

# **OPPOSITION MAYA IN DEMOCRATIC SPACE :**

## ***Framing Process Through Social Media In the Election of the Governor and Vice Governor in Bangka Belitung Island 2017***

M Adha Al Kodri

Doctoral Student, Post Graduate Program of Sociology Unpad  
Pangkalpinang, Indonesia  
doi.eljohn@gmail.com

**Abstract**—This research described about the use of social media as framing process ones all the teams volunteers in winning Erzaldi Rosman - Abdul Fatah in an election the Governor and Vice Governor Bangka Belitung 2017. The use of social media by a team of volunteer is also as a form of political strategy and opposition over the weakness of the public trust in political parties. For that reason, it is not surprising when currently, social media like facebook, twitter, and instagram be considered as the field of battle hosted by activist social media. This research observe and the interpretation of the candidates about how the Governor and Vice Governor, as well as volunteers team using social media as a tool for political framing process do, how volunteers team the handling advertising and political marketing a new strategy so that is able to win Erzaldi-Fatah. This research itself is conducted by using the method the qualitative study phenomenology persuasion, with discuss the meaning of the use of social media as framing process and as a medium opposition in space democracy, especially in Bangka Belitung. This research result diagnosis elements or problems defining done by Erzaldi Friend being precisely to can convince the community to choose couples Erzaldi-Fatah.

**Keywords**—Social Media, Political Strategy, Framing Process

### I. INTRODUCTION

Democracy gives a number of occasions to: participation effective, equation to vote, get a clear understanding, carry out surveillance the end of to agenda, and include adults (Dahl, 2001: 53). With progress, democracy nowadays no longer we can of view limited only the influence of social network conventional alone. More than that, the development of democracy in the future communication a lot influenced by the arrival of social media growing and develops in our society without there was a limit of time and space.

Media social activists have intensive in the formation of framing to social problems occurring as advertising a product political to a constituent. Based on terminology advertising political, so top leader political party, the political elite, officials or former officials public, Non Government Social Organization, religionist, merchant, executive, intellectual, and the ingenious smart would put himself as political party representation to political advertising (Tinarbuko, 2009: 15). The formation of framing also cannot be separated from

marketing strategy political done team successful or volunteers.

Political marketing related to conduct an institution of politics or parties when formulate political products, arrange a program publication campaigns and political communication, strategy segmentation to meet the needs of levels of society until count the price of its political products (Firmanzah, 2008: 211). This is one of the election of the Governor and the Vice Governor of Bangka Belitung Island 2017.

The focus of this study is discussing about how framing process conducted by the volunteers of Erzaldi Rosman-Abdul Fatah in his campaign using social, and how the handling volunteers advertising and marketing political a new strategy so that is able to win Erzaldi-Fatah as the Governor and Vice Governor Bangka Belitung Island. For that reason, research would be crucial it is as of framing process done by volunteers Erzaldi-Fatah through social media deliver victory the couple to of the three pairs of his political competitors.

Considered the importance, this kind of studies has attracted attention researchers to make a review. Some the research is of them, research conducted by Amirul Hasan (2007). This research study of the influence of media on the political participation, case study political participation in the Ciputat Peoples in Banten election 2006. Another study discusses about democracy and a medium of communication is research of Mochamad An Naas ( 2016 ) that looked at about how the influence of political advertising by social media (Facebook) interest voters against the head of the region in the city of Samarinda. The variables of this research is (x) political advertising during the campaign from September until December, and (y) an interest voters Facebook user who gives like in advertisements political. There are also research conducted by Budiyo (2016), about how the role of social media in political communication for the 2007 Jakarta election 2017. The research was conducted by observing facebook each candidates and carried out during september.

Based on the discussion, so it can be formulated that the focus of this study is how framing process done by volunteers Erzaldi -Fatah of his campaign use social media, and how the use of social media by a team volunteers as marketing political so that is able to win Erzaldi-Fatah.

**II. RESEARCH METHOD**

This research is qualitative method study with approach in phenomenology. Saryono (2010:1) explained that the qualitative study is that research used to investigate, find, describe, and explain the quality or privilege from the influence of social that cannot be explained, measured or drawn through the quantitative approach. Specifically, this study focused on studies on how social media used as instrument the creation of framing process and opposition social media by volunteers Erzaldi-Fatah. This is in line with a focus approach phenomenology intended to formulate of social science that capable of „interpret and explain an action and human thinking“ with how to express the structures basic“ ... reality that looked „real,, in the sight of everyone who hold fast to „natural attitude“ (Schutz and Luckman, 1974: 3, in Denzim and Licoln, 2009: 337) .

In other words, with sufficient knowledge is the only source allow any individual to interpretation experience, understand meaning and motivate another individual, gain an understanding intersubjective, and in the end, seek the act of (Denzim and Licoln, 2009: 336). Meanwhile, the data collection process done in this research to technique observation and interview. Observation that done through a observation as actor. While the interviews conducted in this research was interview is not structured. The results of the stage obersvasi and interview it will be conversation arranged in the form of transcript and photographs.

**III. DISCUSSION**

*A. Framing Process To Erzaldi-Fatah in Social Media*

Apart from the development of globalization communication, the emergence of social media in a party our democracy currently not be separated from the level of confidence the problem of low public against a political party. Saiful Mujani survey research and consulting in december 2015 shows that the level of public trust in a political party only reached 52,9 percent.<sup>1</sup>

This matter in which one of them drive because there the creation of room for volunteers Erzaldi-Fatah to put themselves in new opposition. The emergence of another social media opposition this is a social action relatively new in Bangka Belitung Islands. Takes the form of themselves as Erzaldi Friend, these volunteers do framing process to Erzaldi- Fatah in their efforts to win Erzaldi-Fatah.

Snow and Banford noted, the success of social action located until about they won battle over meaning (Situmorang, 2013:41). This related to the effort to man Erzaldi as a change affect meaning in wisdom public. Hence, the change has a momentous duty reached operating through the establishment of framing in matters social and injustice. This is a way to

<sup>1</sup> Kemala Movanita, Ambaranie Nadia, “Survei: Tingkat Kepercayaan pada TNI Paling Tinggi, Parpol Terendah [The Survey: The Levels Belief in National Indonesia Soldiers the Highest, Political Parties Lowest].” 2016. Retrieved from <http://nasional.kompas.com/read/2016/01/12/22100771/Survei.Tingkat.Kepercayaan.Pada.TNI.Paling.Tinggi.Parpol.Terendah>

convince the target group who diverse and large enough of them break exert a change (Situmorang, 2013:41).

*1. The Formation of Framing To Erzaldi Rosman*

First, Erzaldi is the figure of leader who romantic and love family. Framing was displayed through photographs posted by Erzaldi Friend in social media Facebook through account @kawanerzaldiofficial.

TABLE 1. FRAMING ERZALDI AS THE LEADER OF THE LOVE OF FAMILY



This framing implying that Erzaldi was a leader that can be provide an example to the community about the building of harmony domestic.

Second, Erzaldi is the figure of leader who religious.

TABLE 2. FRAMING ERZALDI AS THE LEADER OF RELIGIOUS



The pictures show that framing implies that Erzaldi is the figure of leader ideal if it is besides as leader who religious, he was close and love the elders. This in turn

aplicated with frequent doing religion in mosques on bring muslim elders, good originating in indonesia, and foreign, especially the clergy from Medina. In other words, the change in the thing this a Erzaldi Friend apply identity religion to attract attention Bangka Belitung Island peoples that domination religion is Islam.

Third, Erzaldi in framing as figures of leaders hold a high integrity.

TABLE 3. FRAMING ERZALDI AS THE LEADER OF INTEGRITY



Looking photographs in this table 3, Erzaldi Friend trying to convince people will the figure of Erzaldi who gait already known in various national to international. It is evident from the testimony from Ishami Kinoshita that is experts education of children the world of the role of Erzaldi in human resource development in the Bangka Belitung Island

Fourth, Erzaldi in framing as the figure leader who care education, health, agricultural, and cares directly to conditions of the peoples.

TABLE 4. FRAMING ERZALDI AS THE LEADER OF CARE



Through photographs in the table 4, so Erzaldi Friend real do framing to erzali as the figure leader who are concerned for various problems in a society, including the problem of education , health, and agriculture.

2. *The Formation of Framing to Abdul Fatah*

In the process campaign, Abdul Fatah in framing as the figure a companion who is expert in the field of bureaucracies (bureaucrats). Not only that, relating to difference in age of future Governors and Vice Governor, Erzaldi Friend then do framing to Abdul Fatah as a like keeping health.



PICTURE 1. FRAMING FIGURE ABDUL FATAH

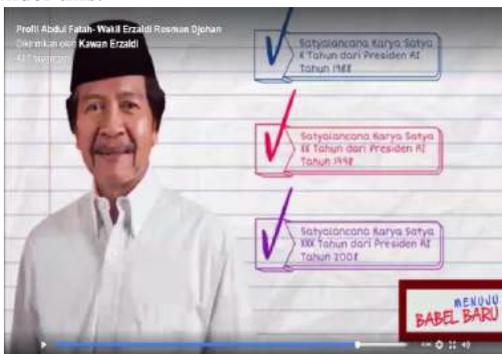
In addition, through a video distributed by Erzaldi Friend, Abdul Fatah in framing as the figure academics. This can be seen from the level of office academic who

procures as the lector when was teaching in high school the crown in land in the period 2013-2016.



PICTURE 2. FRAMING ABDUL FATAH AS BUREAUCRAT AND ACADEMIC

Through video lasts for thirty this second, Abdul Fatah also In framing as the figure who performed well as seen under this:



PICTURE 3. FRAMING ABDUL FATAH AS THE FIGURE OF ACHIEVEMENT

**3. The Formation of Framing the Babel Berkah Couples**

First framing is a flagship program that would be run and framing second is gain if it chose couples Erzaldi-Fatah.



PICTURE 4. A FLAGSHIP PROGRAM COUPLE ERZALDI-FATAH

Meanwhile, profit if it chose Erzaldi-Fatah couples published Erzaldi Friend namely as follows:



PICTURE 5. FRAMING ERZALDI-FATAH TO FARMERS



PICTURE 6. FRAMING ERZALDI-FATAH TO FISHERMAN



PICTURE 7. FRAMING ERZALDI-FATAH KEPADA SMALL AND MEDIUM ENTERPRISES

Based on three sorts of the formation of the framing, as a social media opposition, trying to Erzaldi Friend raised issues of crucial that occurs in the peoples. This is a way to convince the target group being diverse and broad so that they were encouraged to exert a change (Situmorang, 2013:41). Strategy opposition Erzaldi in won couples Erzaldi-Fatah this is in line with a view snow and benford in framing a movement. Snow and Benford, further stressed two essential component of framing movement, namely, diagnosis elements or define problems and the source and prognotis element, identify strategy right to fight for the issue (Situmorang, 2013: 41).

In other words, clear that diagnosis elements or problems defining done by Erzaldi Friend being precisely to can convince the community to choose couples Erzaldi-Fatah. Some the issue defining, particularly regarding framing Erzaldi as the figure the leaders who have succeeded in maintaining harmony. The formation of framing this reasonable the divorces in Bangka Belitung Island keeps increasing. Based on the data received from the religious court Sungailiat, for the reception matter divorce till June 2017, divorce cases in Bangka District as many as 200 cases, Bangka Central District 107 cases, and Bangka South District as many as 105 cases.<sup>2</sup> leader who is also a of crucial importance. This is because of majority of people in Bangka Belitung Islands derived the malay tribe who automatically muslim. This is further strengthened by of philosophy customary malay that customary syara" repose, syara" repose verse qur'aan. That is, in the lead, leaders must be based on indigenous, based by the Shari'a of Islam and the Islamic law based on the Quran and the Hadith.

Temporary associated with leadership integrity, Erzaldi Friend play issues that is in the public related to the decrease public trust against the government a new area, namely Rustam Effendi, replace Governor Eko Maulana Ali who die ill. The figure of Erzaldi-Fatah later in framing as a spouse ideal and appropriate to replace the figure of a deceased person Eko Maulana Ali.

Defining issues focus Erzaldi Friend next is related to agriculture, education, and health. Through three this issue also, Erzaldi Friend an effort to undertake contradiction culture and grooves history. In other words it can be said that Erzaldi Friend has been doing the preparation of framing of various the complaints of the peoples related to the issue of agriculture. The selling price of rubber at the farm gate Bangka Belitung, ranged from 5,000 Rupiah to 6,000 Rupiahs a kilogram. That price is considered low, compared with the price of which prevail in other provinces , 9,000 Rupiah to 11,000 Rupiah a kilograms.<sup>3</sup>

According to the Head of the Agriculture Office Bangka District through the head smallholder tree-crops, Subhan express, related the drop in the price of several agricultural commodity because of the influence of the world oil price, and other.<sup>4</sup> For a price pepper now is ranging from 60,000 Rupiah to 80,000 Rupiah a kilograms. Last year the price pepper had

<sup>2</sup> Edwardi, "Hingga Juni 21017, Tercatat Ada 218 Kasus Perceraian di Kabupaten Bangka [Until June 2017, There are 218 Divorce in Bangka District]. 2017." Retrieved from <http://bangka.tribunnews.com/2017/07/18/hingga-juni-2017-tercatat-ada-218-kasus-perceraian-di-kabupaten-bangka>.

<sup>3</sup> Heru Dahnur, "Harga Karet di Bangka Belitung Anjlok, Diduga Karena Salah Pengolahan [The Rubber Price Dropped in Bangka Belitung, Believed to be Due to Any Processsing]." 2017. Retrieved from <http://ekonomi.kompas.com/read/2016/07/24/113659226/harga.karet.di.bangka.belitung.anjlok.diduga.karena.salah.pengolahan>.

<sup>4</sup> Edwardi, "Harga Karet dan Lada Babel Turun, Ini Penjelasan Dinas Pertanian Bangka [The Price of Rubber and Pepper Down, Is the Elaboration of the Bangka Office Agriculture]." 2017. Retrieved from <http://bangka.tribunnews.com/2017/06/14/harga-karet-dan-lada-babel-turun-ini-penjelasan-dinas-pertanian-bangka>

inflated in position 170.000 Rupiah ar kilograms and crashed into position 120,000 Rupiah a kilogram.<sup>5</sup>

#### B. The Use of Social Media as Political Marketing

The level of competition between pairs of candidates contested the vote also increasingly tight, variety of kick used to win this contest. The increasingly tight competition that requires that each pair of candidates, political parties or political marketing strategy using volunteer. It is also done by Erzaldi Friend. In the United States, politics marketing was a political practices that develops early in 20th century (Rothschild, 1978, Jamieson et al., 1999, in Firmanzah, 2010: XL).

Political marketing itself is a political campaign strategy to form a series of certain political meaning in the minds of voters. Political marketing is just a method and equipment for a political party or presidential candidates, and volunteer to approach the public (Firmanzah, 2010: XLI). In other words, it can be said that through the use of social media, Erzaldi Friend "market" Erzaldi-Fatah couples with various political meaning which they create, including: Babel Berkah, Change Leader, and Headed of New Babel.



PICUTRE 8. MEANING POLITICAL ERZALDI-FATAH COUPLES

The use of political marketing through social media it is certainly closely related to legitimacy symbolic who want to obtained from the community for Erzaldi-Fatah. Symbolic legitimacy built by virtue of the activity, statement, attitude, partiality, and programs laden will meaning and meaning (Firmanzah, 2010: XLIII).

#### IV. CONCLUSIONS

The emergence of social media in democracy party can not be separated from problems level of public trust low against a political party. This matter who have made room for the community to put themselves in social media in political space. This that is occupied by Erzaldi-Fatah Friend to put themselves in social media in space democracy in the election of the Governor and the Vice Governor Bangka Belitung Islands 2017. Throughout social media, Erzaldi teams do the formation of framing to Erzaldi-Fatah pertaining to issues or social problem occurred in all the Bangka Belitung Island. Several issues or social problems which are focus of struggle

<sup>5</sup> Ahmadi, "Harga Lada Bangka Merosot ke Posisi Rp 65.000 Per Kilogram [Pepper Bangka Price Down to Position of 65,000 Rupiah a Kilograms]." 2017. Retrieved from <http://www.antarababel.com/berita/59524/harga-lada-bangka-merosot-ke-posisi-rp65000-per-kilogram>.

Erzaldi Friend is a field agricultural. The low the price of rubber and pepper is very directly influence about the condition of the economy, especially for meeting their basic needs and working education for children.

Thus it can be said that strategy framing process done by Erzaldi Friend through social media is very effective run. Framing process done succeed to make specificity of its own for a Erzaldi-Fatah couple compared with a partner their competitors. Not only that, strategy framing process run make couples is getting focus at the purpose of absorb directly various opinions of the community related with the problems happening in the society.

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