

Political Communications of the Subang District Government in Realizing the “Subang Jawara” Program

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Abstract—Local Government is an executive institution that exists at the regional level that has the task of realizing the central government policy program in the region. The government program will be realized through the political communication of the local government that is able to generate the support and participation of regional people. This research aims: (1) To decrypt political communication conducted by the Subang Government in an effort to realize the Subang Jawara Program. (2) Finding barriers to political communication in the "Subang Jawara" program. This research uses qualitative descriptive methods.

Keywords—political communication, local government, Subang Jawara

I. INTRODUCTION

Subang has experienced a crisis of trust in their regents, after being confronted with the fact the last three regents of their seven regents stumbled upon corruption cases. In 2012, 2016 and last 2018. Set a bad precedent for Subang Regency, especially trust in bureaucrats and bureaucracy collectively. This will be a challenge for the next Regent of Subang. Restoring public trust in the honest, transparent and anti-corruption performance of the Subang district government will be a tough task. The "Subang JAWARA" program, is a movement of Subang District Government in an effort to improve the reputation of the Subang government in the eyes of the subang district community. Consists of various activities, namely intensive education socialization and intensive education under the supervision of the KPK, budget transparency, improving health services, education and others.

In the perspective of communication science restores public trust closely related to the establishment of public opinion. According to James Bryces in "Modern Democracy" public opinion is a collection of opinions from a number of people on issues that can affect or interest or concern of the community in a particular area. In general, public opinion is the collective opinion of a society about something obtained from the results of interpretation through discussion and exchange of

information that occurs in a society. In a democracy public opinion is very decisive in gaining and maintaining power, where the tendency of society to side with certain figures depends on the opinions that develop in that society.

Forming a positive public opinion is the tough task of the 9th district head, H Ruhimat and his deputy Agus Maskur Rosyadi, through their work program: "Subang Jawara".

Ruhimat-Agus Maskur Rosyadi was elected in the Subang Election in June 2018. Both came out as champions in the General Election after being declared the most votes. The Subang KPUD determined that the pair carried out by the PKS, Gerindra, NasDem Pair, PAN, Democrat and PPP Coalition received 310,361 votes, above the votes of Imas Aryunning-Sutarno, namely 232,273 votes, and Dedi Junaedi-Budi Setiadi with 235,911. On 19 December 2018, the Ruhimat-Agus Maskur pair were appointed by the Governor of West Java Ridwan Kamil at Gedung Sate Bandung.

Ruhimat, a man who enjoys using Sundanese in his daily life and on social media, owns an oil palm plantation in Serangpanjang Subang Regency. Unmitigated, this oil palm plantation has an area of 145 hectares. To manage his oil palm plantation, the man who is familiarly called Jimat, short for Haji Ruhimat, employs nearly 40 people from 22 families. However, it turns out that before becoming a successful businessman, Ruhimat had an alarming story.

Since sitting in the 2nd grade of junior high school, Ruhimat has been orphaned and it is his mother who became the backbone of his family. Meanwhile, in high school, Ruhimat used his after-school time to help his mother make money. She always tried to help her mother by working anything. In fact, he once sold newspapers to supplement school fees. Entering college, he took his business seriously until finally now he can become a successful businessman.

This background is the reason why he is running for the regent of Subang 2018. He wants to prosper the community and advance Subang, especially in the education and health

sectors. According to him, the education and health sectors are important in building an area. As a businessman who had a concerned childhood, Ruhimat was happy to help the surrounding residents. In Serangpanjang Sub-District, Subang Regency, he has completed roadworks connecting three villages, bridge repairs, renovation of water sources to be flowed to the surrounding communities, and widening of roads. In the work, the man who was awarded the two children was assisted by the surrounding community. In the future, he will also carry out the addition of madrasah development in Kampung Tangkil, Cinta Mekar Village, Serangpanjang District, Subang Regency. In March 2017, he helped the residents of Tambakan Village, Cagak Street District, Subang Regency affected by rain accompanied by strong winds. At that time, there were 40 houses in Tambakan Village that were severely damaged, including a warehouse owned by PTPN Tambaksari that nearly collapsed.

So far, politics has been understood as a way to gain power. However, for H Ruhimat, the elected Regent of Subang Regency, this victory is a mandate that must be demonstrated with hard efforts, especially in restoring the people's trust that has been eroded after the corruption case that befell the three previous regents. The dark record of the previous three regent leadership periods has prompted the Regent to concentrate on fighting corruption during his leadership period. In addition to having to show leadership with integrity, it must also prepare an effective program in fighting corruption that is already entrenched in the Subang Regency area. As an initial step in fighting corruption is to build citizen public opinion against the local government. This is because so far the residents' distrust and disappointment have whipped up the residents, which has resulted in unfavorable participation in regional development.

The establishment of public opinion is closely related to political communication, because it includes the exchange of political messages and information between communicators and communicant (message recipients). Political communication in the scope of power has a very important role. Political communication is a way of keeping people's and rulers' relationships in synergy although of course it is always fraught with interest. Without political communication the stakeholders will not be able to find a "way" to relate to the object of power that is human.

The purpose of political communication is to shape and foster public image and opinion, encourage political participation, win elections, and influence state political policy or public policy [1].

Subang Regency is currently working to develop the "Subang Jawara" program. Surely it requires planned political communication for its socialization. Political communication in the political system in a democratic country is considered an important element.

The problems studied are; How is the political communication of the Subang district government in realizing "Subang Jawara"? And what are the barriers to political communication in the "Subang Jawara" program?

II. RESEARCH METHODS

The research method used in this study is qualitatively descriptive. Descriptive method is one type of research method that seeks to describe and interpret objects according to as is [2]. The subject of this study is the public relations bureau of subang government. while the techniques and instruments of data collection are interviews, observations and documentation. Data analysis using triangulation, namely data reduction, data presentation and drawing conclusions / levers.

III. RESEARCH RESULTS AND DISCUSSION

A. Profile of Subang District Regent H. Ruhimat

Ruhimat, a man who enjoys using Sundanese in his daily life and on social media, owns an oil palm plantation in Serangpanjang Subang Regency. Unmitigated, this oil palm plantation has an area of 145 hectares. To manage his oil palm plantation, the man who is familiarly called Jimat, short for Haji Ruhimat, employs nearly 40 people from 22 families. However, it turns out that before becoming a successful businessman, Ruhimat had an alarming story.

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This background is the reason why he is running for the regent of Subang 2018. He wants to prosper the community and advance Subang, especially in the education and health sectors. According to him, the education and health sectors are important in building an area. As a businessman who had a concerned childhood, Ruhimat was happy to help the surrounding residents. In Serangpanjang Sub-District, Subang Regency, he has completed roadworks connecting three villages, bridge repairs, renovation of water sources to be flowed to the surrounding communities, and widening of roads. In the work, the man who was awarded the two children was assisted by the surrounding community. In the future, he will also carry out the addition of madrasah development in Kampung Tangkil, Cinta Mekar Village, Serangpanjang District, Subang Regency. In March 2017, he helped the residents of Tambakan Village, Cagak Street District, Subang Regency affected by rain accompanied by strong winds. At that time, there were 40 houses in Tambakan Village that were severely damaged, including a warehouse owned by PTPN Tambaksari that nearly collapsed.

B. Work Program

In leading the Subang district, H. Ruhimat has planned 7 mainstay programs. The seven priority programs are in the sectors of education, health, infrastructure, competitiveness, tourism, environment and bureaucratic reform. In the field of

education, explained Ruhimat, the district government is targeting the average length of schooling and the expectation for school length to increase, as well as the number of elementary and junior high school buildings in good condition.

In the field of health, Ruhimat targets an increase in health services, both in hospitals and in health centers as evidenced by the increasing number of life expectancy. In the field of road infrastructure, the Regent confirmed that the increase in the percentage of district roads and village shafts in good condition by achieving targets in the sector, will increase and boost competitiveness especially in the field of UMKM. In the field of tourism, encouraging the establishment of several new tourist destinations based on culture and local wisdom.

Meanwhile, for the environmental sector, in 2021 it will encourage the realization of a new waste processing facility as a concrete step for handling waste in Subang Regency.

To ensure the target of the seven priority programs, the Regent instructed the Regional Secretary Aminudin as the Head of TAPD to compile an expose schedule for each regional apparatus in front of the Regent and Deputy Regent when finalizing the final draft of the RKPD for Subang Regency.

C. Political Communication of Subang Government

The political communication strategy of the Subang district government has gone through several stages of planning, as expressed by Wheelen [3], namely observing the environment, developing a political communication strategy, implementation, and evaluation. Likewise, Cangara stated that the steps for determining a political communication strategy include: (1) problem discovery and determination, (2) goal setting, then (3) strategy determination. Determining this strategy consists of: determining communicators, setting targets and analyzing the needs of the audience, composing messages, selecting media & communication channels, and evaluating.

The stage of political communication conducted by the Subang district government has been in accordance with the theory put forward by Wheelen and J. David Hunger. All basic elements are done by the Subang government. They also pay close attention to the factors that influence messages from communicators up to well and well understood by the recipient of the message or not. Each determines the strategy through the stages by paying attention to the following:

- The social conditions of the people who receive persuasive messages
- Level of public education
- Estimated barriers faced such as rejection and apathy of society.
- And the suitability of the program to the needs of the community.

Political communication carried out by the Subang district government is Laswell's communication model, which is one-

way communication, face-to-face with the community, and indirectly through the mass media. namely local media published by the Subang district government and also through social media and radio.

Cangara [4] states that the elements that make up political communication consist of sources, messages, media, recipients, effects and feedback. As a source of communication are the regent and Subang district government officials, village heads, sub-district heads, heads of neighborhood associations / neighborhood associations, and community leaders. The media used in addition to local mass media, both printed, electronic and internet, are also through various training and empowerment activities. Among them, is through the Tentara Manunggal Masuk Desa (TMMD) program which is routinely carried out every year in collaboration with Kodam III Siliwangi.

The communication message conveyed is about various programs "Jawara Subang". This Jawara Subang has the acronym Jaya, Istimewa and Sejahtera. This Jawara Subang, patented in Salam Subang. The H. Ruhimat version of Salam Subang does not change much from the previous Salam Subang.

This New Subang greeting reads "Subang (answered) Gotong Royong, People of Subang (answered) Jawara." The meaning of mutual cooperation is the key to moving the wheels of government towards Subang Jawa (Jaya, Special and Prosperous), Regent Ruhimat emphasized that the spirit of mutual cooperation and togetherness cannot be separated in carrying out its functions and main duties. Mutual cooperation between the government which covers all levels and the community must be the breath towards the expected Subang.

While the Subang Champion Program contains nine jimatakur government programs. The nine programs are:

- Jawa Nata in the field of spatial, residential and residential arrangements, infrastructure, and transportation.
- Jawa Niaga in the field of industry, trade, cooperatives UMKM is led,
- Jawa Wisata in the field of tourism, arts and culture,
- Jawa Raga in the field of population, employment, social and health.
- Jawa Daya in the field of Religious and Education
- Jawa Miara in charge of fisheries and livestock,
- Jawa Pakaya in agriculture, plantation and forestry,
- Jawa Riksa in the field of environment, mining and energy,
- Jawa Nagara in charge of bureaucratic and legal reform.

Subang Jawara was founded by 12 professors, 18 doctors, and more than 30 experts who are part of the Optimization and Synchronization Team. In the Optimization and Synchronization Team management ranks are also three former KPK Commissioners, Bibit Samad Rianto, Erry Riyana Hardjapamekas, and Chamdra MHamzah.

In general, the delivery of the message "Subang Jawara" is done verbally (although on a small scale there is also a nonverbal delivery through various social events). Verbal communication is conscious efforts made to relate to other people verbally by using language. In delivering the "Subang Jawara" program, this nonverbal communication takes the form of lectures and dialogues. Verbal communication was also conveyed through banners installed around subang Kabupaten regency.

Information about the "Subang Jawara" program will be captured and enter the transformation stage from the previous assessment to a new assessment. Next, enter the selection stage, namely interpreting experiences. After entering a period of contemplation, it finally internalizes and is stored in the minds of every citizen in different levels. This message transformation process can be visualized in Weick's Sociocultural Evolution model as follows:

D. Obstacles to The Implementation of Political Communication

The very minimal frequency of lectures and the implementation of the lectures that were not always according to the schedule often made some residents disappointed and became less respectful of matters relating to district government affairs. In addition, there are some delivery constraints, namely: linear message delivery is less interactive, rigid, directive, monotonous, unattractive.

Communication in the form of lectures has several barriers, namely: the material is not deep and too normative, incomplete, not up to date, and simple. Meanwhile, the dialogue that is the mainstay of its implementation has weaknesses, namely: the discussion is too broad and unfocused, it rarely even provides solutions to people's problems.

Despite the finding of several barriers in the field, in general the Subang district government has carried out its political function through political communication conveyed to the Subang community. As stated by Rosit [5], the functions of political communication include:

- Providing information to the public about efforts made by political institutions as well as in relation to the government and society
- Socialize policies, programs and political policies
- Motivate politicians, functionaries and party supporters

- Being a platform that can accommodate people's ideas so that it can be a conversation in the form of public opinion
- Educating the public by providing information, socialization, about the way elections and the use of their rights as voters
- Become a public entertainment in a democratic party as by featuring artists, campaigners, commentators or political observers
- Foster integration by heightening the sense of nationality to avoid conflict and the threat of separatism that threatens national unity
- Creating a climate of change by changing the power structure through information to seek broad public support for the reform and democratization movement

Increase people's political activity through news broadcasts, setting *agendas*, and political commentary.

Although there are still doubts about the performance of the Subang Regency Government, at least there have been maximum efforts in restoring the reputation of the Subang Regency Government under the control of the District Head of Subang H Ruhimat. This can be seen from the high participation in elections, the relatively low crime rate and the increase in per capita income.

IV. CONCLUSION

Subang regency political communication is a persuasive communication that is psychologically close to citizens and empathy for local culture (Sundanese). This political communication is carried out verbally and nonverbally. Forms of verbal and non-media communication are linear and interactive. This linear communication is carried out in the form of: counseling and lectures on the "Subang Jawara" program. Lectures are normative. Meanwhile, interactive non-media verbal communication is: dialogue. It is interactive and dialogical, but lacks focus. Media verbal communication is conveyed through mass media, outdoor media, and the internet.

Some barriers found are; the packaging of messages is less attractive, not creative, monotonous and rigid. residents do not receive concrete extension messages, linear extension is too normative, dialogue is too broad and lacks focus.

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