

ELECTORAL POLITICS AND CLIENTELISM IN THE 3RD DISTRICT OF PALAWAN, PHILIPPINES: CHANGES, CONSISTENCIES, AND CONTROVERSIES

Jazztin Jairum P. Manalo
Department of Political Science
University of Santo Tomas
PHILIPPINES

ABSTRACT

In a democratic country such as the Philippines, campaign strategies and political parties in an electoral process plays a crucial role in engaging an elected position in the government. This study aims to provide an insight in the behavior mapping of political strategies performed by local candidates and their campaign team. It utilizes the principal-agent theory or agency theory which discusses a conflict of interest in any relationship where one party is expected to act in another's best interest. The study was conducted in the City of Puerto Princesa and the Municipality of Aborlan, 3rd Legislative District of Palawan in April 2016. Semi-structured interview questionnaire were employed to key informants. Ocular observations on the manner of endorsing themselves to its constituents were documented. Results showed that popularity, face-to-face meeting, political party affiliation, and attractive platform of government influences the decisions of the voters. Effective community interrelation and creative incentive systems of the campaign teams being political machinery was imperative, but might lead to a candidate's defeat if not well trained. Election campaign strategies differ depending on the candidate's access to workforce as resources. A self-proclaimed mechanism enables the importance of having a competitive financial resource for the success of political campaign and electoral positions. The inclusion of the influence of political parties to a candidate campaign strategy is recommended for further study.

Keywords: Elections, Principal-agent theory, Patronage politics, Electoral dynamics, Campaign strategies.