

Conversion of Social Capital into Political and Economic Capitals: A Case Study of Erzaldi Rosman Winning in Bangka Belitung's Gubernatorial Election in 2017)

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Abstract

This research aimed to find out how the conversion of social capital into political and economic capitals in the winning of Erzaldi Rosman as a challenger candidate of the incumbent candidate in Bangka Belitung's gubernatorial election in 2017. The winning of a candidate in Regional Head Election (*Pilkada*) definitely cannot be separated from some supporting factors, covering social, economic and political capital factors and other factors. This research used Piere Bourdieu's social capital theory to explore the winning factors owned by Erzaldi Rosman against the incumbent candidate in Bangka Belitung's gubernatorial election in 2017. Besides, this research applied Casey's political capital theory to determine how Erzaldi Rosman built political networks to run in the election. Additionally, economic (financial) capital concepts were also used to explore how Erzaldi Rosman developed financial networks that made him and his running mate of deputy governor candidate able to defeat the rival pair or the incumbent candidate in Bangka Belitung's gubernatorial election in 2017. This research used a qualitative approach with a case study method. The qualitative approach applied in this research was intended to understand what the research subject experienced, for example, behaviors or actions by way of description in the form of texts, images, words, and languages revealed and found in this research. The data were derived from interviews, records/ notes, videos, and documents. The descriptive-qualitative type used in this research was aimed to obtain information about the selected pair of Erzaldi-Fatah as the Governor and Deputy Governor of Bangka Belitung Islands for the period of 2017-2022 by looking at the social, political, and economic capitals owned by this couple. Based on the results of this research, the winning of Erzaldi Rosman over the incumbent candidate in Bangka Belitung election contest in 2017 was affected by the factor of social capital owned by Erzaldi Rosman. Furthermore, Erzaldi Rosman successfully converted his social capital into economic and political capitals (a coalition of some parties to nominate Erzaldi) to run in the election.

Keywords: *Pilkada*, Gubernatorial Election, Social Capital, Political Capital, Economic Capital, Conversion.

1. Introduction

2017 is a political year for the Province of Bangka Belitung Islands, in which the province has held a provincial-level election for Governor and Deputy Governor positions. The implementation (voting day) of the gubernatorial election (*Pilkada*) of Bangka Belitung by the Provincial General Election Commission (*KPU*) of Bangka Belitung was on Wednesday, February 15th, 2017. This election was participated by the following 4 pairs of candidates of Bangka Belitung's Governor and Deputy Governor:

1. Yusron Ihza-Yusron Yazid
2. Rustam-Irwansyah
3. Hidayat Arsani-Sukirman
4. Erzaldi-Fatah

Based on the vote recapitulation reported by the Regional Election Commission of Bangka Belitung Islands Province, Erzaldi-Fatah pair was ranked first with the highest voting result of 38.94% in the provincial head election of Bangka Belitung Islands in 2017, followed respectively by Rustam-Irwansyah pair with the voting percentage of 22.70%, Hidayat-Sukirman pair with the voting percentage of 19.27%, and, lastly, Yusron-Yusron pair with the voting percentage of 19.10% (Ahmadi, 2017).

There are several factors supporting the winning of Erzaldi-Fatah, one of which is the social capital factor owned by the governor candidate, Erzaldi Rosman. Of course, this is not apart from the good social interaction between Erzaldi Rosman and the community of Bangka Belitung. Erzaldi was able to build such social interaction by initially imaging himself as a good figure to the people of Bangka Belitung. During his one period tenure as the Regent of Central Bangka regency, Erzaldi succeeded in imaging himself as a wise leader in the eyes of the community. The figure of Erzaldi who is considered religious by the community has contributed to his success in building a trust of the people of Bangka Belitung Island. Moreover, many achievements he got during his time as a deputy regent and regent of Central Bangka regency also has made the community in sympathy with Erzaldi Rosman, eventually creating a good social interaction between Erzaldi Rosman and the people of Bangka Belitung. With the good social interaction, he received maximum support from the people of Bangka Belitung in general and the people of Pangkalpinang city in particular. In the end, Erzaldi won the

gubernatorial election of Bangka Belitung by defeating the incumbent candidate (Rustam Effendi) who should have more chance to be re-elected as the governor of Bangka Belitung in 2017 (Afif, 2017).

However, referring to the explanation expressed by Prof. Kacung Marijan (2006), candidates in regional head elections must have 3 (three) main capitals, namely political capital, social capital and economic capital. Erzaldi Rosman's victory in the gubernatorial election contestation, of course, is not regardless of the factors of political and economic capitals. He added that in the process of a regional head election as an arena of political contestation by selecting and competing between the candidates, the candidates who are likely to win the election are those who have built capitals. The main capitals that must be owned by candidates who want to participate in contestation of direct elections are political capital, social capital, and economic capital. A pair of regional head candidates will have a big chance to win when they have more than one accumulated capital. The more capitals a pair of candidates are able to accumulate, the bigger their chance to be elected as the regional head will be. The chance for a pair of candidates to win is part of a complex process. Therefore, the election result cannot be said to be derived from just one factor or a particular capital.

Based on the above explanation, the focus of this research was on how Erzaldi Rosman as a candidate for the gubernatorial election utilized his social capital to gain political and economic support contributing to his victory in Bangka Belitung's gubernatorial election contestation in 2017.

2. Research Methodology

Viewed from the data type, this research used a qualitative approach. In this case, the researchers tried to understand about the phenomenon of the elected figure, Erzaldi Rosman in Bangka Belitung's gubernatorial election contestation in 2017. The researchers will further describe what was experienced by the research subject (Erzaldi Rosman) in the form of narration.

In addition, this research used a case study method. The use of this case study method was intended to explore what was experienced by the research subject (Erzaldi Rosman), for example, behaviors and actions in the form of texts, images, words, and languages revealed and found in this study.

Furthermore, in this research, the researchers applied a snowballing technique as the informant determination technique. As in qualitative research commonly, the researchers conducted in-depth interviews with the knowledgeable informants that had been selected, such as the supporting team of Erzaldi-Fatah and the community of Pangkalpinang city. The interviews were performed transparently in which the informants knew the presence of the researchers as the interviewer in the research location. During the interviews with the informants, the researchers used a recording tool to help document the interview data.

For the data analysis, the researchers adopted the case study data analysis technique of Robert K. Yin. There are several stages in the procedure of this case study data analysis technique, covering pattern matching between empirical data and predicted patterns, explanation making, and, lastly, time series analysis. Besides, the data analysis process of this research was based on several theories and concepts, including Pierre Bourdieu's social capital theory, Kimberley Casey's political capital theory, and the 3 (three) concepts of social, political, and economic capitals of Prof. Kacung Marijan.

3. Results and Discussion

Conversion of Social Capital into Political Capital

Casey (2006) cited by Sudirman Nasir (2009) defined political capital as the empowerment of the whole type of capitals owned by a political actor or institution to generate favorable political actions and strengthen the position of the political actor or institution. Casey further highlighted four political markets that influence the magnitude of political capitals owned by a political actor or institution. The first political market is elections because elections are the basic instrument for electing leaders in a democratic system. The second political market is the formulation and implementation of public policies. The third political market is the dynamics of relationships and conflicts between political actors or institutions in the formulation and implementation of public policies while the fourth political market is the public opinion of political actors or institutions. According to what has been explained by Casey, it can be concluded that political capital might also be one of the factors influencing the success of Erzaldi Rosman in Bangka Belitung's gubernatorial election in 2017.

The important thing to note is that the political capital for such election contest has many forms, for example, the support of political parties, political elites, and community institutions. In this research, the intended political capital was the support of the coalition political parties nominating Erzaldi Rosman in Bangka Belitung's gubernatorial election in 2017.

Based on the in-depth analysis results, the political capital owned by Erzaldi Rosman is actually a form of social capital conversion which is the main factor of his winnings in Bangka Belitung's gubernatorial election in 2017.

Initially, Erzaldi Rosman was indeed one of the best cadres of Golkar party of Bangka Belitung province to run in Bangka Belitung's gubernatorial election in 2017. However, due to internal conflicts occurring in Golkar

party stronghold of Bangka Belitung province, Erzaldi Rosman decided to quit the party and participate in the election independently. In fact, Erzaldi Rosman's journey to run for the governor through the independent channel was hindered by procedural factors considered to be difficult to fulfill by him. To stay in the election, Erzaldi sought to gain support from some political parties that could be used as a vehicle to navigate the contestation of Bangka Belitung's gubernatorial election in 2017. One of the ways was building an internal communication between himself and Gerindra party which is considered to have a good credibility, and eventually, Gerindra party was willing to support him in the election.

Furthermore, Erzaldi also succeeded in convincing two other parties (Nasdem and PKB) to join the coalition to back him in the contestation of Bangka Belitung's gubernatorial election in 2017. The parties' willingness to support him was inseparable from the results of several regional survey institutions showing that Erzaldi-Fatah pair had a high-level electability compared to other pairs. In other words, it was the good electability that could eventually influence the two parties to agree to support Erzaldi-Fatah in the election.

From the above description, it can be obtained that Erzaldi had indirectly converted his social capital into a political capital, helping him to contribute to Bangka Belitung's gubernatorial election in 2017. With the good capital and track record, Erzaldi Rosman succeeded in improving his electability. It attracted the attention of Gerindra, Nasdem, and PKB as political parties that were willing to be the vehicle of Erzaldi Rosman in navigating the contestation of Bangka Belitung's gubernatorial election in 2017.

Conversion of Social Capital into Economic Capital

In addition to social and political capitals, economic capital is also one of the factors influencing the winnings of Erzaldi Rosman in the provincial head election of Bangka Belitung islands in 2017. In every contestation of regional head election (*Pilkada*), each candidate certainly needs a considerable economic capital or political funds in preparing and dealing with the election contestation.

The meaning of economic capital comes from the understanding of objects that have economic values symbolized by money or currency. In an economic perspective, capital can also be an investment that a person gives to the other party, which is then exchanged for profit in the form of goods, money, or political services.

Economic capital is important as a "driver" or "lubricant" of political machines. As an example, in the campaign season, a very large cost is required to finance a variety of needs such as printing posters, making banners, paying advertisements, and so on. Even, economic capital can be a major prerequisite when the candidate is not from the party he nominates.

Back to the focus of this research, based on the data obtained, Erzaldi Rosman had the least wealth compared to other candidates. The gubernatorial candidate number 1(one), Hidayat Arsani had the largest total wealth of IDR 82,125,521,249, respectively followed by Rustam Effendi with the total wealth of IDR 8,274,770,000, Yusron Ihza Mahendra with the total wealth of IDR 4,651,722,000, and, lastly, Erzaldi Rosman with the total wealth of IDR 3,735,225,950 + US \$69,317 (Bangkapos.com).

Knowing Erzaldi's financial condition that was far below the other candidates', Erzaldi tried to get financial support from various parties. Regardless of the motivation driving those parties voluntarily provided financial assistance or support to Erzaldi Rosman, the social capital factor owned by Erzaldi in the form of a good image and track record in the eyes of Bangka Belitung community indirectly resulted in sufficient economic capital support that he could maximize in the effort of winning the contestation of Bangka Belitung's gubernatorial election in 2017.

The thing that draws attention at most was the willingness and sincerity of the volunteers or donors to help him in terms of financial capital (economy), which was also influenced by the very good rated figuration/ image and track record of Erzaldi Rosman. That is, Erzaldi Rosman successfully converted his social capital into an economic capital that was highly important for him in winning the gubernatorial election of Bangka Belitung in 2017. His ability to convert his social capital into an economic capital successfully generated others' volunteerism to help him in the election, especially in terms of financial support. It definitely gave a huge advantage to Erzaldi Rosman in the electoral process, particularly considering that his financial condition was not comparable with those owned by other candidates.

Conclusion

Social capital in contestation of elections is actually a matter that should be considered by every candidate who participates in regional head elections. The fact says that the identity of the nominating political parties does not much take a role in winning a candidate in the election, for example, the winning of Erzaldi Rosman in the contestation of Bangka Belitung's gubernatorial election in 2017 against the incumbent candidate. The main factor of his winning is the social capital he owns. His good figuration or image in the eyes of Bangka Belitung community successfully made them interested in selecting Erzaldi Rosman as the governor of Bangka Belitung. Besides, the political and economic capital factors also played an important role and provided big support for Erzaldi Rosman to win in the gubernatorial election contestation. Erzaldi Rosman successfully converted his

social capital into a political capital that greatly contributed to his participation in Bangka Belitung's gubernatorial election in 2017. With his high electability, Erzaldi managed to get the support of several political parties that together coalesced in favor of Erzaldi Rosman. Furthermore, since Erzaldi Rosman was the gubernatorial candidate with the least financial capital compared to other candidates, he tried to make a maneuver to the condition. He finally succeeded to get financial support from several volunteers or donors. The volunteerism given by various parties cannot be separated from the good figuration/ image and track record Erzaldi has built so far. The conversion of his social capital into economic capital did help Erzaldi Rosman in the process of winning the gubernatorial election of Bangka Belitung in 2017, given that his financial condition counted much less than the other candidates'.

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