



Indonesia's Third Presidential Debate

The Clash of the VP Picks

QUICKTAKE

The debate between vice-presidential candidates Ma'ruf Amin and Sandiaga Uno on Sunday, 17 March 2019 was a long-awaited platform to showcase their programmes and to measure the quality of each individual. With less than a month before the poll opens, anything that transpired in the debate could have an impact in the overall electoral process.

Promises Offered



Joko Widodo's running mate

Ma'ruf Amin

Prabowo Subianto's running mate

Sandiaga Uno



Distribute Scholarship Card
Establish a National Research Body and a Perpetual Research Fund



Establish partnership between academic institutions, business sector and civil society organisations
Eliminate National Examination

Improve health services and promote Healthy Community Movement (Germas)



Pay off the debts of Social Security Administrator for Health (BPJS) within 200 days
Promote 22-Minutes Movement

Revitalise education system pertaining to vocational schools and skill upgrading



Promote Ready for Work House and OK-OCE Programme

Distribute Pre-Employment Card

Labour Force

Build an opera house, operate the Cultural Promotion Strategy and promote Creative Economic Agency



Establish partnership between government, academic institutions and civil society organisations

Strategy and Performance



"Ta'adzim, takmilah, ziadah!"

Achievements and data

Government's flaws and room for improvement



Arabic terms and Islamic teaching

Real-life examples

"Ms Lies' story"

"10-YEAR CHALLENGE"

English words and popular terms

Effective gimmicks

"PRAY FOR CHRISTCHURCH"

"DUDI"

Memorable terms

Memorable programmes

"OK-OCE"

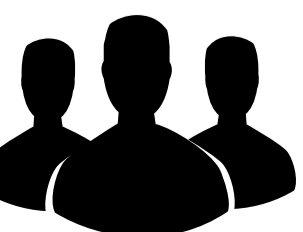
Minimum offensive, non-existent counter-attack

Pace- and flow-control



Victim card

Clear opening, strong conclusion





Consistent articulation of programmes and data

Inflexible and defensive: rarely responded to Sandiaga's criticism

Respectable attempts to appeal to younger generation

Final Verdict

Articulated existing problems clearly

Harnessed momentum to launch effective counter-attacks

Controlled the flow of the debate to his advantage



Survey results on the first presidential debate (17 January)

14.9%

Watched the full debate

35.7%

Watched partially

2.9%

Would amend their choice after the debate

Source: LSI Denny JA



Minimum Electoral Effect

Other developing issues within the same time frame that stole people's attention

The shooting at Christchurch



The high-profile arrest of Romahurmuzy*

* Chairman of PPP



The flash flood in Sentani, Papua



Potential return of the haze

Could be politicised by actors in Indonesia to stoke nationalist sentiment

Intensifying tension

In the socio-political sphere

The fourth and final debate

30 March 2019

The proliferation of sensational issues

To effectively acquire voters' attention and damage the opponent's chance

Continued polarisation

If the candidates do not call for national reconciliation post-election

Potential security issues

Militant or subversive groups could exploit the national polarisation to further their agenda



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