THE STRATEGIES OF WINNING OF MUHAMMAD LUTFI- FERI SOFIYAN IN THE 2018 ELECTION IN BIMA CITY

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Abstract:
The Regional elections in 2018 was followed by 171 regions which was spread across 34 provinces throughout Indonesia. The 2018 simultaneous regional elections aimed to elect regional leaders, namely the Governor and the Mayor / Regent. The City of Bima is a part of the simultaneous local election to elect the Mayor and Mayor of Bima. The election contest was followed by the couple of Muhammad Lutfi and Feri Sofiyan from the Golkar and PAN parties. This couple was known by their supporters as Lutfer (Lutfi Feri). The couple’s victory was inseparable from the strategy which was used to win the position of Mayor and Deputy Mayor of Bima in 2018. Therefore, this paper discussed the strategies which were used by the Lutfer pair in winning political competition in the City of Bima. The winning strategies included the strategies that carried out by the candidate pair, the coalition / bearer party, the success team and volunteers / sympathizers. The method used in qualitative descriptive this paper was based on the results of research by the researchers in the City of Bima. The purpose of this paper was to find out the strategies which were used by the Lutfer pair, coalition / bearer parties, success teams, and volunteers / sympathizers in winning the 2018 regional election in Bima. The results of the study showed that the strategies which were adopted by the candidate pairs, coalition / bearer parties, teams success, volunteers/sympathizers included the network strategies, imaging strategies and political campaign strategies.

Keywords: Winning strategy, Local elections concurrent, the city of Bima 2018

Abstrak:
Introduction

The development of the role of citizens in fulfilling their rights as citizens in the political, legal, economic and socio-cultural fields is the essence of the relationship between citizens and the state. The development of citizens' relations with this country is as a center of attention or formal object of Civics (focus of interest). In other words the substance of civic education material is economic democracy, political democracy, and social democracy. Interdisciplinary in the development of Civics which is taking theory, the concepts are not limited to the social science family, but are interdisciplinary (Cholisin, 2013: 34). Understanding in conceptualizing the meaning of democracy in the elections is also necessary to understand democracy in more political terms. It means that democracy cannot be seen primarily as a mode of life or a model for dealing with different outlooks on life but democracy can be made as a third alternative, namely as an idea of democratic subjectivity (Straume, 2015: 1). The State of Indonesia, which has been independent for 73 years, is characterized by a high awareness in carrying out General Elections both conducted by the regional government and the central government. Elections are a minimum requirement for the implementation of a democratic system that involves policy makers with honest, fair and periodic systems and mechanisms. Elections are a concrete manifestation of procedural democracy, although elections are one of the most important aspects of democracy which must also be held democratically (Prasetyoningsih, 2014: 242). Therefore, in the development of the history of the Indonesian state elections were considered a milestone for the establishment of a democratic system. Linking elections to democracy that democracy is an element is the opportunity given to the people in making political choices. Elections show that the highest political power comes from the people's trust and in the interests of the people and officials are responsible for all their actions towards the people (David Bentham and Kevin Boyle, 2000). Democracy itself is not something new for Indonesia, democracy has grown from the 14th to 16th centuries under the rule of the Minangkabau king. At that time democracy was better known as people's sovereignty. (Yudi Latif, 2011: 387).

The implementation of general elections in Indonesia may take the form of regional head elections which can be legally found in the provisions of Article 18 paragraph (4) of the 1945 Constitution which states that "Governors, Regents and Mayors respectively as Heads of Provincial, Regency and Regional Governments Cities are chosen democratically. Election of regional heads is a form of implementing democracy in Indonesia. Election of regional heads is conducted to elect people who will have positions at the local or regional level (Fakhruddin, et al, 2019). The implementation of democracy must be in line with the mandate of the civic and the 1945 Constitution with the aim of elected leaders being able to represent the interests of the people so that politics in Indonesia embraces multidimensional interests, in its terms Jone Martinez Palacios (2016: 3) states that elections are a means of the realization of democracy.

The implementation of the elections certainly has consequences for the lives of the people and the government because of the purpose of the elections, namely choosing leaders to get power that involves various parties with various interests that follow. So that in realizing this goal various methods are carried out in winning the election contestation, both in a manner that is in
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accordance with the constitution and in a manner that violates the constitution. Local elections become very important for each region to elect leaders in each region while ensuring the existence of democratic principles. The implementation of democracy must be in line with the mandate of the Civic and the 1945 Constitution with the aim of elected leaders being able to represent the interests of the people so that politics in Indonesia embraces multidimensional interests, in its terms Jone Martinez Palacios (2016: 3) states that "At present democratic regimes are facing the challenge of inclusion in at least two of its forms: vertical inclusion and horizontal inclusion "can simply be interpreted to show that elections are a means of the realization of democracy, elections are a tool whose use may not cause damage to the joints of democracy and even cause things that tell the people, but the Civic must be upheld and the 1945 Constitution maintained.

The 2018 simultaneous regional elections which were followed by 171 regions were the initial steps of the region in determining the progress of the region by selecting the best leader of the pair of candidates who had met the requirements of the regional head candidate in accordance with the provisions of the KPU and the Regional Election Commission of the City of Bima. One of the regions carrying out regional elections is the City of Bima, which is part of the province of Nusa Benggara Barat. The implementation of the elections in the City of Bima in order to elect the Mayor and Deputy Mayor of Bima 2018 followed by 3 candidate pairs In this contestation was won by pair number 2 namely Muhammad Lutfi-Feri Sofiyan which was carried by 9 party bearers (Syarifudin, 2018). The regional election in the City of Bima at the same time electing the Governor and Deputy Governor of West Nusa Tenggara 2018. Researchers are interested in conducting research in the City of Bima because Bima City is a new area of expansion as the City of Bima, then there is an interesting phenomenon for the victory of the challenger candidate from incumbent / incumbent because the election of regional heads in the City of Bima is usually won by incumbent candidates who also dominate in the election of Mayor and Deputy Mayor and the election of Regent and Deputy Regent of Bima.

Implementation of the elections generally raises various problems, but this paper aims to explain interesting events about the strategy which was used by the couple Muhammad Lutfi-Feri Sofiyan (Lutfer) in winning the 2018 elections simultaneously in Bima City. The intended strategy includes the strategy carried out by the candidate pair, the coalition / supporting party, the success team and the volunteers. This research is expected to provide theoretical and practical benefits for researchers and stakeholders. Theoretical benefits intended to increase knowledge about the phenomenon of the implementation of simultaneous local elections in 2018 in the election of Mayor and Deputy Mayor of Bima 2018. While the practical benefits for the people of Bima can be an empirical basis in providing understanding to the community the importance of democracy. The practical benefits for academics can be an empirical basis for Lecturers and Students about the importance of community of civic education that reaches a wider academic field in society.
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**Literature Review & Research Focus**

Strategy is the science of ways, techniques, tactics and tips used in realizing objectives, the word of strategy was initially very familiar in the military. Etymologically derived from the Greek compound words, namely Strategos which means troops and agein which means to lead or strategy which means leadership over troops, the art of leading troops (Schroder.2009: 1). In the 5th century BC it was known that there was a Board of Ten Strategy in Athens, representing 10 tribes in Greece. Until the 5th century, political power, especially foreign policy, from the strategy group expanded, then the word of strategy gained new understanding (Salusu, 2015: 61-62). The understanding of strategy according to David (2011: 9) is a potential action that requires the right decisions. Meanwhile, according to Porter (1980: 32) about the strategy that there are at least three generic strategic approaches that are potential to outperform competitors / political opponents, First, overall cost advantage (maximizing campaign funds). Second, differentiation (the spread of political discourse or political imagery) and Third, focus on the goal.

The use of political strategies carried out by candidates / pairs of candidates in winning an election contest can be done by, first, social capital (social networks). Pierre Bourdieu (1992) states that social capital as "actual resources and one's potential comes from institutionalized social networks and takes place continuously in the form of mutual recognition and recognition (or in other words: membership in social groups) that gives members various forms of collective support ". Bourdieu also emphasized social capital as something related to one another, both economic, cultural, as well as forms of social capital in the form of local institutions or natural resource wealth. His opinion asserted about social capital refers to the benefits and opportunities that a person gets in society through membership in certain social entities (associations, arisan groups, certain associations). Then the use of political strategies in winning an election contest can be done by, secondly, the political imaging strategy (Political Imaging) proposed by Dan Nimmo (2006) which states that political imaging is a way for a person to connect himself with others, so that imaging in political activities can be done through: First, pure publicity, i.e. popularizing oneself through community activities with natural or natural social settings. Second, free ride publicity, which is publicity by utilizing access or riding other parties to help popularize themselves. Third, tie-in publicity that is utilizing extraordinary events, such as disasters. Fourth, paid publicity is self-popularization through the purchase of rubrics or programs, and others. While the political strategy carried out by the candidate in winning the regional election contest can be done by, thirdly, the political communication strategy (political campaign) which was further advanced by Dan Nimmo (2005) explaining about political communication (political campaign) is a symbolic activity with words include oral or written expressions, pictures, paintings, photographs, films, gestures, facial expressions and all ways of acting. People who observe the symbols interpret them in meaningful ways so as to form a mental image of the symbols.

Based on these theories, researchers are interested in conducting research on social network strategies, political imaging strategies and political communication strategies undertaken by candidate pairs, coalition parties, success teams and volunteers / sympathizers in winning the pair Muhammad Lutfi and Feri Sofiyan in Simultaneous elections in 2018 in the City.
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of Bima. To make it easier to understand what are the focused of this research, this paper discusses: What are the strategies which are used by the candidate pair in winning the 2018 City of Bima elections? What are the strategies which are used by the successful team in winning the 2018 City of Bima elections?, and what are the strategies which are used by volunteers / sympathizers in winning the 2018 City of Bima elections?. The strategies generally which are used include: Social networking strategies, imaging strategies, and political campaign strategies.

Based on the title of the study, the researchers took several references from previous studies that were considered relevant to this study. The research was conducted by Mimin Anwartinna (2014) on "The Victory of Anton-Sutiaji (Aji) in the 2013 Malang City Election" Stating that Anton-Sutiaji had five modalities in winning the Malang mayoral election, First, social capital. Second, political capital. Third, economic capital. Fourth, cultural capital and Fifth, symbolic capital, so that Anton-Sutiaji already has a positive image in the community. Subsequent research conducted by Muslim Mufti (2017) on "Political strategies in local elections: the study of the Bandung City area in the 2003 and 2008 elections" states that there is a use of political strategies in winning elections. The political strategy used is the political network strategy to convince the Indonesian Democratic Party of Struggle (PDIP) and the National Mandate Party (PAN) as the party that dominates the first and second positions in the Regional House of Representatives (DPRD), while the party from Dada Rosada is at the acquisition voice number 3. The political strategies that took place after the reformation with the pre-reformation were very different determined by the center.

Research Method

The method which was used in this research is a qualitative approach with descriptive data by directly examining the results of the 2018 local elections in the City of Bima. Data obtained by qualitative methods (interviews, literature studies, and documentation) are all processed into qualitative data (Miles and Heberman, 1992). Retrieval of data with a qualitative approach is effective for bringing researchers closer to respondents in order to obtain data that are more factual, adaptive and sensitive to the data obtained (Moleong, 1994). The data collection process of this research was conducted in May 2019-July 2019, with the research subject or Respondents interviewed were 8 people consisting of 2018 Bima Mayor, 3 respondents from political party cadres, 2 respondents from the success team and 2 respondents from Lutfer volunteers / sympathizers. While the object is the problem, the case or the person being the subject of discussion or the thing that is being targeted for research (Arikunto, 2010: 16). Therefore, the object of this research is the strategy which is used in winning Lutfi-Feri in the simultaneous regional head election to elect the Mayor of Bima 2018.

The data collection techniques which were used in this research were using interviews / interviews and documentation. Data interview / guided interview was done by preparing various items of questions that was asked to respondents, who directly answer questions from researchers freely in accordance with the knowledge and experience of respondents. Documentation data in the form of a check list,The data collection instruments to measure a natural and social phenomenon which are observed specifically / variable (Sugivono, 2013: 148) are often referred
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to as research instruments in the form of interview and documentation guidelines. Interview guidelines are based on instruments examined from research questions and theoretical studies of research variables. The data that has been processed with triangulasi. Existing data from various sources are linked to theories and frameworks of thinking so as to guarantee the validity of data and the truth of data (Bungin, 2003: 70).

Result and Discussion

The process of implementing regional head elections simultaneously is a term to illustrate that the simultaneous regional election is conducted by 171 regions to elect the Governor and Deputy Governor, Mayor and Deputy Mayor and Regent and Deputy Regent. One of the regions that are part of the simultaneous in 2018 is the City of Bima in order to elect the Mayor and Deputy Mayor of Bima in 2018-2023 period. The three pairs of candidates who participated in the Bima City election contestation are the pair No. 1. H. Arahman -Hj.Fera Amelia. 2. H. Muhammad Lutfi-Feri Sofyian and 3. Subhan-Wahyudin. Pilkada contest which was participated by 3 pairs of candidates for Mayor and Deputy Mayor of Bima was successfully won by pair No. 2 Muhammad Lutfi and Feri Sofiyan with votes that were not much different from the number one pair. This couple is commonly known by supporters as Lutfer (Lutfi-Feri) with the vote obtained by the table as follows:

Table 1. Vote Recapitulation Results

<table>
<thead>
<tr>
<th>No.</th>
<th>Candidate Pairs</th>
<th>Votes</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>H. Arahman- Hj. Fera Amelia</td>
<td>35,054</td>
<td>39,54 %</td>
</tr>
<tr>
<td>2.</td>
<td>H. Muhammad Lutfi-Feri Sofyian</td>
<td>39,081</td>
<td>44,28 %</td>
</tr>
<tr>
<td>3.</td>
<td>Subhan- Wahyudin</td>
<td>14,280</td>
<td>16,18 %</td>
</tr>
</tbody>
</table>

Source: KPUD. Bima. 2018

Based on table 1 shows the acquisition of votes that are quite competitive between candidate pair number 1 (39.54%) and candidate pair number 2 (44.28%), while candidate pair number 3 only gets votes (16.18%).

Whereas the diagram data obtained from the recapitulation results of the Bima Mayor elections as follows:

Diagram 1: Voice recapitulation results
Source: KPUD. Bima. 2018
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While the details of the acquisition of each sub-district namely East Rasana’e District Candidate Pair (Paslon) Number 1. Obtained 4,717 or 42.4%. Number 2. Obtained 4,696 votes or 42.3%. And Number 3. Get 1,700 votes or 15.3%. Raba Paslon District Number 1. Obtained 7,711 or 33.1%. Candidate Number 2. Obtained 9,092 or 39.1% and Number 3. Obtained 6,463 or 27.8% votes. Votes in Mpunda District Number 1. Obtained 7,372 votes or 40.3%. Number 2. Get 8,156 votes or 44,5% and Number 3. Get 2,783 votes or 15.2%. As for the results of the voting in Asa Kota District Number 1. Obtained 7,957 votes or 43.5%, Number 2. Obtained 8,615 or 47.1% and Number 3. Obtained 1,702 or 9.35%. And the last in West Rasana’e District. Number 1. Obtained 7,145 votes or 41.3%, Number 2. Obtained 8,522 votes or 4.3% and Number 3. Obtained 1,632 votes or 9.3%. From this data it shows that the pair Number 1 as incumbent won the votes in the District of East Rasana’e while in the four other Districts won by candidate pair Number 2 namely in the Districts of Raba, Mpunda, Rasa Na’e Barat and Asa Kota won by Number 2, while number 3 only gets the fewest votes from 5 districts. So in the regional head election the Mayor and Deputy Mayor of Bima were won by Pair Number 2, namely H.M Lutfi-Feri Sofiyan pair (KPUD. Kota Bima. 2018).

The winning strategies that were carried out by the candidate pairs in the 2018 Regional Election of Mayor and Deputy Mayor of Bima

Social Network Strategy

According to Pierre Bourdieu (1992), states that social capital (social networks) is the actual and potential resources a person has from an institutionalized social network and takes place continuously in the form of mutual recognition and recognition in other words membership in a social group that gives to its members are various forms of collective support. Bourdieu also emphasized social capital / social network as something related to one another, both economic, cultural, and forms of social capital in the form of local institutions or natural resource wealth. His opinion asserted about social capital refers to the benefits and opportunities that someone gets in society through membership in certain social entities. Social capital / social network formed by the Lutfer pair is related to the political victory strategy, namely the activity of analyzing the strength and potential of votes to be obtained, knowing the method or method of approach that is suitable for voters. Assistance from various parties, especially in terms of displaying slogans, messages, themes and issues in various media channels.

The political victory strategy is carried out by first understanding what excellence can be the selling point of the candidate or candidate pair who will compete in the general election contestation. Political parties as an organization have an important role in forming and providing the best party cadres who will be leaders of a region by seeing the quality and insight about politics. The leader in this purpose is not only oriented towards the interests of the political parties he represents but is a leader for all people / society. Prospective leaders who are able to attract the sympathy and attention of the wider community are very valuable assets for political parties (Surahmadi, 2016: 2). In addition, it is equally important that a candidate or candidate pair must have experience, abilities and expertise in the political sphere both at various levels. Therefore based on the interview of researchers with the Mayor of Bima Muhammad Lutfi (Interview / 25
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July 2019). First, the point is the problem of the electability results of the candidate pair Secondly there is political communication with political leaders at the regional, provincial and central levels so as to unite the perception, the bearer party is a fundamental thing that is proven by the existence of parties that still exist in politics

If this condition is related to the theory of Pierre Bourdieu (1992), the social capital strategy / social network strategy that Muhammad Lutfi has succeeded is the main success which obtained by the candidate pair Lutfer (Lutfi-Feri) in obtaining the results of a good electability survey and received a good reception from the community and from 9 supporting parties. The electability obtained by the candidate pair number 2 is inseparable from the background of each candidate for Mayor and Deputy Mayor of Bima. Muhammad Lutfi is one of the cadres from the Golongan Karya (Golkar) party as a candidate for mayor of Bima who is a member of the Republic of Indonesia DPR 2 period representing the province of West Nusa Tenggara. While his representative, Feri Sofiyan, the best cadre of the Partai Amanat Nasional (PAN) was a member of DPRD of Bima City for three periods. In addition, another selling value of the Lutfer pair is the ability to form a variety of good communication networks at the regional, provincial and central levels. The political network was sourced from two candidate pairs namely Muhammad Lutfi and Feri Sofiyan who were experienced at the regional, provincial and central levels.

Another thing that becomes an interesting offer from the Lutfer couple is the vision, mission and work program which can provide great benefits for the City of Bima as well as for the 9 supporting parties. The 9 work programs include health, hygiene, poverty alleviation, and creating jobs. The work program offered is an advantage that is easily understood by the community with its jargon as a movement for change, the intended change is the change from the state of the City of Bima which is being led by incumbent. These changes can be made through work programs that are rational, measurable, and ready to be unpopular (Muhammad Lutfi / Interview / 25 July 2019).

Political Imaging Strategies

According to Dan Nimmo (2006) political imaging is a way for someone to connect themselves with others, so that imaging in political activities can be done through: First, pure publicity, namely popularizing oneself through community activities with natural or natural social settings. Second, free ride publicity, which is publicity by utilizing access or riding other parties to help popularize themselves. Third, tie-in publicity that is utilizing extraordinary events, such as disasters. Fourth, paid publicity is self-popularization through the purchase of rubrics or programs, and others. If it is related to his theory, Nimmo’s political imaging by Muhammad Lutfi is considered successful through superior work programs that attract public sympathy.

Disseminating information about the vision, mission and work programs offered to the community will be assisted by volunteers by utilizing various existing media, both through print and electronic media. Blush campaign strategy is very effective to attract support and sympathy from the people of the City of Bima. The sympathy and support which are given by the community are that there is a massive torch relay when socializing Lutfer couples coming to every village. The existence of a torch parade around a village with a number of thousands of participants is a new
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history in the elections in Indonesia, especially in the City of Bima. Torch is a symbol of darkness
rises light. In the sense that there is clarity of direction the goal that will be taken by the Lutfer
pair if they win the regional election contestation in the City of Bima with the vision, mission and
work programs that have been promised. The torch relay is also part of the character education
instigated by a Luther couple in accordance with the slogan of the Bima community, namely Maja
labo dahu (afraid of God, shame of humans). It is intended to keep preserving local culture
(Muhammad Lutfi, Interview / 25 July 2019).

Political Campaign Strategy

According to Dan Nimmo (2005), he explained that political communication (political
campaigns) is a symbolic activity with words that include expressions said or written, pictures,
paintings, photographs, films, gestures, facial expressions and all ways of acting. It is intended
that the meaning that a candidate wants to convey is understood by the public. Based on Dan
Nimmo's theory, Muhammad Lutfi has carried out political campaign activities assisted by other
teams to disseminate the names of Lutfer couples at all levels in the society.

The political campaign carried out by the Lutfer pair could not have been carried out
without the assistance of the winning teams including those closest to the Lutfer pair, namely the
supporting party which was formed from 9 coalition parties. The coalition party team is an
administrator at the sub-district and sub-district level with their assigned duties and authorities
including monitoring the progress of winning volunteers at the sub-district and sub-district level
as well as establishing political communication with people who lack political knowledge. The
division of tasks and authority of each coalition team leader in coordination with the winning
team leader at the sub-district and village level. Collaboration between the coalition team and the
village and sub-district teams to ensure good communication creates aspiration houses at the RW
level for volunteers who wish to submit their input or complaints during the political campaign
process (Muhammad Lutfi / Interview / 25 July 2019).

The magnitude of the desire of the prospective Lutfer couples, especially Muhammad Lutfi
to rededicate themselves to his birthplace in Bima. The city of Bima can be a better area when
there is a movement for change from various fields. The changes offered are due to the problems
that occur in the City of Bima into good intentions for the Lutfer pair to run for Mayor and Deputy
Mayor of Bima. This desire is realized by carrying out political communication with the
supporting parties to introduce and spread the name of Muhammad Lutfi to the community as
the son of the Milky who cares about his birthplace, then to give up the position of the DPR RI
that he is currently in the left behind (Muhammad Lutfi / Interview / July 25 2019).

Then the Lutfer pair volunteered to accept the risks faced in the form of maturity to accept
political reality, namely the existence of political issues that originated from political opponents.
Issues that are played are usually negative issues. Therefore, as a candidate for the Bima Mayor,
he must remain a role model for the community by showing patience, not being arrogant and
being part of the solution being faced by the people and the City of Bima government. This attitude
is a good example for the community so that the community will be interested in providing
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political support for the candidate pairs of Mayor and Deputy Mayor of Bima (Muhammad Lutfi
Interview / 25 July 2019).

The winning strategy carried out by the Bearers Party in the Mayor Election
and Deputy Mayor of Bima 2018

Social Network Strategy

According to Pierre Bourdieu (1992) social network / social capital is an actual and
potential resource that a person has from an institutionalized social network and takes place
continuously in the form of mutual recognition and introduction. The social network / social
capital undertaken by the coalition / bearer party includes cooperation among 9 supporting
parties and the ability to lobby politically with fellow political party cadres with one another. The
political parties which are very important in consolidating democratic values through the
implementation of their duties, functions and responsibilities (Harjanto, 2011: 2). Indonesia,
which declared itself a democratic country, carried out regional elections. The implementation of
the elections to elect the Mayor and Deputy Mayor of Bima is a 5-year event to compete for the
number one position in the City of Bima. Winning the local election requires political parties to
nominate their cadres in public positions and facilitate their cadres in coalition with other parties.

If social networks / social capital are linked to the theory, Pierre Bourdieu (1992) political
parties have collaborated with supporting parties with one another using social networks. This is
consistent with researchers' interviews with three political party cadres namely Syamsudin (PBB),
Muhammad (PPP) and Amril (PAN) obtained data that the ability of political parties to provide
their best cadres, Muhammad Lutfi as a candidate for Mayor of the Golongan Karya party cadres
(Golkar) while Feri Sofiyan as his representative from Partai Amanat Nasional (PAN) cadre were
the party's best cadres. Apart from the 2 parties, the nomination of the Luther couple was
supported by 7 other parties who declared themselves to be a coalition party. Therefore, there are
9 coalition parties that support the Lutfer couple, namely Golkar, PAN, Gerindra. The United
Nations, PPP, PKPI, Nasdem, Hanura and PKB, while the other supporting parties are the ideal
party (Interview / May 12, 26, July 27, 2019).

The political lobbies that took place between the 9 supporting parties, then at the stage of the
process of equality of thought to win the Lutfer pair through the process of recognition of the good
name of the couple Muhammad Lutfi and Feri Sofiyan. Then hold a meeting to determine the
winning structure team from the party coalition team who will manage the winning team nets at
the village and sub-district level. The meeting to determine the structure of the party coalition
team by considering the dominance of certain parties in the DPRD seats and the dominance of
party cadres in certain kelurahan and kecamatan in Bima City. The next thing to do is to determine
the duties and responsibilities given to each party cadre carrying the tasks and responsibilities in
accordance with the capabilities of the cadres that have become the structure of the party coalition
team. The division of tasks and responsibilities is based on the principles of justice with the aim

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that all coalition parties can work together and work together to provide full support to win the Lutfer pair in the election of Mayor and Deputy Mayor of Bima (Interview / May 12, 26, 27 July 2019).

**Political Imaging Strategies**

According to Dan Nimmo (2006) political imaging is a way for someone to connect themselves with others, so that imaging in political activities can be done through: pure publicity, free ride publicity, tie-in publicity and paid publicity. If this is related to his theory Dan Nimmo, political imaging carried out by the coalition / bearer party is considered successful by introducing the figure of Muhammad Lutfi and Feri Sofiyan as a couple who are known as populist, simple, experienced, caring and generous.

Positive political branding for the Lutfer pair was carried out through socialization carried out to all cadres of the supporting parties both at the village and sub-district levels who worked closely with the 5 DPC administrators in Bima City. The socialization that was conveyed included the attitude of Muhammad Lutfi who was simple, extraordinary figure, populist, close to the lower classes, there were no boundaries between Muhammad Lutfi as the DPR RI and ordinary people. The experience that he got during his part of the House of Representatives 2 periods became a large capital to lead the city of Bima which is a small area. Political branding that still remains in the public's memory is the assistance which is given by Muhammad Lutfi to the people affected by the flood disaster in the City of Bima as it approaches the Regional Election of the City of Bima. In addition, Muhammad Lutfi is known to be generous to provide financial assistance to the public when sporting events such as soccer matches. As for who is the candidate for Deputy Mayor of Bima, Feri Sofiyan is a senior politician who has experience in politics in the City of Bima by becoming part of the DPRD in 3 periods in the City of Bima. The acculturation of the couple Muhammad Lutfi and Feri Sofiyan was matched by paying attention to the track record of the couple’s experience. Muhammad Lutfi with the experience gained in the Republic of Indonesia DPR would easily lobby political officials in the provinces and those in the center so that it would be easier to communicate to the region by having his Deputy Mayor Feri Sofiyan who had experience in the City of Bima (Syamsudin, Muhammad and Amril / Interview / 12 May, 26, 27 July 2019).

Based on a number of forms of campaigns carried out by the Lutfer pair winning teams, the form of the campaign that was considered effective was a direct meeting between the candidate pair and the community. The direct meeting provided an opportunity for dialogue to open between the community and the Lutfer couple. Meetings scheduled by the party coalition team in collaboration with the winning teams at the RT / RW and kelurahan level make it easier for the community to understand the vision, mission and programs that will be carried out by the Lutfer pair while simultaneously giving the public the impression that the luter couple has a desire to be close to the people below. The meeting will give an overview to the public about the character of the Lutfer pair viewed based on the words, gestures and responses when meeting with the community. The meeting will consciously or not give a positive impression to the people of Kota Bima who generally have the habit of sitting together in discussing a problem. The
manifestation of the meeting was marked by the enthusiasm of the community when the Lutfer pair descended to each village there would be a massive torch relay held by the community with thousands of participants from all walks of life. The activity will be helped by other winning teams via social media accounts of each village team (Syamsudin, Muhammad and Amril / Interview / May 12, 26, 27 July 2019).

Cooperating and coordinating all Lutfer pair winning teams is done in the form of good communication between the candidate pairs with the party team, success team, youth team, heroine, volunteers, and other teams. Good communication makes it easy for the winning teams to coordinate with each other among team leaders from 41 villages and 5 sub-districts in the City of Bima when they want to hold a meeting / meeting in discussing a problem. The role of each head of the winning team as coordinator and person in charge is needed so that there is no miscommunication between team members during a meeting / meeting at the RT / RW, village and sub-district levels. In this case the team leader is assisted by the secretary in charge of making invitations to all other winning teams to discuss an issue. In addition to the invitation letter can use social media such as the dissemination of information in WhatsApp groups winning teams, or by direct delivery orally.

Political Campaign Strategy

According to Dan Nimmo (2005), political communication (political campaigns) is a symbolic activity with words that include expressions said or written, pictures, paintings, photographs, films, gestures, facial expressions and all ways of acting. If it is related to Dan Nimmo's theory that the coalition / bearer party that has cadres has carried out campaign activities in the form of a Lutfer couple as a couple who still care about the lower classes. But it has adequate political experience at the regional, provincial and central levels. The main consideration for carrying the Lutfer candidate pair is because Muhammad Lutfi is a cadre from the GOLKAR party who has a big influence in politics in the City of Bima. Besides that, the experience of Muhammad Lutfi in the DPR RI in 2 periods representing the electoral district of NTB made it feasible to compete with incumbent / incumbent couples. These considerations are based on the size of the burden and responsibility carried based on the area of the lead. Muhammad Lutfi who has experience to represent the NTB region at the provincial and central levels makes it feasible to take care of areas such as the City of Bima which are territorially smaller compared to provinces and centers. In addition, the figure of Muhammad Lutfi is known to be close to society. The habit of being in the middle of the community gave rise to the community's assumption that there were still leaders who were close to the community (Syamsudin, Muhammad and Amril / Interview / May 12, 26, 27 July 2019).

Political campaigns carried out by teams winning the Lutfer pair by means of an open campaign or a grand campaign held in the Serasuba field in the City of Bima with thousands of participants. The form of the campaign carried out by means of a monological campaign carried out by a person or individual from the winning team directly confronted the community by spreading the vision, mission and work programs planned by the Lutfer pair. Another form of campaign is a dialogical campaign by bringing together pairs of candidates and the people who
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are in RT / RW or every village with a schedule determined by the winning teams so that two-way communication can occur between the pairs of candidates and the community.

Political campaigns carried out by utilizing various print and electronic media. The use of media in the form of the installation of banners, billboards, leaflets, stickers and the use of social media such as Instagram, Facebook, WhatsApp, and so forth. in the use of media for political campaigns carried out by winning teams consisting of the srikandi team, the friend Lutfer team, the youth team, the success team, the political party team, volunteers and the martial arts team. Each winning team has qualified terms and conditions with different duties and responsibilities. (Syamsudin, Muhammad and Amril / Interview / May 12, 26, 27 July 2019).

The party's consideration to Feri Sofiyan's as a member of the Bima City DPRD 3 period and PAN cadre who has a large mass base in each electoral district allows him to move the PAN cadres to win the election contestation for the Mayor and Deputy Mayor of Bima. The other thing that was considered by the bearer party to choose Feri Sofiyan as Muhammad Lutfi's partner was to run in the Mayor Election in the previous period. This consideration is based on the reason for the ease in recalling the name Feri Sofiyan who was part of the candidate pair of Mayor of Bima with the greeting Feri-Ana, but suffered defeat in the incumbent couple. This consideration is a reason for the party in making it easier to provide political branding to the people of the City of Bima because the majority already know the figure of Feri Sofiyan.

The various obstacles faced by the winning teams can be resolved by instilling understanding in all winning teams, while the form of problems that arise is miscommunication that causes information delays that occur between the winning teams. Information delays that have an impact on jealousy among the winning teams are felt when there is information to take logistical supplies for the campaign. The logistical collection of the campaign was felt to be unfair because its acceptance and dissemination was only received by the core teams from the top management in the management structure of the winning team while for membership at the lowest level it was too late to receive logistics. In addition there are obstacles faced by the winning teams, namely the lack of funds for campaign activities for the winning team in carrying out campaign activities. The funds for the campaign activities are needed for transportation costs, costs for paying witnesses, food and drink costs. The lack of political boarding funds aims to reduce political costs and costs with the aim of avoiding the existence of political money activities (Syamsudin, Muhammad and Amril / Interview / May 12, 26, 27 July 2019).

The winning strategy was carried out by the Success Team in the 2018 Regional Election of Mayor and Deputy Mayor of Bima

Social Network Strategy

According to Pierre Bourdieu (1992), social network / social capital is an actual and potential resource that a person has from an institutionalized social network and takes place continuously in the form of mutual recognition and recognition. Social network / social capital carried out by the success team by collaborating with the success team of 41 villages by understanding the movement of change offered by the Lutfer couple. Success Team is an
The strategies of winning of Muhammad Lutfi-Feri Sofiyan in the 2018 election in Bima City

Organization formed by political parties and their coalition to make various winning efforts and obtain as many supports from the community (Tampubolon, 2016: 6). The success team is one of the important elements in realizing a victory in the elections, the success team as an engine of movement from political parties in helping candidates who run in a regional election contestation. Success teams must have specific, consistent responsibilities to carry out their tasks and functions efficiently. In supporting this, the success team is required to understand every situation of the community that will be the goal of a political campaign accompanied by accurate and complete data to be managed in helping to win the pair of candidates. Data or information obtained must be held validly valid (Senova, 2016: 2).

If the social network / social capital is related to the theory of Pierre Bourdieu (1992), the success team has done a good collaboration with fellow success teams from 41 other village teams. This is consistent with the interviews of researchers with the success team, Doni Suhardin and Burhan, (Interview/ 3, 23 July 2019). The results of the interview obtained data that the ability of the successful team to collaborate with other success teams in the village by telling them that the Lutfi pair is a couple who will bring changes to the City of Bima for the better. The promised change is by looking at the habits of the candidate pair who routinely provide assistance to the community when there is a social activity such as chair assistance or a natural disaster. The Lutfi pair took the time to become part of the activities held by the community or by providing assistance in the event of a flood that struck the City of Bima. Another method used by the successful team is to use the politics of the family system, which means that the successful team establishes communication and keeps a voice on the side of the family closest to the success team. Forms of cooperation undertaken by other successful teams at each level of the village there is coordination with 41 other village teams.

Political Imaging Strategies

According to Dan Nimmo (2006) political imaging is a way for someone to connect themselves with others, so that imaging in political activities can be done through: pure publicity, free ride publicity, tie-in publicity and paid publicity. If linked with his theory, Dan Nimmo political imagery carried out by the successful team is considered successful by maintaining the cohesiveness of the successful team in protecting the good name of the Lutfi pair by helping spread the campaign of the Lutfi pair's blusukan, the use of campaign media in introducing the figure of Muhammad Lutfi and Feri Sofiyan and various meetings held to coordinate among successful teammates. This is based on the results of interviews conducted by researchers to the success team Doni Suhardin and Burhan (Interview / 3, 23 July 2019) obtained data that the successful team's socialization during the campaign that the Lutfi pair promised 9 excellent work programs that will bring the community to a more prosperous life. The campaign carried out by the Lutfi pair assisted by the success team to arrange a meeting with the community made it easy to get close and close with the community, so that a campaign in the form of meetings (blusukan) was very effective in attracting the sympathy of the community. The other forms of campaign carried out by the successful team are by using stickers, brochures, leaflets, banners, and others.
The cohesiveness of the successful team together with friends Luther, Gender, youth, heroine which is shown in maintaining the good name of the Lutfer pair to filter out the spread of negative issues from political opponents. Various inputs from the community for the successful team were accommodated and then examined at meetings to discuss various issues. Maintaining the good name of the Lutfer pair can be done to the nearest family of the success team or the success team to socialize from stall to stall to introduce the true lutfere pair. The work program promised by the Lutfer couple is a determining factor in winning the Lutfer couple. The success team essentially wants change for the city of Bima and the community, which leads the city of Bima not only from the lineage of the incumbent couple but trying newcomers.

Political Campaign Strategy

According to Dan Nimmo (2005), political communication (political campaigns) is a symbolic activity with words that include oral and written expressions, pictures, paintings, photographs, films, gestures, facial expressions and all ways of acting. If it is related to Dan Nimmo’s theory that the successful team carries out political campaign activities by looking at the problems that are in the village where the successful team lives. Problems that need to be resolved such as lack of water reserves and irrigation in the hope that these problems can be resolved by the Lutfer pair if elected as Mayor and Deputy Mayor of Bima. This is consistent with the results of the researchers’ interviews with the Burhan and Doni Suhardin success teams (Interview / 3, 23 July 2019). The result of the interview obtained data that the success team which is an ordinary community provides political support for the Lutfer pair because there is a sense of concern for the condition or condition of the community environment who experienced various problems in the neighborhood. Problems that arise such as lack of clean water supply in the dry season and irrigation canal which is problematic for community agricultural land. So from these problems the community wants more attention from the government in providing clean water and the improvement of irrigation for community agricultural land.

Various obstacles faced by the successful team in winning the Lutfer pair. The obstacles of the successful team in winning the Lutfer pair can be resolved well by sharing all the information that the successful team got during the meeting / meeting of all successful teams. The information can be in the form of campaign and logistical information as well as other important information. If it is necessary to replace logistics for teams that feel discriminated against, the village team leader is required to find donors who are willing to contribute in replacing logistics that have not been evenly distributed to all successful teams. This is done in order to keep the Lutfer couple’s voice in a particular village especially maintaining the consistency of the performance of the success team itself.
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The winning strategy which was carried out by volunteers in the 2018 Regional Election of Mayor and Deputy Mayor of Bima

Social Network Strategy

According to Pierre Bourdieu (1992), social network / social capital is an actual and potential resource that a person has from an institutionalized social network and takes place continuously in the form of mutual recognition and recognition. Social network / social capital carried out by volunteers / sympathizers with many volunteers joining the Srikandi volunteers, Lutfer's friends, Lutfer youth, pencak silat and other volunteers. The volunteers worked together under the coordination of the success team. The existence of volunteers is an important indicator in helping a candidate pair or candidate in winning an election contest. Volunteers who are independent as well as political volunteers are a form of democracy that means freedom for all people to involve themselves in politics both directly and indirectly (Wasisto Raharjo Jati, 2016: 11). The phenomenon of political volunteers became very famous during the 2014 presidential election. The existence of political volunteers in the City of Bima elections is very important to see how big the role of volunteers in winning the Lutfer pair.

If social networks / social capital are linked to Pierre Bourdieu's (1992) theory, volunteers are able to work together with one another. Volunteer activities must be coordinated directly by the village success team to direct the activities that will be carried out by the volunteers. This is consistent with the interview of researchers with the success team Doni Suhardin and Burhan (Interview / 3, 23 July 2019) obtained data that volunteers who claim to be friends of the Luther, youth, heroine, and other volunteers are formed under the coordination of the village success team. Volunteers who are part of the winning team of the Lutfer pair are willing to be part of politics in the City of Bima.

Lutfer volunteers joined because there was anxiety about the state of the City of Bima in the sense that the government is not good in leading the City of Bima. Therefore, Lutfer volunteers take part to make changes for the City of Bima and its People. This step must be started by providing support for the Lutfer pair to win the Lutfer pair. The Lutfer couple's victory will be through the movement of change for the City of Bima by carrying out the vision, mission and 9 excellent programs that were delivered during the political campaign of the Lutfer couple. The communication channel is carried out between volunteers by holding a coordination meeting in each village under the coordination of the success team, then from each village volunteer holding a meeting at the DPC of one of the supporting parties. The meeting discussed about the vision, mission, goals, programs that will be carried out by volunteers to help the Lutfer pair win the elections. All agreements agreed upon in the meeting must be carried out by all volunteers without exception by prioritizing the collegial work principle, using conscience and maintaining the cohesiveness between volunteers with one another.
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Political Imaging Strategies

According to Dan Nimmo (2006), political imaging is a way for someone to connect themselves with others, so that imaging in political activities can be done through: pure publicity, free ride publicity, tie-in publicity and paid publicity. If it is linked with his theory, Dan Nimmo political imaging is carried out by the success team by providing a comparison picture between the condition of the City of Bima when led by defense government and the offer promised by the Luther couple. Dissemination of information by the successful team in the form of a direct campaign using word of mouth to the community with the slogan of change has a positive impact on the Lutfer couple. This is based on the results of interviews conducted by researchers to the success team of Doni Suhardin and Burhan (Interview / 3, 23 July 2019) obtained data that volunteers have the task of providing a positive image for the Lutfer couple by providing a comparative picture of the state of the City of Bima when in lead by incumbent couple by comparing the vision, mission and programs offered by the Lutfer couple. Volunteers working in the community are tasked with conveying the superiority that the Lutfer couple has. The change movement that is offered must be able to be understood by the community. The volunteers who provide support to the Lutfer pair are part of ordinary people who have a low income / below average eligibility. The form of work programs that will be carried out by the Lutfer couple such as opening job vacancies, salary increases for RT / RW, salary increases for honorary teachers, salaries for mosque administrators, and others.

The political branding that the lutfi partner is fully supported by the lower society / non civil servants gives a new impression to the community that there are prospective leaders who care about the lower classes. Various forms of campaigns are carried out by volunteers by directly visiting the community by showing and explaining the objectives that will be realized by the Lutfer pair if elected as the Mayor and Deputy Mayor of Bima. The target of the volunteer campaign is aimed at the community which is assumed to be the basis of votes from the spouse of political opponents. Volunteer team performance is based on the tasks, functions and responsibilities of each team. For example srikandi is tasked with embracing and gathering the basis of votes from women, youth is tasked to embrace and gather young people in each village as a voting base. Lutfi’s friend was in charge of embracing and gathering votes from women and men. While other volunteer teams such as pencak silat are tasked with reaching out to people who are interested in pencak silat. The victory of the Lutfer pair is based on the cohesiveness that exists between the Lutfer couple and the coalition party team, the success team and volunteers. The working principle of volunteers who spread the campaign through word of mouth is easily understood by the people below. The slogan of change is able to change the perspective of the community based on the voice of political opponents carried out through vision, mission and superior work programs.

Political Campaign Strategy

According to Dan Nimmo (2005) political communication (political campaigns) is a symbolic activity with words that include expressions said or written, pictures, paintings, photographs, films, gestures, facial expressions and all ways of acting. If related to Dan Nimmo's
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theory that volunteers / sympathizers carry out political campaigns by gathering volunteers at a meeting place to discuss various Lutfer’s campaign agenda such as a grand / open campaign. This is consistent with the results of the researchers’ interviews with the Burhan and Doni Suhardin success teams (Interview / 3, July 23, 2019) obtained data that various forms of cooperation carried out by volunteers with political parties by gathering all winning teams and volunteers in a meeting place. The meeting was attended by all the teams that supported the Lutfer pair to coordinate the same vision meeting, the mission to win the Lutfer couple. Before the day a coordination meeting was held as a whole the winning team had held previous meetings at the RT / RW, village and sub-district levels. The things that became part of the discussion of the meeting were like preparation for an open campaign / grand campaign for the Lutfer pair in the Serasuba field in Bima City, for example regarding schedules, attributes used, funds needed and so forth.

Voluntary support which is provided by volunteers is very important for the victory of the Lutfer couple. The victory is not based on the amount of political funds or political promises given to individuals, but there is a desire to change the lives of the people of the City of Bima better into an attractive offer for the masses for the Lutfer couple. Volunteers who move on the basis of their own desires seem to be a new hope for the City of Bima when the Lutfer pair can become Mayor and Deputy Mayor of Bima 2018-2023 period. Various obstacles faced by volunteers in winning the Lutfer pair, for example the existence of different views with neighbors that causes disharmony in social life. These obstacles can be resolved by understanding the fact that conflicts over political differences are common in fighting for seats of political power. Including there are interesting things in the Bima City election contest. The incident is the descendants of the Sultanate of Bima who attended the open campaign event / Lutfer couple’s grand campaign. The offspring of the Sultan of Bima was known as the descendants of Blue blood who during the election never involved themselves to take care of politics. Logically this descent should support the incumbent couple who has the Bima sultanate lineage. In fact the descendants of the empire gave support to the Lutfer couple. This is due to an internal conflict that occurred in the history of the Bima sultanate. The presence of these offspring provides great support and influence in politics in the City of Bima.

Conclusion

The 2018 simultaneous local elections conducted by 171 regions to elect the Governor and Mayor / Regent are a form of implementing a democratic State. The City of Bima became one of the regions that carried out the election to elect the Mayor and Deputy Mayor of Bima in 2018-2023. Candidates or pairs of candidates who participated in the City of Bima elections are Muhammad Lutfi and Feri Sofiyan (Lutfer) as well as the winners in the regional election contestation. The Lutfer pair’s victory cannot be separated from the winning strategy carried out by the candidate pair, the bearer / coalition party, the success team and volunteers. The strategy of each winning team.

The winning strategy carried out by the candidate pair includes: First, the social network strategy consists of the main success of the Lutfer pair getting good electability survey results, the Lutfer partner’s offer. Vision, mission and work programs can provide benefits. Second, the
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political imaging strategy consists of spreading information about the vision, mission and programs were assisted by the winning team, and the blusukan campaign strategy was very effective. Third, the campaign strategy consists of a political campaign carried out by 9 party bearers, the division of tasks and authority of each coalition team leader, the desire of the couple to devote themselves back to the region and willingness to accept the risks faced by the issues negative political issue.

The winning strategy carried out by the supporting party / coalition includes: First, the social network strategy consists of the ability of political parties to provide their best cadres, political lobbies. Second, the political imaging strategy consists of a positive political branding carried out by the winning teams. Third, the political campaign strategy which consists of Muhammad Lutfi and Feri Sofiyan’s campaign is the cadre of the Golkar and PAN parties, various obstacles which are faced by the winning teams can be resolved by instilling understanding to all winning teams and the existence of various obstacles then we need a solution.

The winning strategies which are carried out by the successful team includes some strategies as follow: First, the social networking strategy consists of the ability of the successful team to work together, there is a desire from the conscience of the successful team. Second, the political imaging strategy consists of the promotion of the 9 leading program success teams, the cohesiveness carried out by the success team with Lutfer friends, Gender, youth, heroine, the success team that wanted change for the city of Bima and the community. Third, the political campaign strategy consists of a sense of concern for the successful team towards the condition of the community, various obstacles that they face can be resolved and find solutions to these obstacles.

The winning strategies which are carried out by volunteers includes some strategies as follow: First, the social network strategy consists of volunteers that formed under the coordination of the village success team, a communication channel carried out between fellow volunteers by holding a coordination meeting. Second, the political imaging strategy consists of volunteers that have the task of providing a positive image for the Lutfer couple, various forms of campaign carried out by volunteers, the victory of the Lutfer couple based on cohesiveness. Third, the political campaign strategy which consists of various forms of cooperation undertaken by volunteers with political party teams, voluntary support provided by volunteers, and various obstacles faced by volunteers can be found a solution.

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