

Victory Strategy of Cigentur Village Head, Bandung Regency

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Abstract

Research explains the village head's winning strategy, with an emphasis on political aspects, campaigns and political communication. The focus includes planning, managing and identifying supports. This strategy is considered important in the context of democracy by the Head of Cigentur Village. This research uses Firmansyah's political marketing theory which includes This product, promotion, price and place. The Cigentur Village Head is known to be close to his village residents through active, friendly relationships, and always listens to input and communicates effectively and actively contributes to the community. The Cigentur Village Head's programs and plans include infrastructure development, building Ragas paud and the Cindikia Bojong Paseh Vocational School foundation, then in his education program he focuses on the problem of stunting by building 8 community posyandu to overcome stunting in his health program. and the regional economic development program includes development with an interest-free money loan program, by minimizing mobile bank loans which can cause misery for the community. One of the campaigns carried out against the Cigentur community was a religious campaign by carrying out terawih at around 39 mosques. This is a form of introduction and friendship with the community. campaign costs reached around 200 million in the first period. The difference in votes obtained by the Cigentur Village Head in the first and second periods was approximately hundreds, while in the third period the difference was approximately thousands of votes. Family background h. Hidayat or the Head of Cigentur Village mostly works as an entrepreneur

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1. INTRODUCTION

Administratively, a village is a legal entity in which there are people who live permanently, and the community itself carries out independent government. Villages can also be interpreted as geographical manifestations that arise due to economic, social, political and cultural elements and that have reciprocal relationships between members of the community. A village is a group of legal communities and they have an original structure based on special origins. The underlying thinking regarding village government consists of participation, diversity, genuine autonomy and empowerment of village communities.

In these villages, of course, there must be a leader called the village head (KADES) and village officials, to take care of administrative affairs, development and empowerment of village communities. Being a village head is a big responsibility not only for the area but also for the community. The process to become a village head is by holding the election of village head candidates by the community.

In a government there is a structure that will be held by elected staff to run the government. One of the structures that must be filled in positions in the village government is the Village Head as the Village leader. The Village Government itself is the driving force of life in the village. If a leader properly carries out his obligations as both a leader and the wheels of his government, this will have a significant influence on progress in various aspects of activities in society.

The election of the Village Head is a manifestation of the implementation of Regional Autonomy in accordance with Law No. 23 of 2014 concerning Regional Government which

is in the smallest realm of government, namely the village. Every time a village head election is held, there is more than one candidate as an opponent in the competition for supreme power in the village. However, everything is regulated in Government Regulation No. 43 of 2014 concerning Implementing Regulations of Law No. 6 of 2014 concerning Villages.

The election of the Village Head is also an implementation of people's sovereignty in Cigentur Village in order to elect a Village Head that is direct, general, free and fair. The Village Head is elected directly by village residents in order to realize democracy and distribute rights and obligations in elections. Likewise, the village head election was held in Cigentur Village with one of the prospective candidates being an entrepreneur. Therefore, a winning strategy is needed to bind the hearts of the local community and win the election for the head of Cigentur Village.

The village head's winning strategy involves various aspects, including political winning strategies, religious campaigns, and political communication approaches. This strategy aims to win the village head election through an efficient approach to gaining support from village residents. Several studies also highlight the importance of planning, management and identifying the size of support in the village head's winning strategy. In addition, a winning strategy also includes an inclusive approach to various groups in society. Therefore, the village head's winning strategy is an important aspect in the context of democracy and general elections at the village level. Strategies for winning the post of village head can vary based on the situation, environment and local needs.

The candidate or village head of Cigentur who is successfully elected is known to have strong relationships with the village residents. This involves active interaction, a friendly personality, listening to input, and communicating effectively with village residents. The Cigentur village head prepared a concrete program and clear work plan to improve life in the village. These programs include infrastructure, education, health, economic development, etc. and have a strong and measurable vision to attract voters or the public.

Community involvement is very important in the Village Head Election, community participation is considered a manifestation of democratic life in the smallest areas. With experience regarding the general elections of 3 Presidents, Governors or Regents, it is felt that it will make people think more rationally in voting. So far, the political culture of some rural communities is still paternalistic, not all of them are rational in distributing their political rights.

Formally and procedurally, Village Head Elections can be held in an orderly and safe manner, but they do not automatically take place honestly, fairly and with quality. This is due to how much community participation is channeled and the quality of the participation itself in determining the chosen candidate. It should be remembered that each village or region has different dynamics and needs, therefore, strategies that work in one place may not work in another. The main key remains a good understanding of the community, a willingness to listen, and a commitment to fighting for the interests and welfare of the community.

2. RESEARCH METHOD

This research uses a descriptive method with a qualitative approach. Qualitative descriptive research is aimed at describing and illustrating existing phenomena, both natural and human engineered, which pays more attention to characteristics, quality, and interrelationships between activities. states that qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example behavior, perceptions, motivations, actions, etc., holistically, and in a descriptive way in the form of words and language, in a specific context that naturally and by utilizing various natural methods. Apart from that, descriptive research does not provide treatment,

manipulation or changes to the variables studied, but rather describes conditions as they are, including those related to the monitoring process carried out by the community regarding the Victory Strategy for the Head of Cigentur Village, Bandung Regency. The data collection techniques in this research are observation, interviews and documentation.

According to Djunaidi Ghonydan Fauzan Almanshur (2012: 165), the observation method is a data collection technique that requires researchers to go into the field to observe things related to space, place, actors, activities, objects, time, events, goals and feeling. In this technique, researchers use participatory observation to see or observe directly regarding community participation in monitoring the use of the village budget. Interviews are one of the most widely used tools for collecting qualitative research data. Interviews allow researchers to collect diverse data from respondents in various situations and contexts (Sarosa, 2017). In this research, the key informants were the community and village officials.

Documentation according to Hamidi (2004:72) documentation method is information that comes from important records from either institutions or organizations or individuals. Regarding supervision of the village fund budget, documentation is not only related to village fund accountability documents but can be seen from the history of community reports regarding the village fund budget.

Furthermore, the data that has been obtained will be processed using triangulation techniques, source triangulation is the researcher's choice to test the validity of the data before concluding information or data that has been previously obtained. This test is carried out by checking data that has been obtained from various data sources such as interview results, archives and other documents.

3. RESEARCH RESULTS AND DISCUSSION

The village head election is a means for village communities to directly elect the village head. Every village head candidate who takes part in the village head election implements a political strategy as an effort to win the village head election in which he participates. H. Hidayat, who was the village head elected in the Cigentur village head election with a term of office of 3 terms, has a political strategy by using a strategic approach to the community by conveying the vision, mission and program. He also embraces the community and has a high social spirit.

Apart from focusing on delivering the vision and mission, H. Hidayat also carried out infrastructure development programs, building educational facilities, and built posyandu in 8 RWs. The strategy used by H. Hidayat was able to attract people to elect him for the 3 terms he served and his humble leadership style. and not hedonism. From what we have seen overall, the strategy adopted by the village head and his success team is a political strategy with the main foundation, namely using personal ties in the form of closeness like family to the community, which has proven to be able to bring victory to H.hidayat in the village head election for 3 periods in Cigentur village, district. Bandung. So, using personal ties in the form of close kinship can be used as a strategy because in general village communities are close to one another. This close scope can be used as an effort to convey the vision, mission or programs using a personal approach which has proven effective in H.hidayat's victory as village head. Political marketing

1. Product, one of the products is a prospective candidate who has personal characteristics and a good track record. The product in this research is H.hidayat who is the selected village head candidate. He has a good personality as proven by the voters who chose him because of his good personality, such as being able to socialize with the community, being friendly and not being hedonistic. Meanwhile, the product produced is in the form of a vision, mission and programs carried out by the village head

2. Promotion, how a candidate carries out promotions or advertisements regarding their vision, mission and programs during the campaign. The promotion carried out by H.hidayat was a direct campaign which was carried out in 2007, namely gathering with the community for 3 weeks for introduction in the form of a religious campaign, in 2012 carrying out traveling terawih during the month of Ramadhan, carrying out patrols with the community, traveling with the community and the following. has become a habit until now. The campaign is only indirectly managed by the success team through online promotions
3. Price or price, what is meant by price here is how much costs are incurred during the campaign period. H.hidayat did not explain in detail the costs incurred during the campaign, according to the second resource person as a village official as head of services who stated that in the first period the funds were approximately 200 million was spent, this was used to make posters, banners, banners, success teams, etc.
4. Place or place, the campaign team of a prospective candidate must be able to map the structure and characteristics of a community. H.hidayat mapped the number of supporters spread across several villages with a total of 4 hamlets RW: 8, RT: 34

3.1. Cigentur Village Government Management

This sub-chapter discusses the vision and mission of the village heads we have interviewed based on the results we got, namely with a shared vision of developing villages through clean, transparent, accountable and cultured governance based on morals. And has a mission, namely:

1. Realizing and improving and continuing better village governance;
2. Improving maximum service to village communities and village competitiveness.
3. Create good, wise, firm, authoritative leadership and get closer to the community.
4. Improving health, cleanliness and security in Cigentur village and seeking community health insurance through government programs.
5. Improving village welfare by establishing village-owned enterprises (BUMDES) and other programs to create employment opportunities for village communities
6. Improve facilities and infrastructure in terms of physical, economic, educational, health and village culture.
7. Improving harmonious social life, tolerance and mutual respect in Cigentur village
8. Prioritize honesty and justice in daily life both in government and with village communities
9. Maintaining environmental balance and sustainable development by utilizing natural resources to create a healthy and clean environment

The head of Cigentur village certainly has his own strategy in winning as village head and serving for 3 terms. The strategy used by the head of Cigentur village is to use a method of approaching the community in developing his winning strategy during these 3 periods, and getting closer to the community and being sensitive to the needs required by the community. The programs that have been implemented or developed by the Cigentur village head are as follows:

8 posyandu development program to address stunting focus.

Based on the results of interviews with village heads and the community, health development programs that focus on stunting have been implemented well, aiming to prevent and reduce stunting rates in Indonesia. This program is very useful for the

Cigentur village community because it makes it easier for pregnant women to routinely checkup and provide adequate nutrition. In 2018 the Indonesian Ministry of Health again conducted Basic Health Research (Riskesdas) conducted by the Health Research and Development Agency (Litbangkes) regarding the prevalence of stunting. Based on this research, the number of stunting or short-growing children fell from 37.2 percent in the 2013 Riskesdas to 30.8 (Ministry of Health of the Republic of Indonesia, 2018). To overcome stunting cases, it is necessary to involve various parties in the village, including religious leaders, traditional leaders, community leaders, village government, village institutions, PKK, youth organizations, posyandu cadres, village cadres, village midwives, PAUD teachers, and people who care about health. as well as education. They must all play an active role in monitoring all stunting targets during the First 1,000 Days of Life (HPK) to obtain the necessary interventions. based on research results on the prevalence of stunting and the active involvement of other figures, closely related to the program implemented by the head of Cigentur village to overcome the stunting rate in Indonesia.

1. Regional infrastructure development

The construction and infrastructure development program were also implemented by H. Hidayat, the head of Cigentur village, which aims to increase accessibility and mobility of the population. The development includes repairing roads in the Ragas village area, the output of which is that the road becomes easier to access which previously could not be accessed by two-wheeled vehicles and could only be passed by pedestrians, after being repaired the access can be passed by people using two-wheeled vehicles.

2. Development of educational facilities to increase human resources in the Cigentur village community. The innovation of the Cigentur village head in the educational development program is one of the important steps to increase human resources in the Cigentur village community. The development was that the village head, H. Hidayat, succeeded in building a preschool and foundation for the Cindy Bojong Paseh Vocational High School (SMK).

3. Providing free corpse tools for the community. The program implemented by the Cigentur village head also includes the provision of free corpse tools for anyone in the community who needs them. According to H. residents or elderly people who no longer have a family.

Apart from the success of the program that has been implemented in Cigentur village, there are also issues faced by the Cigentur community, namely the issue of some people being tempted by mobile tubs or known as Emok banks in several areas as well. This issue left the Cigentur village community in debt due to the large amount of interest, making it difficult for the Cigentur village community to pay it. This can make people miserable. The solution from the village head was to provide interest-free business capital loans which were useful in easing the economic burden on the people of Cigentur village.

Judging from the successful implementation of the program and the handling of issues carried out by the Cigentur village head, this could influence the increase in votes obtained by H. Hidayat from the first to the third period. The vote obtained by the village head in serving for 3 terms was 1 vote against 3 people, in the second period because no one nominated him then he ran against his own wife and was re-elected as village head in the second term. then the third period against the former village head from the previous period in 2007. The difference in the first period was approximately 100 votes, the difference in the second period was approximately 700 votes, the difference in the third period was 1000 votes. This proves that the strategy implemented by the Cigentur village

head is progressing quite well, so that the community chooses H. Hidayat as their leader for more than 2 periods in Cigentur village.

Live Campaign

In carrying out the first period of the grand campaign in 2007, H. Hidayat openly invited all the people of Cigentur Village to attend the grand campaign. The grand campaign was carried out at H. Hidayat's residence with a gathering agenda for 3 consecutive weeks. From this campaign, H. Hidayat conveyed the vision, mission and programs to ensure that H. Hidayat deserved to be elected as Head of Cigentur Village and introduced himself to the residents. From this campaign, H. Hidayat in the second and third periods in 2012 and 2019 carried out terawih around each mosque in Cigentur village by carrying it out during the month of Ramadan and this has become a habit until now with the residents in each small mosque and consists of 39 mosques.

4. CONCLUSION

From the results of the research we have conducted, it can be concluded that the strategy for achieving victory for the Cigentur village head involves several important aspects including political aspects, religious campaigns and political communication. The Cigentur village head has a strong and close relationship with the Cigentur village residents, and has effective communication. The program implemented is focused on stunting, infrastructure development and improving education and health which are the main keys in achieving success as village head. The strategy that was successfully implemented in Cigentur village involved direct campaigns such as open friendships and other religious campaigns. The resolution of the issue was carried out by the Cigentur village head by implementing an interest-free money loan program to the community in order to minimize loans to mobile banks by the community. Then the votes obtained by the village head during the 3 periods reached hundreds to thousands of votes. The significant difference in votes shows strong support from the community and positive acceptance of its performance and programs. Looking at the success of the Cigentur village head's 3-term winning strategy, it can be proven and concluded that the performance and progress made by a leader greatly influences the results of the votes obtained, and the community's point of view in choosing the character of a leader.

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