



Political Publicity Strategy for Members of DPR Mardani Ali Sera through Instagram and Facebook

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ABSTRACT

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For political actors such as members of the DPR, publicity and Public Relations (PR) strategies have a very important and strategic role, especially in fostering and maintaining good relations with the community. As a political actor who has a loyal and strong enough support base, Mardani Ali Sera continues to strive get closer to the community so that they are better known and trusted so that they have a positive image. Therefore, Mardani Ali Sera uses publicity and Public Relations strategies as one of his strategies. This study aims to describe the publicity strategy carried out by DPR Member Mardani Ali Sera in fostering good relations with the public. The method used in this research is descriptive qualitative. Data collection was obtained through documentation. From that research.

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1. Introduction

In the era of democracy, the performance of political communication of a political party can be seen from the implementation of its communication strategy. Political communication that uses PR as a communication strategy is known as political public relations (PR Politics), which is defined by Stromback in (Dewi, 2016) as "the management process by which an organization or individual actor for political purposes, through purposeful communication and action. , seeks to influence and to establish, build and maintain beneficial relationships and reputations with its key publics to help support its mission and achieve its goals". Political Public Relations (PR), is one of the political communication strategies that uses the basic concepts of public relations, namely building twoway communication and optimizing listening skills.

Political Public Relations is the process of managing an organization or individual actor for political purposes through communication and action aimed at influencing, building and maintaining relationships and reputations that benefit the public primarily and support the mission in achieving its goals. (Stromback and Kiousis, 2011).

Public Relations (PR) Politics for a political party has an important and strategic role in maintaining good relations with the community. Along with the times, political public relations is required to be more adaptive, collaborative and flexible. To meet these demands, Political PR must use a strategy that involves the public. One approach that can be used for Political PR is the development of a political community. As a political actor who keeps trying to get closer to the community, Mardani Ali Sera needs to foster and maintain good relations through publicity and Political PR.

The purpose of this study is to describe the publicity strategy carried out by DPR Member Mardani Ali Sera through Instagram and Facebook in fostering good relations with the public. Academically, this research is expected to provide scientific contributions related to the study of Communication Science, especially in terms of Publicity Strategies carried out by political actors. In addition, this research is also expected to be a contribution in the form of practical guidelines for implementing publicity strategies through social media Instagram and Facebook for organizations, especially political parties that are useful for fostering good relations with the public and other general public.



According to Cangara (2009) "political communication is a communication process that has implications or consequences for political activity". In another sense, political communication is a communication activity that is considered political communication based on the consequences (actual or potential) that regulate human actions in conditions of conflict (Nimmo: 2010). Meanwhile, political communication is not only communication from political actors to voters with a view to achieving certain goals, but also communication addressed to politicians by voters and newspaper columnists, as well as communication about political actors and their activities. found in news, editorials, and other forms of media political discussion (McNair, 2003).

According to Arifin (2003), there are several forms of political communication that are usually carried out by political communicators to achieve their political goals, namely as follows: (1) Rhetoric, comes from the Greek word *Rhetorica*, which means the art of speaking, originally used in debates around the world. courtroom to influence each other so that it is an interpersonal activity. Then it developed into mass communication activities, namely giving speeches to the public. (2) Political agitation, comes from the Greek word *agitare*, which means to move or move. Agitation aims to arouse people to a political movement, both verbally and in writing by stimulating and arousing the emotions of the audience. It starts by creating contradictions in society and moving the audience to oppose the realities of life they experience. (3) Propaganda, comes from the Latin *Propagare*, which means to plant the shoots of a plant. Propagandists are people who carry out propaganda that is able to reach a larger collective audience, usually by politicians or political party cadres who have abilities that are easily affected by suggestions. (4) Public Relations Politics, is an alternative effort to counterbalance propaganda that is considered harmful to social and political life. Public Relations Politics aims to create a trusting, harmonious, open or accommodating relationship between politicians, professionals or activists (communicators) and audiences (cadres, sympathizers, the general public). (5) Political Campaign is a form of political communication carried out by individuals or groups (organizations) within a certain time to obtain and strengthen political support from the people or voters. Political campaign is a series of planned communication actions with the aim of creating a certain effect on a large number of audiences that is carried out continuously over a certain period of time. (6) Political Lobby, the term lobby refers to a place where guests are waiting to chat at the hotel. In political lobbying, the influence of a politician's personality is very influential such as competence, mastery of problems and charisma. Political lobby is the most important arena for politicians or cadres to talk about power, influence, authority, conflict and consensus. (7) Mass Media,

From Arifin's opinion, Political Public Relations which is a form of political communication is considered to have a very important and strategic role for political parties. According to Stromback and Kiousis (2011) Political Public Relations is the process of managing an organization or individual actor for political purposes through communication and action aimed at influencing, building and maintaining relationships and reputations that benefit the public primarily and support the mission in achieving its goals.

The concepts of public relations have similarities between one concept and another, namely: First, public relations itself is a management function; Second, public relations is the management of communication between an organization and its publics; Third, the relationship between the organization and the public; Fourth, the relationship between the organization and its public is mutually beneficial (Rusfian, Effy & Nuhajati, 2015)

The understanding of political public relations is as follows: (1) Political public relations is related to the process of serving the internal public and the external public of an institution or political organization, such as a party; (2) Political public relations is usually related to a number of issues and special dynamics that are managed to get the attention of the voters (voters); (3) Political public relations has an orientation towards gathering the widest possible support for the audience through various channels that can be utilized from formal channels to informal channels (Heryanto, & Zarkasi, 2012).

Public Relations Politics is a persuasion activity carried out against the public, both internally and externally an institution. There are at least eight approaches that are common and commonly used in the study of political PR (Heryanto, 2012), including: (1) Political Relations with the Public (political relations publicity). This approach is actually influenced by public relations practices in America. This approach focuses on the process of identifying, seeking and managing relationships with key people. (2) The Grunigian Political Paradigm, in short, according to Grunig and Hunt, this approach views PR as the management of communication between an organization and its publics. (3) Political hype, political hype is public relations work that takes a publicity approach. The formula is "to make noise" to reach the audience's attention. Thus, a lot of persuasion is done through media relations. The use of press releases and building personal relationships with journalists is a prominent work in this approach. (4) Political persuasion, political persuasion is a pluralist

approach that positions power relations not the same. The persuasion step is an effort to enrich information and change behavior in synonymous with propaganda. (5) Management of Political Relations, the purpose of this approach is to put pressure and lobby in influencing government policies. This approach maximizes ideas and contacts with individual activist organizations who are part of community policy. (6) Public Reputation Management, this approach emphasizes cross-relationship management. Focus on identification, arrangements and changes to the reputation of the organization. This approach uses a persuasion approach to sharpen opinions, both for key audiences and public opinion. (7) Public Political Relations, public political relations is a perspective used in Europe which focuses on "working in public" by paying more attention to the handling of human rights issues in freedom of speech. (8) Political Community Development, this approach is commonly used in The Nid West America. This approach is considered suitable because it can reduce conflict. Public political relations is a perspective used in Europe that focuses on "working in public" by paying more attention to the handling of human rights issues in freedom of speech. (8) Political Community Development, this approach is commonly used in The Nid West America. This approach is considered suitable because it can reduce conflict. Public political relations is a perspective used in Europe that focuses on "working in public" by paying more attention to the handling of human rights issues in freedom of speech. (8) Political Community Development, this approach is commonly used in The Nid West America. This approach is considered suitable because it can reduce conflict.

Several previous studies related to Political Public Relations and Political Community Development as an approach strategy, namely: (1) Political Public Relations Approach in Social Media in Formation of Political Image; Angie Ayu Astria Latuperode Pissa ; Journal of Public Relations-JPR Volume 3 Number 1 April 2022. This journal explains the elaboration of Political Public Relations approaches used by Anies in uploads to the @aniesbaswedan account in forming self-image. (2) Digital Media Relations Approach to Public Relations in Disseminating Social Distancing in Bandung; Dasrun Hidayat, Leili Kurnia Gustini, and Megawati Puspa Dias; Journal of Communication Studies, Volume 18 Number 3, December 2020, pages 257-268 ; This journal analyzes the public relations approach through digital media relations in disseminating social distancing policies in the Bandung City government. (3) Online Media and Digital Public Relations Political Work of DKI Jakarta Provincial Government; Asep Bidin Rosidin and Abdul Hamid; DISCUSSION: Scientific Journal of Communication Studies, Volume 19, No. 2, December 2020, 164-174. resulted in the fact that political public relations has utilized new media to disseminate information quickly and thoroughly according to the characteristics of new media that can be accessed globally and efficiently. (4). The Importance of the Existence of the ASEAN Political Security Community in Resolving Regional Conflicts; Hendra Maujana Saragih and Yanyan Mochamad Yani; Populist : Journal of Social and Humanities Volume 4, Number 2, Year 2019. This journal analyzes the Political Security Community which is expected to play a major role in being the frontline of ASEAN in an effort to repair relations that have been torn apart by conflict. (5) Internet-Based Strategic Politics on the Facebook Account of the Indonesian Farmer Community; Ahmad Badari Burhan; Communicatus: Journal of Communication Science Volume 1 Number 2 (2017) 119-138. This journal shows that the use of Facebook as a social networking site by the Indonesian farming community is still dominated by the sharing of information and knowledge. In addition, strategic political discourses appear occasionally related to government policies that are considered less in favor of farmers. (5) Internet-Based Strategic Politics on the Facebook Account of the Indonesian Farmer Community; Ahmad Badari Burhan; Communicatus: Journal of Communication Science Volume 1 Number 2 (2017) 119-138. This journal shows that the use of Facebook as a social networking site by the Indonesian farming community is still dominated by the sharing of information and knowledge. In addition, strategic political discourses appear occasionally related to government policies that are considered less in favor of farmers. (5) Internet-Based Strategic Politics on the Facebook Account of the Indonesian Farmer Community; Ahmad Badari Burhan; Communicatus: Journal of Communication Science Volume 1 Number 2 (2017) 119-138. This journal shows that the use of Facebook as a social networking site by the Indonesian farming community is still dominated by the sharing of information and knowledge. In addition, strategic political discourses appear occasionally related to government policies that are considered less in favor of farmers.

Thing What this research has in common with the previous research mentioned above is using the Publicity Strategy theory and Instagram or Facebook. However, this journal describes more about the publicity strategies carried out by political actors through Facebook and Instagram. With the habit that publicity is done conventionally, such as through press releases inviting the media, seminars and other events, Mardani Ali Sera's choice to do publicity through this is interesting to study.



2. Method

The nature of this research is descriptive with a qualitative approach. The focus in this study is the publicity strategy carried out by DPR Member Mardani Ali Sera through his Instagram and Facebook. The time period in this study was carried out from February to May 2022. The data collection technique used was documentation. The research data was obtained directly from informants who were selected using a purposive method, namely choosing posts or uploads on Instagram and Facebook Mardani Ali Sera which were considered viral and received the attention of many audiences.

In this research, the data analysis used is interactive flow analysis. According to Matthew B. Miles & Michael Hubberman (2002), data analysis consists of 3 activities, namely: (1) Data Reduction, (2) Data Presentation and (3) Conclusion Drawing and Verification.

3. Results and Discussion

Mardani Ali Sera is a Member of the DPR and is also currently the Deputy Chair of the DPR RI Inter-Parliamentary Cooperation Agency (BKSAP) from the DKI Jakarta I Dapil, namely East Jakarta. As a member of the DPR who is elected by the people, Mardani Ali Sera always maintains good relations with his constituents with a Political PR approach through his Instagram and Facebook channels. Since opening Instagram and Facebook channels in November 2017 until now, Mardani Ali Sera's Instagram and Facebook channels have grown and have 380 thousand followers or subscribers on Instagram and 256 thousand people on Facebook and have been liked 207,939 times and more than 3,343 content. posted on his Instagram. This number is of course not only from the electoral district but also from West Java and Indonesia.

The Publicity Strategy carried out by Mardani Ali Sera through his Instagram and Facebook is the "Hype Politic" approach, namely PR work that takes a publicity approach. The formula is "to make noise" to reach the audience's attention. This can be seen from several titles of Instagram and Facebook posts that bring quite a lot of attention from viewers because they are considered viral.

For example, when Mardani Ali Sera echoed #Change President#, there were many pros and cons of the post, but after the Presidential Election was over, Mardani declared that it was forbidden to use the hashtag to replace the president because it was considered that the presidential election contestation was over. Mardani Ali Sera became the news in various media ranging from local to national. Here are some news links that contain Mardani Ali Sera's activities:

<https://www.detik.com/tag/mardani-ali-sera>: Photo Quote Gus Baha Affixed with PKS Logo, Mardani Ali Sera Apologizes "First, wrong inclusion of the party logo. Sorry. It will be corrected immediately without the inclusion of the logo.

<https://www.detik.com/tag/foto/mardani-ali-sera>: Deputy BPN Prabowo-Sandiaga and TKN Jokowi-Ma'ruf Amin attended a discussion with the theme 'Debate IV: Khilafah Issues, Pancasila to Proxy War'. What's the fun like?

<https://news.detik.com/berita>: mardani-ali-sera-usul-pks-soon-announce...

28/12/2021 · Jakarta -. The chairman of the PKS DPP, Mardani Ali Sera, suggested that his party immediately announce the coalition and the figure of the presidential candidate to be carried in the 2024 election.

<https://news.detik.com>: mardani-about-permendikbud-ppks-that-clear...

10/11/2021 · Jakarta -. The chairman of the PKS DPP, Mardani Ali Sera, criticized the Minister of Education and Culture Regulation Number 30 of 2021 concerning the Prevention and Handling of Sexual Violence (PPKS) in the Environment.

<https://news.detik.com>: jl-raya-industri-bekasi-rusak-mardani-ali-sera...

08/03/2021 · Jakarta - PKS politician Mardani Ali Sera apparently also often passed the destroyed Jl Raya Industri, Bekasi Regency. Mardani criticized the West Java regional government

The news about Mardani Ali Sera that started on his Instagram Channel and then went viral and made headlines in both local and national media shows that "political hype" with the aim of getting public attention through publicity is functioning well here. Mardani Ali Sera does not need to deliberately invite journalists and hold press conferences on what will become news, even from the media themselves who quote and watch from Mardani Ali Sera's Instagram and Facebook videos. This indicates that the content posted by Mardani Ali Sera on Instagram and Facebook is interesting news, arguably controversial and "make noise" as in the theory of PR approach through Political Hype.

When viewed from the form, what Mardani Ali Sera did is still considered pure publicity, because he only used a team that deliberately carried a camera wherever he did his activities, without accidentally inviting the mass media to cover the activity. If there is something that can attract attention, for example garbage is not in place, beggars are concerned, complaints from people on the streets and so on are spontaneously visited directly by Mardani Ali Sera and created by his team so that it becomes interesting content before being uploaded to the Instagram Channel. and Facebook Mardani Ali Sera.

In the digital era like today, social media, including Instagram and Facebook, if used properly by their owners can produce local or national news. This also depends on several things, for example, the content or content that is uploaded, the number of followers who subscribe or subscribe and also the number of viewers. Thus, a person including a political actor is required to have creativity in order to produce interesting content and can be covered by the media so that it can become publicity for him.

4. Conclusion

In today's digital era, everyone can create personal publicity through social media. However, not all personal publicity can become publicity in the mass media. Creativity is needed as well as things that attract media attention so that personal publicity that was previously only on social media becomes publicity in national or even international mass media. In addition to creativity, who is the actor or owner of social media is also very influential on the interest of the mass media to make it publicity in the mass media. This is what DPR Member Mardani Ali Sera did as his publicity strategy. By utilizing personal social media, namely Instagram and Facebook, Mardani Ali Sera attracted media attention so that one of the contents he created became publicity in the mass media. In other words, here it can be said that the form of publicity carried out by Mardani Ali Sera is a category *pure publicity* because initially it was only uploaded on personal Instagram and Facebook channels and received attention for coverage in local and national mass media. However, this may not apply to other political actors, because Mardani Ali Sera already has a mass capital of more than 3 million subscribers.

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