



Political Communication Strategy for South Sulawesi Provincial DPRD Members through Social Media in the 2019 Election

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Abstract. This research aims to analyze the political communication strategies implemented by members of the South Sulawesi Provincial DPRD through social media in the 2019 Election. Primary data is in the form of interviews and uploads on the social media accounts of South Sulawesi Provincial DPRD members. The DPRD members come from various factions including the GolKar, NasDem, Gerindra and Democrat factions. This research is qualitative research with a descriptive analysis approach. The research results show that the communication strategies used include maintaining the integrity of figures, using identity messages that they have, and politicians very intensively using social media, namely Facebook and Instagram. So it was also found that the use of social media was utilized massively and became a primary instrument in conveying messages.

Keywords: 2019 ELECTION, South Sulawesi DPRD, Social Media

1 Introduction

According to Nimmo (1989) provides another description of political communication as a process of social interaction and the core of politics as social conflict. Political communication is a communication process that is always developing and always dynamic. In my opinion, one of the reasons why political communication is interesting is because the nature of power is always changing, so political communication also brings about changes. Cangara (2016), politics and communication have a very close and special relationship because in the political domain (domain) communication is placed in a very fundamental position.

In the same vein, without communication there will be no joint efforts and automatically there will be no political activities or events. According to Dahlan (1999) political communication is a field or discipline that examines communication behavior and activities that are political in nature, have political consequences, and influence

political behavior. Meadow in Nimmo (1989) emphasizes that the symbols or messages conveyed are significantly shaped or have consequences for the political system. Arifin (2003) said that basically, a strategy in political communication is a total of conditional decisions at this time about the actions that will be carried out to achieve political goals in the future. In the context of general elections (elections), political communication strategies have a very central role. Because, choosing the correct strategy will have the potential for a candidate to win and vice versa, if the strategy selection is not correct then there is the potential for losing in a political battle. Sulaiman (2014) revealed that the urgency of political communication is very important, especially in democratic countries, with the competing interests of political communicators to influence, obtain, maintain and expand power. Therefore, determining a political communication strategy should be the main thing that must be explored more deeply in achieving the goal of winning political contestations and battles. This digital era has made the role of the internet very crucial in the world of politics, both positive and negative.

In the context of political discourse, it is certain that it will always be in contact with communication based on online media (new media). This is based on several arguments, firstly in Indonesia internet users are increasing day by day. Second, by making the public the main element in political communication, the internet will be positioned as a new hope amidst the tendency of diminishing public trust in traditional media/press which is more controlled by media owners and stakeholders who are full of political interests. Political communication can also be seen as an interdisciplinary study because it is built on various scientific disciplines, more specifically the relationship between communication science and political science. According to Pye, the existence of new media also has an influence on the democratic system, in this case general elections. Based on the previous description, political communication is no longer only based on traditional campaigns such as using billboards, or using print media, electronic media but the campaign process uses new media or what is usually called the digital era.

The presence of this new media, which is identical to social media, brings added value such as speed, convenience, efficiency and very wide reach. So I then looked at whether it was still relevant to use classical campaign models as an effort in political communication or whether these concepts needed to be re-constructed. It is clear that this is just an assumption but it is not a wild assumption, therefore it is necessary to further deepen the urgency of political communication in this era of digitalization. The presence of new media in this digital era has made it easier for politicians to carry out campaigns. This can also be utilized by members of the South Sulawesi Provincial DPRD in the 2019 elections. Apart from being economical and easy, the use of social media (new media) in the campaign also makes it possible to reach all the targets of the campaign. Based on this background, in my opinion, I tend to say that the (elected) members of the South Sulawesi provincial DPRD are taking advantage of technological developments. Therefore, from the description above, I would like to know more about the extent to which the contribution of social media was able to encourage and contribute to the members of the

South Sulawesi provincial DPRD for the 2019-2024 period so that they were able to win the 2019 election and defeat their political opponents.

2 Research Methods

This researcher uses a qualitative approach. Specifically, the research used is field research. This approach is used to obtain descriptive research results. In this case the intention is to attempt to describe political communication and related matters. The technique for determining informants used was purposive sampling. The data in this research comes from two types. First, primary data, is the basic and main data obtained for research. In this case, the primary data is the results of interviews with members of the South Sulawesi provincial DPRD and screen capture on social media. Second, secondary data is the supporting data for this research, in this case it can come from KPU documentation, books, journals, theses, dissertations and related literature.

3 Results: Political Communication Strategy for South Sulawesi Provincial DPRD Members Through Social Media in the 2019 Election

3.1 Maintain Character Integrity

Political personality can be understood as an understanding that includes and encompasses the influence, power and authority possessed by an individual in the political arena. Generally, a political figure whose personality is characterized by the ability to influence society, gain political support, and achieve the desired political goals, in this case winning political contests. Political communicators have a very important role in the world of politics and government. They are individuals or teams responsible for planning, managing, and conveying political messages to the public, media, and other stakeholders. Each of us is a political actor or communicator. So based on the results of interviews with the informants, everyone agreed that nurturing and maintaining a character is a must because he is the one who will be the patron whether he is worthy of being chosen or not. Regarding their eligibility for election, a figure must choose ability, relationships, performance and integrity. So that people will be interested in them. More or less the public will listen to, like, and even vote for a politician who has the ability and good work. This is in line with what Aristotle said in his rhetorical theory. He stated that a character must have 3 important elements if he wants to be liked and heard when he speaks, including logic (logos), emotion (pathos) and ethics or credibility (ethos). Based on this, effective speakers use some evidence in their presentations. The evidence in question refers to methods of persuasion: ethos, pathos, and logos. According to Aristotle, the beauty of language can only be used for 4 things, namely, justifying (corrective),

commanding (instructive), encouraging (suggestive), and defending (defensive). (Nadhny, 2021).

3.2 Identity Messages Still a Weapon

Identity is something that cannot be separated from human life. There is no one on this earth who is not bound by identity, be it ethnicity, custom, race or religious identity. Humans as social creatures, things are definitely associated with other people so it is impossible for someone not to have an identity. The relationship between identity politics has been widely researched, for example in research by Heyes (2007) who defines identity politics as marking political activity in a broader sense and theorizing the discovery of experiences of injustice experienced by members of certain social groups. Furthermore, Heller (1995) defines identity politics as a political concept and movement whose root concern is difference as a main political category. Based on the results of analysis and interviews conducted by researchers, it was found that the practice of identity politics has become a weapon for member politicians. South Sulawesi provincial DPRD. Are identity messages haram? In the opinion of researchers, identity politics is something that is permissible in the world of politics. However, the thing that needs to be underlined is not to insult other identities just because you want to gain power. Don't mortgage your own identity just to win a political contest.

In politics, identity is very important because someone will choose politicians based on their needs and similarities. This is in line with what Emil Durheim mentioned as mechanical solidarity. Which is based on a shared "collective consciousness" (collective consciousness or conscience), which refers to the totality of shared societal beliefs that generally exist in the same society and individuals. (Johnson, 1994). In simple terms, it can be understood that by using the same identity, voters can choose politicians on the basis of similarities. But rather than displaying identity messages, politicians in their campaign materials should prioritize messages that focus on public interests. For example, it is related to ideas, ideas, breakthroughs that are offered in order to advance and prosper society. Because, if the practice of messages that only emphasize identity continues to be echoed, then the impression that will be given is that politicians are only trying to seek electoral advantage and ignore the substantive matters, namely the public interest.

3.3 Social Media as a Primary Instrument in Conveying Messages

Nowadays, human life can no longer be separated from social media. The ease and sophistication of social media which is able to penetrate the boundaries of space and time is one of several other advantages of social media. Even in the bedroom or even in the bathroom, someone can access all information on social media, including political content. Research conducted by Kholison et al (2019) confirms that social media has a role in the development of today's democracy. The presence of social media today not

only functions as an instrument of self-existence, but more than that, its presence also influences the political climate of a country. For Indonesia which adheres to a democratic system, the media is positioned as the fourth pillar of democracy after the executive, legislature and judiciary.

Social media has now become the main (primary) instrument for politicians to convey political messages. In fact, in a profound way, social media has gone beyond its function as an instrument because social media has become part of the message itself. Through social media, politicians try to brand themselves, so they can attract the attention of constituents (voters). Even with the existence of social media, conventional media instruments have begun to shift their position as tools for campaigning. In line with that, Nasrullah (2015) explains that social media is a medium on the internet that can allow users to represent themselves and interact, collaborate, share, communicate with other users to form virtual social bonds.

Based on the description above, it can be understood that social media is the main instrument in political campaigns, the remaining intelligence of politicians is to be utilized by setting the agenda for what political messages are offered. Regarding the political agenda, this can be examined through agenda setting. Agenda setting is the process by which several issues attract attention from a political perspective. Agenda setting has been studied in several literatures in several sub-fields of communication and political science, which are not always strongly integrated (Wolfe: 2013). Generally, agenda setting is identical to that developed in mainstream media such as television, radio and other mass media. However, it seems that in the nuances of social media this agenda setting can already be implemented. So it is not wrong if researchers think that social media is an important element in this process. In other words, agenda setting can be adapted and modified using social media because it has an influence on the public agenda. So politicians must follow developments on social media and understand the latest issues that are of great concern to society (the public).

The choice of social media as part of new media is because it has complete features, both audio and visual. This is in line with what Thery Flew mentioned in new media theory . He explained that new media is something that emphasizes the form or format of media content which is a combination and unity of data, including text, sound , images, and so on in digital format. As with Mondry, he explained that New Media is media that uses the internet, technology-based online media, has a flexible character, has the potential to be interactive and can function both privately and publicly. (Navyani, 2012) . So that through social media as the main instrument in political campaigns, audiences are also more interactive and politically able to communicate directly, both private and public.

4 Conclusion

Based on the results and discussion of research regarding the political communication strategies of members of the South Sulawesi Provincial DPRD via social media in the 2019 Election which have been described above, several conclusions can be formulated as follows:

- a. Formation of political communicators, in general the politicians stated that building political figures was very important because it would be impossible for people to vote if they did not understand the politicians. It was also found that in forming a good political communicator there are several things that must be possessed, including performance, capability (competence), maintaining integrity (trust), voicing people's aspirations and strengthening the network of all elements.
- b. Political messages used by politicians include messages that involve a number of elements (public figures, youth, influencers), messages with a human nuance (emotional), informative messages, messages using hashtags, messages mobilizing the masses, and messages that are full of values and identity.
- c. Using social media, based on the results of in-depth interviews, it was also found that the social media that were most intensively used in the 2019 election were in order Facebook, Instagram, WhatsApp and YouTube. It was also stated that the presence of social media was very helpful, but not the main thing. Because social media only helps politicians to convey messages and popularize themselves or in other words and personal branding. So it is stated that social media is a primary instrument in conveying political messages and identity political messages are still a weapon.

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