

The Impact of Political Identity on Candidate Electability in Village Head Elections

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ABSTRACT - This study examines the partial and simultaneous impact of Identity Politics on the Electability of Village Head Candidates in Layoa Village, Gantarang Keke District, Bantaeng Regency. The research used a quantitative approach with descriptive research type. The sampling technique used was saturated sampling with the use of Likert scale instruments, and the data were analyzed using descriptive statistical techniques and simple regression analysis with the help of SPSS software version 26. The results showed that partially, the legitimacy identity indicator (X1) had an impact of 49.9%, resistance identity (X2) of 64.2%, and project identity (X3) had an impact of 66.2% on the electability of Village Head Candidates. The impact is measured through simple regression for each identity indicator. Simultaneously, Political Identity significantly affects the electability of Village Head Candidates, as indicated by the Fcount value of 916.773 with a significance level of 0.000, smaller than 0.05. The magnitude of the variable's impact is measured by the R Square value of 0.908, which means that 90.8% of the variation in electability can be explained by the Identity Politics variable. The remaining 9.2% is attributable to other factors not examined in this study.

Keywords: Identity Politics; Electability; Village Head Election

Introduction

Villages have been officially recognized as democratic entities with autonomous powers to govern themselves in accordance with the wishes and needs formulated by their own citizens (Antlöv, 2003; Bulmer, 2023; Magnaghi, 2005). Among scholars, there are two poles of opinion on this matter. On the one hand, it is said that the organization of the village government, including the process of selecting its leadership through Pilkades, is not a form of democracy, while on the other hand, it is said that the village government with its leadership selection process is a real form of direct democracy and is even referred to as pure democracy (Widjaja, 2008). In every village head election or competition in the struggle for a certain position, what is expected of the competing candidates is victory. In relation to village head elections, the support or participation of the community to vote for one of the candidates is very important (Natakusuma, 2015). However, Pilkades has changed in accordance with the times. Pilkades that used to be conducted through deliberation and consensus in the current context are conducted through direct elections in which every citizen in the village has the right to vote as regulated by legislation (Sajangbati, 2015).

According to (Sitepu, 2012), from the beginning to the latest developments, there are at least 5 (five) views on politics. First, politics is the efforts taken by citizens to bring about and realize the "common good". Second, politics is all matters related to the "administration of the State and government". Third, politics is as all activities directed at "seeking and maintaining". Fourth, politics is an activity related to the "formulation and implementation of public policy". Fifth, politics is a "conflict" in order to seek and maintain resources that are considered important.

Pilkades conducted through the one man one vote system has implications not only for the loss of the consensus process to determine the village head but also encourages the village head election process to become a tool for power struggle, so that village head candidates will use various resources they have to win the constellation of village head elections. One of the resources used is the political identity they have, the village head candidates will utilize identity politics to mobilize community votes in order to gain support and increase their electability.

Electability can be applied to goods, services or people, bodies or parties. Electability is often discussed in the run-up to general elections (Alva Beriansyah, 2023; Virananda et al., 2021). The electability of a village head candidate means the level of electability of the village head candidate in the public. High candidate electability means that the candidate has high electability. To increase electability, the object of electability must meet the criteria of electability and also be popular (Jasmariyadi, 2011). The terms popularity and electability in society are often equated, even though they have different meanings and connotations even though they have a great closeness and correlation. Popularity has more to do with being known by someone, either in a positive or negative sense. Electability, on the other hand, means the willingness of people to vote for a particular position. This means that electability is related to the type of position to be achieved (Hapsari, 2010).

The interpretation that identity politics is a source and means of politics in the struggle for political power is very possible and increasingly prominent in everyday political practice (Chairiyah, 2020; Grossman & Helpman, 2021; Noury & Roland, 2020). Therefore, scientists who are engaged in the discourse of identity politics are trying their best to try to reinterpret it in a very simple and more operational logic (Haboddin, 2015). Identity politics is politics whose main focus of study and problems concerns differences based on physical body assumptions, ethnicity politics or primordialism, and religious, belief, or language conflicts (Maarif, 2012). Identity politics is individual participation in social life that is more determined by one's culture and psychology. Identity is a process of basic construction of the culture and psychoculture of an individual that gives meaning and purpose to the life of that individual, because identity is formed from a process of internal dialog and interaction (Firdaus, 2020).

The use of identity politics in the Pilkades is in line with the empirical conditions in Layoa Village. Based on the results of previous research by Herdiana (2019) there are at least 3 (three) reasons why village head candidates use identity politics, namely: First, the development of rural communities where many villages have been inhabited by heterogeneity of the community, be it the background of descent, culture, work and so on. This encourages candidates for village heads to construct identity politics, which aims to find commonalities with the majority of the community as well as map the direction of political support to portray people who have the potential to support or reject them. Second, there is competition between fellow candidates for village heads so that they must bring up an element of differentiation between one candidate for village head and another candidate for village head. One of the ways to provide distinction is by using identity politics so that people have clear political preferences regarding the village head candidates they will choose. Third, the use of identity politics is not only intended as branding of village head candidates in the community, but also as part of the formation of the vision and mission of the village head, which if elected will be used as a village development program for the next 6 (six) years.

Layoa Village is one of the villages in Gantarangkeke District, Bantaeng Regency, South Sulawesi which still strongly holds the values of its noble lineage to this day. The traditional values of nobility are clearly visible in some Layoa village people who have the title Andi or Karaeng and show greater respect for those with the title Karaeng. Most of the people with the title of Karaeng

have made many contributions to the Layoa village community, namely by providing capital to the community and land which is dominated by the Karaeng, which was later formed into the current Layoa village. With so many contributions, in every village head election, the candidates and elected village heads are dominated by the nobility or Karaeng alone. The first head of Layoa village after it was officially formed as Layoa village in 1992 was M.Saing S who was appointed directly by the regent of Bantaeng, M.Saing S served as head of Layoa village for 3 (three) years.

Village head elections in Layoa have taken place 4 times since the democratic system began. The first village head election in Layoa was held in 1995, the first village head election (Pilkades) directly elected by the people and with a term of office of 8 (eight) years was held in Layoa village with 2 village head candidates (2). Two people, namely M. Saing S and Andi Kamaluddin, who were later won by Andi Kamaluddin, after being inaugurated as village head, Andi Kamaluddin only served for approximately 2 (two) months because he died and was replaced by Andi Nurhayati, namely Andi Kamaluddin's wife, Andi Nurhayati served as village head for approximately 6 (Six) years and was dishonorably dismissed because he had problems regarding betel marriages so he was replaced by Haji Karaeng Paka who completed the term of office of the previous village head and led for approximately 1 (one) year before the next village election. held. The second village head election was held in 2003 and was attended by 3 (three) village head candidates, namely Haji Karaeng Paka, Andi Bahtiar, and Andi Irwan. The results of the village head election were won by Andi Irwan who served as village head until his term of office expired. The third village head election was held in 2008 which was attended by 2 (two) village head candidates, namely Andi Irwan and Andi Syukri. The results of this village head election were again won by Andi Irwan and he returned to become village head for the second time. The fourth village head election was held in 2013, which was attended by 4 (four) candidates for village head who were famous for the battle between four cousins, namely Andi Sufriadi, Andi Syukri, Andi Sultan and Karaeng Sampe. The results of this election were won by Andi Sufriadi who served as village head

In line with research conducted by (Kalembang, 2019) with the title "Analysis of Identity Politics in the Election of Village Heads in Wederok Village, Weliman District, Malaka Regency". The research results show that the election of Wederok village head has local political interests. This can be seen from the intervention and direction of the masses to choose a partner who is a "gift" from the interests of certain political party groups. The level of intensity of the issue of ethnicity in the election of the Wederok Village Head is related to two things, namely the nature of custom and landlordism. The intensity of the issue is carried out on happy and sad occasions. Ethnicity Issue Products originate from interest groups. Identity politics results in divisions within tribes. Researchers suggest the need for good political education for the Wederok village community, revitalization of customs in accordance with ancestral habits passed down from generation to generation and reconciliation between members of the Ikumuan tribe.

The issues raised by identity politics will always be a problem and provide direction as a problem that is considered difficult in the current conditions. This is the result of the increasingly increasing and diverse political paradigm of modern society. The spread of identity politics or biopolitics in Michael Foucault's view is the result of the collapse of scientifically planned society which is a movement with the implementation of objective demographic control (Firmansyah, 2010). There are 3 approaches to identity formation according to Widayanti (Soenjoto, 2019), namely: Primordialism, namely the understanding of identity obtained naturally or from generation to generation. Like the character of the Makassar people, they are said to be rude and have loud voices. This opinion has been passed down from generation to generation, although not all Makassar people

have this character. Constructivism states identity as something that is formed and the result of complex social processes. Identity can be formed through cultural ties in society. Clan or fam is usually a bonding pattern that triggers identity formation. Instrumentalism, namely identity, is something that is constructed for the interests of elites and places greater emphasis on aspects of power.

Democracy encourages equity or equal opportunities for all society. However, what happened in Layoa village was the discovery of the fact that the nobles who dominated the community who entered the election for Layoa village head since the direct election was held were only those with the title Andi or Karaeng, very rarely or even none of the potential candidates came from ordinary people or who is not a descendant of Andi or Karaeng. So looking at this phenomenon, the author wants to explore why this has been happening from generation to generation for more than 20 (Twenty) years until now and where the political power of these noble descendants lies in Layoa village society. To determine the impact of identity politics on the electability of the Layoa Village head candidate, researchers used identity politics measurements with indicators proposed by Castells (Buchari, 2014), namely legitimate identity, resistant identity and project identity. Meanwhile, electability uses indicators proposed by (Ahmad, 2012), namely Popularity and Competence. Therefore, researchers are interested in conducting research with the aim of finding out the impact of identity politics on the electability of village head candidates in Layoa Village, Gantarang Keke District, Bantaeng Regency.

Method

This research was conducted in Layoa Village, Gantarang Keke District, Bantaeng Regency for 2 (two) months starting from July 7, 2022 to August 7, 2022. The type of research used is quantitative on the grounds that it has two variables that want to know the hypothesis, namely variable X "identity politics" and variable Y "electability", while the type of research uses descriptive research. The sampling technique uses the Random Sampling technique (Sugiyono, 2016), which is 95 people in the population in Layoa Village. The data collection technique chosen is to use a questionnaire with a checklist form. Researchers will conduct a reliability test using SPSS software. and descriptive statistical analysis techniques and simple regression analysis techniques.

Result and Discussion

Impact of Legitimacy Identity on Electability

Legitimized identity, which is an identity built by institutions (rulers) that are dominant in social life. This institution shows its dominance by attaching a certain identity to a person or group. To find out the indicators of identity legitimacy can be measured through sub-indicators in three statements. To describe the statements of the 95 respondents with the legitimacy identity sub-indicator on electability, it can be seen in the data processing of the partial simple linear regression analysis test results in the following:

Table 1. Simple Linear Regression Analysis Test Results
Impact of Legitimacy Identity (X1) on Electability (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	.499	.493	2.106
a. Predictors: (Constant), Identitas_Legitimasi				

Based on the results of the simple linear regression test in table 1 Model Summary above, it explains the magnitude of the correlation or relationship (R) value of 0.706 . The magnitude of the impact of Legitimacy Identity (X1) on Electability (Y) is shown by the R Square value, which is 0.499, meaning 49.9%. These results were obtained based on the answers of 95 respondents to 3 (three) statements to analyze the indicators of the Impact of Legitimacy Identity (X 1) on Electability (Y), namely those related to: (1) The community provides recognition and support to village head candidates because of their blood ancestry Biru (karaeng/andi) is believed to be responsible for leading the community. (2) The community provides recognition and support to the village head candidate because he has personal qualities in the form of charisma and brilliant achievements . And (3) The community provides recognition and support to the village head candidate because it promises or guarantees material or instrumental prosperity to the community. These results also show that the first hypothesis is accepted, namely that there is an impact between the legitimacy identity indicator (X1) on electability (Y), the impact is 49.9%.

Impact of Resistance Identity on Electability

Identity resistance, namely the identity attached to certain social actors, where the giving of this identity is carried out under conditions of pressure due to domination, giving rise to resistance and forming a new identity that is different from most members of other social communities . To find out indicators of resistant identity, it can be measured through sub-indicators in three statements. To describe the statements of the 95 respondents with sub-indicators of the identity of resistance to electability, it can be seen in the data processing of partial simple linear regression analysis test results as follows :

Table 2. Simple Linear Regression Analysis Test Results
Impact of Resistance Identity (X 2) on Electability (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	.642	.639	1,779
a. Predictors: (Constant), Identity__Resistance				

Based on the results of the simple linear regression test in table 2 Model Summary above, it explains the magnitude of the correlation or relationship (R) value of 0.802 . The magnitude of the impact of resistance identity (X 2) on electability (Y) is shown by the R Square value, which is 0.642, meaning 64.2%. These results were obtained based on the answers of 95 respondents to 3 (three) statements to analyze the impact of the resistance identity indicator (X 2) on electability (Y), namely those related to providing support to village head candidates because they have the same ethnicity (andi/karaeng), Believes that only noble descendants are capable of leading and only noble descendants have the financial ability and potential to become village heads. These results also show that the first hypothesis is accepted, namely that there is an impact between the resistance identity indicator (X 2) on electability (Y), namely 64.2%.

Impact of Project Identity on Electability

Identity projects, identity construction in this model is carried out by social actors from certain groups with the aim of forming new identities to be able to achieve certain positions in society. To find out project identity indicators, they can be measured through sub-indicators in three statements. To describe the statements of the 95 respondents with sub-indicators of project identity

on electability, it can be seen in the data processing of partial simple linear regression analysis test results as follows :

Table 3. Simple Linear Regression Analysis Test Results
Impact of Project Identity (X 3) on Electability (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 ^a	.662	.659	1,729
a. Predictors: (Constant), Project_Identity				

Based on the results of the simple linear regression test in table 3 Model Summary above, it explains the magnitude of the correlation or relationship (R) value of 0.814 . The magnitude of the impact of project identity (X 3) on electability (Y) is shown by the R Square value, which is 0.662, meaning 66.2%. These results were obtained based on the answers of 95 respondents to 3 (three) statements to analyze the impact of project identity (X 3) on electability (Y), namely those related to Village Head candidates often sponsoring community social activities, sports activities or religious activities , Village Head Candidates are often involved and successful in organizing large activities that attract public interest and Village Head Candidates always respond quickly and swiftly to extraordinary events, for example natural disasters or other problems that harm many people. These results also show that the first hypothesis is accepted, namely that there is no impact between the project identity indicator (X 3) on electability (Y), namely 66.2%.

Simultaneously

Simple Linear Regression Analysis and T Test (Partial Test)

This research has two main focuses, namely to look at the impact between the variable (X) Identity Politics and the variable (Y) Electability, whether there is a positive or negative impact and whether there is a significant impact. To make it easier for researchers to find out whether the relationship between variable X and variable Y is positive or negative, a simple linear regression analysis was carried out. This simple linear regression analysis was carried out with the help of the SPSS 26 application . The following is data that explains what the relationship between the two variables in this study is like:

Table 4. Simple Linear Regression Results
Identity Politics Variables on Electability

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,605	,764		2,100	,038
	Politics_Identity	,619	,020	,953	30,278	,000
a. Dependent Variable: Electability						

The simple regression equation model formula used to determine the impact of variable X on variable Y in this research is as follows:

$$a + bX \text{ then, } Y = 1.605 + 0.619$$

Based on the regression equation above, it can be interpreted that Constanta (a) is 1.605. Meanwhile, the regression coefficient (b) is 0.619 , which states that the independent variable or Identity Politics (X) has a positive effect on the dependent variable or Electability (Y). This equation

can be translated as a Constanta value of 1.605, which means that the consistent value of the Electability variable is 1.605 and the Identity Politics regression coefficient value is 0.619, which states that for every 1% addition to the Identity Politics value, the Electability value increases by 1.605. The regression coefficient is positive, so it can be said that the direction of the impact of variable X on Y is positive.

Decision making in the simple regression test is based on a significance value of $0.00 \leq 0.05$, so it can be concluded that the Identity Politics variable (X) has an impact on the Electability Variable (Y). Based on the results of the t test, it is known that the calculated t value is $30,278 \leq t$ table 1.986, so it can be concluded that the identity politics variable (X) has an impact on the electability variable (Y) of Village Head Candidates in Layoa Village, Gantarang Keke District, Bantaeng Regency which shows the hypothesis (Ha) accepted.

F Test (Simultaneous Test)

The F test is used with the aim of seeing whether identity politics or variable (X) as an independent variable together (simultaneously) influences electability or variable (Y) as the dependent variable. Then, to see the simultaneity, you can use the formula if the calculated F value is $\geq$ the table F value, then this means that the independent variables, namely identity politics or variable (X), together have an impact on the dependent variable, namely electability or variable (Y). The F test can also be seen through the level of significance by comparing the significance amount to 0.05. If the Sing value is smaller than 0.05, it means there is an impact and vice versa. The results of the F test calculation can be seen in the following table:

Table 5. F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	747,345	1	747,345	916,773	,000 ^b
	Residual	75,813	93	,815		
	Total	823.158	94			
a. Dependent Variable: Electability						
b. Predictors: (Constant), Politics_Identity						

Decision making in a simple linear regression test refers to two things, namely:

- If the significant value is smaller ≤ 0.05 , meaning variable X has an effect on variable Y, then Ha is accepted.
- If the significant value is greater than ≥ 0.05 , meaning variable X has no effect on variable Y, then Ha is rejected.

Based on the results of statistical data analysis in table 4.11, Anova is used to determine a simple linear regression equation model. It is known that the calculated F value = 916.773 with a significance level of 0.000 is less than 0.05, so the identity politics variable (X) has an impact on the electability variable (Y) Thus it can be seen that Ha is accepted because the significance value is smaller than 0.05, which means that the hypothesis states that there is an impact of identity politics on the electability of village head candidates in Layoa Village, Gantarang Keke District, Bantaeng Regency.

Determinant Coefficient Test

The determinant coefficient test was carried out with the aim of determining the total percentage of variation in the electability variable as the dependent variable which is explained by the identity politics variable as the independent variable. Because this research uses simple linear regression analysis, to see the determinant coefficient value is the R Square value. The following table presents the results of the determinant test.

Table 6. Determinant Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,953 ^a	,908	,907	,903
a. Predictors: (Constant), Politics_Identity				

Based on the results of statistical data analysis in table 6 of the model summary above, it explains the magnitude of the correlation or relationship (R) value of 0.953 . The large impact of the independent variable or identity politics on the dependent variable or electability is shown by the R Square value of 0.908, meaning 90.8% of the impact of the independent variable or identity politics (X) on the dependent variable or electability (Y) of Village head candidates in Layoa Village, Gantarang District Keke, Bantaeng Regency.

The output results are at a very good level. Meanwhile, the remainder ($100\% - 90.8\% = 9.2\%$) is explained by other variables outside the research. Seeing that there is still a figure of 9.2% which is a variable outside the research, further research must be carried out by the next researcher to find out variables that have not been included in this research.

Conclusion

The Impact of Identity Politics on Village Head Candidates in Layoa Village, Gantarang Keke District, Bantaeng Regency reveals substantial effects, with the legitimacy identity indicator (X1) contributing to 49.9% of the observed impact. Additionally, the resistance identity indicator (X2) demonstrates a notable impact of 64.2%, while the project identity indicator (X3) influences electability (Y) by 66.2%. Simultaneously, the overall impact of Identity Politics on the electability of Village Head Candidates in Layoa Village, Gantarang Keke District, Bantaeng Regency, as determined through decision-making in a simple linear regression equation model, is evident in the calculated F value of 916.773, with a significance level of 0.000, which is less than 0.05. This implies that the identity politics variable (X) significantly influences the electability variable (Y). The substantial impact of the variables is underscored by the R Square value of 0.908, signifying an impressive 90.8% at a very good level. Meanwhile, the remaining 9.2% ($100\% - 90.8\%$) is attributed to other variables beyond the scope of this research. A noteworthy recommendation is that candidates should safeguard themselves by addressing and preventing the emergence of local issues, as these issues, both directly and indirectly, affect candidate electability. In future research endeavors, scholars may explore additional factors influencing electability, such as variables related to community voting behavior, to offer a comprehensive understanding of the myriad factors shaping electability in village head elections, beyond the scope of identity politics variables.

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