
Social Capital Factors Supporting Rezita Meylani's Victory in The 2020 Indragiri Hulu Regent General Election

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Abstract:

Rezita Meylani is a Regent of Indragiri Hulu who broke the MURI record as the youngest regent in Indonesia history. Many people believe that her victory was influenced by her status as the wife of the former Regent of Indragiri Hulu for twoterms, namely Yopi Arianto. Rezita is running as a candidate for Regent of IndragiriHulu with her partner Drs.H. Junaidi Rachmat, M.Si in the 2020 Indragiri Hulu Regent General Election contestation was supported by three parties, namely Golkar, Nasdem, and Hanura. The vice-regent pair, Rezita Meylani – Junaidi Rachmat, won the Indragiri Hulu Regional Election with 50,412 votes or 26.5%, defeating the Rizal Zamzami – Yoghi Susilo pair supported by PKS and PKB with 50,232 votes or 26.4%. Therefore, the author conducted related research. Therefore, the author conducted research related to the social capital factors that supported Rezita Meylani's victory in the 2020 Indragiri Hulu Regent general election. The indicators for looking at the social capital applied in winning the regional head, especially by Rezita Meylani, are Trust. (trust), social networks, and social norms. In collecting data, this research uses qualitative methods by collecting primary data through in-depth interviews and triangulation with secondary data through literature review. Research findings show that the strong trust of the community is then mobilized effectively in political campaigns. Rezita Meylani's closeness to the community, which has been built over many years through interaction and active involvement in various social activities, has become a valuable asset in gaining voting support. This trust translates into real support on election day, where people who have benefited from Rezita Meylani's leadership so far cast their votes as a form of support and hope for the continuation of programs that have been running well.

Keywords: Social Capital, Regent Election, Indragiri Hulu

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1. Introduction

Democracy is a general concept applied in most modern countries based on the principle of popular sovereignty and the fulfillment of citizens' political rights. One of the requirements for a democratic country is that there are regular elections (elections) to form a democratic government, not only democratic in its formation but also democratic in carrying out its duties. Elections are a real manifestation of procedural democracy, although democracy is not the same as general elections, but it is one of the most important aspects of democracy which must also be held democratically. Therefore, it is common for countries that call themselves democracies with electoral traditions to elect public officials in the legislative and executive fields, both at the central and regional levels (Haris, 2014).

Veri Junaidi stated that elections and democracy are a "conditio sine qua non", the one cannot exist without the others (Nanik, 2017), so that holding elections in a country is the distribution of citizens' political rights, realizing people's sovereignty, and as a

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means of making it a success. transition of government based on law. Like modern countries, Indonesia seeks to realize popular sovereignty and democracy through holding general elections. With general elections, the people can participate in determining the direction of a country's government. The aspirations of citizens in general elections are channeled through elected representatives of the people, who are authorized by citizens to supervise the running of the government. The democratic state system in Indonesia provides good opportunities for the nation's political development. One way to measure the extent to which the democratic political system is successful, and determine the level of community participation in politics that has gone well is through citizen involvement in participating in general elections (Pemilu) or regional head elections (Pilkada).

Based on Law no. 8 of 2015 concerning Amendments to Law no. 1 of 2015 concerning Stipulation of Government Regulations in Lieu of Law no. 1 of 2014 concerning the Election of Governors, Regents and Mayors Becoming Law, the DPR changed the general election of regional heads to direct regional head elections where the election of Governors, Regents and Mayors became a simultaneous Regional Election Law. Simultaneous regional elections were held on December 9 2015, which is a new policy taken by the government to increase the effectiveness and efficiency of implementing regional elections in Indonesia.

Apart from that, direct election of regional heads and deputy regional heads is also an opportunity to create accountable regional government. One of the greatest forms of democracy in Indonesia is holding general elections and regional head elections which are held every five years. General elections give sovereignty to the people to elect their leaders directly, freely, secretly, honestly and fairly. In holding General Elections and Pilkada, democracy is also used as the main basis for implementation. In fact, democracy and elections are very closely related, in fact the two cannot be separated. Democracy, which means government of the people by the people and for the people, implies that supreme power is in the hands of the people, and even actions and decisions are determined by the people. General elections are one of the characteristics of a democratic country, and were also created to replace the appointment system of a monarchical form of country which is considered to produce more authoritarian leaders (Muhadam, 2017). As an embodiment of democracy in the region and as a measure of the level of political participation of the local community, the regional head general election is a momentum that determines the democratic process in the region. Pilkada is a political contestation that is eagerly awaited by elites and the public to be able to nominate themselves as regional heads.

Law 23 of 2014 concerning Regional Government states that: "Regional Head Elections are a democratic event in order to find a legitimate leader." Considering that the essence of regional elections is elections, which procedurally and substantially are a manifestation of the principles of democracy and upholding sovereignty, regional elections, like other elections, deserve special arrangements so that the degree of accountability and democratic quality can be fulfilled properly. Moreover, regional elections are an important instrument for democratization at the local or regional level which is a pillar for democratization at the national level.

In 2020, Regional Head Elections (Pilkada) were held simultaneously in 270 regions covering 9 Provinces, 224 Regencies and 37 Cities in Indonesia. Voting was held on December 9 2020 in the atmosphere of the Covid-19 pandemic which required the campaign and election to be carried out according to health protocols in the status of Large-Scale Social Restrictions (PSBB). The 2020 regional elections were attended by 741 pairs of candidates, 671 of which were nominated by political parties consisting of 15 pairs of candidates for the Governor Election (Pilgub) and 647 pairs of candidates for the Regent Election (Pilbup) and Mayor Election (Pilwalkot). The remaining 70 candidate pairs are running as independent candidates.

Various phenomena occurred in the 2020 regional elections, such as the emergence of the phenomenon of more single candidates than in the 2018 regional elections, namely as many as 15 pairs of single candidates running in the district/city regional elections. Apart from the phenomenon of single candidate pairs, the 2020 Pilkada also gave rise to the phenomenon of dynasties. As it happens, the spouse and biological children of the incumbent regional head become candidates for regional head. A total of 29 incumbent wives are running as regional head candidates, such as Ipuk Fiestiandiani Azwar Anas in Banyuwangi, Kurnia Agustina Dadang Naser in Bandung Regency, and Rezita Meylani Yopi Arianto in Indragiri Hulu. However, her status as the wife of the incumbent regional head is not always beneficial for victory. Ipuk and Rezita won the regional elections and replaced their husbands as regents, while Kurnia Agustina lost to a potential challenger in Bandung Regency.

Political dynasties have long been present in democratic countries and have raised concerns about the unequal distribution of political power which could reflect imperfections in democratic representation in politics, which is known as power begets power. This recalls Mosca's concerns, that each class displays a tendency to become hereditary, even when political positions are open to all, the position of the ruling family will be endowed with various advantages (Snyder, 2009).

The tendency of dynastic politics is quite strong in contemporary Indonesian politics. According to him, the practice of dynastic politics is unhealthy for democracy, partly because the control over government that is needed in democracy, for example checks and balances, becomes weak because concentrated power in one group can reduce the capacity of other institutions. In the Indonesian context, elite groups are groups that have the ability to influence the political decision-making process. So it is relatively easy for them to reach power or fight for power (Mietzner, 2009).

The strengthening of political networks built by political dynasties based on family political closeness has closed political recruitment to people outside the dynasty. As explained by Turner, a network has an important influence on the dynamics of political power transition which can have an impact on closed political recruitment (Bathoro, 2011). Another phenomenon, apart from the single candidate phenomenon and the political dynasty phenomenon, also gave rise to another phenomenon, namely the phenomenon of the regional head's wife winning the regional elections replacing the incumbent regional head who was her husband. This phenomenon began with the

victory of Dr. Haryanti Sutrisno in the 2010 Kediri Regional Election replaced her husband Ir. Sutrisno has been Regent of Kediri since 2000. The number of wives of regional heads taking part in election contests increased sharply in the 2020 Pilkada, in which 29 wives of incumbents became Regent/Mayor candidates.

The phenomenon of political dynasties and the phenomenon of the regional head's wife winning the regional head election replacing the incumbent regional head who is her husband also occurred in the 2020 regional head election in the Indragiri Hulu Regency area, Riau Province. The KPU of Indragiri Hulu Regency has appointed candidate pair (Paslon) number 2 (Dua) Rezita Meylani Yopi-Junaidi Rachmat (Rajut) as the winner of the most votes in the 2020 Regional Head Election (Pilkada) for Regent and Deputy Regent of Indragiri Hulu Regency (Inhu). Rezita Meylani Yopi is running as a candidate for Regent of Indragiri Hulu with her partner Drs.H. Junaidi Rachmat, M.Si in the 2020 Indragiri Hulu Regent General Election contestation was supported by three parties, namely Golkar, Nasdem, and Hanura. The candidate pair for regent and deputy regent, Rezita Meylani and Junaidi Rachmat, won the Indragiri Hulu Regional Election with 50,356 votes and defeated the pair of Rizal Zamzami and Yoghi Susilo who were promoted by PKS and PKB with 50,048 votes (Riaupos.co, 2020).

Based on a pre-survey in the field, it is known that pair number 02 Rezita Meylani Yopi, SE - Drs. H Junaidi Rachmat, M.Si won in 6 (six) sub-districts out of 14 sub-districts in Indragiri Hulu Regency. Winning pair number 02 Rezita Meylani Yopi, SE - Drs. H Junaidi Rachmat, M.Si obtained from the slight difference in the number of votes of voters who chose candidate pair number 02, namely 51,122 votes, which was only slightly superior when compared to the number of votes of voters who chose candidate pair Rizal Zamzami - Yoghi Susilo serial number 05, which was 50,286 votes with the vote difference was 836 voter votes.

2. Theoretical Background

Social capital is one element that can be seen as a basis for domination and legitimacy. It cannot be denied that to realize the desire to enter the political realm, a contestant must have social capital. In this case, social capital has a very important position. The greater the social capital a contestant has, the easier it will be for the political contestant to gain victory or power (Guo & Liu, 2012).

The concept of social capital emerged as a result of a person's inability to overcome problems in social life, so cooperation and togetherness are needed to solve existing problems (Fathy, 2019). Based on the understanding of social capital from the figures mentioned above, it can be explained that social capital is a resource possessed by individuals who are members of a social group which is based on the existence of togetherness values, high social contact, the same goals and interests that encourage individual contributions in the collective action of a community or social organization (Usman, 2018). Social capital will be important in forming networks between each individual to build relationships and achieve common goals (Brehm & Rahn, 1997).

According to Uphoff (2000) in Afifah (2018), social capital is the accumulation of various types of social, psychological, cultural, cognitive, institutional, and related assets and can increase the possibility of mutual benefits from cooperative behavior. Assets are defined as anything that can provide benefits to oneself and other parties to make future productive processes more efficient, effective, innovative, and can be expanded or distributed easily (Farrell & Thirion, 2022).

Capital, according to Bourdieu in Halim (2014: 108-111), defines capital in a complex way and includes material things (which can have symbolic value) as well as attributes that are untouchable but have cultural significance. For example, prestige, status, and authority (referred to as symbolic capital), as well as cultural capital which is defined as cultural tastes and consumption patterns. The function of capital for Bourdieu is as a social relationship with its connection in the exchange system and making it something rare, which is worth seeking in certain social forms. The capital that has been mentioned can be exchanged so that it can accumulate and give actors more freedom to act or move to maneuver or influence the masses of supporters (Snyder, 2009).

Then, Primadona (2012) explained that social capital is a relationship structure that becomes capital in achieving life goals. This structure is manifested in the form of institutions, participation, customs, and other social forms which are facilitated by a sense of mutual trust (Barrios et al., 2021). Nasdian (2014) in his book explains that social capital has four dimensions. The first is integration, namely strong ties between family members and the family with their neighbors, such as ties based on kinship, ethnicity, and religion. Second, linkage, namely ties with other communities outside the community of origin, such as networks and civic associations that penetrate kinship, ethnic, and religious differences. Third, organizational integrity, namely the effectiveness and ability of state institutions to carry out their functions, including creating legal certainty and enforcing regulations. Fourth, synergy, namely the relationship between leaders and government institutions and the community (state-community relations) (Bevelander & Pendakur, 2014; Mietzner, 2009).

3. Methodology

This study employs a qualitative approach to describe the research problem and focus. The qualitative method involves social research steps to obtain descriptive data in the form of words and images. According to Lexy J. Moleong, data collected in qualitative research consists of words, images, and not numbers. A qualitative research approach does not rely on statistical frameworks but is based on qualitative evidence. Additionally, a qualitative approach means an approach based on field facts and respondents' experiences, which are then theoretically referenced (Sugiyono, 2016).

The choice of a qualitative research approach is based on the specific nature of the research subject and the need to obtain in-depth information encompassing social reality. According to Nasution, qualitative research is a procedure that produces descriptive data in the form of written or spoken words from observed people and

behavior. In this research, efforts are made to collect as much descriptive data as possible, which will be presented in the form of reports and descriptions (Nasution, 1996). Suharsimi Arikunto also explains that this type of research is descriptive, meaning that when the researcher wants to understand the state of something, the research is descriptive, explaining events and objects.

Using a descriptive qualitative approach, the analysis of the obtained data (in the form of words, images, or behavior) is not expressed in numbers or statistics but through explanations or descriptions of the situations or conditions being studied. The presentation must be done objectively to avoid researcher subjectivity in interpretation. A qualitative approach is research that presents assessment procedures that produce descriptive data in the form of written or spoken words from observed people and behavior. In this case, the researcher interprets and explains the data obtained from interviews, observations, and documentation, thus providing detailed and clear answers to the problems.

4. Empirical Findings/Result and Discussion

Regional Head Election (Pemilukada) is a democratic process where the community directly elects their leaders. Regional elections are an arena for competitive contestation, where candidates compete with each other to get the most votes from voters and emerge victorious. The winning process in this political contest is very long and complex, because candidates must be able to convince voters to cast their votes on election day. It takes a mature strategy, adequate capital, and strong determination to gain people's trust, win their hearts, and ultimately win the election.

Social capital as a value of mutual trust between community members and the community towards their leaders (Putnam and Muwarni, 2013), is the main pillar that supports the success of campaign strategies. Trust not only validates the legitimacy of candidates but also ensures that the programs and visions promoted can be accepted and supported by the wider community. In building trust among the community, Rezita Meylani utilized political capital and the privilege of her position as Chair of the PKK for Indragiri Hulu Regency for two terms. This experience has given Rezita a strong foundation in understanding and meeting community needs, so that the process of building trust becomes easier. Following in the footsteps of her husband, who previously served as Regent, Rezita Meylani utilized the network and trust that had been built during her husband's tenure. This allows Rezita Meylani to obtain solid and continuous support from the community who already know and trust her family.

According to an interview with Rezita Meylani, public trust plays a crucial role in influencing voters' decisions during the 2020 Indragiri Hulu Regency Pilkada. Rezita Meylani stated that this trust was obtained through her track record and experience, especially during her tenure as Chair of the Indragiri Hulu Regency PKK. During her term of office, Rezita Meylani always prioritized transparency in the activities and programs she carried out, ensuring that the public received clear and honest information.

Apart from that, Rezita emphasized the importance of a strong commitment to fulfilling campaign promises. This consistency gives the public confidence that Rezita Meylani is a reliable leader. Influencing the public that their leadership figure can be trusted while leading Indragiri Hulu in the future. Closeness to the community is also a key factor in building trust. Rezita is actively involved in various community activities, listening directly to their needs and aspirations. This direct interaction strengthens the personal relationship between Rezita Meylani and the community, making them feel heard and cared for. This closeness, coupled with the transparency and commitment shown, creates a solid foundation of trust, which ultimately goes a long way in influencing voter decisions. This is similar to what Rezita Meylani expressed as a candidate for the 2020 Indragiri Hulu Regional Election, namely: "To maintain and strengthen public trust, I always prioritize good relationships and mutual respect for each other. The way to do this is by regularly making direct visits to various areas to meet with the community, listen to their aspirations, and provide solutions to problems that exist in the community. In essence, I try to be present in society. Open and transparent communication is also my main principle, so that people feel heard and cared for."

In this interview, Rezita Meylani emphasized the importance of friendship and mutual respect as the key to maintaining and strengthening community trust. Rezita Meylani revealed that one way is to regularly make direct visits to various regions. Through this visit, Rezita met with the community directly, listened to their aspirations, and tried to provide solutions to the problems they faced. Its presence in the community is a real effort to show its commitment to understanding and meeting community needs. Rezita Meylani emphasized the importance of open and transparent communication. With this principle, he ensures that people feel heard and cared for. Transparency in communication helps eliminate doubts and build stronger trust. Communities who feel involved and valued tend to provide greater support, because they see that their leaders truly care and are committed to working for the common good.

This explanation shows that Rezita Meylani's strategy in maintaining and strengthening public trust focuses heavily on direct interaction and effective communication. By trying to be present in the community, listening to their aspirations, and providing real solutions, Rezita Meylani has succeeded in building strong and respectful relationships with the community. The principles of open and transparent communication also strengthen trust, creating a solid basis for political support and success in regional elections.

In this interview, Rezita Meylani explains that the use of social media plays a very effective role in political mobilization and reaching the wider community. Social media allows every movement and communication with the public to be reported in real time, which is very important in modern political campaigns. Rezita Meylani said that every campaign activity, meeting and field visit was uploaded to social media platforms such as Facebook, Instagram, TikTok and WhatsApp. In this way, the public can follow the progress of the campaign and see firsthand the team's active involvement in the field.

The use of social media provides transparency and speed of information that is very necessary in political campaigns. With this transparency, Rezita and her team are able to build closer and more trustworthy relationships with the community. They ensure that every campaign message and program is conveyed clearly and broadly, allowing the public to get accurate and up-to-date information about campaign activities.

Apart from that, social media also allows two-way interaction between Rezita Meylani and the community. Through this platform, the public can provide input and participate in discussions, which not only strengthens support but also increases their trust in Rezita Meylani. These interactions helped build a solid online community, where people felt involved and heard, which ultimately strengthened support for Rezita Meylani's campaign.

Rezita Meylani emphasized that by utilizing social media, her team can reach various segments of society more efficiently, ensuring that every campaign message is conveyed and every community voice can be heard. This strategy shows how social media can be used effectively to support political mobilization, build trust, and strengthen relationships between candidates and voters.

The strong trust of the people of Indragiri Hulu Regency in Rezita Meylani provides a great opportunity to advance and win the 2020 Indragiri Hulu Regency Pilkada. This trust does not only come from her position as Chair of the PKK but also the social networks and social norms that have been built previously. Social capital in the form of social networks allows candidates to be connected with various communities that provide access to the candidate's winning strategy, while social norms show how candidates behave in the community to strengthen solidarity and gain support.

The social network that Rezita Meylani has built plays an important role in consolidating support from various community groups. By connecting Rezita Meylani to various levels of society, she was able to create strategic alliances that strengthened her position as a candidate. In addition, the social norms implemented by Rezita Meylani, such as openness, transparency and fairness, increase public trust in her leadership. This not only strengthens ethnic solidarity but also builds broader trust across communities in Indragiri Hulu Regency.

The trust built through this social capital became a strong foundation in Rezita Meylani's campaign strategy, which ultimately contributed significantly to her success in the 2020 regional elections in Indragiri Hulu Regency. By utilizing social capital effectively, Rezita was able to garner widespread support and win the hearts of voters in Indragiri Hulu Regency.

Social Capital: Social Networks in Rezita Meylani's Winning Process

Social networks are an important component of social capital which plays a crucial role in political contestation, including in Rezita Meylani's winning process in the 2020 Indragiri Hulu Regency Pilkada. Social capital in the form of social networks includes

relationships and connections between individuals and groups that enable the exchange of information and support, and resources.

The Journal of Governance and Public Policy explains that social capital is capital that has a high investment and has a figurative meaning that can be used to obtain good relationships and to build trust from the community (Baharuddin and Purwaningsih, 2017). In the context of political campaigns, social networks are the main means for building and mobilizing a broad and solid support base. For Rezita Meylani, utilizing the social networks that have been built through her experience and position as Chair of the PKK for Indragiri Hulu Regency provides significant strategic advantages. This experience not only gives him direct access to various levels of society but also allows for the formation of close and mutually beneficial relationships.

As the wife of Yopi Arianto, former Regent of Indragiri Hulu, Rezita Meylani has built her political career from the position of Chair of the PKK. In this role, he succeeded in establishing relationships with various community groups long before the campaign period began. Her activities as Chair of the PKK allowed Rezita to understand the needs of the community, respond to their aspirations, and build strong trust. The social network he formed during his tenure became valuable capital that could be mobilized during the campaign.

The existence of a strong social network allows Rezita Meylani to gather support from various community groups. This connection strengthens solidarity among its supporters, creating a solid and organized support base. By utilizing this social network, Rezita is able to coordinate various campaign activities, disseminate information quickly and efficiently, and respond to local issues effectively.

As Chair of the PKK, Rezita Meylani has a social network that covers various segments of society. Where this network was formed between consistent interactions maintained by Rezita Meylani with various community groups during her tenure as Chair of the PKK. It was these meetings through activities during his time as Chairman of the PKK that gave birth to his closeness to the community. This is in line with what Rezita Meylani explained as a candidate in the 2020 Indragiri Hulu Regional Election, namely: "The social network that I have in the local community of Indragiri Hulu Regency is very broad and covers various segments of society. "This network was of course formed during my tenure as Chairman of the PKK, and I maintained good relations with local communities through consistent friendships and my presence in the community."

Rezita Meylani explained that the social network she has in the local community of Indragiri Hulu Regency is very broad and covers various segments of society. This network was formed during his tenure as Chairman of the PKK, where he actively maintained good relations with various local communities through consistent friendship and continued presence in the community.

Rezita Meylani stated that her position as Chair of the PKK allows her to interact directly with the community, understand their needs, and build close and mutually

beneficial relationships. His regular presence at various community events and activities strengthens social ties and expands his network. This continuous interaction helps him build trust and strong support from various community groups.

Consistent friendship and a real presence in the community are the keys to maintaining this relationship. Rezita Meylani shows a commitment to always be present and listen to the aspirations of the community, making herself a close and reliable figure. This not only increases people's trust in themselves but also strengthens social networks which can then be mobilized during the regional election campaign.

Before becoming Chair of the TP-PKK of Indragiri Hulu Regency, Rezita Meylani had previously been an Advisor to the Contact Body for the Taklim Council (BKMT) of Indragiri Hulu Regency which expanded its social network in Indragiri Hulu Regency. In 2018, Rezita Meylani became Chair of the Indragiri Hulu Regency Al-Quran Tilawatil Development Institute (LPTQ), which became her capital to be elected Chair of the NU Muslimat Branch Management in 2021-2026, after she was elected Regent of Indragiri Hulu. This is similar to what was expressed by Rezita Meylani as a candidate in the 2020 Indragiri Hulu Regional Election, namely: "Before becoming Chair of NU Muslimat, I first served as Chair of LPTQ Inhu. Then for the NU organization, I was mandated to be the Chair of the NU Muslimat Management. But this position does not make me separate from outside organizations. I try to maintain tolerance outside. "All organizations in Inhu Regency remain protected and respected."

Rezita Meylani explained her experience leading an organization before her candidacy in the Indragiri Hulu Regency Pilkada. Before serving as Chair of the NU Muslimat, Rezita Meylani previously held the position as Chair of the Indragiri Hulu LPTQ. This experience provided a strong foundation in understanding and managing organizations with various internal dynamics, allowing him to further expand his social network in the local Indragiri Hulu community.

Rezita Meylani stated that she always tries to protect and respect all organizations in Indragiri Hulu Regency. This inclusive and tolerant attitude shows his fair and open leadership, which is important in building harmonious and solid relationships in a diverse society. This experience also strengthened her social network, allowing Rezita Meylani to get support from various levels of society, not just from certain circles.

This explanation emphasizes that Rezita Meylani's leadership is based on the principles of inclusivity, tolerance and respect for all groups in society. This attitude not only strengthens his position as a just and wise leader but also helps build his position as a just and wise leader but also helps build trust and support from the community, which is very important in the campaign process and winning the 2020 Pilkada.

Apart from that, Rezita Meylani also served as Chair of the Regional National Crafts Council (Dekranasda) of Indragiri Hulu Regency in 2016. Her position as Chair of Dekranasda of Indragiri Hulu Regency gave her the opportunity to meet many

craftsmen and artists from the village level, adding one more segmentation to social network owned by Rezita Meylani.

In general, social networks include all relationships between individuals or groups that are based on a feeling of knowing each other and a feeling of helping each other overcome various problems. This principle is a reference for Rezita Meylani, whose consistent presence in society can have a positive impact on the social network she has.

To build social capital, the role of groups is very important, from the core group, namely the family, to society in general (Djamaludin, 2003). In the process of building social capital, especially social networks, Rezita Meylani received many benefits from her position as the regent's wife for two periods. Including making him close to many community figures in Indragiri Hulu Regency. As stated by Rezita Meylani as a candidate in the 2020 Indragiri Hulu Regency Regional Election, namely:

"There is certainly closeness to community leaders, some at the village, sub-district and district levels. In this case, my community figure segment is close and protective." In this interview, Rezita Meylani explained that her closeness to community leaders at various levels, from villages, sub-districts, to districts, played an important role in the campaign process and winning the regional elections. Rezita Meylani also explained that relationships with these community leaders were built closely, ensuring that they felt protected and supported.

This closeness to community figures enabled Rezita to gain strong and influential support at various levels of society. Public figures often serve as role models and have great influence in their communities, so their support is crucial in garnering votes and building trust among voters.

Support from these parties is not only in the form of political endorsements, but also through providing the resources needed for campaigns, including funds, logistics and volunteer networks. Basically, the parties supporting Rezita Meylani already have a solid mass in Indragiri Hulu Regency, which data has mobilized to support Rezita's campaign. Apart from that, the presence of influential party figures also strengthens Rezita's legitimacy and credibility in the eyes of voters.

Apart from material support, the supporting parties also play an important role in strengthening Rezita Meylani's legitimacy in the eyes of voters. The existence of these parties as official supporters increases the credibility of Rezita Meylani's campaign, making the public more confident in her vision and the programs she promotes. These parties also helped in coordinating campaign strategies, ensuring that every political step Rezita Meylani took received consistent and structured support.

This strong social network allows Rezita to integrate her campaign strategy with existing party structures, maximizing the effectiveness of the campaign at various levels. Close relationships with supporting parties also facilitate better coordination in responding to local issues and community needs, strengthening Rezita Meylani's

position as a competent candidate.

Thus, the combination of closeness to community figures and support from supporting parties created a broad and solid support base for Rezita Meylani. This not only increases the chances of success in the regional elections, but also ensures that the programs promoted can be accepted and supported by various levels of society. Strong social networks, both through personal relationships and political affiliation, are the main key in Rezita Meylani's winning strategy.

5. Conclusions

Based on data, facts and information from research regarding the social capital factors that supported Rezita Meylani's victory in the general election for Regent of Indragiri Hulu, in general, measuring the success of social capital is assessed by the strength of the social capital possessed by each individual or group. In accordance with what Putnam means, social capital is a feature of social organization, such as norms, beliefs, relationships, which can facilitate action and cooperation for collective mutual benefit. In this case, social capital is related to Rezita Meylani's victory in winning the 2020 Indragiri Hulu Regency, where Rezita Meylani herself does not have a strong background as a politician. So this becomes a problem of social capital like what Rezita Meylani applied to the people of Indragiri Hulu in winning Regent of Indragiri Hulu in 2020.

The 2020 Indragiri Hulu regional elections show quite complex political dynamics compared to previous regional elections. In this contestation, a coalition was formed involving various political parties with different support bases. The Golkar Party, which dominates the legislature with the most seats, is in coalition with the NasDem Party and the Hanura Party, collecting a total of 11 seats. This coalition nominated Rezita Meylani Yopi, Chair of the Indragiri Hulu TP-PKK since 2017, and Junaidi Rachmat, who is the Head of the Indragiri Hulu Bappeda, as candidate pairs for regent and deputy regent. In this case, Rezita Meylani, as Chair of the PKK in Indragiri Hulu Regency, has a great opportunity to take advantage of her position to increase her political branding in society. With her young age, Rezita can implement various programs that focus on increasing youth creativity and productivity.

Apart from that, Rezita can strengthen her political branding by highlighting programs aimed at improving the quality of human resources and economic development. By providing job training, empowering MSMEs, and facilitating access to capital for local entrepreneurs, Rezita can have a direct, positive impact on society. No less important, Rezita can improve health services and optimize government governance to increase public trust. Providing better health services, improving medical facilities, and public health campaigns will improve the quality of life of citizens.

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