Movement #2019GANTIPRESIDENT by Mardani Ali Sera

(Case Study Regarding the Process Hashtag #2019GANTIPRESIDEN Becoming a Political Movement in the 2019 Elections)

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Abstract—**From the perspective of political communication, the phenomenon of the Hashtag Movement #2019GANTIPRESIDEN is a political movement against the mainstream that has brought back the president for the second time. There is a phenomenon where parties who do not want it try to campaign to replace the president. This is what then invites controversy that is not simple. The focus of this research is trying to observe the background and the process of triggering the Hashtag Movement #2019GANTIPRESIDEN. This research uses a qualitative method with a case study approach. With data collection techniques in the form of in-depth interviews, participant observation of literature study studies and documentation studies. Interviews were specifically conducted with the main initiator and several secondary sources as a supplement. Data analysis techniques are data reduction, data presentation and drawing conclusions. Theoretically, research uses symbol theory, and speech action theory that is elaborated according to the focus of research as part of political communication activities. Based on the analysis of the research data obtained, the results were found that indicate that the message Hashtag #2019GANTIPRESIDEN is the result of an idea or idea that represents a movement that accommodates groups that do not want Jokowi to be elected the second time to be president of the Republic of Indonesia Hashtag #2019GANTIPRESIDEN found the right momentum, both in terms of time, political movements, and mass response. He became one of the forces that played an important role in the process of political communication, especially those played by parties who did not agree with the president to come to power a second time. This movement found its relevance to the aspirations that developed in the voting community, especially towards the 2019 Presidential Election. Hashtag Movement # 2019GantiPresiden is a reasonable form of political communication carried out in a democratic country, so that this movement is constitutionally legal and does not contain treason or actions that can harm democratic politics in Indonesia.**

Keywords: political communication, hashtag #2019GANTIPRESIDEN, election

I. INTRODUCTION

Political communication ahead of the 2019 Presidential Election began to be intensified both by the opposition and incumbent. Political communication is an activity carried out by a politician or political party to achieve certain political goals. Political communication according to Doris Graber in his writings Political Language that political communication is not only rhetoric, but also includes language symbols, such as body language and political actions such as boycotts, protests and demonstrations [1].

Political communication is often used by political elites to convey political messages, such as the emergence of the Movement Hashtag #2019GANTIPRESIDEN. Which was initiated by Mardani Ali Sera, politician of the Prosperous Keadilan Sejahtera (PKS), who rejected the nomination of President Joko Widodo (Jokowi) for the second time. Hashtag #2019GANTIPRESIDENT was first coined in the Indonesia Lawyers Club (ILC) event on 27 February 2018.

The movement Hashtag #2019GANTIPRESIDEN has begun to actively organize activities in the form of discussions and declarations in several regions, making this movement more populist in the eyes of the public. This movement seems to be a magnet and a place for groups who feel disappointed with Jokowi. Supporting attributes were songs, shirts, bracelets, hats, scarves and bags colouring this movement.

The presence of the Movement Hashtag #2019GANTIPRESIDEN reaps the pros and cons of Ali Mochtar Ngabalin, Presidential Staff Expert strongly criticizes the emergence of the movement. According to Ngabalin, the movement was rebellious and constituted a low and immoral civilization in democracy. A different matter was expressed by the Gerindra Party Secretary General of the Central Board (DPP Secretary General), according to Ahmad Muzani, the Movement Hashtag #2019GANTIPRESIDEN is equivalent to the movement to support President Joko Widodo for two periods and an expression that is manifested in many forms The phenomenon of the hashtag Movement # 2019 Change the President is interesting to study because only with a hashtag symbol #2019GANTIPRESIDENT can be a political movement before the 2019 elections.

Previous research results Pros and Cons of the Hashtag Movement #2019GANTIPRESIDENT as a Means of

Campaigning in Elections [2]. This study aims to discuss the hashtag that is currently being talked about in the social media movement #2019GANTIPRESIDEN. This hashtag is associated with the type of black campaign. The result is that this Movement is actually legitimate because it is a freedom from everyone to think but can be a part of a black campaign if it leads to character assassination and tends to slander and lies and accusations without evidence.

Another study by Paola-Maria, analyses hashtaging as a productive process of word formation in English and Italian, both online and offline [3]. Analysis is based on hashtag examples from corpus tweets and samples that appear in the offline world. This study proposes a tentative taxonomy of hashtag type and asks questions about the 'product' nature of hashtaging. It also commented on the pragmatic exploitation of the collected samples. It further shows that hashtags can also be considered as new products of morphological processes, namely hashtaging, a mechanism that can produce almost various forms without limit by uniting words, and thus producing new items item linguistics. If we consider hashtags to be a product of this mechanism, questions arise about the nature of these 'linguistic items', which are words and not words. Indeed, the classification of hashtags according to the traditional categorization of parts of speech seems to be a critical problem. Hashtags can take various forms which is part-of-speech tagging based on natural language is almost impossible. The theory used in this research is symbol theory and speech action.

II. RESEARCH METHODOLOGY

Creswell states, qualitative research is methods to explore and understand the meaning of a number of individuals or groups of people ascribed to social and humanitarian problems [4]. This research uses a case study approach according to Mulyana case study is a comprehensive description and explanation of various aspects of an individual, a social group, an organization (community), a program or social situation. Case study researchers try to find as many sources of information as possible on the subject under study [5]. Data In this study obtained through in-depth interviews, observation, and study documents which is related. In- depth interviews were conducted with two people who were the initiators of the Hashtag Movement #2019GANTIPRESIDEN Mardani Ali Sera and Secretary Ari Saptono.

III. RESULTS AND DISCUSSION

A. *Political Communication and Hashtag Movement #2019GANTIPRESIDEN*

Movement hashtag #2019GANTIPRESIDEN is a phenomenon of political messages arising from the thoughts, feelings and meanings of individuals or groups present before the 2019 election momentum. Mardani acknowledged that initially he had not thought about sparking the movement. So there is no thought to make this movement but we are cadres from the Keadilan Sosial Party. In PKS, we usually have weekly recitation. Its function is to educate us to be good Muslims. Good Muslims are not only matters of worship but what is right is said to be right, what is wrong is said to be wrong. Starting from the routine of recitation, Mardani was then encouraged to say what he felt for the current situation of the nation and state.

Seeing Hashtag was responded well by several parties Mardani Ali Sera and several figures and opposition parties held a meeting to follow up on Hashtag #2019GANTIPRESIDEN. As a result of the discussion there was a kind of division of tasks to spread the movement both on social media, television and in the form of discussion activities. The hashtag #2019GANTIPRESIDENT movement emerged as a process of political discussion among fellow politicians in the study activities, the movement which has the symbol of Hashtag #2019GANTIPRESIDEN is present as a representation of social problems, starting from the difficulty of employment, injustice in the law and expensive price of basic necessities making this movement as a breakthrough to get a changed and better life structure for the citizens.

Political communication containing the message Hashtag #2019GANTIPRESIDEN step by step is increasingly widespread in the community. Religious or political figures also helped raise the presidential change movement which continues to be echoed from region to region by producing an understanding and the same movement that is preparing for political contestation in 2019. Various media were then used to support the hashtag movement # 2019GANTIPRESIDEN.

In order to broaden support there is the division of tasks of Mardani Ali Sera who is in charge of the Hashtag Movement # 2019GANTIPRESIDEN in the media or dialogues about the movement so that it can be said that Mardani Ali Sera is a character of the Hashtag Movement #2019GANTIPRESIDEN. While Ari Saptono moves to regions throughout Indonesia.

Political communication is a series of processes of spreading symbols or messages intended to change the thoughts, attitudes and actions of the masses who receive them in interaction activities. The idea of Mardani Ali Sera who made a political message in giving opposition to election contestation to President Joko Widodo. The hashtag movement #2019GANTIPRESIDEN as a rationalization to shape people's understanding of politics. That the public has a rational opinion in choosing a president, is not only a matter of politeness through action the imaging without solving people's problems such as poverty.

B. *Discussion*

1) Hashtag #2019GANTIPRESIDENT a symbol of the political communication movement: Political communication is certainly a condition with the use of political symbols whose purpose is to construct the community to vote in the arena of electoral activities. Political communication as an "exchange" of meaning between two or more parties relating to the distribution and management of power. These exchanged political messages can be intentional or not, both verbal and nonverbal.

Starting with the concept of understanding the political reality of the era of President Joko Widodo's Political Leadership which is understood to have failed in carrying out some of its work for the people of Indonesia. Mardani Ali Sera

became one of the politicians from the opposition who were active in talk show activities on television, so that the results of understanding various discourses over the president gave birth to a political symbol or message Hashtag #2019GANTIPRESIDEN.

The reason for the emergence of the hashtag #2019GANTIPRESIDEN is that it is a concrete step of thinking and the seriousness of the opposition to make a movement to influence the presidential election battle in 2019. The hashtag message #2019GANTIPRESIDENT has also become a symbol that represents the idea of the wearer. Pro-people, providing cheap food prices, not employing foreign workers, subsidized fuel, justice and the welfare of all people.

The hashtag movement #2019GANTIPRESIDEN is a form of political communication created to build new realities in society and to tear down the old realities that have been built up by the current government. The reality that was built was the result of government work led by President Joko Widodo who had not yet been maximized and in making policies many did not side with the people.

2) Political communication of the hajri movement #2019GANTIPRESIDEN: Political communication is the process of delivering relevant political information from one part of the political system to another, and between social systems and political systems. In this case political communication is a continuous process, and also involves the exchange of information between individuals and their groups at all levels of society.

There are several movement figures who participated in strengthening the message of political communication #2019GANTIPRESIDEN namely Mardani Ali Sera, Neno Warisman and Ari Saptono. Their understanding of political movements and political messages aimed at replacing the president in the 2019 elections is a natural thing and protected by the constitution of freedom of speech. The preparation of actions taken is based on what they believe is related to the truth of the action. The actions of political communication from various individuals have diversity and specificity in their implementation. The act of speaking becomes one of the capital of politicians or figures to be able to influence the community in determining their choices. Thoughts, attitudes and actions are targets in speech action activities, especially in political activities. Hashtag #2019MOVEMENT as one of the messages processed as political talk in the midst of reality politics are raging ahead of the 2019 elections.

The reality of political communication carried out by Mardani Ali Sera is the act of explaining that hashtag #2019GANTIPRESIDEN is a movement supported by truth, namely a government that is not pro-people. Next is the act of directing that the Indonesian people must understand that we need a new leader accompanied by religious ritual activities and requests to get a leader who is able to produce a government that is "Baldatun Thoyyiban Warobbun Goffur".

The next act of political communication is to build a discussion or discourse about the attachment of Indonesian people who are predominantly Muslim, with this political message oriented to the ties between the Ummah to choose according to Islamic law and the choice of Ulama. Furthermore, expressive political communication is useful for increasing emotional ties between people who want leaders who have good character and character.

Power of the Hashtag #2019GANTIPRESIDEN gave rise to social movements which seized various layers of society to gather, conduct studies and declare volunteers #2019GANTIPRESIDEN. Various volunteers make various accessories that have the symbol content of Hashtag #2019 Change President and then sell and distribute them to various regions. Many accessories are used in every public activity and have a lot of mass, so this hashtag was born as one of the reinforcement of political communication among the opposition.

IV. CONCLUSIONS

Movement Hashtag #2019GANTIPRESIDEN emerged as a social political movement initiated by leaders who tried to evaluate the performance of the Jokowi government and the Hashtag Movement #2019GANTIPRESIDEN was a message of political communication that was raised as a message to get the voice of opposition constituents to win the 2019 presidential election.

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