

Winning Strategy in the 2019 Election in Sambas District, West Kalimantan, Indonesia In The Industrial Era 4.0

Bakran Suni

Universitas Tanjungpura, Pontianak Indonesia

Dedi Kusnadi

Universitas Tanjungpura, Pontianak Indonesia

Elyta

Universitas Tanjungpura, Pontianak Indonesia

elyta@fisip.untan.ac.id

Abstract

Winning strategy in the 2019 election in Sambas district, West Kalimantan, Indonesia in the industrial era 4.0 This issue has become quite interesting in developing general elections in the border area. The point of border builders who become political consumers is associated with the voter's decision to choose one of the presidential candidate pairs. And candidates for Vice President in Sambas Regency cannot be separated from the confidence of voters obtained through the current mass media. Data collection techniques, of course, are obtained through observation, interviews, and distributing questionnaires as comparisons in the field in 19 (nineteen) sub-districts in Sambas Regency, as well as documentation, starting from the coalition of political parties supporting the aware pair, voter data collection by the Sambas Regency KPU, the campaign process through open debates broadcast live via television, campaigns in the sub-districts by the Success Team through political parties in border villages in Sambas Regency. Political strategy through mass media or digital media is one of the things that impact people choosing and obtaining information on presidential and vice-presidential candidates. So many problems with the condition of voters that occur in the field, issues develop very quickly. They want the candidates to be able to plan real work programs. Of course, voters can float if the candidates cannot be convinced to be elected, especially during the industrial era 4.0, where all activities have become digital.

Keywords

Winning Strategy, election, Sambas, and Industry 4.0