

Conference Paper

Political Behavior of Beginner Voters in the 2020 Gowa District Regional Election in Paccinongang Village, Somba Opu District

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Abstract.

This study aims to determine the political behavior of beginner voters in the 2020 Gowa Regency regional election in Kel. Paccinongang Kec. Somba Opu. The subjects in this study were beginner voters including: (1) novice voters, namely adolescents aged 18 years and participating in the 2020 regional elections for the beginner, (2) reports of agencies related to this study. This study selects informants purposively. By using descriptive qualitative analysis.

The results showed that: 1. the behavior of beginner voters is very dominant using sociological approaches in making their choices. Beginner voters choose candidates for the regional head, namely the regent and deputy regent of Gowa Regency by emphasizing demographic and socioeconomic backgrounds. The psychological approach is very minimal because this approach depends on the performance of political parties, and how to attract beginner voters. In addition to these two approaches, the rational choice approach places beginner voters making their choices with the tendency to choose candidates for Regent and Vice Regent by looking at their personal needs, namely the needs of their own families, it can be seen that they choose because they are based on the vision and mission of the candidate to help their lives. 2. Supporting factors are encouragement from parents, certain figures, and peers. In addition, the vision and mission of the candidates can encourage the interest of beginner voters. Inhibiting factors: it is the number of hoax news such as defamation and pitting both parties that makes beginner voters end to be very difficult to make their choice.

Keywords: political behavior, beginner voters

1. Introduction

Indonesia is a democratic country where the democratic process can be marked by the birth of a multiparty system. The process of democracy in general elections in which the people directly elect the person who will lead the government in accordance with a predetermined time. Current political development is reflected in democratic activities that occur. Democratic activity is meant by the participation of all citizens, both adults and novice voters, in a democratic party [1].

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According to Law No. 32 of 2004 concerning regional government in the process of selecting regional heads and deputy regional heads. The law emphasizes that the election process for regional heads and deputy regional heads is carried out directly, as was the process for the presidential and vice-presidential elections in 2004 which had already passed. Based on this direct general election, the level of community involvement in the political process is more complete. Direct general elections, in this case regional head and deputy regional head elections, can create an opportunity for accountable local government [2].

Beginner voters in general elections that are held simultaneously become a bone of contention for candidates because first-time voters experience an increase every year and are considered decisive in general elections. The regional head election in Gowa Regency had one pair of candidates for regent and deputy regent against an empty box where in the regional head election the pair Adnan Purichta Iksan YL, SH, MH won with H. Abdul Rauf Malagani, S. Sos., M. .Si with a total of 377,463 votes while his opponent was an empty box with 36,325 votes.

In general elections, namely regional head elections, voters are rational voters who have the ability to control and have critical responsibilities towards the candidate they will choose. Those who choose leave the traditional characteristics of voters who are fanatical and primordial as well as swinger voters who are always in doubt and fluctuate their political choices. Potential voters are voters in which novice voters are the subject of participation and not the object of mobilization.

The number of voters in the 2020 Gowa Regency election who had the right to vote was 544,795 people and from the additional voter list (DPT-b1) there were 590 people spread across all TPS obtained from data from the Gowa Regency KPUD. Of these, the number of first time voters is predicted to be quite significant. Young voters in the general election are a new generation of voters who have different traits and characteristics, backgrounds, experiences and challenges from voters in the previous generation. Most of them come from students, have good economic status, and generally live in urban areas or their surroundings [3]

In general elections, the behavioral characteristics of novice voters usually still tend to follow their peer group, unstable, apathetic, and political knowledge lacking and just learning politics. The place for novice voters to study politics is usually in a room where they feel comfortable within themselves. The first room for novice voters in democracy and studying politics is the family room. The second room for novice voters to study politics is peers because peers can provide information and education about politics. The third is the mass media, namely television which is able to provide political

information to audiences efficiently and effectively, in this case, everyday novice voters usually spend their time in front of the television, although they do not always watch programs related to politics.

The approach that can be seen in the behavior of novice voters according to Deis Kavanagh in Mukti through his book entitled *Political Science and Political Behavior* [5], which states that there are three models for analyzing voter behavior, namely sociological approaches, social psychology, and rational choices. Based on these three opinions, it is an extraordinary thing to make people's behavior in regional head elections, especially among first-time voters, the basis for determining their political choices. This approach can provide an explanation for the direction of voting behavior for novice voters in selecting leaders who will lead their regions in this study.

Based on the background mentioned above, the authors feel the need and are interested in analyzing the political phenomenon of Gowa district through research with the title: *Political Behavior of Beginner Voters in the 2020 Gowa Regency Head Election in Paccinongang Village, Somba Opu District*.

2. Literature Review

2.1. Political behavior

In general, political behavior is determined by two factors, namely internal factors and external factors. Internal factors are factors that exist within the individual himself such as the level of intelligence, will and idealism. While external factors (environmental factors) are factors that are external to an individual such as religious, economic, social, political life and others that surround an individual. Abdul Munir Mulkam Political behavior is an action born of social and economic conditions as well as the interests of a society or group in that society Political behavior is an element or aspect of behavior in general, apart from political behavior, there are other behaviors such as organizational behavior, culture, consumer/economic behavior, religious behavior and so on. [4]

According to Afan Gaffar, theoretically political behavior can be seen using three approaches, namely the sociological approach, the psychological approach, and the rational political approach. The rational approach is closely related to the economics of society. Which explains that individual voting behavior is related to the consideration of what they get if they vote in the presidential and vice-presidential election as well as the governor, mayor and regent election. In this case voters tend to choose the candidate who offers the most attractive solutions to solve economic problems such

as unemployment, social welfare, education, income and others. In addition, political responsibility for regional problems is also a consideration for voters to determine their attitude [5].

Meanwhile, according to Ramlah Subakti political behavior is an activity related to the process of making political decisions. Meanwhile, according to Jack C. Plano, behavior can be understood as human thoughts or actions related to government processes. In this case, political behavior includes internal responses (thoughts, perceptions, attitudes and beliefs) as well as visible actions (voting, protest movements, lobbying, caucuses and campaigns). So behavior is not only interpreted as an abstract thought or response, but also as the actions of certain political actors [6].

2.2. Beginner selector

In the 2008 presidential election law, the general provisions state that voters are Indonesian citizens who are 17 (seventeen) years of age or older or have/have been married [9]. According to international survey institutions such as the Pew Research Center and Gallup, first-time voters are aged between 17 and 29 years [7]. Meanwhile, what is meant by young first-time voters are those who are 17-21 years old, have voting rights and are listed in the final voter list (DPT) as well as taking part in general elections for the first time, both legislative and presidential elections. Beginner voters are targeted for influence because they are considered to have no experience of voting in previous elections, so they are still in unclear political attitudes and choices [8]

Beginner voters who have just entered the age of voting rights also do not yet have broad political reach to determine where they should vote. So, sometimes what they choose is not as expected. This reason causes young voters to be very vulnerable to being influenced and approached by a political material approach to the interests of political parties. Ignorance in matters of practical politics, especially with choices in general elections or local elections, makes first-time voters often not think rationally and think more about short-term interests. Beginner voters are often only used by political parties and politicians for their political interests, for example used to raise masses and form underbow party organizations [9].

3. Research Methods

The type of research used is descriptive qualitative. A study that aims to describe systematically and accurately the facts and characteristics of the population in a particular

area [10]. The focus in this study is the political behavior of voters and the factors that influence the initial voter's assessment of the regional head elections, namely the regents and deputy regents in 2020, Gowa Regency in Paccinongang Village.

According to Lofland and Lofland (in Moleong 2007: 157) the main data sources in qualitative research are words and actions, the rest is additional data recorded such as documents and others. In this regard, the types of data are divided into two, namely primary data and secondary data. Data collection methods are very important in research. The data collection methods used in this study are as follows: questionnaires, interviews, documentation [11].

According to Miles and Huberman (1994) the steps taken include data reduction, data display, and conclusion which are carried out simultaneously until the data becomes saturated. The process of data collection and analysis follows a cyclical, interactive flow and takes place continuously until completion [12]. The initial stage begins with data reduction, namely the process of selecting, focusing attention, simplifying, abstracting and transforming raw data from written records [13]. This stage is also called managing and classifying, the data is focused on important things and then looks for patterns. At this stage, cross-check data will also be carried out or member check-data that has been obtained must be properly confirmed to obtain data accuracy. This was done on parties other than research informants regarding the objectivity value of the data provided. Here also will be analyzed data that is considered interesting and unique to be explored further. This is the advantage that qualitative research has, namely the credibility of the informants on the data provided really must be considered.

4. Results and Discussion

There are several district-level regions in South Sulawesi Province holding simultaneous regional head elections in 2020 to elect candidates for regent and deputy regent as leaders in their regions, including Gowa Regency. On December 9, 2020, from 08.00 WITA to 13.00, a democratic process took place in several areas in South Sulawesi Province, one of which was the election of the Regent and Deputy Regent of Gowa Regency. In the regional head election event in Gowa Regency in 2020, 2 pairs of candidates for regent and deputy regent were participated in where one pair of candidates was supported by many parties, namely the pair Adnan Purichta Ichsan YL, S.H and H. Abdul Rauf Mallaganni, S.Sos, M.Si which is supported by the Golkar, PPP, Democrat, PKS, Perindo, Hanura, and PKB parties while the opponent is an empty box. Of the 544,795 people and from the additional voter list (DPT-b1) as many as 590 people

spread across all polling stations obtained from data from the Gowa District KPUD. The candidate pair that received the most votes was won by Adnan Purichta Ichsan YL and Abd. Rauf Kr. Kio or abbreviated as A-Kio. A-Kio has the number of votes with a total of 377,463 votes while his opponent is an empty box of 36,325 votes.

The regional head election, namely the regent and deputy regent of Gowa Regency in 2020 was attended by 2 pairs of candidates for regent and deputy regent where one pair of candidates advanced through the political party route, namely the pair Adnan Purichta Ichsan YL, S.H and H. Abdul Rauf Mallaganni, S.Sos, M.Sidan one candidate pair is an empty box. This is the first time it has happened in Gowa district, there are candidate pairs, namely empty boxes. In the previous regional head election, namely in 2015, the pair Adnan Purichta Ichsan YL, S.H and H. Abdul Rauf Mallaganni, S.Sos, M.Si made history for the first time in Gowa district, regents and deputy regents were elected through individual channels. In 2020 the couple Adnan Purichta Ichsan YL, S.H and H. Abdul Rauf Mallaganni, S.Sos, M.Sc made history again, namely the couple who had the most votes in South Sulawesi Province among several urban districts that held direct regional election events. The 2020 Gowa district regional head election is based on the situation on the ground that it is not a problem for voters to choose based on the path used by the candidate, be it a political party or an individual. Compulsory voters in Gowa Regency in 2020 are more likely to be oriented towards candidate pairs.

4.1. Political behavior of beginner voters in Paccinongang Village, Sombaopu District in the 2020 Gowa Regency regional head election

The explanation from the results of this study is that the political behavior of first-time voters in the 2020 Gowa Regency election in Paccinongang Village, Somba Opu District, it can be concluded that the awareness of first-time voters to cast their right to vote is very high and the potential votes of first-time voters have great potential in an election. The choice of novice voters who make their choice of a candidate shows their behavior in determining the fate of their region in the future.

According to Denis Kavanagh, there are several approaches to looking at the behavior of novice voters in determining their choices in general elections, according to Denis Kavanagh through his book entitled Political Science and Political Behavior. In his book, there are three models of approaches to analyzing voter behavior, namely sociological, social psychological and rational choice approaches. These three approaches will be described further [14].

4.1.1. Sociological Approach

In the 2020 regional head elections in Gowa Regency, generally the behavior of first-time voters in choosing or making their choices is influenced by sociological factors. Based on the results of interviews in the field, almost all of the informants studied cast their right to vote for a candidate the same as the choice of their parents. This is according to the author's view, the influence of the background of the residential environment, namely the family environment, which influences novice voters to cast their voting rights to one of the pairs of candidates for regent and deputy regent.

This is in accordance with the sociological approach, namely looking at the relationship between the socio-economic predisposition of voters and the voters' families. Voter's socio-economic predisposition and voter's family have an influence related to someone's voting behavior according to Pomper. In that case, we can see the political preferences of the family where the political preferences of the father, mother can influence the political preferences of the child. Socio-economic predisposition can be in the form of place of residence, social class, demographic characteristics, religion, and so on. Issues from within the family environment can influence a child's behavior because the family is the environment closest to the child.

It can be understood that the behavior of novice voters in making their choices is determined by intimidation, coercion from certain groups or leaders. Voter behavior like this is mobilized political participation. Mobilization participation is participation that prioritizes community support for implementation or programs, be it in political, economic and social terms according to Huntington and Nelson's view. This participation means participation mobilized by manipulation and pressure from other parties which is closely related to individual or group participation. Voter behavior based on the encouragement of their parents results in a child not having the freedom to choose the right leader for his area.

According to the author, the behavior of first-time voters in Paccinongan Village is easily intimidated in terms of choices because the nature of first-time voters is very variable and still unstable. This indicates that parents as the social environment who first teach about politics greatly influence a child's choice because it is in the family environment that the socialization process occurs. It is from the socialization process in the family environment that they get information in the form of issues about candidates in regional head elections compared to the school environment and peers. Furthermore, according to the author, the political participation of novice voters who do not know much about their participation in voting for a candidate shows their type of apathy.

Perceptions of the unimportance of voters, especially first time voters participating in general elections, show indifferent behavior. So that this type of voter is less involved in the world of politics, in this case being a member of a political party or being a success team. In addition, such voters do not want to follow the development of information and political issues that occur.

4.1.2. Psychological Approach

The factor that encourages novice voters to determine their choice according to a psychological approach is party identification. To measure a number of personal and political predisposing factors can be seen from party identification, such as personal experience or political orientation that is relevant to the individual. Parents often pass on to their children personal experience and political orientation, apart from parents there are also environmental influences, marital ties and crisis situations.

Candidates who are considered charismatic can influence the psychology of voters in this study so that they become ideals for the community. The context of the character of the candidate who plays a dominant role in determining political choices for first-time voters.

Beginner voters choose one of the candidate figures on the grounds that they really idolize the candidate, even though not many of the first-time voters show this model of behavior. In the author's view, looking at the psychological behavior of novice voters, it is they who are close to the candidate who are able to lead their area. In the psychological approach, who idolizes one of the candidates is the result of the evaluation of the candidate himself. Evaluation of candidates from history and past in the life of society and the state is very influential. Voters to judge a candidate, especially for officials who wish to run for re-election, can be seen from several indicators, namely the integrity and quality of competence.

Evaluation of candidates is able to attract sympathy from voters. Where it has been discussed previously that the evaluation of this candidate is due to the candidate's history and past. This then influences the candidate to vote for him.

In practice, according to the author's point of view, psychological views are interrelated with sociological approaches. Based on the consideration of ethnic and religious similarities, someone usually chooses a candidate. However, this is mediated by attitudes and perceptions, both towards sociological factors and towards political party or candidate factors that appear objectively not sociological factors, but sociological

factors as perceived. In the process, the importance of sociological factors will be related to psychological factors.

4.1.3. The Rational Choice Approach

The rational choice approach, which is usually called the economic approach, developed in the 1960s and developed after obtaining agreement from several different views. One of the important figures who initiated this approach was V.O. Key, what determines the choice of voters is how far the performance of the government, parties or their representatives is good for themselves or for their country or vice versa. The rational approach sees voting as a product of profit and loss calculations.

Based on the results of interviews with researchers and novice voter informants, it can be concluded that departing from the vision and mission promised by the candidates, novice voters have a sensitivity to the impact of the vision and mission of the Gowa regent and deputy regent candidates in 2020 if elected later. Meanwhile, according to novice voters who see it from the point of view of a sociological approach, they tend to only look at the background of the candidates for regent and deputy regent of Gowa in 2020, regardless of the vision and mission that will have an impact in the future if one of the candidates is elected. It is different with the first-time voters who elect regional heads, regents and deputy regents of Gowa through a rational choice approach by looking at which ones will have an impact on Gowa district in general and specifically for themselves and their families.

Beginner voters have started to have an awareness of the importance of participating in conveying their right to vote in general elections. Beginner voters can already see clearly the benefits that will be obtained for the Gowa district in general and especially for themselves if the chosen candidate is elected later. The influence of the vision and mission or program promised by the candidates for regional heads for regent and deputy regent of Gowa district is very influential for first-time voters to determine their right to vote. There is an intention from within the novice voters or encouragement from their own parents so that they choose based on the impact or benefits that will be obtained in the future.

4.2. Supporting factors and inhibiting factors political behavior of beginner voters in the 2020 election of the Regent and Deputy Regent in Gowa Regency, Paccinongan Village, Sombaopu District

In the regional head elections in Gowa district, Paccinongan sub-district, Sombaopu sub-district in 2020, there are inhibiting and supporting factors for the behavior of novice voters in choosing candidates. To see the supporting factors, it can be seen from everything that encourages and supports the political behavior of novice voters towards the candidates they will choose. Meanwhile, in terms of inhibiting the behavior of novice voters to choose candidates, it can be seen from the various obstacles that become obstacles. In order to know what are the inhibiting and supporting factors of the behavior of novice voters in determining their choices in the regional head election of regents and deputy regents in Gowa district, Paccinongan sub-district, Sombaopu sub-district, it can be described as follows:

1. Supporting Factors

As an illustration of the things that are necessary to encourage or support the Political Behavior of Beginner Voters in the 2020 Gowa Regency Pilkada in Kel. Paccinongan Kec. Somba Opu. So the researcher describes the supporting factors for beginner voters in the election of regional heads of regents and deputy regents.

2. Family Factors

One of the factors that support first-time voters in the regional head election for regents and deputy regents is the family factor. The main factor that made first-time voters participate in conveying their voting rights in the regional head election for regents and deputy regents In the 2020 Gowa Regency regional head election in Kel. Paccinongan Kec. Somba Opu is family.

3. Vision and Mission Factors for Regional Head Candidates

The most important factor that supports first-time voters in making their choices based on the results of the interviews above is the vision and mission of the 2020 Gowa regency head and deputy regent candidates which can attract first-time voters to make their choice. The participation of parents who give a special role to beginner voters in providing input and suggestions on how to make choices to regional heads, namely regents and deputy regents who are appropriate and worthy of being elected.

There is the influence of television and social media that easily influence first-time voters. The influence of the media, whether it's good news or bad news, can have an impact on the choice of novice owners. This makes novice voters must be smart in digesting both what they see and hear. This is where the role of parents can provide direction, advice and input to novice voters in determining their choices in the regional head election for regents and deputy regents. So that the parents' directions and input can be used as an antidote to hoax news because novice voters are usually lazy to look further or examine the truth they see on social media.

4. Inhibiting Factors

As an illustration of the things that are hindering the occurrence of Political Behavior of Beginner Voters in the 2020 Gowa Regency Pilkada in Paccinongang Village, Somba Opu District. Then the author will describe the inhibiting factors for first-time voters in the regional head election for regents and deputy regents:

5. Hoax News Factor

One of the factors that hindered first-time voters in the regional head election for regents and deputy regents was the factor of hoax news.

6. Political Money Factor

In addition to the hoax news factor, the inhibiting factor influencing first-time voters to cast their right to vote in the regional head elections for the Gowa district, especially in the Paccinongan sub-district, is the money politics factor.

According to the researchers' view of the results of the interviews that there were many fake news (hoaxes) aimed at candidates, for example defamation or pitting one against the other before the regional head election for the regent and deputy regent of the Gowa district influenced the choice of first-time voters. In addition, the amount of political money makes first time voters sometimes hesitate to make their choice. This of course greatly damages the image of the candidate and becomes an obstacle for first-time voters. Beginner voters who are still very new to regional head elections make them unable to properly digest the news they get. So that the news he gets, he usually immediately says is true without seeing the truth first. Especially with the existence of money politics which seems to say that money is the determinant of the votes of novice voters.

Based on this view, the most important obstacle experienced by novice voters who still lack experience in choosing candidates is how they can counteract money politics

by upholding honest, fair and clean democratic principles. In addition, in the case of hoax news, it takes courage and curiosity for first-time voters to know the truth of the news they get so that they can filter the news without directly trusting it. Therefore, it is hoped that novice voters will be able to study politics properly and correctly so that they are not easily provoked by news whose truth cannot be justified which can damage the image of the candidates for regent and deputy regent for Gowa district, especially in the Paccinongan sub-district. As currently many hoax news are obtained so that novice voters do not know the truth of the news. Making novice voters say that the news is correct so that it can worsen the views of those who previously made their choice but can change with news that cannot be accounted for. Beginner voters are expected to be critical and careful about the news they get from social media, print media and electronic media.

5. Conclusion

In the 2020 Gowa district head and deputy regent election, in the Paccinongan village, Sombapu sub-district, beginner voters are very dominant in using a sociological approach in making their choices. It can be seen from the results of the study that first-time voters chose candidates for the head of the Gowa region by focusing on their demographic and socio-economic background. Even though there are some novice voters choosing candidates with a psychological approach, it is very minimal because such an approach depends on the performance of political parties on how to attract public interest, especially novice voters. In addition to these two approaches, there is also a rational choice approach that is used by novice voters in determining their choice by looking at their personal needs, especially the needs of their own family. It can be seen that they vote because it is based on the vision and mission of the candidate who will feel it will help their lives, both themselves and their families.

As for the supporting factors for novice voters, namely the main factor is encouragement from the parents of novice voters or motivation given by parents so that novice voters exercise their right to vote. In addition, the factors of the vision and mission of the regional head candidates greatly influence the choice of first-time voters, where the strategies and promises that the candidate will make will affect first-time voters if elected in the future. The inhibiting factor for novice voters in making their choice is by looking at the approach they use, namely the large number of hoax news such as defamation and pitting the two sides against each other which makes it very difficult for novice voters to make a choice. In addition, money politics also affects the choices

of first-time voters, where they suddenly change their choices and make it very difficult for first-time voters to choose candidates for the regional heads of regent and deputy regent of Gowa district according to their conscience.

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