

# Winning and Political Communication Strategies Ibnu Sina-Arifin Noor in Election Mayor and Deputy Mayor of Banjarmasin in The Era of The Covid-19 Pandemic 2020

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**Abstract**— Banjarmasin Pilkada 2020 is enlivened by four pairs of candidates for mayor and vice mayor, namely, candidate number 1 Haris Makkie - Ilham Noor, candidate pair number 2 Ibnu Sina - Arifin Noor, candidate pair number 3 Khairul Saleh - Habib Ali, and candidate number sequence 4 Ananda - Musyafa Zakir. All the candidates contested in the simultaneous regional elections in 2020 in the New Normal era so that there were lots of adjustments both in winning strategies and political communication carried out by the pair of candidates for mayor-vice mayor in order to win public votes in the conditions of the Covid-19 Pandemic which still haunts campaign process.

**Keywords**— *Political Communication, Winning Strategy, Covid-19, Banjarmasin, Pilkada, Campaign*

## I. INTRODUCTION

One of the 2020 Banjarmasin Pilkada candidate pairs is an incumbent, namely H. Ibnu Sina who has served as Mayor of Banjarmasin in the 2016-2020 period. Ibnu Sina teamed up with Arifin Noor, who has the capability in government, of course, making the candidate pair number 2 have credibility in the eyes of the public. The battle was quite fierce, the electability of H. Ibnu Sina as the incumbent was a big asset to win the 2020 Banjarmasin Pilkada which is predicted by the candidate pair number 2. Based on the Banjarmasin voter culture which is starting to be rational and critical, the label of the incumbent with a capital of 30% is still classified as worrying. It is undeniable that his rivals in the 2020 Banjarmasin Pilkada have a political and winning communication strategy that is no less good than the pair Ibnu Sina and Arifin Noor. Even Ananda-Mushaffa and Haris Makkie-Ilham Nor were supported by political parties strong enough to raise their votes.

The electability of his rivals is quite high. Besides that, the winning strategy was also designed by Ibnu Arifin's bearers, including the consolidation of grassroots cadres (Grassroot). This strategy is needed in competing with rivals,

adjusting understanding with the community as the target target and forming a positive image in the eyes of the community [1].

The people of South Kalimantan are famous for their religious community and tend to have a very strong Islamic context. In daily behavior, the people of South Kalimantan prioritize the teachings of religious leaders and scholars, especially charismatic scholars [2]. Although their cultural history is different, Banjar people (introduction and kuala) are a solid community when it comes to religious beliefs. Nearly one hundred percent of Banjar people are followers of Islam. But uniquely, the same religious status does not make [3].

In this case, Ibnu Sina, as an incumbent Mayor in Banjarmasin, South Kalimantan. Ibnu Sina often comes to the mosques in Banjarmasin to lecturing or other religious activities such as attending Mawlid Commemoration. It is known from Ibnu's personal Instagram that he often uploads lecture activities in a live report on Instagram story. At the time Ibnu's campaign for the Pilkada continues to upload his religious activities to personal social media. But during this Pandemic Covid-19 situation, some aspect is not properly well taken in his political campaign.

Not only from recent Religious activities Budget Rp. 314 million has been given by Pemko Banjarmasin to 1,256 ustadz and ustadzah who are members of the Youth Communication Agency Indonesian Mosque Youth (BKPRMI) & Development Institute Tilawatil Qur'an (LPTQ). This is also one of Ibnu's activities as mayor of Banjarmasin. Ibnu said during the Covid-19 pandemic and Large-Scale Social Restrictions (PSBB), religious activities such as Maghrib and other learning activities does not work.

Based on the culture of Banjarmasin voters who are starting to be rational and critical [1], the label of an incumbent with a capital of 30% is still quite worrying. Not It can be denied that his rivals in the 2020 Banjarmasin

Pilkada have a strategy political communication and winning that are no less good than that of a partner Ibnu Sina and Arifin Noor. Even Ananda-Mushaffa and Haris Makkie-Ilham Nor is backed by a political party strong enough to boost his vote. The electability of his rivals is quite high.

Judging from this statement, the campaign carried out by Ibnu Sina and Arifin Noor, a political communication strategy that is a priority for candidate pair number 2 is 'blusukan' and word of mouth campaign besides the use of social media and campaign props.

Besides that, the winning strategy was also designed by Ibn Arifin's bearer including consolidation of grassroots cadres. This strategy is needed in competing with rivals, adjusting understanding with society as a target target and form a positive image in the eyes of the community. In the face of an election like this, the candidates, the campaign team as well the bearer party must have prepared a careful plan, so that the strategy it carries is right on target or successful. During the campaign period, the candidates are competing to be the ones who are elected, which is where the public as the objective of conveying related political communications with the political goals of the candidates. Society is the greatest hope for the candidates, the strategy is carried out carefully and organized, of course can attract the audience to vote even in the situation of regional head elections that are limited by health protocols in carrying out restrictions on the covid-19 pandemic in accordance with government regulations.

## II. LITERATURE REVIEW

### A. Communication Strategy

A communication strategy is a planning and arrangement that is structured in order effective communication so as to achieve the desired goals. The general purpose of communication is usually to make the communicant own the same meaning of the message conveyed or make the communicant have thoughts or attitudes as desired by the communicator. In other words, the purpose of communication is usually to influence other people[4].

Joseph DeVito Communication strategy is the implementation of several plans to control other people through communication interactions, usually by means of manipulate and encourage defensiveness. Strategy is the opposite of sudden spontaneity. Communication Strategy Function Good communication strategy at macro level (planned multi-media strategy) as well as micro (single communication medium strategy) has a dual function, namely: First, disseminate communication messages that are informative, persuasive and instructive systematic to the target to obtain optimal results. Second, bridging the cultural gap due to the ease of access and convenience the operationalization of the mass media which is so powerful, which if left unchecked will destroy cultural values [5].

### B. Community Opinion

A general understanding of opinion according to Cutlip, Center, and Broom [6] said is an individual's view of an issue, usually contradicting or invite pros and cons. The direction of opinion indicates the evaluative quality of predisposition that informs positive, negative, or neutral evaluations. The

more people get exposure to an issue, the more shaping it is strong opinion on the issue, but the direction of the opinion cannot be determined predictions. According to Rhenald Kasali in his book entitled Management Public Relations, Opinions can be expressed verbally, or through behavior, body language, written symbols, attitudes, etc [7].

Opinions as responses from a separate object are generally not reactions that is random to everything, but is embedded in a coherent system trust, values, and expectations that deserve [8]. Opinion is a collection of images created through the communication process. The basic purpose of Public Relations is to form or influence opinions public. For that it is very important for executors of Public Relations to understand public opinion. Opinions are also what a person expresses or individual about something.

Opinion has three dimensions, namely[4]:

- Trust People who have confidence perceive something with its characteristics. This is associated with trust and someone's thoughts about something.
- Value The feelings that people have towards something, a specific goal, or a certain way of doing something, which is closely related to the content affective which helps a person in assessing his environment. In it leads to liking or disliking.
- Expectations How a person's expectations and interpretations of the situation in the future, based on what is happening now and in the past. Please do not revise any of the current designations.

### C. Election of Regional Head

Regional head elections (Pilkada or Pemilukada) are conducted regularly directly by qualified residents of the local administrative area. Regional head elections are carried out in a package together with the deputy head area. The said regional heads and deputy regional heads include:

- Governor and deputy governor for the province
- Regent and deputy regent for the district
- Mayor and deputy mayor for the city

Regional Head Election (Pemilukada) In Law no. 7 of 2017 concerning general elections what is meant by:

"General elections, hereinafter referred to as elections, are means sovereignty of the people to elect members of the DPR, members of the DPD, the President and The Vice President, and to elect members of the DPRD, which is carried out in a manner direct, public, free, confidential, honest and fair within the Unitary State.

Republic of Indonesia based on Pancasila and the Basic Law of the State Republic of Indonesia in 1945".

Pilkada is a democratic effort to find regional leaders who are quality in ways that are peaceful, honest and fair. is one of the principles the most important democracy is the recognition of differences and amicable settlement of differences. Efforts to strengthen local democracy through direct pilkada is an appropriate mechanism as a form of breakthrough or the progress of democracy development at the local level. Regional elections which are officially held

by the general election commission are called elections general regional heads and deputy regional heads or post-conflict local elections.

Pemilukada is carried out directly by local residents local administrative that meets the requirements. Regional head elections carried out in a package together with the deputy regional head. Regional heads and Deputy regional head, which is defined as including: governors and deputies governors for provinces, regents and deputy regents for districts, mayors and deputy mayor for the city.

#### *D. COVID-19 in Regional Head Selection Regulations in Banjarmasin*

According to data released by the Task Force for the Acceleration of Handling Covid-19 of the Republic of Indonesia, the number of confirmed cases as of August 18, 2020 is 141,370 people with 6,207 deaths. The case fatality rate due to Covid-19 is around 4.4%. Judging from the percentage of the death rate divided by age group, the elderly have a higher percentage of death rates than other age groups. Meanwhile, based on gender, 58.7% of sufferers who died due to Covid-19 were male and the remaining 41.3% were women.

These symptoms of Covid-19 generally appear within 2 days to 2 weeks after the patient is exposed to the Corona virus. In order to ascertain whether these symptoms are symptoms of the Corona virus, a rapid test, antigen or PCR is needed.

Banjarmasin KPU revealed Ibnu-Arifin to be a candidate pair first to report the number of APKs that were printed and installed. In Covid-19 pandemic In Banjarmasin city, hand sanitizers and masks are allowed to become the campaign props (APK) for candidate pairs, this has been done by Ibnu Arifin with share hand sanitizer and face mask to Public.

Tool Demonstration Campaign (APK) first time was arrested by eye as five senses. Banners and billboards that attract attention are more glimpsed Public. The composition of the color palette, design, fonts, and photos used will have effect on the Campaign Props (APK). Campaign Props (APK) Ibnu-Arifin looks unattractive and ineffective, in terms of color a white background, in the afternoon it will be exposed to the reflection of the sun so that interfere with the view of road users when viewing a billboard pair serial number 2. The color of the white clothes used by Ibn-Arifin in each tool Campaign Viewer (APK) will be unattractive when combined with colors white background on Campaign Props (APK).

#### *E. Theory of Empathy and Theory of Equality*

Based on the views of Stein and Howard (2002) [9], The theory of deep empathy psychology is the ability to realize, understand and appreciate the feelings and thoughts of other individuals. The theory of empathy in psychology is conform (sensitive) to what, how and background feelings and the thoughts of other individuals as the individual feels and think about it. An attitude theory of empathy in psychology means being able read other individuals from an emotional point of view. Political communication will be successful if it is successful in projecting itself inward other people's point of view. This is closely related to the self-image of the

communicator politics to adjust the mood of the mind with the public mind.

Communication based on equality (hemophili) will be more effective and fluent than by inequality (degree, age, race, religion, ideology, vision and mission, political symbols, political doctrine, etc.). Its application is in the form of interpersonal communication, lobbying, relationships humanity, persuasion or persuasion, and so on.

#### *F. Transmittable Stock Communication*

Word of mouth communication is chain communication, when the communicator can influence the communicant, then the communicant will become a communicator volunteered to convey messages to other communicants and so on. Generally, communicators in word of mouth build interactions face to face. It's like a marketing, a marketer who is communicators approach their target market. In order to building a chain message takes an attention-grabbing message there is reciprocity between communication actors.

Kotler & Keller (2012)[10] describes Word of Mouth Communication (WOM) or word of mouth (word of mouth) is a communication process in the form of providing recommendations, either individually or groups of a product or service that aims to provide personal information.

Sernovitz (2012)[10] outlines three basic things that drive people have a WOM conversation:

People love the products they consume. Because they like it, para consumers will be interested in discussing the product. This is the reason for themselves talking about the products they consume. People feel good when they can talk to each other.

To be able to build chain messages requires an interesting message attention and reciprocity between actors of communication. Purpose of communication word of mouth based on the goals set. Utilization of wireless communication 'totok tular' can also increase the popularity of a brand / persona through its marketing done.

### III. METHOD

In this research, the research approach used is a qualitative approach. The type of research used in this research is descriptive qualitative. The object in qualitative research, seen from its source, is called a social situation which consists of three elements, namely places, actors, and activities that interact synergistically, so that the object of research is the winning strategy for the pair Ibnu Sina - Arifin Noor as defense candidates along with elements of political communication carried out by candidate pairs to win the 2020 Pilkada contest amidst limited conditions by the Covid-19 Pandemic.

### IV. RESULT AND DISCUSSION

#### *A. Elektability of Ibnu Sina and Arifin Noor*

The electability or electability level of Ibnu-Arifin's electability in the 2020 Pilkada is still dominating, as evidenced by the results of surveys that have been widely reported by online media including sonara.id, wartaniaga.com, Jejrekam.com, kalselpos.com,

kassel.antaranews.com, kalimantanpost.com and klikkassel.com which both reported the results of the survey on polingkita.com of 1,603 pairs of Ibnu-Arifin who received the highest survey points, namely 34.8 percent or 558 votes. This data was obtained exactly 30 days before the election process which was held on December 9, 2020. Ibnu-Arifin's electability is very good and strong, one of the factors is that Ibnu as the incumbent, with the campaign strategy that is prioritized is blusukan, in our opinion maybe this strategy when it is executed is getting feedback. direct which is good because it is directly face to face with the community. However, campaign strategies such as placing billboards, introducing social media, and others with indirect feedback but also need to be strengthened so that Paslon Ibnu-Arifin can continue to achieve high electability from other candidate pairs.

From the explanation of the research sources also stated his belief that Ibn Arifin's electability was very good and strong was wrong one factor is Ibnu as the incumbent, with his campaign strategy the priority is blusukan, in our opinion this strategy may get good direct feedback when it is implemented face to face with the community. especially during the Covid-19 pandemic that hit South Kalimantan, where South Kalimantan was in the top 5 with the most cases at the national level, only behind DKI Jakarta, West Java, East Java and Central Java. The strategy of approaching the community by means of dialogue and listening to the economic complaints of the community has become a meeting point for the pair Ibn Sina and Arif Noor, either through traditional or new media. But campaign strategies like posting billboards, introducing social media, and others with feedback indirectly, but this also needs to be strengthened so that the candidate pair Ibnu-Arifin can continue achieving high electability from other candidate pairs requires its own characteristics than other candidate pairs.

### *B. Symbolic Activity "Ustadz Ibnu Sina"*

Ibnu Sina emphasized that communication with the community is for the establishment of closeness that's important, as the results of the interview we did with Ibnu Sina "Communication is important and must always be done both verbally and nonverbal is just a method. Then we were with Arifin automatically what is built is closeness, how close to the community us, and we also want to be close to the community, because the official's communication style, the public doesn't like, let alone the style of communication bureaucrats[5]. Development communication style (closeness) with the community that must be built, it could be with words, sentences or behavior. That how to build close communication with the community even though it will be different when the Covid-19 pandemic situation requires strict health protocols in the campaign".

As reported by Koranbanjar.net Ibnu Sina said that strategy done will be the same as the other candidates:

"I think it's general. Every Pilkada has the same strategy, which is important introduce yourself as much as possible".

At the time of closing the statement in the public television, Ibnu Sina gave an explanation and said that no matter how good the government is, without help society will not run smoothly and smoothly in implementation activities

in Banjarmasin, the tone he used too became slow and low when discussing the Covid-19 pandemic, he want to imply that he is also sad and sorry about the Covid-19 pandemic.

Success Team The candidate for mayor of Banjarmasin Ibnu Sina wants grow 3 (three) symbolic points to base the identity of Ibn Sina in Banjarmasin as the results of interviews conducted, namely:

"Ibnu is the father at home, the imam at the mosque, the leader in the city".

"In connection with the growth of his identity, namely Imam di Mosque, Ibn Sina's success team also said that Ibnu did often as an imam in the mosque and his basic is a ustadz and often around the mosque are called by the community as Lecturers and Khotib Friday".

Chairman of the Winning Team Ibnu-Arifin, namely Bambang Yanto Permono also said that it was Ibnu who often carried out activities religious.

"Incidentally, in terms of religion, Ibnu got a lot of the invitation this maulid month, it is outside the campaign outside of our activities. We are go ahead because it's his personal as ustadz, as lecturer, he walks by himself".

While still serving as mayor in Ibnu's previous period also often participate in religious activities inside and outside of the context of him as a speaker is as follows:

- Attending the Tabligh Akbar Ustadz Abdul Somad on 3 December 2018 at Mesjiad Raya Sabilal Muhtadin.
- Attending Islamic New Year Commemoration and 2nd anniversary celebrations ground prayer at the Rubat Assyathiri Islamic Boarding School yard, Jalan Pramuka Bumi Melati Permai Complex, Banjarmasin, South Kalimantan.
- Served as a speaker at dawn on Sunday at Masjid Al Jihad Banjarmasin (uploaded on youtube of Masjid Al Jihad)
- Eid al-Adha sermons preached by Duta TV (uploaded at youtube Duta Televisi)
- Attended the 73rd Haul Akbar of Almajd Zub Billah Al Habib Hamid bin Abbas Bahasyim (Habib Basirih) on Jalan Keramat, Kelurahan Basirih, West Banjarmasin District. And religious activities other.

The symbolic activity of "Religious Figures / Ustadz Ibnu Sina" is not a political communication strategy for this year's Pilkada, as you see of the many activities of Ibnu in the previous period which were also frequent do a lot of routine religious activities. But looking at the situation now that is the period of this campaign, it is not impossible that it is symbolic also part of the implied communication strategy for Ibnu[2]. It is based on Ibnu's success team said during the interview that the team was successful want 3 (three) symbolic points to base the identity of Ibn Sina in Banjarmasin, namely "Ibn is the father at home, the Imam at the mosque, Leader in the City "executed, although Symbolic" Imam in the Mosque " has become a habit / routine but maybe not yet a thing or a symbol that is often remembered by the people of the city of Banjarmasin.

### C. *Communication Strategy (Blusukan, Truth, Travel Campaign and Social Media)*

To achieve political goals during Pilkada, a communication strategy is needed political. The main communication strategy chosen to win the pair the candidate for Ibnu-Arifin is through an old school style approach, namely blusukan and word of mouth campaign.

In the 2015 Banjarmasin Pilkada campaign, blusukan by absorbing The aspirations of the community were also carried out by Ibnu Sina and his partner, namely Hermansyah. Ibn Sina applied again in the 2020 Banjarmasin elections, from At the beginning of the campaign period, blusukan was one of the communication strategies and winning candidate pair number 2, almost every day Ibnu-Arifin holding blusukan activities by traveling throughout districts / wards in Banjarmasin, even in 1 day they can do these activities 3 times at different points.

The blusukan done by Ibnu-Arifin enhanced their self-image as political communicators aimed at adjusting understanding and thoughts of the target audience, by helping to socialize vision-mission, program and persona of the candidate pair. Through blusukan activities, Interpersonal communication with the community can also be built. Public expressing his aspirations and complaints directly, even Ibnu-Arifin respond directly to related matters. Labeling that Ibn-Arifin as an incumbent who is close to the community, a problem solver and fast responsiveness is the output of their efforts.

Unlike the previous Pilkada, there was a Covid-19 pandemic situation required standardization of blusukan activities in the Banjarmasin Pilkada campaign 2020, mass mobilization is limited by the General Election Commission Regulation (PKPU) and the Kapolri edict which is binding, where the masses involved are not more than 50 people while maintaining health protocols and if violated then it will be disbanded and get a criminal sanction.

This was also explained by Ibnu Sina as a candidate for mayor Banjarmasin:

"... We previously gathered 100-200 people, now the pattern has changed, maybe 15-20 people gathered, others maybe along hallway, in front of the house, away, so you can greet them on foot from at the end of the 100 meter alley, for example, greeting both sides in front of houses citizens." (Interview with Ibnu Sina, 2020)

However, blusukan is still the most effective activity during the campaign period in Banjarmasin by looking at the current voters more critical of the persona of the candidate pair. Mobilization of the masses with performing euphoria such as folk parties and concerts, has its effectiveness pretty low. The audience is only focused on the entertainment that is shown versus the persona of the candidate pair. Measured by Proximity between the pair of candidates with the community, compared to the people's party, blusukan will make it easier to convey the contents of the message in the absence of a distance too far between the candidate pair and the community.

Despite the health protocol applied by Ibnu-Arifin during blusukan, closeness to society remains It can be seen by doing a group photo, going down directly to distribute the

flyers of the vision-mission / program and making a replacement greeting hand. Blusukan is considered to affect emotions, behavior and memory long-term audience.

As with the results of the interview with Ibnu Sina:

"... Related to surveys, the communication most often used by residents with politicians, officials, others, 45% are indeed on television, however the highest influence is face to face."

Bambang Yanto Permono also revealed that there were no obstacles during this time do a campaign. The blusukan that Ibn Arifin made was also colored

"The enthusiasm of the community and the community response is quite good," he said.

By also distributing masks, hand sanitizers, and others. As with the results of an interview with one of the communities South Banjarmasin which has participated in the blusukan Ibn-Arifin:

"Blusukan entered the complex, asking what the people were shortage, providing tracksuits for the children, he planned create a playground."

However, in packaging blusukan, new innovations and creations are needed with a pattern that is not monotonous. For millennial voters, a concept is needed blusukan that is out of the box in order to attract their sympathy. For example Ibnu Sina often comes to the community-owned coffee shop with the success team for just coffee and no political talk or about campaign, usually Ibnu also chats with the existing owner or barista in the coffee shop. Can also chat with which other visitors Coffee shop visitors are mostly millennials, this could be a a communication strategy that is built so that Ibnu gets a good image among young people or millennials.

The Ibnu-Arifin pair also built a network of word of mouth campaigns (Word of mouth-WOM) as a communication strategy. By mobilizing volunteers, like marketing a product, word of mouth to mouth is used to convey information about the Banjarmasin Pilkada 2020 includes political messages such as vision and mission, programs, persona of candidate pairs and so on from the candidate pair Ibnu-Arifin. Has a power base volunteers whose quantity is far more than their rivals in the Pilkada Banjarmasin 2020, is one of the gaps in the success of the candidate pair IbnuArifin build an understanding with the community / voters. Activity Word of mouth communication was carried out by the volunteers of Ibnu-Arifin as communicators political.

Political communicators in word of mouth campaign networks are required good at approaching the community to exchange information and influence it. That influence will become chain communication. People who are given a stimulus (message) and receive it and are affected will spread messages and information to colleagues or family as appropriate a voluntary oral campaign.

Cadres of political parties that support Ibnu-Arifin were also deployed to build interaction with the community. Besides Ibnu-Arifin blusukan, party cadres take to the field to market political products such as the vision-mission and priority programs of Ibnu-Arifin. Political cadres and

volunteer is analogous to a salesman who offers a production the form of vision-mission and candidate pair program.

#### *D. Political Culture, Opinion and Effect of Candidate Pairs in The Public Perspective*

The political culture of Banjarmasin voters tends to be rational-religious[2]. Voters are able to rationalize the persona of the candidate pair. Affirmative data needed to strengthen the persona of the candidate pair. Active communication and openness can influence voter opinion[4]. By avoiding black campaigns, a religious impression is needed to attract Banjarmasin voters.

Raising the issue of religion and religious impressions needs to be echoed. Religiousness Ibnu Sina is also one of the reasons why the people of Banjarmasin volunteered to love and faithfully support him, because of Ibnu's background Sina, who is an Ustadz, Ibn Sina always said that not a political person, "I am a people who jumped into the world politics, to voice and do the voice of the people, to completing the promises that have been given by the local government, but not implemented".

From several communities that researchers asked about performance, vision and mission, as well as the worthiness of Ibnu Sina and Arifin to become Mayor of Banjarmasin 2020, there are about 85% of the speakers think positively about Ibn Sina's performance, although not a little too who thought Ibn Sina only gave sweet promises.

If we look at the influence of political communication by Paslon H. Ibnu Sina and H. Arifin Noor to the people of Banjarmasin City personally have some differences. The candidate for mayor who is also acting as the incumbent in this pair, Ibnu Sina, is already very well known by the people of the city of Banjarmasin. Even if we associate it with the impact above, he has entered the behavioral stage.

This stage is the highest stage in the impact on political communication by a political communicator. In this case Ibnu Sina is considered capable of reaching the highest level and can influence society at large to participate in political decisions he conveyed. In addition, the community also participates in provide voting support in the previous election, meaning him Banjarmasin people have trusted to lead city. Meanwhile, his partner, Arifin Noor, has entered affective stage for the people of Banjarmasin. Indeed before him not so well known by all circles of society. Given that now he has entered the stage for the final election in Banjarmasin City people have started to know him. As PUPR of Banjarmasin City a lot of development has been felt and has received appreciation which is high for society. So that it is through this achievement that he is able to get the sympathy of the people of Banjarmasin City.

As an incumbent, of course it is a distinct advantage for them the Ibnu-Arifin couple, the public is more familiar and aware how Ibn Sina led the city of Banjarmasin. Based on data we get in the field this couple is enough and even can categorized as already known by the wider community. By percentage 85% of our respondents think positively of the candidate pair mayor and the deputy mayor of Banjarmasin. It means they have have high electability and credibility in the City community Banjarmasin.

## V. CONCLUSION

In the 2020 Pilkada Banjarmasin, Ibnu-Arifin carried out a campaign period accompanied by a communication and winning strategy in the form of blusukan, word of mouth campaign, social media, Key Opinion Leaders (KOLs), mobilization of party cadres and volunteers. The fight for political parties began when pairs of candidates offered themselves to every political party other than the pairs of independent candidates. There are also implicit campaigns such as visits to coffee shops or visits to several MSME players and businesses such as restaurants and barbershop, especially for business actors affected by the Covid-19 pandemic.

The electability of the Ibn-Arifin pair is quite high, with The existence of 30% capital as the incumbency (incumbency advantage) of Ibnu-Arifin and the team said they were confident to occupy two terms, Ibnu Sina believes in his performance and performance as Mayor of Banjarmasin 2016-2020 good enough and accomplished, so that electability and credibility are already grasped and only need to re-convince the public if Ibnu-Arifin deserves the opportunity to serve in this period. Plus the pair Ibnu Sina Arifin Noor is the pair who campaigned for the first time on health protocols to the public regarding the 2020 election campaign and outreach, so that the impression of the public will stick more quickly because they are considered a role model. especially Ibnu Sina is well known among grassroots as "ustadz Ibnu Sina" who has a religious image and is close to religious leaders.

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