

Communication in The Perspective of The Country

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ARTICLE INFO

DOI: 10.38043/commusty.v1i1.3698

Article history:

Received 2022-03-20

Revised 2022-04-20

Accepted 2022-05-25

Keywords

Communication;

Politic;

Political Communication.

ABSTRACT

The aim of this study was to determine the forms of political communication through the mass media. Political communication is very important in determining democratization. With competition in politics, there will also be communication competition that occurs to influence, acquire, maintain, and expand power. The phenomenon of political communication is very influential in the real world, including political communication in the mass media. This research is qualitative research with a descriptive approach using three data collection techniques, namely interviews, observation, and documentation. From the three data collection techniques, it was found that political communication through mass media was often carried out by party officials in order to increase credibility and legitimacy both personally and institutionally.

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1. Introduction

Entering the freedom of communication after political reform in Indonesia, communicating or discussing politics in the open criticizing government policies has become commonplace. Usually it is very rare to be able to provide criticism of public services in Indonesia. Moreover, if criticism and disagreement regarding the centers of power, controlling the government is certainly an act that is difficult to find.

To remind the positive side of the previous administration is difficult to express in public spaces, due to the tight control over the lateral and vertical flow of information from the government prior to political reform. In 1998 there was a change in the political system in Indonesia which had an impact on the freedom to seek, use and express opinions to the people. Because on the one hand, they enthusiastically accept freedom of communication, on the other hand, they feel disturbed and position that democracy in communication is the root cause of various problems faced by the nation and state.

Communication in the news as well as television or radio broadcasts is only for the sake of national stability and that is understood by the people. A jargon of popular political communication in its masses, which produces flat linear communication in the frame of harmony, harmony and balance. In the atmosphere without turmoil and the same information in one direction without equal interaction, the public space is filled with political communication as the epigon of state power rhetoric, which tends to prioritize success over the inability to carry out development tasks for all people, regardless of social, economic and political

Therefore, when Indonesia enters the reform era, there will be pros and cons to the ethics of communication or conversation in the public sphere. What must be stated in freedom of opinion is the legal basis for freedom of communication, which is contained in the 1945 Constitution, article 28F, which states: "Everyone has the right to communicate and obtain information to develop his personality and social environment, and has the right to seek, obtain, possess, store, process, and convey information using all available channels". Based on this provision, freedom of communication is the right of the community. According to Bill Kovach and Tom Rosen-thiel (in Haryanto, 2010: 7), "the right to information is a basic right inherent in humans, or as human awareness to know things outside of themselves". Political communication or the delivery of messages to the general public is closely related to the right to communicate in the administration of government which contains policies of state power.

Political communication is very important in determining democratization. There is competition for political communicators to influence, acquire, maintain, and expand power. The phenomenon of political communication that is interesting to discuss, namely: The phenomenon of political communication in a democratic political system with the control, relationship, and balance of power between the political elite and the people. Things that are usually done in political communication competition during a campaign are by providing a vision, mission, and campaign program that are in accordance with the expectations or desires of the community, identifying problems and the potential of the people themselves based on the results of campaign research. This political communication phenomenon is growing with the support and power of mass media such as social media in realizing democratization.

2. Method

The methodology used in this study is a qualitative research method. Sujarwo (2011) says that the qualitative approach is an approach method based on the realities of the field and experienced by research informants combined with appropriate theoretical references. The selection of a qualitative research approach was carried out on the basis of further specifications. Nasution (1996) said that the subject of research was to obtain in-depth information and cover social reality. According to Nasution (1996) adding that qualitative research is a study that produces descriptive data in the form of written or spoken words from informants and observed behavior. So that in this research, it is attempted to collect as much descriptive data as possible which will be stated in the form of reports and descriptions.

3. Result and Discussion

Political communication is a communication process in which there are political messages. In political communication, there are many political figures who participate as communicators and as communicants, in addition to political messages, political media has a relationship with the goal of politics itself, namely power. In political communication conveyed by someone does not have to be large-scale or have a deep message. For example, when someone makes a comment about a figure head of state, provides support, comments on government policies and so on, it can be categorized as a political communication process.

Political communication according to experts is broadly defined as communication from political actors involving political messages, political communication is also related to power, government policies and government. who are not involved in political communication or the communication itself. Not infrequently, people do not realize that they have been trapped in the analysis and study of political communication.

Functions of Political Communication in Political Systems:

- a) Conveying political information, this function is the basis of the communication function. In political communication the information conveyed is limited but very broad.
- b) Maintaining values, political communication has a function to maintain and maintain values that have become traditions.
- c) Political socialization, this third function is considered to be the spirit of socialization in society.
- d) Encouraging a climate of change, because it is persuasive in nature, political communication will encourage a climate of change.
- e) Social control, for example, is the presence of the right to answer and the right to opinion which is obtained by every member of the community.

Political communication in the form of rhetoric, speeches and delivery of political messages, such as campaigns in public spaces and in small groups that occur in Indonesia, can be seen from various aspects of political communication. There were a lot of speeches containing political communication from elites in Indonesia related to the 2014 general election. Quoted in the *Republika Daily* about Surya Paloh who conducted political communication with Megawati about the 2014 General Election.

In political communication, each aspect should have its own role, even though it has a direct or indirect relationship. There are five components in political communication, the first is the media used in political communication, the second is political messages, and the third is the consequences of communication in politics. The fourth is political communicator, the fifth is political communication audience. Political communicators are people who usually communicate in the political field. Which includes a strategic position as a “politician”, who maintains individual branding, credibility or the institution where the communicator takes shelter. As a politician, you must be able to be inside or outside government positions, but you must also maintain national integrity. In line with national politics, there are also “professional political communicators” who use mass media channels to influence the masses. These political communicators may come from "activists" of certain interest groups and who have special positions in society as opinion leaders. In essence, politicians, professional communicators and activists as political communicators, must have the ability to carry out political communication so that they have the opportunity and have the capacity as leaders who are able to organize messages to the public well.

The level of the number of people who agree with the content of the message is used as a benchmark for the success of delivering the message of the communicator. In more detail, they are willing to become followers of political communicators. In political contestation, he hopes to be willing to cast his vote in the general election. With the opinions made by political communicators cause an increase in followers and the number of audiences. Public opinion can be accepted or rejected by the community because it does not provide benefits to the general public. Political communicators are obliged to build public opinion, by formulating issues related to political competition and other political activities that are considered to be able to increase public trust. The success of making public opinion is the key to the formation of audiences in political communication, considering that public opinion is very sensitive to issues involving interests and is felt by the wider community.

If the arrangement of messages in political communication can touch the basic needs of the community and is carried out in a programmed and sustainable manner, the resulting political impact will be to increase the credibility of political communicators with their political parties.

Political communicators who convey information, political news and messages that are continuously in political socialization are political participation for the community as well as political learning. When viewed from the data on community involvement in elections or voting, from year to year it is decreasing. In 2004 as many as 20,579,661 people or about 23, 24% did not exercise their right to vote.

Political socialization is the process of introducing a person to the political system, and how that person determines his response and reaction to political phenomena. Meanwhile, according to Budiardjo (2004: 183) political participation is the activity of a person or group of people to actively participate in political life, by electing the head of state and, directly or indirectly, influencing government policies. Basically, public political participation is needed to build a civilized state as the criticism put forward by the General Chairperson of the Gerindra Party Suhardi (2013), that citizens who do not use their voting rights to vote (golput) in elections. Based on Gerindra Suhardi's opinion, people who abstain from voting can also destroy the nation. The phenomenon of abstentions always exists in every election, even though there are differences in the New Order era and the Reformation era. During the New Order era, the call for abstention was a form of political resistance against a government that was deemed not to uphold the principles of democracy. In the era of democratic reform, the notion of golput is a form and phenomenon in democracy. From several sides, the attitude of abstention is idealistic. (Mind of the People, 2013).

Associated with the paradigm of political communication as an effort to convey political messages, elections have significance with the issue of the public's right to know the programs of candidates in the legislative elections. Examples are the implementation of campaigns, political socialization and activities such as exploring political messages to the people through organizations, as well as mass media that can reach a wider community. In the implementation of the General Election, the most visible aspect is the issue of campaigning as an activity of election participants to convince voters by offering the vision, mission, and programs of legislative candidates at the regional and central levels from political parties and presidential candidates. This is also contained in Law No. 8/2012. There are 68 articles that regulate the complexity of campaign implementation in the election of legislative members that regulate the content of the campaign, the venue, the deadline for campaign implementation, and several other rules that seek to minimize violations that have a high enough potential in political communication.

The phenomenon of communication and political phenomena is no different from the phenomenon of political communication, politics and communication as ubiquitous. Which means that communication and politics are anywhere and anytime. Because everyone communicates and does politics. There are 3 discussions of the relationship between communication and politics, namely: the first view of communication symptoms as an independent variable that causes political symptoms, the second, the view of communication symptoms as a result of political treatment, third view of communication and political symptoms as complex interactions that require a special approach. Through political communication activities, it is hoped that it can link the social community to the scope of the state so that political communication is useful for political education or citizen awareness in civic relations. According to Astrid, this refers to legal products that are binding and regulatory in nature, which is the result of the decision-making process and public policies carried out by political communicators, as a cross between influences and aspirations for all people. And also in the political perspective, communication is defined as an effort to connect political thoughts that live in society, both the thoughts of internal groups, sectors of government life, associations and institutions. This means that through communication political thoughts can be brought together because basically all thoughts of a person or human must be conveyed through

messages and then people receive or respond to them. Rusadi put forward two concepts of communication, namely the first communication as a political activity. What has the meaning of communication is the delivery of messages that have political elements by political communicators to other parties. The second, Communication as a scientific activity. This means, that communication is one of the political activities in the political system, as stated by Almond.

4. Conclusion

Political communication is a phenomenon that certainly often occurs, especially during elections for state officials (elections). The impact of political communication is also very large, especially for the community because the utterances made by political communicators are words that are expected by the community. Political communicators usually have ideas for how to get them elected at election time. The methods usually used by political communicators are to use mass media, social media and others so that their communication can be heard by the general public at large.

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