

Social and Economic Factors in the Formation of Political Intelligence in Hamparan Perak Village, Deli Serdang Regency

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Article Info

Article history:

Received: 14 November 2024

Published: 1 Januari 2025

Abstract

This study analyzes the political intelligence of rural communities, which is influenced by local education, social, economic, and cultural structures. A good education improves political understanding, while limited education and access to information are often obstacles. Indigenous and religious leaders play a major role in shaping political opinions, while economic conditions and dependence on government assistance also influence political preferences. Social media is starting to play a role in expanding access to information, even though it is vulnerable to hoaxes. Through qualitative methods, this study finds that people's political participation is influenced by economic motivation and social structure. In conclusion, political education is needed from parties and community leaders to increase citizens' awareness and political responsibility.

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1. INTRODUCTION

Political intelligence in villages is formed from the interaction of various social, economic and cultural elements that influence the way people understand, respond and participate in the political process. The level of education in the village influences the level of community understanding of political issues. In areas with better access to education, it is easier for people to access information and understand their political rights and obligations. On the other hand, in villages with low levels of education, political intelligence can be limited by the lack of information received. Village social structures based on hierarchy or customary systems often influence community political intelligence. Political participation is generally associated as a modern form of democracy, which is a form or mechanism of a country's government system as an effort to realize people's sovereignty over the country to be carried out by the government in order to achieve shared prosperity.

Traditional leaders, village heads or religious leaders often have strong influence, so that people tend to follow their opinions and directions in political affairs. The economic conditions of rural communities which generally depend on the agricultural sector or other natural resources means that access to modern political information is more limited. The poverty factor often makes people focus on daily economic needs, so they pay less attention to politics. Rural communities that depend on government assistance, whether in the form of subsidies or welfare programs, may be influenced in their political views. This factor plays a role in the formation of political preferences, especially when they choose candidates who are considered to provide direct economic benefits. This influences how political intelligence is formed, as citizens may be more inclined towards candidates who provide immediate benefits, regardless of broader political platforms. In carrying out its

duties and responsibilities, the Village Government has obstacles and problems. These obstacles and problems include, among others: the low level of community education which causes a lack of human resources in village officials, where the average level of education for the community is junior high school graduates. Lack of work facilities and infrastructure, as well as low income. We understand that development is needed to solve various problems such as poverty, social inequality and unemployment.

Lack of access to the internet in some rural areas makes people more dependent on information from certain parties which can sometimes be biased. With increasing internet access in rural areas, social media is starting to play an important role in shaping political opinions. This provides an opportunity for village communities to obtain more diverse political information, although it is also vulnerable to the spread of hoaxes or inaccurate information. Local culture and customs are often important factors in the formation of political intelligence in villages. For example, deliberation for consensus or collective decision making based on customary norms influences the way village communities view and respond to formal political processes.

2. RESEARCH METHOD

Qualitative research is research used to examine P in the conditions of natural objects, where the researcher is the key instrument (Sugiono, 2013; 51). In qualitative research, sampling of data sources is carried out purposefully and snowballing, the collection technique is triangulation (combination), data analysis is inductive or qualitative, and the results of qualitative research emphasize meaning rather than generalization. According to Moleong, 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 by means of descriptions in the form of words and language, in a special natural and natural context. by utilizing various natural methods (Moleong, 2005;39). According to Saryono, qualitative research is research that is used to investigate, discover, describe and. explain the qualities or features of social influence that cannot be explained, measured or described through quantitative approaches.

Qualitative research known in Indonesia is naturalistic research or "naturalistic qualitative". "Naturalistic" indicates that the implementation of this research occurs naturally, as it is in a normal situation where circumstances and conditions are not manipulated, emphasizing natural description. This means that data collection or capturing phenomena is carried out from natural conditions. With this natural nature, involvement is required. researchers directly in the field, in contrast to quantitative research which can be represented by other people to distribute or conduct structured interviews (Garna and Judistira, 2000; 82). which is as deep as possible, which shows the importance of the depth and detail of the data studied. In qualitative research, the more in-depth, thorough and explored the data obtained, the better the quality of the research.

3. RESEARCH RESULTS AND DISCUSSION

1. Social Factors: Education, Social Networks, and Local Figures in Developing Political Knowledge

Based on the results of observations and interviews, it appears that social factors play an important role in influencing the political awareness of the community in Hamparan Village, Perak. For example, the level of education plays an important role in educating people about their political responsibilities. They have the ability to think more critically about government issues and are more active in the political process. Formal education in the country creates a foundation of knowledge that enables the general public to understand political dynamics, both at the local and national levels.

Apart from that, social media also strengthens political ties through discussions between citizens and sharing information. There are various informal discussion groups or social activities, such as people's parties, which serve as a means for the general public to engage in political discourse. This results in a social education process that increases people's political awareness and understanding while strengthening their political sensitivity.

2. Contribution of Local Elites in the Formation of Political Opinion and Public Policy

According to research findings, local residents, such as local political figures or members of local community organizations, have a significant influence in the formation of political opinions and intelligence. These local elites often have a strategic position to access information more quickly, which is then communicated to the wider community. In this way, local citizens can influence people's perceptions of certain political issues and influence their opinions in choosing political candidates.

In addition, the closeness of local elites to the community gives them trust and insight when they provide political advice or views. In this context, the general public often believes that local residents have broader insight or understanding of the political situation. This increases the value of citizens' intelligence because they can receive a broader and more comprehensive view before formulating political opinions.

The role of local figures, such as regional heads or religious figures, can have a significant impact in shaping society's political orientation. Most citizens trust the recommendations or political opinions of these figures, who are often more insightful. These figures are often sources of information and, in some cases, gauges of public opinion in political activities.

3. The Relationship between Economic Performance and Political Preferences in Elections

Based on the data collected, there is a significant correlation between people's hatred of the government and their political preferences. Communities that strongly support government initiatives, such as long-term cash bans or subsidy programs, have a strong political will that makes them reluctant to participate in aid. This shows that the continuity of this assistance depends on the election of certain candidates.

These economic downturns can strengthen public sentiment towards the party or calendar in question, and ultimately result in consistent political preferences across time periods. According to interviews, there is a general belief among the public that voting for certain candidates is a way to strengthen government authority. Additionally, this increases the likelihood of political independence as the general public's political opinions may be based more on immediate economic needs than an understanding of the candidate's vision and mission.

This research found that the people of Hamparan Perak Village, especially voters, found that education and employment and socio-economic conditions had an influence on the political intelligence of the people of Hamparan Perak. Hamparan Perak people who have high education, employment and income participate in regional elections more than those who do not have education, employment and low income. A person's high socio-economic status results in high political participation and even that person's political intelligence. Hamparan Perak residents or voters, most of whom are high school graduates, still lack political participation in the Regional Head election because apart from having a lot of knowledge about the Regent election, they have different views so they don't participate because they know the candidate doesn't match the voter's personal expectations. Furthermore, apart from that, there are also differences in types of income apart from time, which means that some voters are still less likely to participate due to political cultural reasons where farmers who participate will get

assistance for their farming or because of stimulative motives, both immaterial and material, based on pragmatic rational considerations, such as getting money. In the campaign, there was distribution of free fertilizer which led to money politics. Voters who have a fixed income tend to participate because their economic needs are met.

Participation is supported because it is a material stimulus and will give rise to a feeling of indifference towards the nation or excessive antipathy towards politics which will result in the loss of love for the country and the sense of nationalism of the Indonesian people. Therefore, political actors and political parties must provide political education to citizens/society. Political parties function as a means of political socialization so that people learn to recognize their political system, which can be done through various means, namely mass media, lectures, information, cadre courses, upgrading and so on. Another side of the political socialization function is an effort to create the image that he is fighting for the public interest. Efforts to create an image are important if they are linked to the goal of a political party to control the government through victory in general elections. Political parties can carry out their socialization function, namely educating their members to become human beings who are aware of their responsibilities as citizens, placing their own interests below national interests.

4. CONCLUSION

Research in Hamparan Perak Village shows that various social factors, the role of local elites, and economic conditions influence community political awareness and participation. Education is one element that plays a big role in shaping political understanding. With formal education, people are able to think more critically about government issues and are more encouraged to be active in the political process. Social media and discussion networks built among citizens also contribute to strengthening their political understanding through the dissemination of information and dialogue between citizens, so that political awareness at the local level increases.

In addition, local elites such as community leaders and community leaders have a strong influence in shaping public political opinion. People tend to trust them because these figures often have better access to information and are thought to better understand local political conditions. This trust makes people feel more confident in considering the political views expressed by local elites, so that citizens' political attitudes are formed more comprehensively and based on broad understanding.

On the other hand, the economic conditions of the people of Hamparan Perak Village also have an impact on their political preferences, especially in the context of elections. For those in stable economic conditions, political participation tends to be higher, while those facing economic constraints are sometimes tempted by material incentives in campaigns. Motivation driven by pragmatic gain can lead to apathy towards politics and even potentially erode patriotism.

Overall, this research highlights that socioeconomic status, which includes education, employment, and income, is closely related to political intelligence and the level of participation in elections. However, political motivation that is based solely on material incentives needs to be suppressed through good political education. Political parties and community leaders have an important role in providing political outreach to help citizens understand the importance of their role in determining the nation's future. These efforts are important so that society does not only focus on individual interests, but also realizes its responsibilities as citizens who care about national interests and the national spirit.

5. ACKNOWLEDGEMENT

We would like to thank all parties who have contributed to this research. Through in-depth study, this journal has succeeded in providing valuable insight into the role of education, social networks and local elites in increasing political awareness in the Hamparan Perak Village community. The results of this research highlight the importance of economic factors in influencing political preferences and public participation in elections.

We thank the lecturer who teaches the Political Capita Selecta course, namely Mr hacking who guided us in working on this journal so that this journal could be completed to meet the course requirements.

We also thank the informants and the people of Hamparan Perak Village has been taking the time to share his experiences and views. Without their openness and participation, this research would not have been carried out well. We hope that this journal can be a meaningful contribution to efforts to improve political education, as well as become a reference for future further research.

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