

## **Election Contestants' Perceptions Regarding the Application of Environmentally Friendly Concepts in the 2020 Elections in North Sulawesi**

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### **Abstract**

The concept of environmentally friendly is a necessity in the development of development, including democracy. North Sulawesi Province as part of Indonesia participates in the implementation of elections including the 2020 regional head election. Law no. 7 of 2017 concerning Elections also contains an article that every candidate is required to campaign and use environmentally friendly props. In addition, the attitudes and behavior of candidates and election organizers must be able to fight for the concept of being environmentally friendly. This study aims to analyze the perceptions of election participants, especially election supervisors in North Sulawesi regarding the application of environmentally friendly concepts in the 2020 regional head elections in North Sulawesi. The research method is descriptive with the data obtained quantitatively. The sample was conducted by purposive sampling of election supervisors in North Sulawesi. The results of the study show that the perception of election participants about the need for environmentally friendly elections is ecocentric, which means that being environmentally friendly needs to be an important part of the success of the election. The next goal is whether the election participants make the environmentally friendly concept as part of the campaign material, it has been proven that it has been carried out and the theme of protecting the environment is one of the main themes. Although then if followed up with campaign methods, especially in Manado as the capital of North Sulawesi province which is the center of the 2020 post-conflict local election campaign, all candidates tend to carry out campaign models that are not environmentally friendly, for example by using billboards made of plastic and sticking billboards in trees. In

conclusion, election participants in the campaign tend to not care about the environment even though one of the themes raised is protecting the environment. The application of the concept of environmentally friendly elections is still below the level of expectations, for that further intervention is needed so that in the future election participants carry out environmentally friendly practices.

**Keywords:** *Perception, Election Contestants, Environmentally Friendly, North Sulawesi*

## I. Introduction

Elections are a means of changing leaders in various parts of the world, including in Indonesia. As a means of changing leadership, it provides an opportunity for the concept of sustainable and environmentally friendly development to be introduced in the election campaign considering that the leader of the election results is also a determinant of development policy. Regional leaders resulting from elections such as Governors, Mayors and Regents have the authority to determine development policies. The authority possessed by regional leaders includes development policies that apply environmentally friendly concepts. It is hoped that the results of the election process will produce an ideal leader (Liando, 2016: 22). Elections are a means to realize the will of the people in the government because elections are like the enforcement of the people's property. EMBs need to be continuously provided with a new understanding of the electoral process and electoral system. The election system in Indonesia is carried out directly, especially in 2020 with the Covid-19 pandemic which encourages the inclusion of environmentally friendly concepts. Election organizers who are equipped with qualified knowledge and understanding will structuredly deliver material socialization for election candidates (Jurdi, 2019:13), in this context efforts to strengthen the concept of planned and sustainable development by regional leaders are very important. The role of local government in regional development planning has a strategic position and this is determined by the quality of regional leaders who are elected through the electoral process. The regional head is the regional leader at the provincial and city district levels. The Regional Head is the main person in charge of administering government in the region (Zak, 2017). The regional head will be judged by the people because at this time he was elected directly through the post-conflict local election for this election political party must have found a capable and accountable candidate pair in addition to a sufficient level of electability (Sulaeman, 2017). Furthermore, in determining regional leaders, it is carried out through an election process organized by the election organizer.

The ideal leader is a regional leader who is able to maximize the role of accepting the environment through policy outcomes in his leadership process. Currently, in the era of autonomy, the authority of regional leaders is increasingly being expanded, making the policies of regional leaders to determine the creation of environmentally sound regional

development. every regional leader in preparing development planning, must consider the benefits that will be enjoyed by the community. In addition, leaders need to carefully consider all bad possibilities that will occur so that in the future they do not endanger people's lives (Sutrisno, 2013). The importance of building democracy in accordance with the local wisdom of the Indonesian people is based on Pancasila and the 1945 Constitution, Bhinneka Tunggal Ika, and the Unitary State of the Republic of Indonesia. All of these are fully supported by the values of domestic political culture, democracy which has its own spirit in the motherland. people's lives must be guaranteed through sustainable and environmentally friendly development policies.

Executive leadership in Indonesia is determined by the electoral process (Zuhro, S., 2018). One of the successes of the election for the environment is that the election participant institutions participate in minimizing the impact of environmental damage as a result of the electoral process. The election process that is carried out to be oriented towards preventing environmental damage, of course, needs to be carried out including in the socialization process and materials from the election organizers (Mardiana, 2020:112). Leaders who do not know that their behavior can contribute to environmental damage, will continue to behave like that, this is a good thing, closely related to the quality of the leader's human resources (Harahap et al., 2020: 178). The understanding of election participants about environmentally friendly concepts will be able to convey visionary and environmentally friendly concept-oriented election materials while encouraging election contestants to be pro-environmental and environmentally friendly..

Therefore, socialization to increase knowledge is important to be carried out by election organizers for both prospective leaders and related stakeholders (Gleko et al., 2017). Increasing the knowledge of regional leaders is expected to have an impact on attitudes towards the environment so that harmony between humans and nature is maintained. This quality development is carried out through organizational and individual learning through various materials and programs (Krisnanto & Suryawati, 2019: 488). This is where the role of election organizers becomes important to participate in explaining environmentally friendly concepts in socialization in addition to carrying out the main task of carrying out elections. For this reason, open recruitment by promoting dialogue between stakeholders for election organizers is absolutely done with new local wisdom where this process is carried out (Fahrul, 2019: 17).

The 2020 elections are simultaneously held in Indonesia, and in Law Number 7 of 2017 concerning elections, it is expressly stated that every candidate is obliged to campaign and use environmentally friendly teaching aids (Ramadhanil et al., 2019). This is also enshrined in the regulation of the General Election Commission of the Republic of Indonesia Number 5 of 2020 concerning the Third Amendment to the General Election

Commission Regulation Number 15 of 2019 concerning the Stages, Programs and Schedules for the Election of Governors and Deputy Governors, Regents and Deputy Regents, and/or Mayors. And the 2020 Deputy Mayor. In the PKPU, the election process must pay attention to the health protocol which is related to the environmentally friendly concept (Ristyawati, 2020: 86).

North Sulawesi Province participated in the 2020 regional head election process and many campaign centers were held in Manado City as the provincial capital (Lauma et al., 2015). The candidates who are participating, especially the candidates for governor and deputy governor of the province of North Sulawesi will make the city of Manado their target campaign. Based on this, the problem that is also raised in this study is how the perceptions of election participants regarding the implementation of environmentally friendly concepts in the 2020 elections in the province of North Sulawesi.

## **II. Method**

The purpose of this study is to analyze the attitudes and understanding of election participants regarding environmentally friendly elections. The participants in this election were observed for their behavior regarding the attitude towards environmentally friendly concepts in the elections in North Sulawesi province in 2020. The research was carried out in North Sulawesi and the focus of observations was carried out on candidate pairs, success teams, winning teams who participated in the 2020 elections. The choice of election participants was caused by that they are also a major part in the conduct of elections. The time for the research to survive the campaign period is until the general election in December 2020.

The method used in this research is descriptive qualitative through a purposive sampling approach or with a predetermined sample. Data obtained by the application of the instrument developed by the researcher. The target in this study was that there were election supervisors in North Sulawesi Province who were determined intentionally. The affordable population (population accessibility) is the people who are involved in winning the election, especially those who live in the city of Manado, amounting to 33 people.

## **III. Analysis and Interpretation**

### **Analysis of Election Contestants' Perceptions About Environmentally Friendly**

Election participants in North Sulawesi are stakeholders who are directly involved in the election process with a total of 33 respondents. The results show that the perceptions of stakeholders participating in the election have good knowledge about the concept of environmentally friendly elections. They understand the importance of environmentally

friendly elections. A good perception (ecocentric) regarding can be seen in the table (Table 1).

Table 1 Understanding of Resource Persons against Environmentally Friendly Elections

| No | Criteria                        | Number of people) | Presentism |
|----|---------------------------------|-------------------|------------|
| 1. | Ecocentric/Caring               | 26                | 80%        |
| 2. | Anthropocentric / Caring Enough | 7                 | 20%        |
| 3. | Apathy/ Don't Care              | -                 | 0 %        |
|    | amount                          | 33                | 100%       |

Source: Data Processed From research results, 2020

The table above shows that the election organizers have an ecocentric attitude, namely an attitude that views that the protection of the natural environment is carried out for the benefit of the environment itself and every human being should make accepting the environment as a priority. Ecocentrism is a movement whose basic value brings radical changes to nature (Satmaidi, 2017). for that they argue that the environment deserves protection because of the intrinsic values it contains. Individuals who have an ecocentric attitude tend to pay more attention to environmental problems and are actively involved in environmental conservation activities..

### 3.2. Interpretation of Environmentally Friendly Perceptions of Election Contestants.

Environmentally friendly perceptions require social order in the form of policy implementation, including environmentally friendly policies. Social order can be posted through the role of election organizers through the process of planning, organizing and implementing materials that contain environmentally friendly concepts (Purnaweni, 2014: 63). There are at least three forms of individual support for environmental issues et al., 2016: 44); that is:

1. Ecocentric is the view that the natural environment deserves protection because of the intrinsic values it contains.
2. Anthropocentric is the view that the natural environment as a source of which can be used for human benefit

3. Apathy is indifference to the natural environment as an important resource. In order to find out the perceptions of election participants regarding the implementation of environmentally friendly concepts in the 2020 elections in North Sulawesi, respondents were given several question items about their understanding of the development of environmentally friendly elections.

When the questionnaire was run to the selected election participants to find out their perceptions of the environmentally friendly concept, the results showed that most of them understood the environmentally friendly concept but were not followed up by conveying materials for socializing the environmentally friendly concept in their activities as election organizers. This condition is contrary to the ecocentric attitude which should show support for environmental problems because they feel that nature deserves protection not because of economic considerations, but rather for environmental considerations.

In order to increase the perception of election participants so that they are oriented towards environmentally friendly concepts in the observations made by researchers, according to them, detailed information is needed about what is meant by environmentally friendly concepts. It is also necessary to socialize the deepening of materials as well as technical guidance specifically information about environmentally friendly concepts. Most of the respondents' mastery of environmentally friendly concepts was obtained by self-taught or self-taught. Even though Law Number 7 of 2017 concerning elections expressly states that every candidate is obliged to campaign and use environmentally friendly props, there is no provision on rules for implementing environmentally friendly elections. The process of exchanging and understanding information, in this case, carried out by election organizers in order to motivate or influence someone's behavior, especially regarding the concept of being environmentally friendly has not been created and there are no work procedures and procedures for its implementation.

Perception is a person's ability to understand or understand something after something is known or remembered; includes the ability to capture the meaning of the meaning of the material being studied, which is expressed by outlining the main content of a reading, or changing the data presented in a certain form to another form. Perception is the impression obtained by the individual through the five senses then analyzed (organized), interpreted and then SEC, so the individual gets meaning (Robbins & Hakim, 2013). Perception is a cognitive process experienced by each individual in organizing, interpreting and storing inputs of information and sensations received through sight, sight, smell, touch, feeling and appreciation so as to produce a meaningful picture of the

world (Takele & Kiltu , 2015). Perceptions of environmentally friendly concepts are determined by attitudes and behavior based on social, economic and environmental aspects (Arifiani & Mussadun, 2016: 185).

The year 2020 was marked by the presence of the Covid -19 pandemic which also changed the order of world life, including the holding of elections (Muhyiddin, 2020: 1). On the one hand, the pandemic is detrimental but on the other hand it encourages modernization and digitalization for election organizers (Persada & Wisnaeni, 2020: 200). Elections in the pandemic era require the maximum role of organizers of engagement with health protocols (Sarjan et al., 2020: 73). election organizers as part of the representation of the successful implementation of elections play a very important and strategic role in realizing an environmentally friendly attitude, especially for potential participants or election contestants. election organizers can be pioneers of the environmentally friendly movement. This movement is carried out through socialization of materials from the election organizers.

#### **IV. Conclusion**

Based on the results of data analysis, the results of the research can show that election participants have an ecocentric perception or care about the implementation of environmentally friendly concepts in the 2020 regional head elections in North Sulawesi. However, this perception is contrary to the reality on the ground that there will still be many election participants who use billboards that are not environmentally friendly. Election participants as mandated by Law number 7 of 2018 themselves have not been able to carry out the process of environmentally friendly campaign activities. Based on the conclusion and surprise of the research, several suggestions will be made regarding environmentally friendly behavior to continuously implement programs that can help election participants related to environmentally friendly policies, for example in the form of trainings with the aim of increasing knowledge, abilities, skills and while promoting environmentally friendly behavior.

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