Analysis of Photojournalism in Branding Candidates for Regent of Kolaka Regency 2024

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Abstract. This research analyzes journalistic photos in branding for the 2024 Kolaka Regency Regent Candidates. The method used in this research is qualitative descriptive and data collection techniques employing library research, documentation, and interviews. The results of this research show that photojournalistic analysis is published in online media regarding the 2024 Kolaka regent candidate in evaluating himself as having met the photo requirements of journalism because the photos published contain good meaning for readers, do not harm the nation and state, does not cause controversy can offend SARA, beliefs, and beliefs. Published journalistic photos also do not contain editing effects (photoshop and the like), so the photo is according to the actual situation. The shooting technique journalists use is very good, starting from the lighting and an interesting (eagle) point of view.

Keywords: Photojournalistic, Personal Branding, Kolaka.

1 Introduction

The 2024 Regional Head Election (PILKADA) of Kolaka Regency will begin soon. Several figures attracting public attention have sprung up since a few months ago. The emergence of figures of candidates for regent of Kolaka district is inseparable from political work to attract the sympathy of the community, one of which is through media billboards that bring up photos of candidates for regent of Kolaka. A figure can use photos to campaign by showing personal branding to the public. Photos can show the activities carried out by the figure showing Personal Branding. So, a photo as a personal branding tool can convey a message about the personal brand being built without eliminating the function of art; namely, a work of art must always show reality, illustrate, transfer, and persuade [1]. According to Kartono Riyadi in Photography Journalism, "All photos are basically documentation, and photojournalism is part of photo documentation. However, what distinguishes the two is whether the photo is published in the mass media [2].

Meanwhile, a photo that can tell an event that has occurred and contains news values in it is called photojournalism [3]. Photojournalism is a part of journalism that can attract audience interest from written news published in the mass media [4]. The existence of photojournalism is a complement or can visualize an event that has been described

in written news. This research aims to find out how photojournalism impacts the branding of candidates for the regent of Kolaka Regency 2024. What makes researchers interested in analyzing photojournalism in branding regent candidates is the form of branding carried out by these figures. Does it still use a futuristic or artistic appeal model? The difference between the previous and current elections is through the photojournalism displayed by the Kolaka regent candidate figure.

In his book "Photojournalism: The Visual Approach," Frank P. Hoy suggests the criteria and characteristics of photojournalism as follows: 1. immediacy: readers can immediately understand the message conveyed when viewing a photojournalism. 2. Provoke emotions: photojournalism must be able to reveal the ideas and emotions of its readers. So, there are often unique differences in perception from people who see the photo. 3. Presenting a point of view: a single photojournalism will present an event from only one point of view. Facts are shown from only one side of the event. Meanwhile, a regent candidate figure must brand himself to get as much support as possible from our political activities. Personal branding theory says that personal branding is about taking control of other people's judgment of you before a direct meeting with you [5]. From the above, the researcher will examine how the figure of the 2024 Kolaka District regent candidates branding themselves through photojournalism circulating in the mass media in the Kolaka district.

2   Research Methods

This photo research on online media uses Roland Bartes's semiotic analysis. This research uses descriptive-qualitative research methods. Social research using a qualitative descriptive format aims to describe and summarize various conditions, various situations, or various phenomena of social reality that exist in the community, which is the object of research and seeks to draw that reality to the surface as a characteristic, character, trait, model, sign or description of certain conditions, situations or phenomena [6]. The population and sample in this study are the campaign team of each figure of the 2024 Kolaka regent candidate and the Kolaka community who are Permanent Voters in the 2024 Pilkada. The data collection techniques used were observation, interview, and documentation. In this study, the authors used data analysis techniques with qualitative descriptive methods. In qualitative analysis, Bogdan & Biklen state that data analysis systematically searches and organizes interviews, notes, and materials to increase understanding of everything collected and enable presenting what is found [7].

3   Results and Discussion

3.1   Results

In the analysis of photojournalism in comparing candidates for regent of Kolaka 2024, Roland Bartes's semiotic analysis was used, where in this study, the four candidates for regent of Kolaka 2024 whose journalistic photos appeared the most in online media in

Kolaka Regency and Southeast Sulawesi during 2023. The first photo is of the 2024 Kolaka regent candidate, Heriyanto Suaib, or HRS.

Fig. 1. HRS, on online media tahun 2023

In this photo, the denotational meaning is that the Kolaka regent candidate, HRS, is posing with his hand raised to the side with five fingers, using red uniforms that symbolize one of the parties. The denotational meaning in this photo can be that the photographer took a picture with an object on the front with a black background so that the red uniform stands out in branding HRS as a candidate for the regent of Kolaka 2024. Most HRS photos in online media and billboards use a salute or 5-finger salute, as above.

Fig. 2. Jayadin, Regency Candidate of Kolaka 2024, on online media 2023

In this photo, the denotational meaning is that the Kolaka regent candidate, Jayadin, is posing with his thumb raised as an OK sign. Using a red and white headband and with background editing of fighting hands. The denotational meaning in this photo can be said to be what the photographer took. It is a picture with an object on the front with a

picture background, which shows that Jayadin will give new enthusiasm to Kolaka Regency in 2024. In this photo, I prefer a photo with a background editing process or a background with clenched hands.
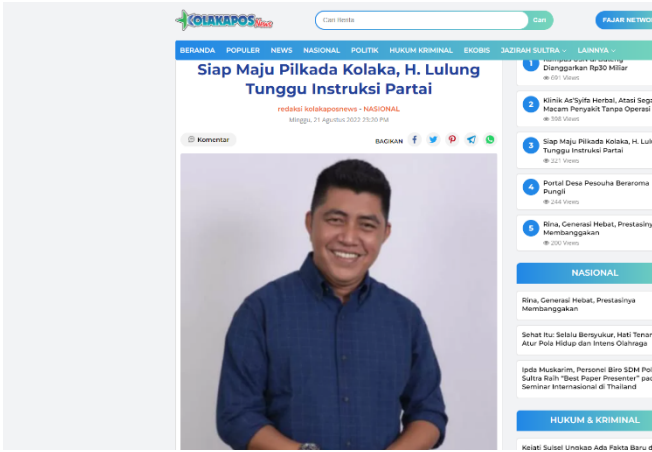

Fig. 3. H. Lulung, Regency Candidate of Kolaka 2024, on online media 2023

In this photo, the denotational meaning is that the candidate for regent of Kolaka, H. Lulung, is seen wearing navy clothes with his trademark smile. The photographer chose a plain white background to make the photo's object clear, and a friendly message was conveyed through H. Lulung's smile. This photo shows simplicity and does not contain elements of SARA or anything else. A warm and friendly impression is given in the journalistic photo above, naming H. Lulung as a potential candidate for the regent of Kolaka in 2024.

Fig. 4. Sjamsul Kadar or Om Kadar as self-branding, on online media 2023

In the photo, the meaning of the denotation is that the candidate for regent of Kolaka, Sjamsul Kadar, more commonly known as Om Kadar, is seen. The journalistic photos displayed on online media in Kolaka Regency in 2023 are more about his activities in giving presentations and wearing batik clothes. Simple without a set background. This photo was taken when he was at the event, so it is different from the three photos above. He described himself as smiling easily but carrying out activities to present material.

4   Conclusion

Based on the description, it can be concluded that the analysis of journalistic photos in the ranking of candidates for regent of Kolaka 2024 published by online media in Kolaka district met the requirements of photojournalism, namely after containing news and photography, photos must be reflecting ethics or legal norms, both in terms of actions and broadcasting. On average, the photos published contain positive meanings for the reader, such as not harming the nation and state and not causing controversy, which can offend immoral feelings, religion, and beliefs. So, Photojournalism in evaluating candidates for regent of Kolaka can be categorized as photojournalism without editing. Retrieval techniques The images are also very professional, so they can provide image information for anyone who sees them. Furthermore, there is still very little photojournalism in comparing candidates for regent of Kolaka district. Apart from that, the photos shown are also very simple.

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