

PREFERENCE IN SELECTING THE CITY MAYOR ELECTION OF BENGKULU UNDER ETHNIC BACKGROUND

Rahimandani Universitas
Hazairin Bengkulu Email:
rahimandani@gmail.com

Abstract : This study aims to: first, to find and analyze the correlation and effect of ethnic background of the selecting preferences in the mayor election of Bengkulu City in 2012. Second, to find and analyze whether there was a shift or change in preferences based on ethnic backgrounds in the elections of the Mayor of Bengkulu City between 2007 and 2012.

This study applied a quantitative approach that classified as causal explanatory descriptive and comparative study. This research is located in the Bengkulu City by taking a sample of 100 respondents by simple random sampling method. To answer the first research objective, statistical analysis is used multinomial logistic regression analysis, whereas to answer the second research purposes used non-parametric statistical analysis of the Mc Nemar test.

The results of the data analysis shows there are significance correlation and influence of the ethnic background with preference vote in the election of Mayor and Deputy Mayor of Bengkulu City in 2012. Specifically, ethnic background influence someone to choose candidate for Mayor and Deputy Mayor from ethnic Serawai - Minang, Serawai - Bengkulu City, and Serawai - Palembang. Then, there was a preference change to choose based on ethnic background in the elections of the city of Bengkulu in 2007 with the election in 2012. Voter preferences based on ethnicity has declined in 2012 compared to 2007.

Key words: preference of vote, election, ethnic.

Introduction

This study intends to examine ethnicity effect in local elections (district leader election). The study on ethnicity effect is important because in determining a leader in the area, ethnic background has a major role in influencing preference vote for someone, especially since held direct local elections. direct local elections is a form of democracy in Indonesia. At the city of Bengkulu, democracy has grown purely since held local election in the election of Mayor and Deputy Mayor in 2007.

Direct local elections is one step forward in realizing democracy in local level (Agustino, 2009). Tip O'Neill was quoted by Agustino states that "all Politics is local"; which means that democracy in national level will grow with an established and mature whenever in the local level democratic values rooted well in advance. Mean that democracy in the national level will move toward better if arrangements, instruments, and configuration of the local political

wisdom and politeness first formed. Thus, the rise of political democracy in Indonesia are - ideally begins with factual and directly Election.

Local elections are Governors, Regents and Mayors is a manifestation of Article 18 paragraph (4) of the 1945 Constitution. In the article stated that the local elections namely Governor, Regent, and Mayor elected democratically, although not confirmed "direct elected by the people". To implement Article 18 paragraph (4) of the 1945 Constitution, then in local elections is regulated by Law no. 32 of 2004 as the revision of Law No. 22 of 1999 on Regional Government.

In the democracy process, an interesting issue become a subject of study of voters behavior. Many factors can serve as basis a person in determining political choice. Related to this issue, have a lot of researchers doing research on voting behavior. Among them was a study conducted by Afan Gaffar (1992), J. Kristiadi (1996), Liddle and Mujani (2007), and

Ananta et al (2004).

Gaffar (1992) using socio-religious approach of Clifford Geertz (1983) theory concerning to three variants religion in Java, namely santri (student of traditional muslim school), abangan, and priyayi (an upper class one), as main explanatory variables. But in this case Gaffar more emphasis on santri and abangan variants. Issues raised is why someone is consistently choose a particular political party, although one of the other parties, namely Golkar (the ruling party) to intimidate and suppress people to choose them.

Conclusion drawn by Gaffar (1992) there is a point of view and different political orientations between communities of santri and abangan. This difference can be explained by viewing of political socialization process among the people in the village. From this analysis one can see a different trend. The santri tend to use Islam institutions, while abangan prefer to use secular means. Nevertheless, prominent in the political socialization process is parents, especially father. Most of the respondents said that parents are a very important institution in shaping their attitudes and behavior.

Socialization process above will eventually leading someone to identify himself or affiliated with a particular group or political party. In Gaffar study (1992) revealed that 72 % of santri respondents identify themselves or affiliated to the Islamic parties. This affiliation is because their parents. Similarity happened with abangans respondents affiliated to non-Islamic parties. About (74 %) they stated the reason for voting because of their parents. In general it can be concluded that santri tend to choose Islamic party, while abangans tend to support a party that does not promote Islamic beliefs. Thus this study indicates the population of the villages tend to favor political parties according to their socio-religious beliefs.

J. Kristiadi (1996) using socio-cultural approach as an attempt to explain voter behavior. Socio-cultural approach demonstrated in a study about role model pattern which is based on a paternalistic culture. This study also examines correlation a role model of party identification with party identification of a person. Other variables were also examined is voter behavior in related to mass media and their social structure.

Studies conducted by J. Kristiadi specifically

looking for an explanation of the political choice (preference) a person in a political life atmosphere dominated by Golkar. Conclusion that gained by J. Kristiadi is, in spite of the social changes fast enough for approximately two decades, Indonesian social interaction is still paternalistic, especially among members and community leaders.

Other studies such as Liddle and Mujani (2007) about correlation between religion and voting behavior. In these studies, generated correlation findings between religious and voting behavior is positive, in sense being a Muslim tend to choose Islamic parties and otherwise being a non-Muslim tend to vote for the non-Islamic parties. But correlation between religion and voting behavior is weak. Thus, religion has not become an important explanatory factor in a one's voting behavior.

In addition to religious factors, ethnic factor also still an important observation in voting behavior in Indonesia. Ananta et al (2004) conducted a study on the effect of ethnic candidates against one's political choices. This study shows ethnic descriptors are one of the voting behavior in Indonesia. There is a party identified as the party of Java and outside Java. The contribution size of the ethnic variable in explain voter preference depending on each party. Ananta et al findings showed a strong positive correlation in Javanese are PKB and PDI-P. This confirms a view that both parties are party's Java. Areas which many Javanese tribal have a tendency to choose both parties. Conversely, PPP and Golkar had a negative correlation with the non tribal Java. It also confirmed two parties as a party that is known as a non-party Java. Ananta et al conclude Indonesian found relatively high ethnic loyalties, and political parties in Indonesia is influenced by ethnicity.

The phenomenon of ethnicity is complex enough and continues to appeal to various groups to respond. From this later comes the study of ethnicity in political events as main attraction of the various social science disciplines. Researchs in political science, sociology and psychology often assume that ethnicity as a social identitas can be an important factor in determining behavior of voters and democracy in the region, in this case is directly Local Election.

The phenomenon of the ethnicity role in the General Election held in the Bengkulu in 2012 becomes an interesting issue to be discussed. City

which belong to category of developing area, is an area consisting of a variety of ethnic, both local ethnic (native) and immigrants ethnic. Tribal or ethnic diversity in Bengkulu being debated its own for the implementation of direct local elections in order to realize the acceleration of democratization in the region. Nuance of ethnic backgrounds characterized by emotional closeness among relatives and exclusive feeling of the ethnic group with the other ethnic groups. Ethnic diversity of Bengkulu wrapped with pride over cultural symbols are tightened with lineage.

Variety of ethnic groups in Bengkulu reached more than 12 ethnicities. Ethnic Serawai is the most dominant ethnic in Bengkulu, which is 20.41%. Next, composition of the second largest electorates are Minang ethnic. Minang ethnic culture is famous for wander about as much as 16.10 %. Like in other cities of Indonesia, Minang ethnic are generally traders and informal sector workers. Third ethnic is Rejang ethnic with 11.22% of the population composition, it comes from the northern part of Bengkulu area represented by the 4 Regencies in Bengkulu Province namely North Bengkulu, Rejang Lebong, Lebong and Kepahiang. Next is the most Bengkulu Ethnic they live in Pantai Kota Bengkulu area.

There is still a lack of studies that raised the issue of ethnicity in the General Election, and also see ethnic diversity in the people of Bengkulu, is a very compelling reason to do a study on the influence of ethnicity in Bengkulu General Election. The forces of ethnic and primordial in Bengkulu has been transformed into a political force that is being reproduced and played by each partner to be able to influence political activities in local level. Strengthening of ethnicity issue is done by the candidates for mayor and deputy mayor are able to evoke a sense of community among individuals within ethnic groups in the Bengkulu. Prioritize based on ethnic background politics as a means of political negotiations, the elite was still regarded as an effective means to realize political goals.

Ethnic backgrounds of candidates supposed influence voter choice. Especially happened in areas that have two or more ethnic balance of the dominant tribe in the region. Ethnic factors is just one factor of many factors that determine candidate wining. Thus phenomenon in voting individuals to be trapped in kinship patron. Primordialisme is a

powerful tool shaping people's preferences in voting candidates for the head area. In this case ethnicity is one objective variables that affect preferences. In other words, ethnic background may influence the preference vote at the General Election in 2012 of Bengkulu.

Social and political phenomena that occur in Bengkulu Election is a foothold to conduct a study on voting preferences related to ethnic background in 2012 Bengkulu Election. Focus of this research study about one's ethnic and political choice in the democratic process at the Ananta et al (2004) study. Result of the Ananta et al study suggesting that ethnic background is the explanatory factors such one's political behavior, also are the basis reference of this study. Ananta et al have done a case study on the legislative election, while this study focuses on a case study of the General Election. Similarities and differences in research focus of this case raised an interesting foothold to doing research about preference vote in Bengkulu Election.

Beside ethnic factor as a factor in the sociological approach that affects a one's preference, religious and cultural factors also play a role in influencing the preference vote. Studies conducted Gaffar (1992) on religion and culture in voting behavior is considered less relevant to be applied in Bengkulu. Because, the fact show that in religion aspect, people of Bengkulu relatively homogeneous, i.e. majority embraced Islam, while in ethnicity aspect, is relatively heterogeneous society. Therefore, the diversity of ethnic groups in Bengkulu interesting concern for further investigation. Thus, in 2012 Bengkulu Election assumed no significant correlation and influence between ethnic background of voters with preference vote, then, it is assumed also that the 2012 Election there has been a preference voting shift from 2007 Election. Based on these descriptions, so the right theme to be studied in this research is correlation and influence of ethnicity in the General Election. Hence, the title of which is raised in this study is "Voting Preferences in the Bengkulu General Election by Ethnic Background".

This study aims to : first, to find and analyze the correlation and effects of the ethnic background of the voting preferences in the 2012 mayor election of Bengkulu. Second, to find and analyze whether was a shift or change in preferences based on ethnic backgrounds in the elections of the mayor

election of Bengkulu between 2007 and 2012.

Literature Review

Voting Behavior

The behavior is human nature that distinguishes it above other humans, and is characteristic of individuals over other individuals. In the political context, the behavior is categorized as an interaction between the government and the public, government agencies, and between groups with individuals in the community in order to the process of making, implementation, and enforcement is basically a political decision political behavior .

Voting is an activity of a process determining what it sees fit and in accordance with the wishes of a person or group, whether they are exclusive or inclusive. Voting as activity of determining decision directly or indirectly. Surbakti (1992) assess voting behavior is a citizen participation in elections is a set of activities to make the decision of whether voting in a general election or not. Voting behavior is a socio-political reality that can not be separated from the influence of external and internal factors. Externally political behavior is result of socialization values of the environment, while internally is based on rationality of action based on knowledge and experience.

In general, theories of voting behavior is divided into four approaches that sociological, psychological, rational choice, and political marketing. Here is an explanation for each approach.

a. Sociological Approach

This approach is derived from the voting behavior of Europe, later developed by social scientists with Europe educational background. Sociological approach, known as the Colombia School introduced by Paul Lazarsfeld in 1994. While Flanagan (in Asfar, 2006) called as a model of European political sociology.

This approach essentially emphasizes the role of sociological factors in shaping the political behavior of a person. Character and social groupings based on age (young and old), gender (male-female), socioeconomic status (such as education, occupation, income and class), religion, ethnicity, and even residential areas (eg. urban, rural, coastal or inland) as factors that shape the behavior of voters.

Pomper (1978) details the influence of social

grouping in voting behavior study into two variables that are predisposition (tendency) of family socioeconomic voters and predisposing of socioeconomic voters. Both of these variables have a significant correlation with the one's voting behavior. That is, the political preferences of the family, whether father or mother's political preferences will affect their child political preferences. Socialization received by a person in childhood greatly influence their political choices, especially when first determining political choice. While socioeconomic predisposition of voters form religious affiliation, place of residence, social class, demographic characteristics, and so on. Correlation between religion and voting behavior appears to be very influential in which religious values are always present in the public and private life are considered influential on the political and personal life voters. It is usually associated with a person's economic status .

b. Psychological Approach

Psychological approach was first introduced by Campbell, Miller and Stokes (1948) who developed the psychology concept in particular concept of socialization in explaining attitudes and voting behavior. Psychological approach developed at the University of Michigan United States, so then choose the behavioral approach known as Michigan School.

The emergence of this approach is a reaction to their dissatisfaction toward sociological approach. Sociological approach considered methodologically difficult to measure, such as how to measure precisely the number of indicators of social class, education level, religion, and many more. Moreover, this approach is limited only to describe support of a group against a particular candidate or political party. Not explanation of why a particular group selecting/support a particular party while others do not. According to this approach, one political force is product of the attitude and disposition of a voter. This approach based on psychological factors in a person. This psychological factor, according Imawan (1995) detected two concepts, namely political involvement, that is feeling of importance or do not want to get involved in general political issues, and party identification, that is preferences (likes or dislikes feeling of a person against a party certain political or elite group).

c. Rational Approach

In addition to these two approaches, behavior can be approached by rational approach. This approach evolved over criticism both approaches in voting behavior either sociological approach and psychological approach that puts voters at a time and hollow space. Voters seemed to be pawn with predictable pace. Thus, explanations for voting behavior does not have to be permanent, such as sociological characteristics and party identification but vary according to the time and dramatic events that also involves fundamental events.

Using rational approach in voting behavior by political scientists actually adapted from economics. Communities can act rationally, by reducing cost to obtain smallest maximum profit. So in voting rational behavior, which voters act rationally voting candidates or political parties that are considered to bring maximum profits and reduce losses as small as possible. That way, voters are assumed to have ability to assess political issues raised and able to assess these issues. Rational assessment toward political issues and candidates can be positions, popular personal information because achievements in their respective fields such as arts, sports, movies, political organizations, and so on. In voting behavior repertoire, voter choice based on consideration of the above issues and candidates is also known as the theory of spatial (Asfar, 2006) .

d. Political Marketing Approach

In developing marketing model, using a number of cognitive trust that comes from various sources such as voter, communication by word of mouth and media often take place. This model was developed to explain in predicting voter.

An Indonesian political analyst, Silalahi (1977) stated that the biggest factor that explains Indonesian voter behavior is the effect rules that affected by "traditional authority" with forms of "paternalism of fatherism". Traditional authority in the form of Java community can be a headman or head village who is a formal leader, also in the form of informal leaders such as clergy, chaplain, teachers and even shamans in the village has enough influence.

In general election or direct local election of all political party participants of the election forms winning board or team success. Agency or team who is responsible for vote acquisition of political

parties and candidates. Agency/team determines strategic steps, making a variety of slogans, making issues and counter issues, make an approach to media and campaign materials and facilities. Early they prepare prepare campaigners by area zoning adapted with character of the people in each region. Successful professional team has a very complex network and able to access almost any information relating to potential voters in all regions, particularly in the constituency location (DP) where candidates are nominated.

There are several successful teams, both of which deal with the candidates, and arranging of modern management. Long before they had an election candidacy in various regions of the popularity of the candidates. They also do a random polling to get initial input. After analyzing they determine campaign strategy and create a schedule that must be adhered strictly by the candidate . Through a very extensive network they were able to mobilize masses when candidates in Indonesia there is no code of conduct successful team . A successful team manager can also handle some of the candidates from several political parties. "Political Marketing" approach is useful to increase the electability through voting preferences by using or hire a professional team.

Voting preferences

In the dictionary of Indonesian Language, preference is derived from the English "preference" is something preferred, one 's first choice, greater liking, giving of priority advantage to something, which means something more desirable, a main option, a priority needs and provide benefits better . Preference is an attitude that puts a thing should come first, and take precedence over others, priorities, preferences, tendencies and preferred. Preference in Indonesian term derived from English can be interpreted as a "prefer / like". Preferences also can be interpreted as a tendency towards something or more favored option (Alwi, 2002).

Early theories about preferences emerge in psychological sciences, which means a tendency. Preference is the perspective and perception when it will make a choice . Preference is also sensitivity to themselves and their environment as a result of sensory interaction with existing environment. Ivan Pavlov in Kimble (1962) make a statement what he called as Classical Conditioning. This theory says

that a change in behavior can be caused by a unconditioned stimuli or can also be said natural stimuli. On the other hand, this theory also says behavioral changes can be caused by a conditioned or conditional stimulus.

Direct local elections

Besides direct local elections as a vehicle for democratic educational process, also represent local democracy which is a big change in the Indonesian constitution. Application of the local autonomy principles governed by Law No. 32 of 2004 on Regional Government, including mandates that regional head and deputy directly elected, general, free, confidential, honest and fair election as president and vice president in 2004. Thus the democratization process of local governments increasingly realized in these areas. Fundamental changes to the enactment of Law no. 32 of 2004 on regional governance is the system changes election of regional head and deputy from indirect to direct by the people.

Election of Regional Head and Deputy also been carried out directly by the people in the various regions. Election of Regional Head and Deputy directly assessed more democratic. There are at least two reasons. First, to further open the door for the emergence of the Regional Head in accordance with the will of the majority of the people themselves. Second, to maintain government stability that are not easily collapse in the middle of the road.

In general, that depiction is not much different from directly Presidential Election. Of the 152 articles that are listed in the Government Regulation, Regional Election design resembles a presidential election. Different among other Regional Election held KPUD (Regional Election Commission) who accountable to the Parliament (Article 4). Then the list of registered voters are as concerned local residents as evidenced by the ID card and have settled a maximum of six months. The voter list will be validated with local officers of RT and RW (head of neighborhood). Each voter will receive new voter cards made by the Election Commission. Thus the voter card belong to residents in 2004 election and president election declared invalid. The spirit of the laws and government regulations require General Election only lasted one round. Nevertheless possibility two rounds as the presidential voting remains open, only a very small chance, because the winner

is not required to collect votes above 50 percent. If there is no candidate pair, who won half plus one, candidates pair who got more votes 25 percent determined as the winner. The second round is possible if none of the candidates who won more than 25 percent votes. But it is a very small chance for a candidates pair to be supported political party or coalition of political parties that won 15 percent of the parliament seats. With that rule, only a few political parties can establish candidates pair independently.

Research Method

Population and Sample

The population in this study are all voters on Election mayor of Bengkulu in 2007, amount 206.305 respondents. While sample in this study are some of the members of the population, which is becoming voters in the 2007 General Election and entered final voters list in the 2012 General Election. Respondents were selected into the sample were asked questions about the 2007 General Election and 2012 Local Election. The sampling technique is simple random sampling, which is one of the chance sampling technique (probability sampling). Simple random sampling technique is a method of sampling in which every member of the population who are defined as having the same chance to be selected into the sample (Levy & Lemeshow, 1999). This means that a simple random sample is a random sample of elements selected from elements listed population (Silalahi, 2012). List of elements referred to sample frame population. In this study, the sample frame is a list of voters in the 2007 General Election Bengkulu obtained from the KPU (General Election Commission).

The sample size was determined using formula Slovin, with the following formula (Umar, 2004):

Where

n = sample size
N = population size
d = the error estimate (0.1)

Thus, the size of the samples taken in this study are:

$n = 206.305 / \{ 206.305 (0.1)^2 \} + 1$
 $n = 206.305 / 2064.05$
 $n = 99,96$ or 100 respondents

So, respondents in this study were 100 persons

who became voters on 2007 Election and entered into the final voters list for 2012 Election.

Research Variables

Variables in this study are as follows :

1. To answer hypothesis is consistent with the purpose of the first study, the variables in this study are :
 - a. Independent variable (X) : ethnic background
 - b. Dependent variable (Y) : voting preferences
2. To answer hypothesis is consistent with the purpose of the second study, the variables in this study are :
 - a. Voting behavior based on ethnic background in 2007 Election.
 - b. Voting preferences based on ethnic background in 2012 Election.

Data Analysis

Data analysis in this study are conducted using SPSS statistical software. Analytical methods used are :

- 1) Descriptive statistical methods, that is to see an overview about characteristics of respondents and study variables.
- 2) Inferential statistics methods, that is statistical methods that include inference-making process through hypothesis testing. The method used in this study consists of three kinds of statistical analysis, that are Chi Square test, Multinomial Logistic Regression Analysis, and Non-Parametric Statistics that is Mc Nemar test.

Closing

Conclusion

Voting behavior becomes interesting agenda when dynamics of democracy used as study. In this regard, several previous studies have identified determinant factors that serve as the basis for determining a person's choice. For example, studies that illustrate correlation between socio-religious, socio-cultural, bureaucratic elite and elite government, or religion and voting behavior. All of these studies is essentially answered voting behavior issues in the events of democracy, both in the general elections and local elections.

In that regard, the research that has been conducted aimed to analyze factors which influence

voting behavior that is focused on voting preference in local elections from the point of view of ethnic backgrounds, especially in 2012 local elections of Bengkulu . Based on the results of the study, it was found that some of symptoms from the conclusion of this study . First, ethnic background as one factor in the sociological approach , and correlations in general have a significant effect in the level of significance 0.10 of the voting preference at local elections in Bengkulu. Specifically, ethnic background influence on individuals who choose candidates for mayor/deputy from Serawai-Minang ethnic; Serawai-Bengkulu, and Serawai -Palembang . This trend proves that general assumption of ethnic sentiment still underlying for someone to make their preference. Case in the city of Bengkulu , was the more dominant sentiment occurs in Ethnic Serawai which have long had a solidity of different ethnicity than other ethnic groups in Bengkulu.

Second , when compared with 2007 Election in Bengkulu, voter preferences based on ethnic background has undergone quite a fundamental shift in 2012. Test statistically significant at a significance level of 0.10. Although ethnic background is still a consideration in voting, but there are other factors that will determine voting preferences which bases itself on rational preference. This is due to the increasing transparency and access to public information . The proximity of voters to resources development and social change is another factor that causes a shift in a one's background to determine the preference vote. Actually symptoms of this shift gives a good tendency for maturing democracy. Primordial ties are slowly decaying.

Based on existing findings, some propositions can be formulated as follows. First, women will tend to choose based on ethnicity rather than men. Women of Bengkulu from any ethnic distribution tends to be the only team to help the family and the family is considered in line with the contemporary politics of women. Another analysis found evidence that women are more likely than men to be mobilized by representation of ethnic similarities candidate. Second, the higher of education level of a person it will likely not choose based on ethnicity. Because, education will shape the character of people who were thinking logical, rational, and professional. Education will produce a rational political behavior if conducted properly , will result people who are able to

think systematically, to know and understand a variety of empirical problems that exist in the society so that political mood is much more rational. Third, the older person will tend to choose based on ethnicity. Young people, tend to be rational in voting. However, the voters, can be deciding factor in voting not solely due to the preference rational, but because of the bandwagon or because idolized his favorite character. People in old age largely been a public figure. They no longer preoccupied by activities to earn income. Therefore, primordial tendencies appear on this mature age. Fourth, people who cosmopolitness, primordialisme considerations aimed by ethnicity sentiment tends to weaken compared to traditional people. Individual voting preferences has incorporated between primordial consideration with rational considerations - related quality of candidates. Although it is still a consideration ethnic backgrounds choose, but the trend will continue weaken along with openness and access to information. Fifth, the people who cosmopolitness, voting preference will be influenced by the extent to which voters have access to information and transparency on the quality of candidates to be voted.

Theory implications

From the results of studies conducted obtained some findings. First, there are ethnic sentiments in 2012 Election of Bengkulu. It can not be denied because Bengkulu is a multi- ethnic region. Thus, it is used as a dominant force by pairs of candidates for mayor and deputy. Second, although there are still ethnic sentiment in the 2012 General Election but the percentage has decreased when compared to the 2007 General Election. This indicates that most people tend to start promoting psychological factors, rational choice or even political marketing factor in determining political choice.

From the research findings which capable revealed, this study resulted in some theoretical implications include : First, these findings reinforce theory of sociological approaches in the study of voting behavior, known as the Columbia School, where sociological factors one of which is ethnic voting behavior also influence a someone . The existence of significant influence from diverse ethnic backgrounds to voting preference is the basis of these findings also indicate that this sociological theory approach has been tested. Second, findings of this study is in line

with the results of Hammer research in Bromlei et al which also examines ethnic factor in the political and electoral aspects of leadership. Third, findings of this study are also in line with Ananta et al who conducted a study on the effect of ethnic candidates against one's political preference. Fourth, findings of this study are also in line with the three theoretical approaches voter behavior, namely sociological, psychological, and rational preference. Where, when people are not satisfied with the sociological approach will switch on the psychological approach and rational approach. The shift in voting preference based on ethnicity from 2007 to 2012 indicates that people have tended to start turning on psychological or rational approach. Fifth, findings of this study that there is a shift in voting preferences based on ethnicity from 2007 to 2012 indicate the presence of political money in the 2012 election. Most people who did not vote based on ethnicity, allegedly had switched to a candidate who gives them money. It has become public secret, that most people feel they have no direct benefit to the election of one candidate for Mayor and Deputy. Giving money to potential voters may provide temporary benefit directly to the voters so that they are psychologically motivated to vote for that candidate. In this way gradually to reduce the influence of money politics ethnic backgrounds against one's political preference.

The shift in voting behavior based on ethnicity are likely to decline from 2007 to 2012 can also be a picture of the future. The more advanced age, it is possible to shift voting based on ethnic greater, because people will be more open and more intelligent in determining his preference. It can also be a consideration for the candidates, at the next General Election must make efforts in attracting intelligent voters.

Recommendation

Recommendations may be made from the results of this study are as follows:

1. To political institutions and political organizer in this case Election Commission of Bengkulu also advised to socialize the importance of voting rationally by selecting leaders who really got the concept over the Development of Bengkulu and not just based on ethnic background and similarity alone.
2. To the leaders of traditional institutions, com-

munity associations and ethnic groups in order to conduct political education that choose on the basis of ethnic similarity is a reasonable, but must also consider the candidate's ability to avoid radical ethnic politics.

3. For further research and theoretical development that need further study on education factors that placed as a sociological approach, this study recommend that education today is one of the factors that produce rational voters so that its position is in the category of rational choice approach. The development of education is no longer just a social necessity but became a national necessity. However, in terms of ensuring that the education factor but not the sociological approach is rational choice approach needs to be further investigated. In addition, further research should also choose based on the preferences of different ethnic communities, namely traditional and modern societies. In addition, further studies need to be done on the factors that motivate voters in determining their political choices, whether its test sociological theory, psychological, rational choice, and political marketing.
4. For political parties or individuals who wish to nominate himself as the head area should pay attention to ethnic and also a good marketing strategy, so that people feel interested and it is important to choose them. Because, in addition to still pay attention to the ethnic similarity, part of voters in Bengkulu also emphasizes the psychological aspect and also rational.

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