campaigns have the diction and selection of attractive, flexible, easy to understand, witty and not dull by displaying fascinating visualisations and creativity. Creative campaigns emerged as an antidote to negative and black campaign attacks. In addition, creative campaigns arise partly from the winning strategy of the campaign to look different from the driving force that comes from political volunteers (Arianto, 2015).

In making creative campaign messages, volunteers are given freedom as long as they are still in a context that does not violate the rules of the General Elections Commission. One of them is where this volunteer created a logo as the identity of the group of supporters of Ridwan Kamil-UU in the form of a dynamic and harmonious circle that means coolness at every step in spreading the benefits of goodness. A sincere, sincere gesture opens up a space of togetherness. In addition to visual design, videos and music made by Relawan Jabar Juara also create a game application. The game RK GO (Ridwan Kamil Go) brings out characters who wear suits, wear eyeglasses, and use peci resembling his stature like Ridwan Kamil (jabarjuara, 2018).

Volunteering in campaigning either online or offline is a form that is trying to be maximised by volunteers and campaign teams because these two media have different voter characters where online media is a channel that cannot be separated from the lives of young voters, who number almost 11 million people or about 30 percent of the total 31.733.133 final voter lists (DPT) in West Java. At the same time, offline media is used to maximise the movement of volunteers to capture other sectors of the voter sector directly or face to face with the public.

The implementation of the campaign is the last step by maximising the role of the candidate concerned, the chairman of the campaign team, and others involved with the implementation of the campaign (O'Day, 2003). Candidates are at the heart of the campaign, and the winning team is the brains. To carry out the winning team's strategy, the winning team divides the campaign tasks into candidates, supporting parties, and volunteers who join. The division of tasks controlled by the winning team is a form to streamline time and work because of the relatively short campaign time.

Ridwan Kamil, who is one of the candidates, works well to maximise the role of the campaign. This is evidenced by during the campaign, Ridwan Kamil actively made visits to various regions in West Java. In addition to coming face to face with voters face to face,

Ridwan Kamil also tried to maximise his popularity by utilising his social media has more than 13 million followers on Instagram, 3.2 million followers on Twitter and 3.4 million followers on Facebook that can make it easier to convey campaign messages to target voters.

Ridwan Kamil, who is not a cadre of any party, greatly maximises the role of volunteers, as evidenced by the existence of 62 knots of volunteers who helped him during the campaign. The role of volunteers is very effective in spreading the campaign's message. In addition, the number of nodes and individual volunteers who joined in addition to seeing figures there are other factors following what is explained by O'Day where these volunteers are loyal to the evidence when Ridwan Kamil was attacked by the issue as a Syiah and accused of removing 300 IMB non-Muslim houses of worship when he became Mayor of Bandung and accused as an LGBT defender. However, the volunteers remained loyal to Ridwan Kamil by refuting the stigma that attacked Ridwan Kamil. Volunteers feel confident that the changes made by Ridwan Kamil have the same interests, even some volunteers are looking for recognition (self-recognition) and most importantly that volunteers join because of the need to be recognised (O'Day, 2003)

The expertise of Relawan Jabar Juara in embracing the masses is because they can move dynamically and informally. As explained (Alam, Arditama, & Seftyono, 2017), volunteerism can reach sectors that cannot be reached by political parties such as floating masses, novice voters, and voters driving the creative economy. It also emerged as a non-elitist, independently empowered, massively mobile and dynamic political movement. In addition, West Java which has a large area with volunteers can help spread the campaign message because this Champion West Java Volunteer has members scattered in each sub-district and moves voluntarily.

Conclusion

The conclusion that can be drawn from this study is that the role of Volunteers is crucial in supporting the victory of Ridwan Kamil-Uu (Clary, et al., 1998) in the 2018 West Java Local Leaders Election this is because Relawan Jabar Juara has carried out the following roles:

- 1) At the stage of researching campaign planning, the winning team analyses the General Elections Commission regulations on the implementation of the campaign. As a result, the winning team created a guidebook of campaign rules that became a guideline for campaign teams and volunteers. The winning team also analysed the advantages and disadvantages of candidates whose results were made in a book to add insight to the campaign team and volunteers.
- 2) On managing the goal of the winning team to survey the public to see the electability of Ridwan Kamil at that time and make a target of votes that Ridwan Kamil must collect for the winner in the 2017 Governor Election.

- 3) When determining the target voter, the winning team divides into several strategic groups where there are millennial groups or young voters who are one of the targets to reap the votes assigned to volunteers.
- 4) In building a message, volunteers create creative forms such as videos, music, memes, comics and games. The campaign's content is entertaining side by side with the figures and advantages of Ridwan Kamil in every message made.
- 5) Furthermore, volunteers use online and offline methods to build relationships with voters. In online methods, volunteers utilise social media such as Facebook, Twitter, Instagram and the website to socialise the campaign messages created. In addition, the offline method carried out by volunteers is to convey the campaign message directly face-to-face by distributing brochures, putting up banners, doing door to door, creating events such as free shaving and making avatar cars used to socialise Ridwan Kamil.
- 6) On the implementation of the campaign itself, in addition to Ridwan Kamil, who has high popularity on social media and conducts live campaigns. Relawan Jabar Juara themselves, at the time of the implementation of the campaign, are loyal and play an active role to convey the messages made and socialising Ridwan Kamil directly. In addition, Ridwan Kamil greatly maximises the role of volunteers with many volunteer nodes as many as 62 nodes.

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