

# **Compromise: Social Interactions of Political Elites Build Voter Networks**

**Mahatva Yoga Adi Pradana**

Student, Sociology Doctoral Program, University of Brawijaya, Malang City, Indonesia  
mahatva.pradana@student.ub.ac.id

**Muhammad Lukman Hakim**

Head of Sociology Doctoral Program, University of Brawijaya, Malang City, Indonesia  
em.lukman79@ub.ac.id

## **Abstract**

This paper aims to find a positive form of practice that the political elite practices at the time of the election. The process of social interaction that shapes individual behavior in politics is also a means of political elites supporting interests. The study tries to find a form of political strategy that political elites can use to create an agreement. The relationship between the public as voters and the political elite certainly gave rise to many models of social exchange. To minimize the bad image of politics, the author seeks to explain the positive procession of social interactions born from both sides. The method used by the author with a qualitative approach was sourced from secondary data in the form of books and journals. This paper reveals that positive values can be formed in a political contest. The interaction of political elites gives birth to relationships and social networks that can be used as a tool of support. The behavior of the political elite closely related to negative imagery indicates stigmatization carried out by the lay community. In the end, the author found a storyline related to the compromises made by the political elite, namely as a means of mitigating conflict, the process of interaction that gave birth to the agreement, alternative politics to the strengthening of networks for the politics of sustainability. Furthermore, compromise can be seen as behavior that is beneficial to the public interest and politics can be interpreted as a form of the common good.

## **Keywords**

Political elite, Compromise, Social interaction, Voters, and Politic strategies.

## **1. Introduction**

The process of democratization shows that the success of elections in Indonesia has gone well. History states that this democratic process gave rise to good institutions that could function according to the needs of the state (Zuhro,2019) However, this picture is equally important in a democracy to determine the successes and failures in which the democratic process takes place. The behavior that occurs in the democratization process creates a political culture in each of these institutions. This culture forms a habitual attitude of action and values in believing that this behavior is carried out to direct society and the political elite (Prasetiyo, 2015)

When there is a contradictory debate between directing the community and the political elite, the democratic process cannot run smoothly, all of which must be supported by democratic institutions to be able to develop capabilities credibly so that they can be recognized by the public. This action shows that the credibility of the institution represents the interests of society (Sarbaini,2015). The main condition in the democratization process should guarantee the work and performance of state institutions in a democratic manner, even though there are some that are not sustainable with the interests of the community. All this happens because political culture can create public distrust of the institutional capacity (Arianto, 2019).

Public trust is a real picture of the democratic process when political elites ask to be elected to represent their chosen regions. This shows that elite electability is an action based on public trust, complementing and fulfilling one another (Asrorin,2020). This condition is in fact strong enough. The community as constituents understands that the interests of the political elite in efforts to create democratization through the election process are part of the political interests themselves (Juanamasta et al. 2019; Hentihu et al. 2021). Therefore, the behavior that occurs is part of the democratic

process that is already running in the election process, both at the local and national levels.

### **1.1 Objectives**

Democracy is not a prime mover, where the driving force is the existing institutions. Democracy is an attitude that is born from the spirit and habits of the people and their political elites. The understanding of democracy is sometimes misinterpreted to only win the personal interests of the political elite rather than the majority of the community so that there are often riots and demonstrations based on people's distrust of democracy built by the elite. (Kamaruddin,2019) Compromise is often pronounced as a form of middle ground when the democratic process does not run smoothly. This process is carried out as during the period dead lock (Sweinstani,2020). In carrying out this compromise process, the community fosters trust by listening to the words of the elite as evidence of their influence in society, for this reason an appropriate compromise is needed in order to maintain democratic stability.

The behavior of the political elite in the context of compromise is rational. This action is needed to build community involvement in the election process. Indirectly the compromise between the elite and the community is the decision-making process (Mawardi,2019). Compromise serves a positive purpose and function. First, compromise can provide alternative solutions to conflict. Second, compromise can minimize physical action and a long-term solution (Meyer, 2008). Both of these things were carried out on the basis of both parties arguing about political substance. In fact, there are still many solutions that have been made due to the domination and differences in power structures between the political elite and the people (Meyer,2008).

In the socio-political reality, there are differences of views in emphasizing interests which are common. The existence of basic values that are pursued by political elites and society indicates that there are ideal conditions for democracy (Nath et al.; Suharyanto et al. 2020). This requires a new understanding as a capital for interaction between political elites and society. Looking at the Indonesian context, compromise is part of political ruralism where this action tries to accommodate the interests of people with different backgrounds (Meyer,2008). Therefore, an alternative problem solving is needed as a win-win solution.

Social interaction between political elites and society can also lead to differences that lead to political conflicts in which political elites who make rules often cannot satisfy the interests of society fairly (Pradana,2019). This conflict is a normal part of our country's democratic political process (Syamsuddin, 2020). Political elite authorities, which in each vision and mission create harmony and prioritize the interests of the people, in fact, must forget their idealism in order to support the interests of the organization. This is often a social problem, until finally in society is referred to as pretend politics.

In fact, political contestation that often creates conflicts remains the best way of democracy (Wafa,2020) Based on the experience of political elites, the process of compromising political conflict resolution can unite society (Nurohim and Pratisti,2020). This action is based on a consensus that puts forward justice procedures and compromise agreements. Thus, elite political behavior through compromise becomes a political culture to balance agreement and conflict. As happened in the last 2019 election process, where the two parties to the conflict agreed to reach a good compromise for the sake of the democratic process (Roosinda and Alfrita, 2019).

This paper wants to see the extent of social interaction processes created by political elites in building their political networks with voters. The process that arises from distrust into partiality is interesting to find out how far it has succeeded. There are often overlapping interests between political elites and voters. In the end, part of the interests of the political elite must be eliminated in order to create a democratic consensus for the voters.

## **2. Literature Review**

In an effort to create a harmonious order. Political elites are expected to be able to dampen all negative news against him. This action was taken to maintain political conditions that would later support the success of the elite. Compromise is a small part of the social exchange that takes place in the election process. This exchange involves the community and political parties. The form of this exchange is a form of mutualism symbiosis. The relationship between society and political parties can be seen in the presence of parties and political elites in community activities. As is done by political parties, holding social assistance activities, social services, and trying to create political promises which can then be realized (Liata, 2020). Actions that occur between the community and the elite are considered only to be transactional elections. All of this is done in order to make an agreement by providing mutual

benefits for each party (Liata, 2020).

Another opinion states, this compromise practice is also based on social exchange with the image of helping the poor. This condition cannot be separated from the low economic needs of the community so that it is captured by the political elite in the form of ties. In fact, poverty is functional in a social system because it connects various valuable systems to support the sustainability of people's lives (Zuber, 2012). The author considers that people's behavior that is driven by economic needs is very easily driven by nominal value. So that the participation of political elites who actually do campaigns is less attractive. Therefore, this strategy is considered appropriate with the assumption that the amount of value issued has a major impact on the amount of support.

The existence of an image that considers politics to be dirty is the reason for the writer to try to take advantage of the social behavior of the community in politics. Social interaction becomes an entry point for political elites to be able to connect with the community as constituents. The election trend in recent years shows that political elites are competing to get votes, which is certainly not easy. In general, an agreement in the form of a political contract is defined as an agreement that involves political elites, parties, and voters to determine votes (Biyanto, 2015). Apart from that, other actions carried out by conducting public opinion surveys and making political contracts that cost large rupiah cannot guarantee to be included in the finished numbers. Borrowing the opinion expressed by Peter Blau (1964) about social exchange, the form of agreement between the political elite and society is part of the social contract. Based on this theory, all forms of social exchange between the two parties where there are elements that Blau mentioned, namely the existence of rewards, sacrifices and benefits. In the end, the political goal itself has been accomplished, in politics: who gets what, when, how (Laswell, 1936).

The author sees that social interactions carried out by political elites with the community are part of social exchange, either through compromise mechanisms or political contracts. Departing from the assumption of an elite theory which states that every society is divided into two categories, first, namely a group of people with the ability and positions in government, therefore they are called ruling and non-powerful elites. The second is the mass that has a large number with the ability to command (Varma, 2001). Seeing this assumption, the writer sees that there are different objects in the ruling and non-ruling areas, resulting in social interactions that result in one of the political elites having full power over the object of his power. In the existing tradition, elites who are not in power are considered as second-tier power with strata that are under the ruling elite. This phenomenon occurred during the 2019 political division in the elections. There were two camps that fought for power until they finally agreed to become one part of the power itself.

The influence of social interaction also plays a role in the role and behavior of political elites in opening networks with their voters. In addition to making interaction a process of exchange, the elite seeks to have a role and influence, namely having a position, reputation, and decision making (Putnam in Haryanto, 2005). Building a voter network is not only in the practical area, carrying out political exchanges with agreed values. More than that, the political elite must continue to maximize its performance in building voter networks so that they can survive the next process of power.

Starting from another point of view, the process of social interaction between the elite and their voters also enters through important people. Political elites are not only in power in main positions on the territory of the country. Elite abilities also have an influence at the local level. In the study of local elites, the symbol of legitimacy in an effort to maximize the power of a certain area lies in the existing rules created by the local political elite. In creating power based on their political identity, the patriarchal and authoritarian people of southern Tajikistan have the function of ordering and being able to reduce conflicts considering that the power there is so easily contested. As a form of collective identity based on Islamic kinship, values and norms are used to strengthen the group's position to power. In the end, the ability of local political elites can suppress all acts of exploitation and client patron exchange (Boboyorov, 2020).

The social exchange process carried out by political elites at the local level is also influenced by the theoretical framework proposed by Migdal about the success of local political strongmen. First, local strongmen have autonomous power in each region that can organize the surrounding community. Second, local strongmen can exercise social control and distribute components that produce patron-client relationships. Third, local strongmen have power over territory and resources so that they are able to aggregate social change (Migdal, 2001).

From the description above, there are several studies that the author finds as the main way of thinking. Compromise

is part of the social interaction process between political elites and the public as voters through transactional politics. Relationships cannot be separated from elite transactional leadership (Liata, 2020), as well as social exchanges that often occur in the poor (Zuber, 2012). This pattern is used by political elites through local elites who have power. Local strongmen who have the top position in community organizations are expected to bring a positive reputation and contribution (Wibisono and Djumadin, 2020). This study then implicitly describes the practice of compromise made by political elites, especially in establishing voter networks through the power of local political elites so that political elites can feel the political impact. Through the process of social interaction, political information about the elite can be conveyed. This study also tries to rule out patron-client practices with a more polite language, namely compromise.

Reflecting on the research findings, the author then begins a normative interpretation of the behavior of political elites in reducing conflicts of interest with a political compromise strategy. Compromise is one of four processes to reduce conflicts of interest that involve a negotiation process that involves many individuals (Meyer, 2008). Compromise is understood as an effort to give a positive touch to the achievement of values and interests that are impossible to happen but often appear as the end result. This process is formed from social interactions that include an elite agreement with the community at the request of one party in order to achieve long-term parts of the electoral process.

As a first step, the author identifies all reading material to serve as a series of academic stories so as to produce a clear narrative ( Figure 2). Based on this series, the author's goal is to find a process carried out by the political elite in an effort to build a voter network to be able to win the election process.

### 3. Methods

The author uses a qualitative analysis method by conducting an academic review of the existing democratic process in Indonesia (Figure 1). This method can be interpreted as a form of activity that collects library data, reads and records, and processes research material from a scientific journal. (Mustika,2008).

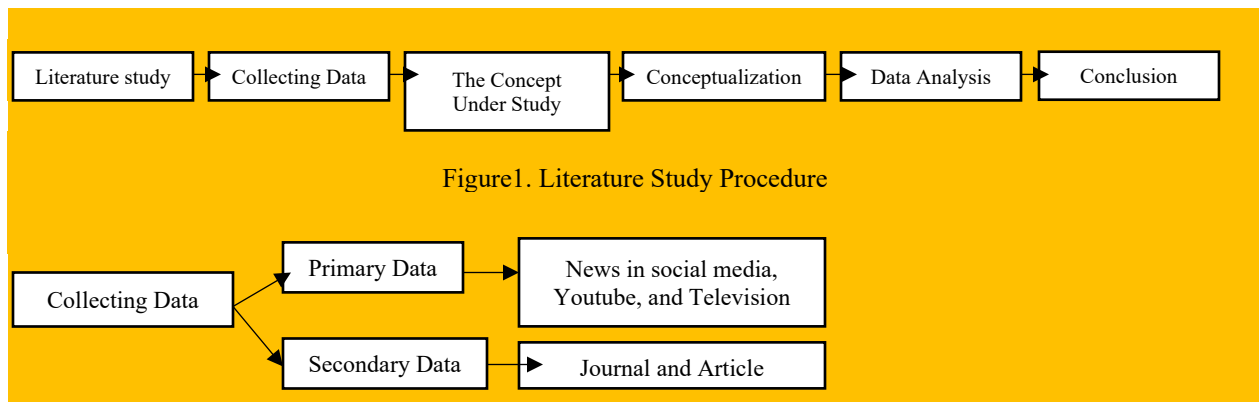


Figure1. Literature Study Procedure

Figure 2. Collecting Data

As a first step, the author identifies all reading material to serve as a series of academic stories so as to produce a clear narrative (Figure 2). Based on this series, the author's goal is to find a process carried out by the political elite in an effort to build a voter network to be able to win the election process.

### 4. Results and Discussion

A Positive Understanding of Compromise is presented in Table 1.

Table 1. A Positive Understanding of Compromise

Compromise Model	The Process of Social Exchange by the Political Elite
------------------	---

A Strategy to avoid conflict	Efforts were made by the elite to establish communication with leaders in the community. In it, there is a transaction process of needs in development.
Elite Interaction with Society	The efforts made by the elite to establish kinship. In this process, the elite are actively interconnected in asking for community involvement.
Alternative lobby	Efforts made by the elite to find solutions as a form of meeting the needs of different communities
Build a network of voters	Efforts made by the elite by forming a group of voters or sympathizers as a form of mass reinforcement

#### **4.1 Compromise: Political Strategies in Facing Conflict**

The election process that has occurred has caused many victims both materially and financially. This process is often a bad picture in the democratic process (Rahmatulloh, 2019). The art of democracy is a small part of politics carried out by the elite by providing the opportunity to unite an interest that arises from the various interests of society until it is finally accepted legally as an agreement. This is what is expected if the political process does not run smoothly. In fact, there are four political strategies that can be used as a form of conflict resolution.

First, the authoritarian where this process involves a number of interests that are carried out with the power and power of the state regardless of the tolerance of differences (Meyer, 2008). This process is closely related to dictatorial actions, which in turn are contrary to democratic principles. Second, building a consensus on this process is a form of reaching an agreement between the two parties who exchange arguments. Although this method cannot be done in large numbers, such as the Indonesian democratic process which is more directed towards voting (Meyer, 2008). Third, majority decisions are strictly a form of majority group power. This form becomes a force with superiority in numbers so that it can suppress minority groups without a fight. Fourth, then will become the final way in which there is negotiation and lobbying to make all interests the agreement of both parties (Meyer, 2008).

Social action that arises from group superiority is referred to as political action. This political action is related to the public interest in a narrow area. In an effort to build voter voice, political elites act as actors capable of resolving conflicts. Political elites become leaders of parties and interest groups trying to resolve conflicts with transactional behavior (Sugiyanto, 2020). This path facilitates political strategy for the elite. The process of conflict resolution which puts nominal value in the transaction process allows the community to move easily.

The interests of the political elite as social action are urgently needed. Political elites who are able to resolve conflicts are counted as transformational leaders. Transformational leaders are leadership models that are purely social in nature and care deeply about the common good. (Northouse, 2013) Even though political elites have political interests. Humanitarian values are the main means of defeating political domination. The process of changing this interest for the author starts from personal interactions through the closeness built by the political elite. This behavior explains that transformational leadership pays more attention to charismatic attitudes and sensitivity to the environment (Bryman, 2012).

Social interactions that emerge from elite leadership patterns indicate a process in which political elites and society mutually enhance and create morality for the realization of common interests. The behavior of the political elite is what makes it easy for people to vote in the election process. In an effort to establish synergy among voters. The conflict resolution strategy is an effort to improve and form a positive image. For (Northouse, 2013) there are four factors that can support the political elite in transformational leadership, namely (1) ideal influence, (2) motivation, (3) intellectual stimulation, and (4) adaptation considerations. So that the leadership pattern of the political elite changes to be positive when dealing directly with the community as voters. The political strategy seems to have to be changed to what the people want.

The conflict that is meant is not a mere personal problem, but rather a normative conflict that arises from differences in interests and beliefs. The conflict created social friction which created disintegration in the community. Realizing that political elites have limitations, conflict management is therefore needed. The task of transformational leaders to resolve conflicts is of course together with other community groups interacting to carry out compromises according to what has been agreed. In other words, political actions that are prone to conflict can be resolved not by force, but

by forming justice for the sake of reaching a compromise.

#### **4.2 Compromise: Interaction between Political Elites and Communities**

The interaction process carried out by political elites with the community and other elements is a simple process carried out before the election until the end of the election of the elite. The behavior of the political elite with all types of leadership carried out is an effort to gain public sympathy. For the political elite, the process of social interaction that occurs forms a system of relations. Interaction is a relationship between two things that are interrelated to form a new system that creates social linkages between individuals. The form of this interaction between the two parties has an influence on each other (Chaplin, 2011)

Every political elite who has succeeded in reducing conflict will be able to control the political process in their environment. According to Soekanto (1982), there are several conditions for the interaction process to occur. First, there is social contact, this process is the beginning of the advancing political elite through certain selected areas to make direct contact by providing assistance to participate in the life of the surrounding community. This process is commonly referred to as the political branding stage. Second, this process is what becomes very dominant for the public to know all forms of vision and mission of the political elite when they come forward to contest. Communication is seen as the process of conveying information. In overcoming conflicts, communication practices also exist in the lobbying and negotiation stages. Lobbying, which has been interpreted in a negative light, represents interests that are closely related to politicians or administrative authorities (Joos, 2011). This assumption occurs because lobbying aims to gain a definite and measurable influence on a political decision.

In contrast to negotiation which is defined as a process of communication by taking approaches to regulate, manage and reduce conflict tension. The political elite's approach to negotiating is often an invisible power. This occurs because negotiations are centered on the process of transferring authority in the process of reaching an agreement (Barge, 2009). In other words, the practice of political elites that make lobbying and negotiation into their political strategy is a manifestation of the results of social interactions carried out by political elites during the election process. In political communication, lobbying practices and negotiation rhetoric should be carried out in private because these two things require intimacy in communicating (Shahreza, 2018).

Lobbying and negotiation during elections require a compromise between the two parties. The mechanism of political communication through interpersonal begins with a one-on-one conversation process until it ends in mutual agreement. Then in a broader realm, the compromise results through lobbying and negotiations can be brought to large forums to be able to determine group agreements. The language and rhetoric of the political elite are needed to support the interaction process that occurs. This rhetoric aims to influence the public as voters so that they can take their political stance. Until finally this rhetoric can create a sustainable political process.

In general, the social interaction process that often occurs is manifested in political contracts. This political contract phenomenon is triggered by the existence of social exchange in the interaction process. In the process of social exchange, the political elite and the community who have agreed through compromise seek a material reciprocal relationship. Based on Peter Blau's (1964) conception of social exchange will occur when there are rewards, sacrifices, and benefits. When the compromise process takes place on a large scale, the social exchange has become the way that is often carried out. From this, it will be seen that political interests will be very thick when it reaches the nominal value.

This interaction that creates compromises between interests certainly takes into account mutually beneficial exchanges. The social exchange pattern containing the number of funds becomes a stimulus for the political elites with an interest. That being said, cannot be separated from the many practices of money politics that have become the new normal in the post-New Order elections. This condition is exacerbated by the fact that the range of money politics that occurs in Indonesia is very high and places Indonesia as the third country with the title of money politics in the world (Muhtadi, 2019).

In addition, the interaction process also involves transactional social exchanges involving big names and dominant political forces. The practice of using big names has become a practical way to gain votes. Even some political parties have used artists in the election and post-conflict local election candidacy numbers (Choiriyati & Wiendijarti, 2020). This process becomes an alternative when the political elite does not have a big name to advance in the election process. For that, we need individuals who can present the masses so that people can come directly. Because the

political elite can directly ask the individual to communicate to elect the political elite who has invited him. Finally, in a major exchange process, compromise involves many influential figures. This interaction becomes the capital of the political elite to start joining groups in a society. Political elites in social interactions at the same time compromise some local elites to be able to explain their electoral areas. This effort becomes a form of mapping strategy to anticipate community needs, potential, and chances of success. The utilization of the local elite is usually used as an opening (Liata,2020). This process will be carried out together at the time of open absorption of aspirations. Carry out campaigns and try to become a political elite with alternative policies that are desired by the community. Therefore, the process of winning over the political elite becomes the main agenda and then the realization of the interests of the voters.

#### **4.3 Compromise: Alternative Way to Number So**

The process of interaction by political elites in compromising with society is unconsciously part of social communication (Agusyanto, 2012). Every political elite who deals with the community in the area of his choice has specifically built and constructed personal agreements. The agreement that arises from this interaction reflects the good social relations between the political elite and society. Thus, the degree of public trust will be much better formed. Compromise can be accepted, trusted and very realistic if the efforts implemented go according to the agreements made in the campaign promises (Meyer, 2008). As a form of mutual good, compromise is attempted as an alternative way to get a positive image for a legislative position. This situation is a possibility close to the ideal goal of the political elite. In an election process, political elites actually compete to get the final number. This political behavior requires that political elites who do not have a large capital capacity can also achieve maximum results.

The lobbying and negotiation process that results in a compromise of political agreement is certainly based on the trust between the two parties, both the political elite and the public. This trust is built by personal closeness to the ongoing interaction process. In an effort to gain trust, political elites become compromised objects to be accepted by society. In a political context, the public's trust as voters is born out of public concern about problems that often occur in their social environment. This behavior can create a feeling of sympathy for an already caring political elite towards society. Therefore, compromise with a role in society can play a key role in shaping social trust (Meyer, 2008). Relationships that are based on trust lead to positive values that political elites will not abuse power when they have been elected and become bureaucratic elites. A real compromise emerged in the 2019 election, where the two camps that played the role of two opposites finally agreed to carry out reconciliation to join the government structure. The efforts made by the opposition to take part in the role of the government are a form of positive compromise to get a political agreement. Thus, the democratic process, which initially went limp, began to change along with the political shift of the two camps (Kiftiyah, 2019). Maintaining authority in the social structure of electoral districts cannot be done by an instant process. The political compromise made by elites in their strategy is an attractive way to build trust and increase public awareness of actions taken by elites. In the end the hopes that grew from that trust were replaced in the form of loyalty to the elite (Meyer, 2008). This is what until now the new political elites who have lost to incumbents in their chosen areas have not been able to get and know. Because by building reputation, ethics and political aesthetics, society will continue to be loyal (Putra, 2019).

Becoming a political elite that is trusted by the public is not easy. There is a long procession to create an image according to people's preferences. This effort can be maximized by creating political communication patterns and appropriate political strategies. In an effort to explain their communication patterns, the political elite is supported by an easy compromise model. The behavior of the political elite who has advanced in the electoral process is no longer a pragmatic elite (Pradana, 2020). Barge (2009) explained that there are three political communications that can be adjusted in the process of compromising the political elite, namely framing, strategizing, and managing relationships (Ardianto et al, 2020). Until finally, in a process of framing the political elite, efforts were made in accordance with the will of the community as voters. Then the political elite can negotiate to define a strategy for their vision and mission that is carried out in each process of absorbing aspirations. In the end, in the process of proposals that are carried out continuously in accordance with the frame and wishes of the community, the political elite can create influence and also form a bargaining position.

#### **4.4 Compromise: Elite Network with the Voters**

Political agreements that are built into patterns of social interaction through compromise have a major influence on the political elite. The political elite network is formed in the process of social interaction in the electoral district. The pattern of developing voter networks is adapted to the political mapping strategy. Efforts to maximize it by establishing relationships with local political elites who have strong positions. Indirectly, the efforts of the political

elite to establish relationships with local strongmen make it easier to enter political interests Migdal (2001) states that the presence of local strongmen in local political contestation is a reflection of the strength of society.

Political elites at certain times apart from communicating with local strongmen also establish personal communication with formal networks, informal networks, and families (Syahartijan et al. 2019). This behavior aims to be able to convey the vision and mission in an institutionalized manner. Political agreement between the elite and the community at the time of compromise indicates active participation. Political elites who have power with built domination invite the public to be directly involved in the programs arranged in the vision and mission. This political participation seeks to involve the masses in the activities of the political elite. Therefore, the hope of the elite, people can sympathize to vote for him.

The process of the continued political strategy carried out by the elite after establishing communication with local strongmen has created a new polarization in local politics. The change in the form of political participation from independence to mass mobilization was agreed upon by the elite together with the community until the goal was achieved. The behavior of the people who still persist in their traditions and locality also tries to take advantage of this momentum to include the interests of their groups. Political elites who hold the control of power usually like the expansion of political practice. In this way, the political elite network becomes the main social capital to carry out compromises in agreement.

Social interactions that are created in the entire series of elite political processes in addition to creating various strategies. The relationship between elite and society also forms models of social closeness. At the level of relationships that are woven into the structural order, the political elite has a role to occupy a central position. This behavior is related to the large number of political elites who are at the electoral level indirectly to become chairman of the leadership of community organizations (Agustino, 2018).

These elite actions are carried out in the context of exploiting positions in networks that have been created to maximize political profits. The social relations of political elites also reach access to resources (Agusyanto, 2012). In addition to utilizing local strongmen to be able to communicate work programs. Political elites are also actors who regulate the quality and quantity of sources of power. The elite position emphasizes the needs of the community which are the main resources. This action is considered rationally as transactional politics but legally belongs to a practical political strategy. Fulfilling needs, creating social bonds so that the exploitation of electoral needs can be realized. This model is considered easy to apply in constituencies with strong kinship. The social interactions that are created can influence and inform each other quickly. Therefore, a structural sub-network will be formed as a form of compromise to the needs of society.

The actions of the political elite that compromise the needs of the community make this relationship the main political capital that allows social ties to emerging (Agusyanto, 2012). Political elites who are positioned as the main agents in the compromise process show a dominant role. In existing social interactions, attitudes and environmental influences can be used as strategies for developing other networks. In the end, this picture is consistent with the behavior of rational elites, utilizing network structures with social ties to manipulate networks to maximize interests. This process can be categorized as a form of compromise. Although the current political elite tends to use the power of the media as control and monitoring of election activities (Susanto, 2017).

The power and popularity of political elites in maximizing potential votes in elections is not limited to the social structure of society. Media networks are also used to reach upper-class groups of society so that their vision and mission can be identified. Media networks are used to gather opinions to compete with fellow contestants. Apart from compromising needs and circumstances, the political elite also compromised with the media. By creating positive media networks, the image of the political elite can be easily institutionalized. The political contestation frame is indirectly built from the process of community interaction that wants prospective leaders according to the desired criteria (Pradana, 2020).

Thus, compromise is a political strategy that is structured and built in a systemized manner, has an organized structure because it prevents the escalation of a major conflict of interest (Meyer, 2008). Political elites can maximize their potential according to the needs to be communicated. This is the way to build cooperation and facilitate the acceptance of society as different voters. The existence of awareness and habits created by the political elite by forming networks in the community supported by the ability to lobby and negotiate can achieve the desired compromise. So that with



anyone the political elite can participate in broader political interests.

## 5. Conclusion

The social interaction of political elites to build voter networks raises an understanding of positive strategies that can be used in the social exchange process in political contestation. One of these efforts is to use compromise as an exchange strategy. Compromise is a virtue for lobbying and negotiations carried out by the political elite. This action is supported by the communication skills of the political elite to find an analysis of the form of the vision and mission they will make. A good compromise and in accordance with the needs of the community as voters, in fact, can have an impact on the acquisition of significant votes. This behavior is a form of contesting elite long-term political intelligence. As a means of reducing conflicts of interest, compromise is the middle way to formulate a collective agreement. The actions of the political elite who prioritize positive communication through compromise also create political trust by the public as voters. Trust built on the basis of social exchange does not always correspond to nominal value. The behavior of the political elite maximizes the needs of the community to replace financial capital. Compromise merely reduces the pragmatic political attitudes and incapacity of the political elite. Therefore, compromise can be categorized as an attempt by the political elite to establish personal closeness both during the election process and until the elite will take office. Because what must be done by political elites when they have power must continue to build their voter network so that the election process does not require expensive political costs and negative actions that can damage democracy.

## References

- Agustino, H. Pilkada, Kekerasan Dan Literasi Politik. *Arsip Publikasi Ilmiah Biro Administrasi Akademik*, 2018.
- Agusyanto, R. Dukungan Politik Dan Jaringan Komunikasi Sosial Kasus Pemilihan Kepala Daerah Banjarbaru, Kalimantan Selatan. , 41-54. *Journal Communication Spectrum: Capturing New Perspectives In Communication* , 2012.
- Ardianto, A., Prisant, G. F., Irwansyah, I., Ernungtyas, N. F., & Hidayanto, S. Praktik Lobi Dan Negosiasi Oleh Legislator Sebagai Bentuk Komunikasi Politik. , 25-39. *Komuniti: Jurnal Komunikasi Dan Teknologi Informasi* , 2020.
- Arianto, Bambang. Kontestasi Relawan Teman Ahok Dalam Pemilihan Kepala Daerah Dki Jakarta 2017. *Journal Of Social Politics And Governance*, 2019.
- Asrorin, Hamdan, Fauzi, Agus Machfud Pertukaran Sosial Elit Pendung Dan Pasangan Calon Pada Pilkada : Studi Kasus Kemenangan Syahto Apda Pilkada Tulungagung 2018.
- Boboyorov, H. Symbolic Legitimacy of Social Ordering And Conflict Settlement Practices: The Role Of Collective Identities In Local Politics Of Tajikistan. 1-16. *Journal Of Intervention And Statebuilding*. 2020.
- Bryman, A. *Social Research Method Fourthg Editon*. Oxford: Oxford Univery Press, 2012.
- Choiriyati, W., & Wiendijarti, I, Popularitas Selebriti Sebagai Komoditas Politik. 128-142. *Jurnal Ilmu Komunikasi*, 9(2), 2020.
- Haryanto, Kekuasaan Elit: Suatu Bahasan Pengantar, Yogyakarta: Plod Ugm. 2005.
- Hentihu, Idrus, et al. "Livelihood Sustainability." Proceedings of the International Conference on Industrial Engineering and Operations Management, 2021
- Juanamasta, I. Gede, et al. "The Role of Customer Service through Customer Relationship Management ( CRM ) to Increase Customer Loyalty and Good Image." International Journal of Scientific & Technology Research Volume, vol. 8, no. 10, 2019
- Kiftiyah, A. Upaya Rekonsiliasi Politik Identitas Pasca Pelaksanaan Pemilu 2019 Di Indonesia. *Jurnal Analisis Kebijakan* ,2019.
- Liata, N. Relasi Pertukaran Sosial Antara Masyarakat Dan Partai Politik. , 79-95 *Jurnal Sosiologi Agama Indonesia (Jsai)* ,2020.
- Mawardi, A. I. Charles Wright Mills Dan Teori Power Elite: Membaca Konteks Dan Pemetaan Teori Sosiologi Politik Tentang Kelas Elite Kekuasaan. *Jurnal Sosiologi Pendidikan Humanis*, 2019.
- Muhtadi, B. Politik Uang Dan New Normal Dalam Pemilu Paska-Orde Baru. *Integritas: Jurnal Antikorupsi* , 2019.
- Mustika, Z. *Metode Penelitian Kepustakaan*. Jakarta: Yayasan Obor Indonesia, 2008.
- Nath, Tapan Kumar, et al. The Need of Land for Industry and Housing as a Trigger Development on Modern Society. 2021
- Nothouse, P. G. *Leadership: Theory And Practicfe*. California: Sage Publication, 2013.
- Nurohim, A. T., & Pratisti, W. D., *Strategi Penyelesaian Konflik Interpersonal Dalam Organisasi Kemahasiswaan* (Doctoral Dissertation, Universitas Muhammadiyah Surakarta, 2020.

- Pradana, M. Y. A. Elite Rationality, Traditions And Pragmatic Politicians 153-172.. *Journal Of Politics And Policy* , 2020.
- Pradana, M. Y. A. Relasi Sosial Elit Politik Dan Sesepeuh Desa Melalui Langgar Di Kabupaten Malang. 181-206. *Jurnal Sosiologi Agama*, 2019.
- Prasetyo, Bagus. Menyimak Pemilu Dan Perilaku Elite Politik Dalam Komik. *Jurnal Ultima Comm*, 2015.
- Putra, D. K. S. *Komunikasi Csr Politik: Membangun Reputasi, Etika, Dan Estetika Pr Politik*. Prenada Media, 2019.
- Rahmatulloh, R. Wajah Demokrasi Jakarta Dalam Potret Indeks Demokrasi Indonesia (Idi), 112-145. *Jurnal Ilmiah Mimbar Demokrasi*, 2019.
- Roosinda, F. W., & Alfraita, A. Rekonsiliasi Joko Widodo Dan Prabowo Subianto Pasca Pemilu 2019 Dalam Pemberitaan Detik. Com, Cnnindonesia. Com Dan Viva. Co. Id Periode 13-27 Juli 2019. *Jurnal Kajian Media* , 2019.
- Salim, Kamaruddin. Partisipasi Politik Dan Dinamika Demokrasi Di Tidore-Maluku Utara. *Jurnal Sosial Dan Humaniora*, 2019.
- Sarbaini, Demokratisasi Dan Kebebasan Memilih Warga Negara Dalam Pemilihan. *Jurnal Inovatif*. Volume Viii Nomor 1 Januari 2015.
- Suaib, E., Bahtiar, B., & Husain, M. N. Jaringan Kepemimpinan Elit Politik Dalam Transformasi Nilai–Nilai Budaya Kesultanan Buton Sarapataanguna Di Masyarakat Agraris Kabupaten Buton, 262-278 *Etnoreflika: Jurnal Sosial Dan Budaya*, 2019.
- Sugiyanto, B. Praktek Politik Transaksional Menjelang Pemilu 2019 Di Kabupaten Wonosobo. 74-88. *Resolusi: Jurnal Sosial Politik*, 2020.
- Suharyanto, Agung, et al. “Marginalization Socio Farm Laborers Due to Conversion of Agriculture Land.” *Cogent Social Sciences*, vol. 7, no. 1, Cogent, 2021
- Susanto, E. H. Media Sosial Sebagai Pendukung Jaringan Komunikasi Politik 379-398.. *Jurnal Aspikom*, 2017.
- Sweinstani, M. K. D. Formula Konversi Suara Sainte Lague Dan Dampaknya Pada Sistem Kepartaian: Evaluasi Pemilu Serentak *Jurnal Penelitian Politik*, 2020.
- Syamsuddin, A. Konflik Sosial Dalam Perspektif Sosiologi Agama. *Al-Din: Jurnal Dakwah Dan Sosial Keagamaan* 2020.
- Varma, Sp, Teori Politik Modern, Jakarta: Pt. Rajagrafindo Persada Wafa, M. A., Konflik Komunikasi Antara Pendukung Calon Presiden 01 Dan 02 Di Media Daring. 1-17 *Jurnal Komunikasi Alwafa*. 2001
- Wibisono, Y., & Djumadin, Z.. Kajian Teoritis Relasi Dan Kepentingan Elit Lokal Partai Di Era Otonomi. 41(67) *Ilmu Dan Budaya*, 2020.
- Zuber, A.. Model Penanggulangan Kemiskinan Masyarakat Pedesaan: Tinjauan Kritis. *Dilema*, 2012.
- Zuhro, R.. Demokrasi Dan Pemilu Presiden 2019. *Jurnal Penelitian Politik*. 2019.

## **Biographies**

**Mr. Mahatva Yoga Adi Pradana** is a Doctor Candidate of Sociology in the University of Brawijaya Malang and an Assitant Professor in the Department of Sociology of Religion UIN Sunan Kalijaga Yogyakarta Indonesia, and His research interests include Local Politic policy, Sociology Politic, Sociology of Religion and Strategic of Community Empowerment

**Mr. Muhammad Lukman Hakim** is an Associate Professor in Department Doctor of Sociology in University of Brawijaya, Malang Indonesia, His research interests include social policy issues ranging from closure of localization policies Social Conflict Management.