



Political Communication For The Election Of Regional Head Of Maros Regency 2020 In The Pandemic Situation

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ABSTRACT

To win the battle for political interests amid the Covid-19 pandemic in the 2020 Maros Regency general election, Chaidir Syam and Suhartina Bohari implemented various political communication strategies, one of which was using social media. This study aims to determine the community's response in providing support for the 2020 Maros district leader candidate through Instagram and to find out the political communication of supporters of the regional head candidate in the process of campaigning on social media. This research is a type of qualitative research with a descriptive analysis approach. The data is in the form of narration of communication conversations through social media (Instagram) which discusses support for Chaidir Syam-Suhartina Bohari, the data in this study can be in the form of pictures or photos of campaign activities carried out by Chaidir Syam-Suhartina Bohari. The results showed that. Chairir Syam-Suhartina Bohari took advantage of important moments during the campaign using Instagram as a massive political communication channel. And the results of the political messages uploaded by Chaidir Syam and Suhartina Bohari received a good positive response although there were still negative responses to some of the uploads.

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1. Introduction

The outbreak of the Covid-19 pandemic has changed various aspects of life, especially in political matters in Indonesia. This change can be seen in the holding of the simultaneous regional elections in 2020 which became the first regional elections in the Covid-19 pandemic. This is due to the fact that the general election and regional elections in Indonesia have not yet been regulated during a disaster situation, whether natural or non-natural at that time, while general elections are a means of democracy that serves as a forum for the public to see and maintain the sovereignty of the people, because in a democratic country, elections are a reflection of the people's voice which determines the future of the nation. It is these voices that are targeted by political parties to place people's representatives on the throne of Indonesian politics.

The large number of political parties in Indonesia as a consequence of the implementation of the multi-party system makes competition between parties tight in attracting people's votes in the struggle for power seats, so all politicians are competing to implement various things in order to attract the sympathy and voice of the people, to achieve victory in the battle of political interests, one of which is by using an accurate political communication strategy. This political communication has an important function in the democratization process, in which there is a battle of interests to influence, seize, maintain, and expand the power carried out by political communicators, one of which is by using social media.

Budiyono (2017) stated that social media as a means of communication has a role in bringing users to participate actively by contributing and giving feedback openly, both to share information and to respond online in a fast time. This is reinforced by the explanation from Susanto (2017) that social media as an alternative media supported by the power of communication technology, actually has many benefits in order to increase understanding of the democratization of communication towards a just and prosperous



information society. Hastuti (2011) quoted Baum and Groeling as saying that social media users have the potential to become new opinion leaders who will gain their respective followers. Therefore, political parties need social media so that cadres who sit as members of the legislature can provide information to the public honestly and transparently.

The presence of social media is utilized as best as possible by the government and political parties as a medium of communication, because social media has the power to influence various audiences quickly, efficiently and cheaply. With the power to influence public opinion in a fast way, as well as the speed in gathering support and conveying messages, social media has gained a democratic space in a new chapter from the perspective of political communication. Political communicators are eager to use social media as a medium for political campaigns in the hope of attracting a more optimal mass of supporters and getting the most votes in elections. In addition, with the number of social media users in Indonesia, which was recorded in 2020 as many as 160 million, it also influenced changes in political communication patterns.

Jansen's (2017) view that explains social media as a revolutionary form in political campaigns is used as the main view to show the reality of this research. Especially Jansen's (2017) view regarding campaigns on social media that can create legitimacy for political communication in the form of discussing social problems, campaign issues and others. Based on the observations of the researchers, among the three candidates for the regional head of Maros Regency in the 2020 election, Chaidir Syam who became the elected regent of Maros Regency 2020 was active in campaigning and providing information about his campaign activities both on personal social media and social media specially made for his success team. . Unfortunately, all the ease in using social media as a means of political communication cannot be denied causing various negative impacts due to not being accompanied by good communication ethics, interactions that are full of freedom in social media are not used properly.

Knowing this, in conducting this research, the researcher considers it important to examine the phenomenon of political communication in social media. The problems are 1) how social media, especially Instagram, is used by Cahidir Syam-Suhartina Bohari in the 2020 regional election of Kab. Maros as a medium of political communication. 2) how is the use of social media language in responding to the political communication process of Chaidir Syam-Suhartina Bohari in the 2020 regional election of Kab. Maros.

This study aims to determine the community's response in providing support to the candidate for the regional leader of Maros Regency in 2020 through Instagram and to find out the political communication of supporters of regional head candidates in the process of campaigning on social media. In addition, the practical benefit of this research is as input for political elites in the context of developing policies on the use of social networking sites as a medium of political communication.

2. Method

This research method is descriptive qualitative to describe or explain the phenomenon under study. The data is in the form of narration of communication conversations through social media (Instagram) which discusses support for Chaidir Syam-Suhartina Bohari. In addition, the data in this study can also be in the form of pictures or photos of campaign activities carried out by Chaidir Syam-Suhartina Bohari. The analysis is carried out by making interpretations of the data by linking the causes and effects of the emergence of the phenomenon under study. In order to give meaning to the data, an in-depth analysis was carried out to better understand the content of media messages and be able to relate them to the social context/reality when the message was created. In supporting the analysis of this research, sociolinguistic theories are used, as well as political communication theory to see how communicators and communicants make selections in the selection of message language so that the dynamics of political communication in social media develops according to the conditions expected in the implementation of the regional election political campaigns in Maros Regency 2020.

3. Result and Discussion

Social media as a new alternative campaign media during the Covid-19 pandemic is quite interesting for community groups in Indonesia. In this study, social media Instagram is proven to have been used as a medium of political communication by politicians when campaigning in winning the election process for the seat of political leadership, including by the community who participated in providing political support.

The development of social media as a communication medium is no doubt its use both for friendship communication, as well as for bringing it to the interests of the political world. Unfortunately, the progress of communication with the presence of social media did not run smoothly as expected. The phenomenon of the problem can be seen from the existence of social conflicts that arise due to the pattern of using social media that is not good. One example is the existence of a system of dropping the image of rival candidates to support the victory of the candidate who was promoted by throwing obscene words and fake news. As in the data on the use of Instagram social media with the following choices of words or language that are not good and correct:

3.1 Political Language in Social Media Instagram Chaidir Syam-Suhartina Bohari

There are two research results that can answer the research problem, both of which are discussed and presented in this section.

a. Utilization of Social Media as a Media for Political Communication Chaidir Syam-Suhartina Bohari in the 2020 post-conflict local election of Maros Regency

To support political campaign activities, social media has become a must. Chaidir Syam-Suhartina Bohari took advantage of important moments during the campaign using Instagram as a massive political communication channel. To find out the existence of social media can be seen at the following website address: Chaidir Syam's personal Instagram account https://www.instagram.com/chaidirsyam_/



Figure. 1. Appearance of Chaidir Syam's Personal Social Media Front Page

Suhartina Bohari's personal Instagram account <https://www.instagram.com/suhartinabohari.official/>



Figure. 2. Display of the Front Page of Suhartina Bohari's Personal Social Media

Through the Instagram social media site, Chaidir Syam-Suhartina Bohari carries out his political communication strategy by creating an Instagram home page that can attract public attention and support. In another aspect, the political communication strategy is carried out by packaging political activities and

messages through social media posts, with the public's response to the messages conveyed by communicators, which can be seen from how people express them through messages sent in post comments.

3.2 The Use of Political Communication Language Chaidir Syam-Suhartina Bohari

The results of the analysis of Chaidir Syam and Suhartina Bohari's personal Instagram social media accounts show the dynamics of political communication. This illustrates the development of Instagram as an effective campaign tool in the Covid-19 pandemic situation as well as developing community political participation, both supportive and unsupportive, to participate in voicing and building political communication related to the 2020 post-conflict local election campaign material. Chaidir Syam and Suhartina Bohari package and develop political messages according to their capacities by uploading pictures, photos or videos with captions containing political narrative messages that are appeals or invitations. Then the community, both supporters and those who do not support those involved as communicants, respond through response messages in the comments space. The content of the comments will depend on the communicant's position, communicants who position themselves as supporters will certainly give positive comments, in contrast to the communicants who position themselves as non-supporters, the tendency of the message content will be negative. The description of the use of political communication language on social media by Chaidir Syam and Suhartina Bohari can be seen in the pattern of delivering political messages from each personal Instagram account and also from public comments, both supporters and non-supporters, as follows:

a. Messaging for Public Support

In their campaign, Chaidir Syam and Suhartina Bohari invite the active participation of the community to be involved in direct communication interactions with them through Instagram social media uploads. The delivery of messages used by uploading photos of campaign activities with captions invites the public to vote for themselves which is responded well by the supporting community.



Figure. 3. The Language of Chaidir Syam's Political Communication Message

"16 Hari Lagi Kita Jemput Kemenangan bersama-sama. Insyaallah", this is Chaidir Syam's political statement at the end of the campaign which was uploaded to his personal Instagram social media. The message above invites the entire community of Maros Regency to "vote" Chaidir Syam-Suhartina Bohari at the time of voting on December 9, 2020. In addition, the tagline "*Coblos Jilbabnya*" makes Chaidir Syam and Suhartina Bohari stand out candidates compared to candidates who others, which create a special attraction for women and mothers. The same thing was done by Suhartina Bohari on her personal Instagram account, she carried out a political campaign on Instagram by targeting mothers and women. In addition, he uploaded many social activities to attract the empathy of the people of Maros Regency.



Figure. 4. Language of Suhartina Bohari's Political Communication Message

These candidates promise to deal with the complex issues of women, mothers and children in Maros Regency when they are elected. Because by holding the reins of government power, it will be easier for them to deal with all kinds of problems that exist and with the sentence "indeed only women are able to solve women's problems completely. And it's time for women to take part in an even cooler Maros in the years to come." Chaidir Syam-Suhartina Bohari tried to convince women and mothers to vote for them. Those are some forms of political communication messages built by Chaidir Syam-Suhartina Bohari in an effort to attract the sympathy of the people who they hope can become supporters and be able to win them over.

b. Message Delivery Patterns as a Community Response

The public's response is of course different to all Chaidir Syam-Suhartina Bohari's social media uploads on their personal Instagram. This difference in response will be very clear in terms of public interest in Chaidir Syam and Suhartina Bohari, for supporters, of course, will give a negative response, while those who are anti-Chaidir Syam-Suhartina Bohari will give a negative response. The following shows examples of positive and negative political communications received by Chaidir Syam and Suhartin Bohari during the campaign period.

1) Positive Political Communication

The communication message given by supporters of Chaidir Syam-Suhartina Bohari was conveyed in polite language in support of the candidate. One of the narratives used can be seen in the following data:



Figure. 5. Positive Community Responses to Communication Messages by Chaidir Syam

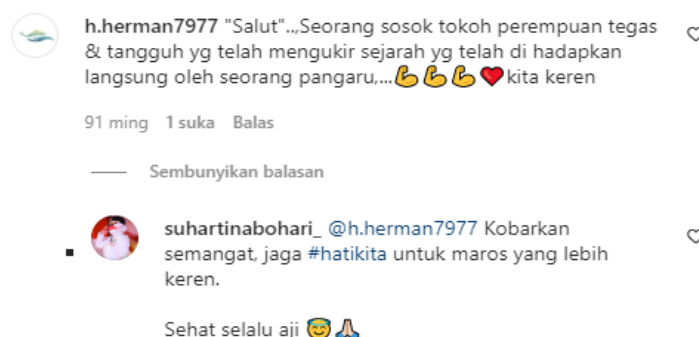


Figure. 6. Positive Community Responses to Communication Messages by Suahrtina Bohari

From the two data, it can be seen that the public's response to the political messages conveyed by Chaidir Syam and Suhartina Bohari can be conveyed clearly and straightforwardly and is able to attract public sympathy, especially among women and mothers.

2) Negative Political Communication

In contrast to the supporters, people who do not support Chaidir Syam and Suhartina Bohari expressed a negative response to the political communication messages conveyed by Chaidir Syam and Suhartina Bohari, which could undermine public confidence and lower the votes of the candidates Chaidir Syam and Suhartina Bohari. This can be seen in the following data:

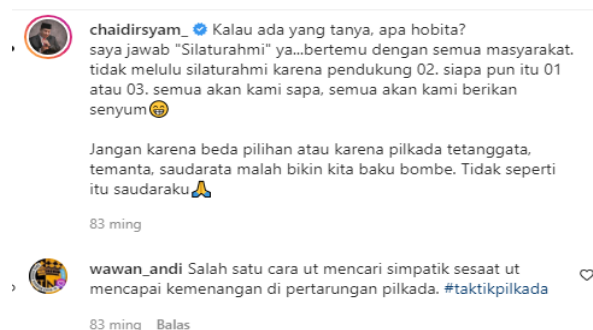


Figure. 7. Negative Community Responses to Communication Messages by Chaidir Syam and Suahrtina Bohari

From this data, it can be seen that there are still people who are anti-political system who think that all politicians are only doing tricks so that they can be elected in the post-conflict local election later. Including what happened to Chaidir Syam when he uploaded a photo while visiting various areas in Maros Regency. One of the people expressed his response with a language that dropped.

In a democratic process, it is very natural if there is a difference of opinion and views in the community regarding a political communication message that is thrown by politicians. This is due to the purpose of the campaign as well as the political message itself to attract and attract the masses of supporters. For those who support, of course, they will give a positive response as a form of support, in contrast to people who do not support it, which of course will give a modest response and even give a negative response.

The language of the political messages conveyed by Chaidir Syam and Suhartina Bohari generally uses polite and attractive language, because these messages are intended as promotions to gain public support. While the language of public political communication in responding to politicians' messages is divided into two parts, supporters will use polite and interesting language and those who do not support will use language that is not polite or has the meaning of rejecting support to an invitation not to vote. For politicians, of

course, expect positive responses, only negative responses will continue to emerge which is certainly very, very unexpected.

From the explanation of the problems above, it can be concluded that social media is very suitable to be used as a means of political communication. However, the freedom of expression that characterizes social media also creates a new problem which is quite serious, namely, social media can be a means of black campaigning to bring down opponents in political parties by carrying out attacks using destructive words.

4. Conclusion

The rapid development of social media users in Indonesia from year to year has attracted the interest of politicians to use social media as a means of political campaigns. Instagram social media is one of the political campaign tools used by Chaidir Syam-Suhartina Bohari during the 2020 Maros Regency election and attracts public political participation through the comments space on every campaign content they upload. The flow of political communication on Instagram social media during the 2020 post-conflict local election campaign in Maros Regency is quite dynamic. This can be seen from the many responses that Chaidir Syam and Suhartina Bohari received, both in the form of encouragement and support from supporters, to negative responses as an effort to bring down the mentality and reduce the level of public trust in Chaidir Syam and Suhartina Bohari. Such negative responses of course lead to new conflicts between supporters of one another. Thus it can be said that such political communication is not feasible to be developed.

In order to prevent conflicts in political parties like this, it is necessary to be aware of social media users in controlling the language used. In order for this to happen, efforts to foster social media users really need to be improved, as has been done by the Ministry of Communication and Information, namely the socialization of the program for using the Internet Healthy and Safe.

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