

Message Design Logic in New Media the Political Marketing of The Governor Election Jawa Timur 2018

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Abstract: In an effort to build democracy in Indonesia, it was carried out through General Elections. In Indonesia Regional elections (Pilkada) are held simultaneously followed by some of the existing Regencies / Cities and Provinces. One of them is the election of the Governor of North Java Province. Ahead of the East Java Pilgub, there were many volunteers supporting each pair of Candidates (Paslon) of the Governor and Deputy Governor. They are proud to provide their support so that their idol leader can succeed in becoming the leader of East Java in the next five years. During the milineal period as it is today, volunteers began to look at social media as one of the tools to build voter support, especially first-time voters. One of them is the use of Facebook social media as a political tool. Through the account formed by the volunteer pair Khofifah Indar Parawangsa - Emil Elistianto Dardak, and Syaifullah Yusuf - Puti Guntur Soekarno was given various information about the election of the Governor. Both the activities carried out by the volunteers themselves, as well as the agenda of the Candidate Pairs in their efforts to gain voters' votes. Through Facebook, volunteers and candidate pairs can interact directly. This can be a way to strengthen the relationship between candidate pairs and sympathizers. It is undeniable that the support of these political volunteers is also building contestation among volunteers of East Java Governor Election candidate pairs. This study aims to see the role of one of the new media, namely Facebook in political marketing to build the support of volunteer candidates for the East Java Governor Election through a logical theory of composing messages. The method used is qualitative with Van Dijk's critical discourse analysis. According to the research it was found that the message contained issues related to candidates, audience responses, candidate's vision and mission, activity agenda

Keyword: *Message design logic, marketing politics, new media, volunteers, facebook, Election of the governor of East Java*

I. Introduction

The democratic party in Indonesia is marked by the election of regional heads both regency / city and province. In accordance with the determination of the KPU, the implementation was carried out simultaneously on 27 June 2018 followed by 171 provinces. And East Java is one of the regions participating in the 5-year democratic party event.

Before the date of voting was carried out, the KPU as the organizer of the big event incessantly campaigned for the Regional Head Election (Pilkada) to the wider community. Simultaneous election socialization was carried out through various media, both print, television, radio and social media. This is done to avoid White Group numbers (abstentions), especially among first-time voters.

In accordance with the contact listed on the official website of the KPU (www.kpu.go.id), Pilkada information through social media can be accessed on Twitter, Facebook, Youtube, Instagram. Social media is chosen as one of the socialization media because it is considered most often used to interact in the millennial class.

East Java as one of the provinces in the country also holds a democratic party for the election of the Governor (Pilgub). In accordance with the announcement letter No. 100 / PL.-02, 2, SD / 06 / KPU / I / 2018 which was signed by Eko Sasmito and four KPU members, it was officially stipulated that the 2018 East Java Pilgub was followed by two candidate pairs namely Khofifah Indar Parawangsa paired with Emil Elistianto Dardak and Saifullah Yusuf paired with Puti Guntur Soekarno. (source: Kominfo of East Java Province, 2018).

Entering the second campaign period the Paslon competed to gain support and sympathy from the community, especially East Java residents. Various ways are done to shape the image of paslon. Whether it's through face to face directly or through the media. Even in order to strengthen his support, a second political volunteer came from Paslon who faithfully and vigorously supported him. This is done with the ultimate goal of being able to gain the most votes in the 2018 East Java Pilgub.

For example, the volunteer pair Saifullah Yusuf used to be called Gus Ipul and his partner Puti Guntur Soekarno with the nickname *mbak Puti* who was from the Sampang Madura community. Located at the Nadlatul Thullab Boarding School Taman Anom, Omben, Sampang,

on Saturday 31 March 2018, around five thousand people of Sampang Madura, flocked to declare the winning number Paslon number 2. Volunteers come from various elements of society, including the kyai, bunyai, lora (children of clerics / gus) and young people, santri / santriwati and others. And pledged themselves as volunteers of Gus Ipoul-*mbak Puti* Sapu Jagat for 2018 East Java Regional Election. (Source: Liputan6.com, 2018)

Not to be outdone by its competitors, Paslon Khofifah Indar Parawangsa is usually called Khofifah and his partner Emil Elistianto Dardak with Emil's greeting is also supported by qualified political volunteers. One of them, volunteers from personal elements of members of Karang Taruna and Tagana (Kerta) established the Winning Command Post near the Grahadi State Building in Surabaya, East Java. (Source: liputan6.com, 2018)

The media war also colored the 2018 East Java Pilgub this time. This is supported by the emergence of political volunteers in various social media. One of the media chosen by Paslon's second volunteers is Facebook.

Facebook was chosen because it is a social media that is still in great demand in various circles, both teenagers and adults. Indonesia is ranked seventh in the world in Facebook users (Facebook Users in Indonesia, the Largest Number 7 in the World, 2009). By simply downloading the Facebook application via mobile phone, the public can communicate through this social media. The need for communication using Facebook makes a number of providers offer Facebook Mobile features and compete to become the cheapest Facebook Mobile providers.

Shifting the Culture of Communication in the New Media Age

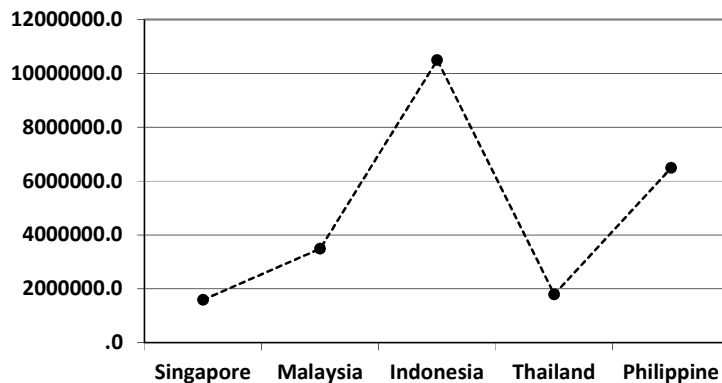


Figure 1. Facebook Statistics Update on December 2009

Source: (Facebook Statistics Update, December 2009; in Amelia Virginia, 2010, p. 3)

The following is statistical data that illustrates that Indonesia is the largest Facebook user country in Southeast Asia (see Figure 1). This condition gives the writer an overview of the needs of the Indonesian people for a very high Facebook communication medium. In fact, some providers have started offering daily, weekly and monthly package prices for people who want to activate their Facebook via mobile phones.

Through Facebook popping up volunteers supporting both pairs of candidate pairs. Each candidate pair has their own character and style of support. And have different jargon to strengthen the support of its members. From Facebook, the supporting volunteers built a new social movement through political contestation between supporters.

II. Formulation of the problem

Based on the description of the introduction above, the formulation of the problem of this study is:

1. What is the logic of composing messages in new media in the political marketing of election for candidates for Governor and Deputy Governor in East Java Governor Election in 2018?

III. Theoretical basis

Message Design Logic Model (B.J. O'Keefe) Message design is based on a person's tendency to manage his goals for the sake of achieving the destination through the message he chooses. B.J. O'Keefe states that self-based messages are more complex in their actions because they determine diverse goals. O'Keefe uses the term complexity of actions to refer to how these complex needs are arranged in an interaction. The Logic of Message Design states that everyone has a different flow of thought that is used in managing conflicting goals. O'Keefe concludes, the variation of goal management strategies observed is the result of variations in a principle system that is used to underlie communicative meaning, which is different in the definition of communication that is formed and someone's effort. Barbara O'Keefe shows three basic logic of message design, namely expressive, conventional, and rhetorical. Expressive logic treats communication as a model of self-expression, the nature of its message is open and reactive naturally, paying little attention to the desires of others. Expressive logic, for example, can be found when we are angry. Conventional logic views communication as a game that is done regularly. Communication is carried out as an expression process based on rules and norms that are received together, then the communication takes place politely and orderly. Rhetorical logic sees communication as a way of changing rules through negotiation.

3 Logic Design Messages Barbara J. O'keefe Logic Expressive Design Logic Conventional Design Logic Rhetorical Design Basic Premise Language is a medium for expressing thoughts and feelings From this chart it can be argued that: 1) the logic of expressive design reflects the view that communication is the straightforwardness of the mind coding process and feeling. The logic of expressive messages is literal and direct. 2) the logic of conventional design reflects the view that interaction is a cooperative game that is played based on certain rules, agreements and procedures. Contradictory goals in certain situations are sometimes divided into conventional logic but specifically through additions to interactions or through forms of politeness traps such as "please, please". 3) the logic of rhetorical design reflects the view that communication serves the structure and shapes reality. (Littlejohn, 2017: 130).

IV. Method

The method used is Van Dijk's critical discourse analysis. This is based on critical discourse analysis, which is usually used to analyze critical discourses, including politics, race, gender, social class, hegemony, and others. In the production of discourse, knowledge structures will influence and control other semantics and discourse devices. Because this knowledge is not only related to the communicator, but related to other knowledge possessed by the audience, reader or participant; then we need a complex mental model of the situation of other knowledge of communicative events called context. By Van Dijk the discourse is described as having three dimensions: text, social cognition, and social context. The core of discourse analysis is combining the three dimensions of discourse into one unit. In the text dimension, what is examined is how the text structure and discourse strategy are used to emphasize a particular theme. At the level of social cognition studied is a news production process that involves individual cognition of news writers. The third aspect is to study the building of discourse that develops in society (Kuntoro, 2008).

V. Results and Discussion

According to Silih Agung Wasesa, the presence of new digital-based media makes political information not only more massive but also quickly distributed and interactive. With its characteristics, not a few political actors in several countries use social media in the process of political campaigns. In addition, the new media is able to capture young voters and their costs are cheap ("Political Actors Must Use Social Media", ugm.ac.id, June 7, 2013). Political parties in Indonesia have many who have accounts for Facebook, Twitter and YouTube. Besides the official website of the political parties ("Serious Political Parties Work on Social Media", Kompas.com, May 29, 2013).

For communication, the application that is often used is Facebook. In the beginning, the content tended to relate to friendship issues. However, at this time, many began to touch on the political realm of government or state power. Because users can actively participate and be able to contribute and feedback openly, both to share information and to respond online in a fast time. The development of communication through the new media has a good effect on the political process and it is expected that the sign will bring a new spirit in the democratic process in Indonesia, especially in the province of East Java.

This was also used by the Candidate Pair of Governors and the Deputy Governor of East Java. Among them are Facebook account Khofifah Indar Parawansa, Facebook Emil Eistianto Dardak, Facebook Gus Ipul, Facebook Puti Guntur Soekarno. In addition to the account of the pair of candidates for Governor and Deputy Governor, the political volunteer support account has also emerged. In each volunteer supporting account contains information about work programs, opinions on current issues, discussions that are *sifanta* light, responding to mentions from the community, campaign agenda. And usually these things are listed in the Facebook tagline.

From there, there is contestation between volunteers to build support for the Pair of Candidates for Governor and Deputy Governor of East Java Province. Creating an account as attractive as possible in order to attract the masses, especially beginner voters whose intensity of interaction on Facebook is higher. Along with that, there were also jargon of each political volunteer who was expected to be able to sound in the East Java regional head election.

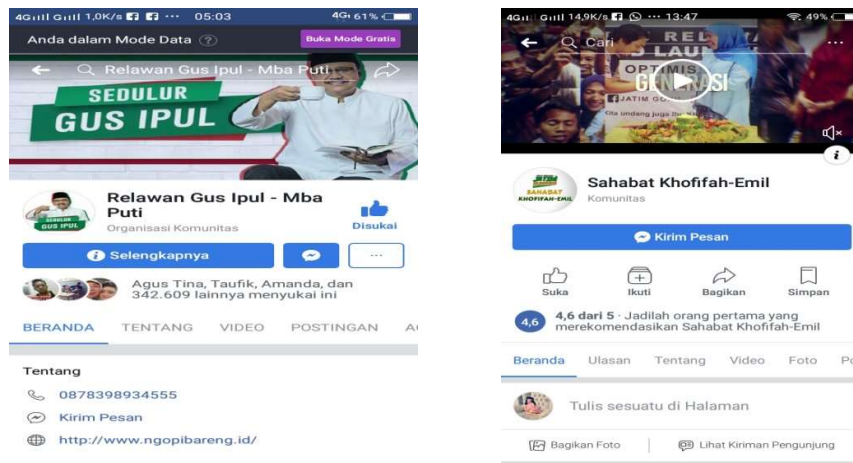


Figure 2. Facebook Page of an Event

Source: Facebook

In delivering the vision and mission of the pair, Khofifah-Emil, the writing logic uses conventional models because the arrangement is coherent in accordance with the rules in making messages. the words chosen and their position taken into account. And highlight the issue of education and the fulfillment of employment, especially for millennialists



Figure 3. Facebook Campaign Info in Whatsapp

In each Facebook account pair Khofifah Indar Parwangsa - Emil Elistianto Dardak, and Syaifullah Yusuf - Puti Guntur Soekarno. Especially the tagline is shared with the activity agenda. The presentation is interactive, adjusting new media users, the majority of whom are young people.



Figure 4. Facebook Campaign Page on Politic Actors

The language used by the admin of Volunteer Gus Ipul used an argument that emphasized manners. In accordance with the logic of the compilation of messages included in the preparation of rhetorical messages.



Figure 5. Gus Ipul Facebook page for Volunteers

While the Khofifah-Emil friend's admin tends to use a mixture of Indonesian and typical Javanese. Usually more accentuating the picture and not too many narratives. When we associate with the logic of the message compilation is classified in the compilation of attractive messages.



Figure 6. Khofifah and Emil Facebook page for Volunteers

The issue of educational background is a strong spotlight on Khofifah-Emil's best friend. And this is the weapon of this pair to attract more votes in the election of the Governor of East Java in 2018. Submission of his comments through attractive and attractive picture posts. If we associate with the theory of order delivery, it is in the attractive category. Like a comment from one of the members of his account named Emha mart Praz as follows:



Figure 7. Comparison of Campaign Page in Media Social

Responding to the issue of educational background, volunteers from serial number 2 replied on Gus Ipu's volunteer account with memes and images that were no less interactive as:



Figure 8. Politics Campaign on Media Social

Another political issue is about religious background. Khofifah is considered to reflect Muslim women completely because of hijab while Puti is not. And netizen responses in comments are very interactive. Although sometimes without having to be long-documented, it is enough just with pictures and a few comments.



Figure 9. Contrasting Politics Campaign on Media Social

VI. Conclusion

At this time new media is not only used as a medium of friendship but is now being used as a media for politics. It aims to attract the voices of young people or beginner voters commonly called millennials. Utilization is not only the candidate pair for the gubernatorial election even the political volunteers are also contesting to build the image of the couple that he supports through new media. One of the media used is Facebook because in this application, candidates with supporters can interact directly and their feedback can be received transparently. In

addition, along with the contestation that emerged, community political education was also built, especially beginner voters. This is reflected in the compilation of messages in the Facebook account Friends of Khofifah - Emil and Volunteer Gus Ipul-Puti. From the whole logic the compilation of the message is mostly interactive. Even though there are still some that are conventional and reticent.

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