

Academic Degrees And Political Image (Case Study: Nurdin Abdullah's Winning Strategy In The 2018 South Sulawesi Governor Election)

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Abstract. This research is a review of the literature on the use of having a college degree to enhance one's political standing and affect voting behavior. This study concluded that Nurdin was successful in influencing voters' psychological make-up. His performance during his two stints as the ruler of Bantaeng Regency helped numerous media sources establish his reputation as a transformative figure (Cangara et al., 2015). After that, the image receives unique identity. Later, Nurdin Abdullah's success was associated with his position as a professor in academia. This is social capital, according to Pierre Bourdieu (1986), which may also include intangible items like ownership of works of art, educational institutions, and linguistic traditions, where social capital may have symbolic value and can be exchanged for it. 2012 (Pantouw). For instance, it is possible to deduce from Professor Nurdin Abdullah's symbol that the candidate is credible and has the capacity to be a leader. Unquestionably, this form of meaning has been significantly influenced by educational institutions that have established their credibility in evaluating a person's capacity for achievement. (Buchari, 2014: 22).

Keywords: political image; political capital; academic degree

1 Introduction

As a country that upholds the rule of law (rechstat), Indonesia has consequences, namely the existence of the rule of law. This means that the state needs to provide legal certainty (the legality principle) to its citizens. The implementation of democracy in Indonesia is actually inseparable from the principle of the rule of law, where people's sovereignty is the basis of life in the nation and state.

The conduct of direct general elections is one example of democracy in Indonesia. The 1945 Constitution's Article 22 E paragraph (1), which requires holding elections with high standards and the broadest possible public participation based on the democratic principles of direct, public, free, secret, honest, and fair, serves as the legal foundation for their implementation. a legal invitation [1].

A general election is an arena that gives space for the people to make their choice. This can be interpreted as a channel for channeling people's social and political rights. Meanwhile, elections are an event that accommodates potential political candidates who match power [2]. Indonesia has held four direct general elections (legislative and presidential) since the reform era, in which the determinants of voter behavior in Indonesia have been determined from psychological factors and political economy (rational elections) [3].

Locally, though, partisan loyalty—a long-established affinity to political parties—is more of a deciding factor for voters. For instance, political party preferences played a significant role

in the success of the duo Syahrul Yasin Limpo-Agus Arifin Nu'mang in the 2013 election for South Sulawesi's governor. Despite the fact that 80% of Golkar voters back this slate of candidates [4].

In addition to issues of party allegiance, the short-term strength created by a candidate's popularity in particular situations has a significant impact on voter behavior. For instance, political party preferences had nothing to do with Nurdin's victory in the South Sulawesi gubernatorial election in 2018. Almost all polling organizations believe that the public selects a candidate based on the personal brand that individual has developed [4]. where the candidate's track record while leading Bantaeng Regency for two terms became the most influential factor in the candidate's victory [5].

The image is then completed by assuming a certain identity. The success of Nurdin Abdullah was then attributed to his position as a professor, which was an academic title.

Professor, or "Prof," is a legal identity introduced by an educational institution that seeks to give people confidence in how credible a person who has passed this level is. so that it can be considered worthy of being a role model, community leader, or even political leader [6]. In Indonesia, the use of this kind of identity has never happened. Where did people put their trust in Habibe, whose background was "technocrat"?

This study seeks to analyze how the ownership of an academic degree as a political image can influence voter behavior.

2 Methods

The same preparation goes into research with a literature study as it does for other types of research, but the sources and techniques of data gathering are reading, taking notes while you read, and processing research materials.

The sources in question are literature that is directly related to the theme of voting behavior, political behavior, political imagery, and social capital (education) as an important factor in the ownership of a candidate.

3 Results and Discussion

3.1 Voter behavior in South Sulawesi

In analyzing voting behavior, there are three approaches that can be used, namely sociological, psychological, and rational choice approaches [7][8].

The sociological approach demonstrates that a person's political behavior is influenced by the sociological ideals that are associated to them. Religion, ethnicity, education, place of residence (rural or urban), occupation, gender, age, etc. are the fundamental sociological study tools [3].

This approach can be used to describe Syahrul Yasin Limpo's victory in the 2013 South Sulawesi Governor election. With a Bugis-Makassar ethnic background, Syahrul Yasin Limpo has a voice in areas where the majority are inhabited by Bugis-Makassar ethnicity, such as the southern region. And at that time, Syahrul Yasin Limpo also served as Chairman of the DPD (DPD) for the South Sulawesi Golkar Party. where the majority (80%) of Golkar voters chose to support it [4].

The premise is straightforward if the presumption is that people's rational choices are heavily influenced by self-interest based on maximizing benefits. This approach departs from economic theory (Mujani et al., 2012), which seeks to explain voting behavior related to political-economic parameters.

A study shows that the behavior of millennial voters in the 2018 South Sulawesi gubernatorial election in the city of Makassar tends to determine their rational choices, taking into account the performance and work programs offered. With the intention of bridging the interests of the community with the candidates they use and achieving a democratic process that is more honest, fair, and transparent [9].

Then, this psychological approach recognizes the existence of a psychological attachment or drive that forms a person's political orientation. The psychological bond is caused by a feeling of closeness to the party or candidate. Individual perceptions and judgments of candidates or the themes raised (short-term influence) greatly influence election choices [10].

Development built Nurdin Abdullah's positive image before and during the South Sulawesi gubernatorial election campaign in 2018, which contributed greatly to his victory. Nurdin is believed to have been successful in swaying voters' psyche because of a strong communication strategy. His reputation as a transformative character had previously been developed by numerous media stories regarding his record as the two periods he served as the ruler of Bantaeng Regency [5].

3.2 Academic degrees as political capital

Economic capital, cultural capital, and social capital are the three types of capital that Pierre Bourdieu (1986) distinguished in his book *The Forms of Capital*. According to him, the term "capital" has a very broad definition that encompasses both tangible assets and cultural capital, which might include the rights to various artistic, educational, and linguistic expressions.

In the political context, capital can be interpreted as the foundation for an actor's dominance over another actor. For instance, consider the Yasin Limpo family's ownership of family wealth, which comes in the form of a bureaucratic legacy and a mass-based inheritance. [11].

However, social capital can also be in the form of symbolic forms that apply in society and can be exchanged for a certain meaning [12]. For instance, in Nurdin Abdullah, the professor symbol can be modified to indicate that the candidate has the authority and ability to lead. Educational institutions that have achieved credibility in determining a level of eligibility for the capacity of a person who has taken it undoubtedly have a significant influence on this type of meaning.

Professor, or "Prof," is a legitimate identity that is introduced by an educational institution that seeks to give the public confidence about how credible people who have passed this level are. so that it can be considered worthy of being a role model, community leader, or even political leader [6][7].

4 Conclusion

In analyzing voting behavior, there are three approaches that can be used, namely sociological, rational choice, and psychological. Using a psychological approach, Nurdin

Abdullah's victory in the 2018 South Sulawesi gubernatorial election and his accomplishments in improving public perception after becoming Bantaeng Regent are seen as having been successful in swaying voters' psyche. His reputation as a transformative character had previously been developed by numerous media accounts of his record as the two-term ruler of Bantaeng Regency. The image is then completed by assuming a certain identity. The success of Nurdin Abdullah was then attributed to his position as a professor, which was an academic title.

This is social capital, which, according to Pierre Bourdieu (1986), can include non-material things such as ownership of art, education, and forms of language. For instance, in Nurdin Abdullah, the professor sign can be substituted with the idea that the candidate has the authority and potential to be a leader. Educational institutions that have achieved credibility in determining a level of eligibility for the capacity of a person who has taken it undoubtedly have a significant influence on this type of meaning.

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