

## **CHAPTER V**

### **CONCLUSION**

Muhammadu Buhari as the winner in 2015 Nigerian election brought one of the historical event for Nigeria. This is the first time since democracy goes back to Nigeria in 1999 where the winner come from opposition party, precisely the union of four biggest opposition parties. The other interesting thing is that the winner defeated the incumbent candidate. Muhammadu Buhari is successful in defeating Goodluck Jonathan up to 2.5 million votes.

Muhammadu Buhari originally was a Nigerian leader in 1980s under military coup and in his 20<sup>th</sup> months of his leadership, he was overthrown in a coup led by General Ibrahim Babangida. He ran for the presidency in 2003 when Nigeria was held by civilian government at that time. Muhammadu Buhari ran under All Nigeria Peoples Party (ANPP) but lost by the incumbent president Olusegun Obasanjo. Then he ran again in 2007 under the same party but lost by Umaru Musa Yar'Adua. In 2011, he ran again under Congress for Progressive Change (CPC) and lost by an incumbent Goodluck Jonathan. All of those elections always put Buhari in the second place. Therefore the winning of Muhammadu Buhari finally in 2015 election is like an answer after his long struggle in Nigerian elections.

The victory of Muhammadu Buhari in 2015 election was supported by some factors. The first is his engagement with social media on his campaign. Muhammadu Buhari previously never had any social media account. He never used social media when he ran on previous Nigeria presidential elections. But in 2015 he started to introduce his Facebook fan page, official Twitter account, Instagram account and also YouTube channel. His engagement

with social media on his campaign attracted the voters especially the youth as the most active users of social media.

Buhari's Facebook fan page named "Muhammadu Buhari" was launched since December 2014. This page continually gave updates with fresh content of any events or issues discussed by Muhammadu Buhari. There were over two hundreds thousands people who had subscribed to his online posts. His Twitter account was also used as well as the Facebook. Now, the followers of Muhammadu Buhari Twitter account reached almost three hundred thousand people. By using Instagram, Muhammadu Buhari showed the society what he had done on his campaign. The documentation of his social activities were uploaded in Instagram which now reached almost thirty one thousand followers. And Buhari's speech also showed in his YouTube channel.

The engagement of his party, All Progressive Congress (APC) with the AKPD Message and Media also played important role in the winning of Muhammadu Buhari. AKPD Message and Media here did not play the main role because its job was only to assist APC. AKPD Message and Media played as the strategic planners to the campaign of APC and Buhari. The engagement was calculated in short time, only three weeks due the campaign time. But the experience of AKPD Message and Media success in the U.S. was good enough to bring the success to APC and Buhari.

The second factor of Muhammadu Buhari's winning is the more active participation of Northern Nigeria in 2015 election than in 2011 election. In 2011 election, the condition of Northern Nigeria was classified as dangerous related to the riots of society which led to the boycotts on several places in North, mass destruction and also the killing which frightened people to go to the election places. This was why there was a big number of abstentions in

Northern Nigeria which became one of the factors that led Muhammadu Buhari's loss in 2011 election.

The lesson learned from the 2011 election to secure Nigeria brought the 2015 election in a more peaceful way. The condition that was more secure especially in the North then encouraged Northern people to vote in polling stations, resulting the winning of Muhammadu Buhari. Even so, the votes for Muhammadu Buhari did not only came from North but also from Southern states even Lagos, which is the second most populous state in Nigeria. The winning of Muhammadu Buhari indicated that the election was no longer about the zoning agreement or the compulsion of handing over the power back to the north, but also the belief of Nigerian toward Muhammadu Buhari himself. In the end, there is an awareness of the people of what kind of person to lead Nigeria now.

The third factor of Muhammadu Buhari's winning is the guarantee of peace in Nigerian election assisted by the United States of America. The insurgency of Boko Haram that now known as International Terrorist Group attracted United States to draws its foreign policy to encounter Boko Haram. It was clear that Boko Haram stated its contradiction towards the election. Through several videos uploaded by the leader Abubakar Shekau, Boko Haram underlined their threat to ensure the election would not be conducted in peace.

To put the terrorism to an end, United States and Nigeria integrated in several cooperations including the military training. The training was precisely conducted after the abduction of 270 school girls in Chibok. It was started by the help of United States that tried to trace the location of the Abubakar Shekau and also the girls. President Jonathan then asked for help to encounter the militant group through twelve active U.S. soldiers to train Nigerian. The help of U.S. did not stopped into that, their assistance was also including a funding to support the democratic government annually, including fund to conduct every election.

To ensure the credible election, the U.S. Agency for International Development (USAID) specially assisted the Independent National Electoral Commission (INEC) in 2015 election. USAID also supported INEC in implementing a nationwide voter education focused on voter registration and participation to ensure that all citizens know and understand their rights to vote.