

Cheerful Crowd:

The Representation of KPU Tagline in West Java Regional-Head Election

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Abstract—*Pasanggiri Longser* is an event chosen by General Election Commission (KPU) of West Java Province to socialize about governor election on regional-head elections. This study reveals how the tagline of KPU of West Java Province in 2018 simultaneous *Pilkada*, “*Pilgub Jabar SEMARAK, Pilkada Serentak GEMBIRA*” is represented in *Longser* West Java traditional theatre. The data are obtained from the event of *Pasanggiri Longser* held by West Java KPU in collaboration with ISBI Bandung. There are 11 groups of traditional theatre in West Java participating in the prize contest. The data are analyzed by employing the model of Circuit of Culture comprising five moments, production, consumption, representation, identity, and regulation. The result shows that the main characteristics of *Longser* as traditional theatre which is intimate with the audience enable the performance to be significantly cheerful. During the performance, the audience keep interrupting responding the events on the stage showing that they are involved in them. Moreover, the traditional language used in the traditional theatre performance allows the message of the performance to be received more communicatively by the audience. It can be concluded that the tagline of KPU in 2018 election is successfully presented through the traditional theatre *Longser*.

Keywords: *cheerful, circuit of culture, crowd, Pasanggiri Longser, Pilkada, representation, traditional theatre, West Java*

I. INTRODUCTION

Pilkada 2018 or Regional-Head Election for governor election in West Java has been accomplished. In fact, West Java governor has been inaugurated since September 2018. However, the paper is not going to discuss the governor elected. Instead, this explores why *Pasanggiri Longser* is chosen as the media for the General Election Commission or generally known as KPU (*Komisi Pemilihan Umum*) to represent their tagline “*Pilgub Jabar SEMARAK, Pilkada Serentak GEMBIRA*”. *Pilgub* stands for *Pemilihan Gubernur* (Governor Election), while *Pilkada* is a shortened term for *Pemilihan Kepala Daerah* (Regional-Head Election). *Semarak* in English may mean enjoyable, while *Gembira* may mean cheerful [1]. The tagline can be stated in English as “ENJOYABLE West Java Governor Election, CHEERFUL Simultaneous Regional-Head Election”.

In the tagline launching program, it is stated by Nina Yuningsih, the commissioner of HRD division and socialization of West Java KPU, the words for the tagline is purposefully taken to create an enjoyable and cheerful

Regional-Head Election [2]. More specifically, she reveals that *SEMARAK* is also a shortened term for *Semangat* (Spirit), *Mandiri* (Independent), *Ramah* (Friendly), and *Aksesibel* (Accessible). While *GEMBIRA* means *Gerakan Membangun Demokrasi yang Bermartabat dan Adil* (The movement of Building a Dignified and Fair Democracy) [3]. In the same time, she explicitly states that, “We do not want conflicts due to differences. Moreover, West Java province is very diverse and inhabited by various citizens ranging from tribe, religion, and culture”.

In other words, the tagline is composed as a strategy to socialize about West Java Governor Election and to reach the diversity of citizens in West Java. Nina Yuningsih also confirms that “the events are not made as usual in which people are invited, provided with a speech, then permitted to go home”, “the programs of the socialization are designed to entertain (the society) regarding with the tagline” [4]. Surprisingly, one of the main media chosen for socializing the West Java Governor Election is *Pasanggiri Longser*. *Pasanggiri* is a Sundanese term for a competition. Meanwhile, *Longser* is one of West Java traditional theatre initially living and developing in *Priangan* especially in Bandung [5]. However, as an art labelled with traditional category in a very rapid changing era, *Longser* has its problem related to the decreasing appreciators [6]. This contrasting situation stimulates this issue to be discussed in this paper. More specifically, this paper discusses how *Longser* can represent the KPU tagline especially regarding with the key words enjoyable and cheerful.

II. METHODS

The object of the study is the cultural event of *Pasanggiri Longser* held by KPU (*Komisi Pemilihan Umum* – General Election Commission) of West Java Province. There are eleven groups of traditional theatre from West Java joined this *longser* competition (*Pasanggiri Longser*). The event is fully funded by KPU. The data are taken through observation and interview toward the event and the people involved in the event. The data are then analysed based on the model circuit of culture on cultural studies perspective. Circuit of culture reveals five interrelated cultural process, they are production, consumption, regulation, representation, and identity. The model of the circuit of culture is shown as follows [7].

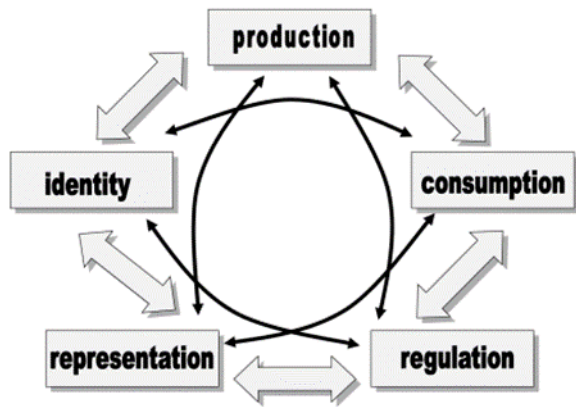


Fig. 1. Circuit of culture.

III. RESULTS AND DISCUSSION

A. Pasanggiri Longser: A Party of KPU Tagline

Pasanggiri Longser was held at *Sunan Ambu*, the performance hall of *Institut Seni Budaya Indonesia (ISBI)* Bandung, on 24 – 25 March 2018 (see fig. 2). The holding of the event was a collaboration between West Java KPU and an art institution in West Java, ISBI Bandung. Figure 1 shows the two parties collaborating which can clearly be seen from the logos in the posters. More specifically, the production budget of the event was fully funded by KPU for the socialization of West Java Regional-Head Election. While ISBI Bandung was responsible for technical matters regarding the event starting from determining the groups joining the competition (*Pasanggiri*), the venue for the event, until the selection of the judges. In other words, the two parties in collaboration have shared their interests in producing the event. The two parties have their own interest to involve and succeed the program. West Java KPU cooperates with some institutions, including ISBI Bandung, to socialize *Pilkada* programs. ISBI Bandung as the cultural art institution support the program and cooperation with KPU as it brings the mission of the institution regarding arts. As stated by the rector, Een Herdiani, she expects that their collaboration with KPU give opportunities to the art creators to optimize their creative art works in the moment of democracy, so that the mission of KPU can be received by the society [8].



Fig. 2. Poster of *Pasanggiri Longser*.

There are twelve groups are registered to perform in this *Pasanggiri Longser*. However, on the day there are eleven groups joining the Longser competition or in Sundanese term, *Pasanggiri Longser*. The twelve groups are Bandoeng Mooi Kota Cimahi, Ngaparak Teater Rancaekek Kab. Bandung, Komunitas Posteatron Kab. Garut, Geng Longser Cicalengka Kab. Bandung, Longser Bojegan ETPIS Kota Bandung, Longser Injuk Kota Bandung, Longser Famor Baleendah Kab. Bandung, Kabayan Kang (Polban) Kab. Bandung Barat, Longser Application Kota Bandung, Longser Toonel Kota Bandung, Longser Campernik Kota Cimahi, and Longser Kujang Siliwangi Kab. Bandung Barat. However, the names of the groups joining *Pasanggiri Longser* cannot be found on the posters or the logos in the posters. The logos in the posters are all about the tagline of KPU “Pilgub Jabar SEMARAK, Pilkada Serentak GEMBIRA”. This is the party of KPU tagline under *Pasanggiri Longser*. It is not easy to not see the KPU tagline in the posters (see fig. 2).

The groups joining the competition are chosen based on Longser groups categorized by the curator as the best ones in each of the regions in West Java. Longser performance usually involves not few performers including actors, dancers, and musicians. These many performers are mostly from High Schools. Therefore, on their performance there are many audiences as their school peers come to see their performance (see fig. 3). The audience are the enjoyable and cheerful crowd coming to their performance which is actually the socialization of West Java general election (see fig. 4). The young crowd are the main target of the socialization. They are the focus for the information conversed in the event. *Pasanggiri Longser* is the event where they can get the information cheerfully. The audience may freely response to the performers on stage. The performers are their peers with the same issues, styles, and language.



Fig. 3. The crowd in queue.



Fig. 4. Intimate and cheerful.

IV. CONCLUSION

West Java KPU cooperates with some institutions, including ISBI Bandung, to socialize Pilkada programs. The event chosen to hold in ISBI Bandung is traditional theatre

competition called *Pasangiri Longser*. The result shows that the main characteristics of Longser as traditional theatre which is intimate with the audience enable the performance to be significantly cheerful. During the performance, the audience keep interrupting responding the events on the stage showing that they are involved in them. Moreover, the traditional language used in the traditional theatre performance allows the message of the performance to be received more communicatively by the audience. It can be concluded that the tagline of KPU in 2018 election is successfully presented through the traditional theatre Longser.

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