



Implementation of the Tellu Cappa Philosophy in Bugis Bone Political Communication

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Abstract. Political Communication has a vital role in the political process, especially as a bridge to conveyed messages. This process took place at all levels of society. This research was a primary data analysis to investigate the implementation of the tellu cappa philosophy in the political communication process among Bugis Bone politicians. Data analysis used a qualitative paradigm using a phenomenological approach strategy, a research strategy in which researchers investigated the nature of human experience about a particular phenomenon. In this research, the sample was taken using a purposive sampling technique which required that the sample was a person who understands the problem being studied. The data collection techniques used observation, interview and documentation. From the research results, it can be concluded that the tellu cappa philosophy is still being implemented as political Communication among members of the Bone Regency DPRD.

Keywords: Political Communication · Philosophy · Bugis Bone · Tellu Cappa

1 Introduction

Indonesia is a diverse country because it consists of a variety of tribes. Census population 2010 records there are 1331 (one thousand three hundred three twenty-one) category tribe, including name tribe, sub-tribe, sub- name of sub-tribe, until another name or alias a tribe [1]. The ethnic group is group ethnicity and culture society formed hereditary or passed on to generations after. Usually, identity tribal attached to everyone accordingly ethnic group nation both parents. Ethnic group nation majority of Indonesian population determined following the patrilineal or paternal line of kinship. Several ethnic group nations follow matrilineal or maternal lines, such as Minangkabau tribe in West Sumatra, Tribe Enggano in Bengkulu, Tribe Adventure Tribe Aneuk Jamee in Aceh, and the Sakai Tribe in Riau. While the father's kinship line, for example, Lampung tribe, the Batak tribe, and Bugis.

Language is one factor capable culture push something ethnic group popular or known by the public. This occurs because language is considered a parameter in learning and introducing culture to others, including working for understanding at a time to differentiate between cultures.

In harmony with Samovar's statement that a language is a tool for knowing Mark's other people's cultures [2]. Besides that, language as a tool for Communication can also shape social groups. Farady & Sierjames say in Kurniawati [3], the language used as tool interaction inside environment social because language could Become room for growing Mark social, where occur an interaction between humans. For example, a community usually agrees with language by together.

Every culture has a hierarchy of values as base determinant scale priority. There is a system emphasizing culture Mark theory, with seat rationalism, empiricism and method scientific as a base determinant of the "objective world". There is also a culture that places Mark's economy, value political, and Mark religion, as reference base from whole dynamics element another culture. Every choice orientation Mark from culture will have the consequences of each being good at the ideational or operational level [4].

Man as creature The most glorious God, human equipped by intact tools senses, mind, and heart that can use for understanding the truth its existence. Tools epistemology that has role urgent for man for developing self in realize potency creativity, taste, and intention that is in yourself man that alone.

They are armed with senses, mind, and heart that has proved their existence by actual man. Various progressivity the life that has been waked up and look after since thousand years ago. Man must grateful, where to each other know Among one with others, Lord create it various appearance, gender, ethnicity and race. Likewise, humans as creatures cultured, where culture in every public is naturally different because culture born from results thought diverse human variety and spread to whole remote corner universe.

On the Sulawesi peninsula, there are various cultures, from the most primitive to the most modern. In the Peninsula, this inhabited four ethnic group nations, namely: Bugis, Makassar, Toraja, and Mandar. However, there are four ethnic groups different will but still have a bond culture that is still strong Among one tribe with another.

Although still there is bond culture, each tribe have custom each other's habits that are awakened and maintained since long ago. To differentiate identity, they build a civilization, the life that becomes reject measure and model for generation next. The elders of each tribe lower arrangement and variety; the future philosophy Becomes to handle life for a child his grandson in do various challenges in life now and to the front.

One the intelligence of the many Bugis ethnic people spread over almost whole Island archipelago our is capable and skilled articulate, formulate sentence or words, so that means philosophical for life good as personal nor community social. The sentence or their words is part of the formulation of something fact daily activities that occur around them and are anticipatory allotment for someone to exist and enter to in realm life community of people, ethnic or other nations. One of the many valuable formulations very philosophical strategic, tactical, and anticipatory, is Tellu Cappa. The Tellu Cappa Becomes a symbol of Mark's advantages that have been a tradition among them.

Philosophy this lowered by down hereditary by the Bugis. Several recorded in the usual lontara books known with Pappaseng To Riolo, some again only simply advice oral from parents to his children. Pappaseng to riolo is one spoken literary form by verbal and down hereditary from generation to generation. However, after Bugis, people knew writing, pappaseng was also written on palm leaves. Along with progress civilization

Bugis society, now pappaseng written above paper (booked). This thing was conducted to pass it down to generation young.

Philosophy is the principal thing in self every Bugis. They must always be fought for and maintained in the whole aspect of life, starting from aspect political, social life human, aspect ethical in attitude and aspects religious in Thing spirituality. Bugis people are known as adherents of thick and robust customs.

philosophy political Bugis Tellu Cappa's once worn by La Tenritata Wide Palakka (15th Bone King) as a strategy in uniting kingdoms local ones in Sulawesi with known moves as Tana Sempugi which means the country of brothers or friendly, said Sempugi originated from the word Cempugi which means placenta or placenta. This thing conducted because in knowledge Bugis politics is known existence three type method or alternative for softening or for entire dispute.

The third alternative that known with the term "tell Cappa." Tip of the tongue means diplomacy, that dispute could be solved through diplomacy. The end of Badik means war, that discord could be solved through war or conquest by violence. The Tip of the penis means marriage; that dispute could be solved through marriage Among second split disputing parties.

So when alternative first not successful, then try alternative second and when no it worked then choose alternative third that does marriage Among party disputing parties.

In the political process, political Communication plays a role important, especially as a bridge for conveying a message. This process occurs in all levels of society and every possible place happening exchange information between individuals and groups. In life state, individuals need information, especially about activity every party according to function.

When talking about culture, politics is naturally not missed from the definition of culture by the general. Culture politics is the same as the culture that exists in a country. Still, the definition of culture in politics naturally relates to the country's processes and systems born. How is something past country form system what is the country using? refer to how to culture the community that is inside a country.

If the culture public is still thick will tradition or religious/royal rituals, such a region usually uses system kingdom or theology to arrange a gathering community. But if culture public start formed right individual, then level education general already started to develop usually system his country will form of a democratic country. Of course, the model of a country is very depending on the nature, character from something arrangement the community in it.

This research was a primary data analysis to investigate the implementation of the tellu cappa philosophy in the political communication process among Bugis Bone politicians.

2 Research Method

Data analysis used a qualitative paradigm using a phenomenological approach strategy, a research strategy in which researchers investigated the nature of human experience about a particular phenomenon. In this research, the sample was taken using a purposive sampling technique which required that the sample was a person who understands the

problem being studied. The data collection techniques used observation, interview and documentation.

3 Result and Discussion

3.1 Philosophy Tellu Cappa

One of many valuable formulations very philosophical strategic, tactical, and anticipatory, is Tellu Cappa. The Tellu Cappa Becomes a symbol of Mark's advantages that have been a tradition among public Bugis.

By etymological, Tellu means three, and Cappa means end. By terminology is three Suite expression the philosophy that became principle live and is guided by someone when concerned want to life and life get acknowledgement, existence recognized, and can influence other people.

First, Cappa lila, which means end meaningful tongue in the process of interacting between fellow could use and be fluent by oral for saying or say something to impress so that can Becomes because somebody or party anyone can influenced or affected by because saying or spoken expressions.

Second, Cappa Kawali means-end badik, or things that manifold sharp to be worn for stab, split or cut something (person or other things).

And *third*, Cappa Lasso, which means end pubic (especially for type men). Cappa Lasso is one method for entering, influencing, and even dominating somebody or state when the previous two Cappa rated no effective understand something. Cappa Lasso this addressed specifically to people man, so that marry one Princess member someone else's family. Because with method marry one member someone else's family than with alone somebody will more easy, easy and fast accepted his existence, as well as a strong possibility, will accept what just what you want or mean.

3.2 Culture

Culture is form plural from the word "budi" and "daya", which means love, intention, and taste. The word "culture" originated from the language Sanskrit, budhayah, which is the plural of the word buddhi, which means mind or sense. In language English, the cultural word originated from the word culture. In Dutch is termed with the word culture. In Latin, it comes from the word cholera. Colour means cultivating, working on, fertilizing, and developing land (farming).

Then definition this develop in the sense of culture, namely as all power and activity man for process and change nature. Definition culture or culture according to several experts, as follows:

- 1) EB Tylor (1832–1917), culture is something whole complex which includes knowledge, belief, art, morals, science, law, custom customs, and other abilities, as well as habits acquired by humans as member society.
- 2) R. Linton (1893–1953), culture could look at as configuration Act learned behaviour and results Act the learned behaviour, in which the shaper supported and forwarded by members public other.

With so, culture or culture concerning whole aspect life man both material and nonmaterial. Mostly an expert who interprets culture like this possibility big significantly influenced by view evolutionism, that is something theory that says that culture that will develop from simple steps going to more stages complex.

3.3 Communication

Term communication or Communication comes from Latin is *communio* which means “notice or exchange”. The adjective *communis*, which means. General or together. Simply put, Communication could be interpreted as the process used individually for exchanging information from one party to the other party submitted using symbols Can-gara [5, 6]. One method for understanding Communication is with the understanding definition of Communication alone. Scientists define Communication according to the corner look of each of them. This could be understood because scientists developed knowledge communication from various disciplines and science.

3.4 Political

Jean Bodin first used the term knowledge politics (*science politique*) in Europe in 1576, then Thomas Fitzherbert and Jeremy Bentham in 1606. But term the politics in question is State science as written in works bachelor Europe land that is institutional juridical, while what is developing in America is theory Politics. Conception theory political developed in America has been release self from institutional traits juridical with giving more understanding wide than State science.

According to Gabriel A. Almond, politics is related activities with control deed decision public in public specific in certain areas, where control is supported through an authoritative and coercive instrument.

Because of American scholars, science is political as State science. Again in static definition institution, but more proceed with seeing the country as institution influencing politics life society. Because of that definitions political lately this more many give pressure on the country in relationship with dynamics public like created by Kaspar Bluntschli that “politics is the science which is concerned with the state, which endeavours to understand and comprehend the state in its conditions, in its essential nature, its various forms of manifestation, its development”. Even Harold D. Lasswell more assertive formulate political as knowledge about power “when we speak of the science of politics, we mean the science of power”.

Louw [7], in his book *The Media and Political Process*, tries to describe that in the middle of the scarcity of available resources, the community will attempt to get access for getting limited resources in fulfilling demands of his life. If society no can get maximum satisfaction in fulfilling the demands of his life, he then required decision allocation resources. For example, who will get what, how limited resources that managed with ok, who is given authority (legitimacy) to decide? Because of the decisions are taken can produce, there is the party who wins, and there is also the loser, then required mechanism for inviting they for an accept decision that.

Listening definition about politics made by experts above, both streams _continental Europe that emphasizes the state according to aspect juridical, as well as those developed

in America who see political in the connection between countries and public in more context _ dynamic, then knowledge political in the discussion, could seen from three dimensions, i.e., Politics As Studies Institutional (Institution), Politics As Studies Power (Power), Politics As Studies Policy Public.

3.5 Communication Political

To understand Communication politics must be noticed the meanings contained in second words that, that is good Communication and politics by theory nor its application [8], with seeing connection Among one component with the other components functional, where there are clear goals that will achieved. In their work, entitled *Political Communication, Theory and Research: An Overview 1976–1977*”, Sanders and Kaid said that Communication politics must be intentional persuasive.

Writer Doris Grabber filed more definition thorough about what is the term as language politics, which shows that definition this not only covers rhetoric but also paralinguistic cues such as language body and action political like boycott and protest (1981).

Denton and Woodward characterize Communication political from the aspect of intention party presenter for influencing environment politics. They think that “factor” important that makes communication character political open it source the message, but content and purpose [9].

According to Rush and Althoff (1997:255), as quoted by Muhtadi [10], Communication political is the transmission of relevant information by political from one part system politics is element dynamic from something system politics; and the process of socialization, participation as well as recruitment political depend on Communication.

Communication political is one from seven functions executed by each system politics. In Almond’s own words:

“All of the functions performed in the political system political socialization and recruitment, interest articulation, interest aggregation, rulemaking, rule application, and rule adjudication are performed using communication.” Inside communication politics, opinion public have role urgent in communication strategy a candidate. Opinion already formed if original opinion contradicted already no again questioned.

3.6 Application Philosophy Tellu Cappa in Communication Bugis Bone Politics

Politics, in essence, is the activity of somebody by collective very arranged deed they are inside condition conflict social. When people observe conflict, they lower mean dispute through Communication. When people finish, dispute them, the solution that is things that are observed, interpreted and exchanged through Communication.

On research this, term communication will more focus on Bugis philosophy tellu cappa with use theory communication politics. Galnoor mentions that Communication politics is infrastructure politics, a combination of various interaction social where related information with business together and relationship power enter circulation [11]. Given framework knowledge communication for Communication political is as depicted in

the Laswell paradigm: Who says what? with channel what? To who and with a consequence what?. Paradigm this claim that elements communication caught apply in every communication process, and applies inherent in communication politics.

In the process of communication political Bone politicians, especially members of the Regional People's Representative Council (DPRD) of Bone Regency, researchers find that the politicians still hold close values culture noble and implement Bugis values culture the in the process of Communication political they with use philosophy tellu cappa.

Philosophy tellu cappa still used in the process of political communication members of the DPRD of Bone Regency through nurse character with method keep cappa lila or end tongue so as not touch on feelings of others in the diplomatic process or the campaign, the second keep cappa badik or guard end badik to use as good as maybe not occur spill human blood creation God, and the last one is cappa lasso or end cock used if business by verbal and violence fail so end cock is solution final wherein implementation is for despising Among two-party or more moderate fight for reach destination together.

4 Conclusion

Based on the results study about implementation philosophy tellu cappa in Communication Bugis Bone politics, philosophy tellu cappa is still used in the process of political communication members of the DPRD of Bone Regency through nurse character with method keep Cappa lila or end tongue. Hence, as not touch on feelings of others in the diplomatic process or the campaign, the second keeps cappa badik or guard end badik to use as good as maybe not occur spill human blood creation God, and the last one is cappa lasso or end cock used if business by verbal and violence fail so end cock is solution final wherein implementation is for despising Among two-party or more moderate fight for reach destination together.

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