Political Communication to Increase Voter Participation in Kendal Regional Election

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Abstract. Recently Indonesia is in the era of democratization and digitalization in democratic development, which demands openness, freedom of information by all levels of society. In fostering trust and support for political interests, it requires a more flexible activity. Trust is a process of political communication for both verbal and non-verbal which is built to make people feel that they have the power to convey their thought. This requires information that does not cause negative effects. When one of the elements is dominant and it is not transparent then it will lead to a conflict. An access or communication that runs well will provide information or policies in forming opinions that will increase the participation of citizens in decision making. The role of political communication takes place through channels of political communication in various forms and levels. Theoretically this study examines political communication and political participation as well as factors that increases citizens' participation in political activities. The findings of this discussion are the way of political communication through aestheticization, authenticity, and branding.

Keywords: Political Communication, Political Participation.

1 Introduction

Local leaders general election is a form of sending political messages, both from candidates and political parties, so the presence of the leader of the region in order to establish a local or regional level of power that actually provide the effectiveness of local democracy, which is based on the people, by the people, and for the people. Kaloh [1] explains the beginning of the position and the existence of regional leaders throughout history is very strategic. Since the reign of the Dutch East Indies, the period of Japanese occupation, the period of the Proclamation of Independence, the New Order era and the Reformation Era today, the position and role of regional leaders is very important and decisive, although the title of regional leader often changes. The authority of regional leaders throughout history also always illustrates two functions, namely as a tool of the Central Government and a tool of Regional Government. The normative foundation of the implementation of regional government that continues to change in a certain period of time, due to the influence of political changes in government, has given its own color in the pattern of activities, patterns of power, and patterns of leadership behavior of regional leaders. Since The Law Number 1 of 1945 up to Law Number 12 of 2008 was issued, as a normative provision organizing the system of governance in the regions, has managed the position, duties, functions, obligations, and requirements of regional leaders [2].

The implementation of the general election in regional which was previously implemented in Law Number 32 of 2004 concerning Regional Government [3] , which was later revised through Law Number 12 of 2008 concerning Regional Government [2], which explains that the Election of Regional Leader and Deputy Regional Leader is an election to elect regional leaders and deputy regional leaders directly in the Unitary State of the Republic of Indonesia based on the Pancasila and the 1945 Constitution of the Republic of Indonesia. The implementation of general election in regional area in technical level according to Government Regulation No. 6 of 2005 concerning Election [4], Ratification, Appointment and Dismissal of Regional Leaders and Deputy Regional Leaders and Government Regulation No. 17/2005 concerning First Amendment to Government Regulation No. 6 of 2005 [5] , and Government Regulation No. 25 of 2007 concerning The Second Amendment to Government Regulation No. 6 of 2005 states that local leader general election are a means of exercising people's sovereignty in provincial and or regency or city areas based on Pancasila and the 1945 Constitution of the Republic of Indonesia to elect local leaders.

According to *Lingkaran Survey Indonesia* that govern central regional leader (incumbent) still have a better chance to win the elections. The incumbent position, favorable for the candidates. The great opportunity for the re-elected regional leader cannot be separated from the benefits obtained by the regional leader, both direct and indirect benefits. The direct benefits obtained by the current leader of the region are in the form of popularity, while indirect benefits are obtained by the incumbent regional leader from his activities as regional leader.

In the General Election of Local Leader at Central Java in 2010 and 2011, have held elections in 25 regency or city from 35 regency or cities, 7 regency or cities of which are incumbent was reelected (winner). As can be seen from the list in table 1, regarding the implementation of regency or cities elections in Central Java in 2010 and 2011, as follows table 1.

Table 1. Implementation of Local Leader Election Regencies/Cities at Central Java in 2010 and 2011

Regency/City	Voting Date	Information
Pekalongan City	April 7, 2010	Incumbent wins
Kebumen Regency	April 11, 2010	
Semarang City	April 18, 2010	
Purbalingga Regency	April 18, 2010	
Regency of Rembang	April 26, 2010	Incumbent wins
Surakarta City	April 26, 2010	Incumbent wins
Boyolali Regency	May 9, 2010	
Blora Regency	June 3, 2010	
Sukoharjo Regency	June 3, 2010	
Kendal Regency	June 6, 2010	
City of Magelang	June 6, 2010	
Semarang Regency	July 31, 2010	
Purworejo Regency	July 31, 2010	
Wonosobo Regency	August 2, 2010	Incumbent wins
Wonogiri Regency	September 16, 2010	
Klaten Regency	September 20, 2010	Incumbent wins
Grobogan Kabuapaten	January 9, 2011	Incumbent wins
Demak Regency	March 6, 2011	Incumbent wins
Sragen Regency	March 19, 2011	
Pekalongan Regency	May 1, 2011	
Salatiga City	May 8, 2011	

Pati Regency	July 23, 2011
Banjarnegara Regency	July 24, 2011
Batang Regency	December 11, 2011
Pemalang Regency	October 31, 2010

Source: General Elections Commission at Central Java Province in 2010-2011.

In simultaneous regional elections on December 9, 2015, Kendal Regency is one area in which there are candidate's incumbent and all the candidates who ran for the Regent are women. During the elections in Kendal Regency, only two pairs of candidates advanced. The candidate pair number one is Widya Kandi Susanti and Mohamad Hilmi Dimyati Rois, while the candidate pair number two is Mirna Annisa and Masrur Marsykur. Widya Kandi Susanti is a prospective incumbent, where he served as Regent of Kendal in the period 2010-2015. Based on the calculation of votes obtained in the elections in Kendal in 2015, the couple Mirna Annisa and Masrur Masykur, a newcomer in the world of politics is able to achieve 62.23% of the vote, while candidate incumbent Widya Kandi Susanti and Mohamad Hilmi carried by political party (PDIP, Nasdem and PKB), they were only able to get 37.77% of the votes. Kandi Widya position as a candidate for incumbent and Mohamad Hilmi from among students of NU (Islamic background).

Seeing this phenomenon, incumbent leadership seems to have its own important points in determining the acquisition of votes, given that the leader or ruler is closely related to the performance of the bureaucracy and the community as users of bureaucratic functions. As a person who is in power, his role during the lead becomes the object of evaluation of the people (constituents) in providing final report cards, whether the value is good or bad, which has implications for a conclusion and a political attitude that is "continue" or "stop". The phenomenon of the defeat of candidates incumbent Widya Kandi Susanti and Mohamad Hilmi on local leader election at Kendal regency in 2015 attract the researchers to probe and present political communication partner Mirna Annisa and Masrur Marsykur as a potential challenger to increase voter participation in the local leader election of Kendal Regency.

From the results of the legitimate vote, that the appearance of the challenger candidate as the winner of the General Election in Kendal Regency, this is the result of hard work from his person and from the full support of the success team of Mirna Annisa and Masrur Marsykur's pair, so that they get positive appreciation from the community because voters have chosen their partner Mirna Annisa and Masrur Marsykur in delivering as Kendal regent and deputy regent in 2015.

Local leaders who still govern or are still active in carrying out existing work programs (incumbent) should have a greater chance of winning the General Election in the next period. The strategic positions for incumbent couples who have gained popularity during their term of office provide personal strength and support from political parties as a political vehicle in an effort to re-run for the next regional leader elections because they have access to strengthening in the economic, social and political fields.

According Kushandajani [6] explained that it is legally in chapters 36 and 37 Government Regulations of the Republic of Indonesia Number 6 of 2005 regarding the Election, Legalization, Appointment and Dismissal of Regional Leader and Deputy Regional Leader stated that the nomination of candidates for the pair of candidates of regional leader and deputy leader regions are carried out through one door, namely political parties or a combination of political parties. It is no secret, that the involvement of political parties in direct regional leader elections is very large, it can even be said to be dominant.

In a local leader election, political communication is an important factor to ensure the passage of the functions of local government in the interests of society in order to achieve the

welfare of living together. Communication in the political process is very useful for prospective candidates or parties, that political communication is the study of strategies for using communication to influence public knowledge, trust and political action. The socialization of political communication is carried out to various layers and groups of people, so that people understand the meaning and importance of political communication, and also understand all actions of political communicators in fighting for the aspirations of the people.

The issues which are then interesting to discuss are: How is the political communication of the couple Mirna Annisa and Masrur Marsykur as potential challengers in increasing voter participation in the Kendal Regency election. In connection with the formulation of the problem in the above questions are to be answered is: How do the political communication strategies conduct by Mirna Annisa and Masrur Marsykur in the local leader's election at Kendal Regency in 2015?

The research on the political communication strategies of the Mirna Annisa and Masrur Marsykur couples in Local Learders Election at Kendal Regency in 2015 has the following objectives: (a) to describe the political communication strategy used by the Mirna Annisa and Masrur Marsykur couples in local leaders election at Kendal Regency in 2015, (b) Analyzing the realization of the political communication strategy used by the couple Mirna Annisa and Masrur Marsykur in local leaders election at Kendal Regency in 2015.

Theories are used writers in sharpening the analysis among others: *local leader election, prospective leader region as political actors, political communication, political campaigns, the role of mass media, political participation, the role of political parties, political marketing and communication strategy political.*

According to Dede and Caroline [7] that the local leader election system in practice does not automatically lead to better changes in local governance.

The election of local leaders needs to be done directly, because according to Abdullah [8], as follows: Restore Sovereignty in the Hands of the People Citizens, based on sovereignty that they have to be given the opportunity to participate in determining the future of regional respectively, by selecting the regional leader and deputy regional directly. Same Legitimacy Between Regional Leader and Deputy Regional Leader with Regional House of Representative If the regional leader and deputy leader are still elected by the Assembly at Regional, not directly elected by the people, the level of legitimacy of Assembly at Regional members is far higher than the level of legitimacy held by the regional leader and deputy regional leader. Position the Parallel Between the Leader of Region and Deputy Leader with Regional House of Representative. The regional leader and deputy leader of the region are elected and responsible to the Regional House of Representative, meaning that the Regional House of Representative position is above the regional leader and deputy regional leader. To provide a position as an equal partner between the regional leader and deputy leader of the region with the Regional House of Representative, the regional leader and deputy regional leader must be directly elected by the people. Law Number 22 of 2003 concerning the position of People's Consultative Assembly, House of Representative, Regional Representative Board and Regional House of Representative In article 62 of Law Number 22 of 2003, the authority of the Regional House of Representative to elect regional leaders and deputy regional leaders has been revoked. The authority of the Regional House of Representative is to expel the appointment and termination of the regional leader to the President through the Minister of the Interior. Preventing Money Politics. The issue of money politics is possible because of the authority possessed by the Assembly at Regional in the process of electing regional leaders and deputy regional leaders. With the election of leaders of regions and deputy regional leader is straight, the possibility of going on politics of money it could have been prevented, or at

least be reduced. If there are still parties who want to do it, they will face a large number of voters.

According to Kaloh [1] a the arrangement in all Laws on Regional Government has placed the role of the Regional Leader very strategic considering that the Regional Leader is a significant component for the success of national development, because regional government is a subsystem of the national or state government. The leadership of the regional leader, who applies the pattern and strategy of listening, feeling, responding to, and manifesting the desires, aspirations, demands and interests of the community as well as the demands of the organization, is a force in the effort to realize the goals of the organization and improve people's lives and welfare.

According to Firmanzah [9] that given the role of regional leaders is very strategic, the level of competition is also higher which makes it easy for political actors to get caught up in political pragmatism (short-term orientation of political actors to win political competition).

In this case Gatara [10] explains the view of Charles F. Andrain, that political actors are a key part of the ruling in the dimension of political life. Furthermore, according to him, the actor is a term that shows people who play their power in the political arena. In this regard, Andrain (1992) in Gatara [10] also said that besides beliefs and other dimensions of the structure of the main political life consisting of individuals, sometimes described as "the ruling actor", a term that indicates that these people play a role in politics.

Maswadi Rauf, a political expert in Harun and Sumarno [11] explains that communication as a political activity is the delivery of messages characterized by politics by political actors to other parties. Besides that, Maswadi Rauf places political communication as an object of study of political science, because the messages conveyed in the process of communication are characterized by politics that is related to the political power of the state, government, and communicator activities in the position as actors of political activity.

Sumarno in Harun and Sumarno [11] defines political communication as a process and activities forming political attitudes and behaviors that are integrated into a political system by using meaningful symbols, therefore political communication is not discussing a process that is certain temporary or situational, but the discussion of political communication will reveal the character as a scientific identity, both as pure science that is ideal and is in the scope of "Das Sollen" (what should be), as well as applied science that is in the empirical world within the scope of the region "Das Sein" (reality or practice).

There are several important components involved in the process of political communication put forward by Asep [12], including: Communicators in political communication, namely those who initiate and direct an act of communication, Political communication audiences, namely the recipient's role which is actually only temporary. Political communication audiences can provide responses or feedback, both in the form of thoughts, attitudes and political behavior that they play, Channels of political communication, i.e. each party or element that allows the arrival of political messages.

According to Arifin's view [13] that political communication aims to form and foster public opinion (the phenomenon of political communication that has long been studied by politicians) and encourage political participation which is intended so that individuals participate in political activities in this case is very important, namely the audience cast their votes for politicians and political parties in general and regional leader elections. The formation of public opinion in political communication is largely determined by the role of mass media which is an important dimension in political life.

Lilleker and Negrine in Firmanzah [14] strengthen the explanation of political campaigns, the period given by the election committee to all contestants, both political parties

and individuals, to expose work programs and influence public opinion while mobilizing the public to vote for them when voting, so that the campaign in this regard is seen as an activity of mass gathering, parades, political speeches, installation of party attributes (for example field banners, posters, banners) and party advertising.

Ardial [15] explains that the use of mass media in political communication is very suitable in the effort to shape the self-image of politicians and the image of political parties to gain public opinion support. Political communication using mass media, is called *mass communication,* with basic features, which are general, open and actual. The message of mass communication is actual, which is only happening in terms of time, occurring in terms of substance. That is why mass communication is very closely related to politics and political communication.

One of the keys in competition for political images is the use of mass media, which is defined as an entity that has the role and function to collect and distribute information from and to the public, therefore political communication cannot be carried out by political parties alone, but requires the participation of the media the masses, because they are one of the important professions who have the tools and the ability to communicate with the wider community [14].

Political participation according to Huntington and Joan Nelson (1994) in Agustino [16] is a political attitude that covers all activities or activities that have political relevance or only affect government officials in government decision making. In the context of the post- conflict local election, the political participation of the community at the time of the election was oriented to improving the welfare and empowerment of the community.

According to Berger in Ardial [15] the orientation of participation is one of the important aspects of democracy, so the assumptions underlying democracy and participation are the people who know best about what is good for themselves are the people themselves who are made and implemented by the government concerning and influencing the lives of citizens, the community has the right to participate in determining the contents of political decisions.

In this case Firmanzah [14] explains that political parties are not only limited to vehicles to reach power, but there are social responsibilities that must be carried out. In addition, political parties must be seen as entities that are burdened with the obligation to help solve problems faced by the community through their ideological struggles that are reflected in the work program and *platform of the* party.

Budiardjo [17] explains that political communication is one of the functions of political parties, namely channeling a variety of opinions and aspirations of the community and regulating them in such a way that the confusion of opinion in society is reduced. This process is an interest aggregation and is then processed and formulated in an orderly form called interest articulation.

Firmanzah [14] links between identical political marketing what is done in politics consists of producers and consumers, for example as producers are parties or individual contestants who are parties producing political products and society, in this case parties who are political consumers which determines and elects political parties and political products.

According to Nursal [18], political marketing is basically a series of strategic activities but also tactical, with long-term and short-term dimensions, to spread political meaning to voters, the purpose of forming and instilling hopes, attitudes, beliefs, orientation, and behavior chooser.

Timur Mahardika [19] defines the meaning of strategy is the way to achieve goals. So developing a strategy requires at least a thorough, critical and objective knowledge of the forces of change and at the same time a map of all available forces, including an honest

analysis of internal strengths and a set of steps to be taken in relation to the objectives to be achieved associated with existing facts, so that a good strategy can be obtained, in this case it is not determined by an individual intelligence, but by the results of collaboration , especially to be able to obtain accurate data.

With the existence of a strategy that is a way to achieve goals, then Arifin [13] explains the strategy of political communication for political imaging, is to maintain personhood and strengthen institutions. This means that with the figure of a politician and the stability of his political institutions in society, will have its own influence in communicating politics. It also requires the ability and support of institutions to compile political messages, determine methods and choose the right political media.

According to Littlejohn in Pureklolon (2016) the effective communication can be built with the concept of interdependence because the most important element in communication is the communicator's character and how he conveys the message.

Darren G Lilleker [20] in his journal *Key Concepts in Political Communication* (2006) formulated 50 core concepts of political communication. Three of them are:

Aestheticization, A method that is used to follow the style and popular culture to make it look modern and be relevant and one with the community. (*Aestheticization relates to the fact that political communication has become increasingly more about style and presentation, and increasingly influenced by popular culture , in an attempt to become more modern- looking , relevant , and in touch with society*) [20].

For example, there are some political elites who like to follow the lifestyle trends that are rife in the community or even hire famous artists to support themselves in the campaign.

Authenticity, It is a way of influencing people to think that political actors are ordinary people like most people and are not a separate part of society. (*The perception of political actors as being 'real people', intrinsically a part of the community they represent, rather than being detached and part of an elite* [20].

This authentication is done den publicizing the personal life and emotions of these political actors. This can show that political actors have a balanced life between work and following the tragedy that is being done by the general public.

Political Branding, While collect various definitions ever made by experts, Lorann Downer [21] defines political branding as a strategy chosen consciously to identify and differentiate as well as affecting offers political values of emotional and functional to enhance the attractiveness and voter attachment (a consciously chosen strategy to identify and differentiate and instill political offerings with emotional as well as functional values to enhance voter appeal and attachment).

Meanwhile, The American Marketing Association (AAMA) defines brands as names, terms, signs, symbols, designs, or a combination of them, aimed at identifying goods and services from one seller or group of sellers and to distinguish them from their competitors (a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition). However, the meaning of the brand is not merely a name. But also a complex concept consisting of various combinations of tangible elements such as logos and intangibles such as emotional attachment.

If in the concept of business marketing a brand is attached to products such as physical goods, services, retail outlets and the like, in political branding the form of the product is in

the form of "service of governing". It consists of a combination of several variables such as politicians, the reputation of political parties, policies, ideology and political promises made to voters throughout the campaign. Lees-Marshment [22] says that political party products include many different factors, including: policy, organization, symbols, constitution, tradition, ideology, activities such as party conferences, membership, communication staff and leaders.

Downer [21] states that since the middle of the twentieth century, there have been two mainstream models that have developed in understanding voter behavior. The first is the Michigan model, which saw voters as a "social animal" who sees the world in the perspective of membership and loyalty groups, including the social class, ethnic group or political party. This model emphasizes more on the aspects of emotional attachment and loyalty between the group and their party. In contrast, the second model is the rational choice model taken from neo-classical economic theory, which views voters as "consumers" who maximize the benefits of a political market that is far from irrational behavior. In this model, voters can choose freely and rationally parties that have the ideology most in accordance with themselves, or develop a "*standing vote*".

Other models is the idea Kirchheimer (In Downer [21], which is called the catch-all party, who argued that political parties act as "*brand Whose name has Become a household word*" while voters acted like a "a consumer" in a *political market*. In this case, a political party is required to make the adjustment with the logic of *branding*, for example, to make changes to the structure and reduce the things that are too ideological. In addition, party leaders also need to adjust to the behavior of voters, including also having to know what they like and dislike. Lees-Marshment [22] says that party leaders must be popular in terms of leadership style, character, speaking style, and so on. This is considering that in their marketing logic they are nothing but public commodities that will continuously be assessed for their leadership qualities. Despite having to make many adjustments to voter behavior, according to Kirchheimer, every political party must continue to maintain "brand differentiation" as its trademark.

Downer [21] then summarizes Kirchheimer's views in two important points. First, voters and political parties can build "*engagement*" in a branding behavior. Second, voter entanglement not only arises from internal factors on the part of the electorate, but can also occur from activities carried out by political parties.

In the two decades of the last, the marketer politics began much adaptation literature of *commercial marketing* are believed to be more precise analytic tool and useful in mapping the behavior of the party and the electorate compared with the idea of *a catch-all party* initiated by Kirchheimer. They adopt a marketing model of voter behavior that accepts that preferences can originate from group identity (as in the Michigan model) or from perceptions of material interests (as in the *rational choice* model). The political marketing model is built on a larger framework for developing a political party strategy. This is because the party strategy in its development a lot of implementing *branding* strategies.

Political branding explains how voters view and respond to a political party. They see a political party as they look brand other services, and use their knowledge of consumer brands into the political realm. So, voters treat political brands the same way they treat commercial brands.

Voter connections to political *brands* are both functional and emotional. According to Scammell, branding provides a conceptual framework for differentiating and measuring the relationship between functional perception and emotional appeal of leaders and political parties.

Because the research approach used is a qualitative descriptive approach that is data analysis by grouping and selecting data obtained from research in the field, then linked to the theory obtained from literature review, so that answers are obtained.

Bogdan in Pawito [23] further states that the methodology in qualitative research is basically *research procedures which produce descriptive data: people's own writers or spoken words and observable behavior* (research procedures used to produce descriptive data: written or what people say and observable behaviors).

Meanwhile, the sampling technique used is *purposive* sampling that is, sampling technique by taking a subject based on certain objectives so that it can obtain true and in-depth information.

Furthermore, data collection techniques used are using several methods, including in-depth interviews in a structured and literature study.

The last of the research methods, there are three analytical techniques used in this study. First*,* analytical descriptive technique, which means describing the problem raised, also conducts an analysis to explain why and how the problem occurs. Secondly*,* this research also uses the case study method, which means this research, taking cases in an area to be investigated in depth according to the problems that have been formulated. Third*,* this study also uses a systematic approach to group and separate data, reduce data, tabulate data, and make conclusions from the results of the data.

2 Discussion

Widya Kandi as the Regional Leader of Kendal Regency for the period of 2010-2015 is a figure of leader who has quite high integrity. There has been consistency between what was said and what was done. During Widya Kandi leading Kendal Regency, he has carried out his duties and functions well. During his time as Regent of Kendal Regency, he was awarded several times for his performance. If the performance of a Regional Leader is not in accordance with his main tasks and functions, then the award will never be obtained by Widya Kandi, even he may not be able to complete his leadership period for 5 years without being forced down. Widya Kandi often stressed his subordinates to continue to serve the community while maintaining and adhering to the code of ethics of a public servant. Subordinates tend to see and imitate their leaders, so if a leader does not work according to the existing code of ethics, then indirectly the same thing will be experienced by his subordinates. Widya Kandi not only ordered it to his subordinates, but he also applied it in himself.

The results were quite interesting, Widya Kandi as the candidate of the incumbent who potentially large re-elected finally to be admitted defeat by Mirna Anisa that works together is a doctor. The Mirna Annisa and Masrur Masykur pair finally won the Kendal Regional Election in 20 sub-districts as won a landslide victory by getting 289,970 votes (62.22%). It is based on the meeting of the plenary recapitulation of voting voice elections Kendal in 2015 at the level of districts that do General Commission Elections at Kendal on Thursday (12/17/2015). While the rival pair Widya Kandi Susant and Moh Hilmi only got 176,087 votes (37.78%).

It is not easy for a potential challenger to pair incumbent to communicate their political programs to the community. This is done by the winning team Mirna Annisa and Masrur Masykur to build the political image pair supported is to utilize public disappointment of the

prospective incumbent who had served five years as the leader of Kendal Regency since being elected in 2010.

Campaign team Mirna Anisa in an interview admitted to using negative issues to attack the incumbent candidate by utilizing the news from print and online that tell about the prospective incumbent Widya Kandi imaged an affair with the police chief Kendal although until now the news is not proven, and news about legalized Gembiraloka as the post institution which was legalized by Widaya Kandi, as well as the Kendal regency logo. Negative issues regarding Widya Kandi that coincided in the same year as the implementation of the elections were also a factor in the failure of Widya Kandi in the Regional Election in Kendal District in 2015. As a result of the spread of negative issues, Widya Kandi's image in the eyes of the community declined. Leadership included in the category of good ratings even though it was not able to guarantee the re-election of candidate's incumbent. This is evidenced by the defeat of Widya Kandi Susanti as a prospective incumbent on the elections in Kendal 2015. Mirna map out prospective voters are predominantly Muslim and NU-based (Islamic organization), therefore Mirna conducted "branding" himself to make it look more religious while his campaign team to brand prospective opponent less religious so reflected policies opponent contrary to the teachings of a particular religion.

The candidate of Mirna in local leaders' election at Kendal Regency in 2015 because there was occupation. First, it is forming the rule of general election commission state that it must two candidates become regent in Kendal Regency. Second, the support of society which hate the leadership of Widya and the society want the changes. Then, the team of Mirna campaign in village forum discussion, both social organization and professional organization in society at Kendal regency as form "authenticity".

When prior registration of Mirna using communication to the public by conducting activities of social, such as fairs food, free medical care, and activities educes a seminar, also attended study groups that have become popular culture among the majority of citizens Kendal famous religious, it is a form of "aestheticization" done by Mirna. Then with the poll conducted by Metro.com mass media Mirna got the most votes. The polling was also carried out by the winning team and Mirna got a poll of 34% because it was felt that Mirna's electability after doing quite well, finally the supporting team stepped up and registered Mirna as a Kendal regent candidate.

Mirna's victory is also inseparable from the influence of Daniel Royan as the leader of the Kendal Regency NU and also at the same time an influential figure in PKB. PKB itself is a party supporting the Widya Kandi Susanti-Moh Hilmi pair. But KH Danial Royyan, circulated a political contract letter to the Nahdlatul Ulama branch representative assembly (MWC NU), Fattayah worshipers, Muslim worshipers and several institutions under the auspices of NU Kendal. This greatly violated the rules and Kendal's PCNU (Nahdhotul Ulama Branch Manager) had wanted to be frozen by PBNU. The circulated letter contained support for Mirna and Masrur. NU Kendal violates the rules because NU as a religious mass organization must not interfere in practical political matters, even NU's PB classmates can only give recommendations to elect leaders from NU. The action taken by KH Danial was very detrimental to the PKB which was identical to NU and incidentally the candidate gus Hilmi was a NU person. This internal conflict in NU and PKB resulted in PKB being unable to vote as expected for the Widya Kandi Susanti-Moh Hilmi pair.

The issue that developed within the Kendal community, the prospective regent of Mirna promising one million money for the construction of the NU Hospital. The majority of the Kendal regency community are NU members who are very happy to hear this. In addition, the issues during his tenure as Widya Kandhi were not very favorable for NU, for example the

promise to build a mosque for NU, but for 5 years he had not been built. This is what drives Kendal residents to flock to vote for Mirna in the 2015 Kendal regional election. The result is that the pair Mirna Annisa and Masrur Marsykur won the Kendal regional election in 2015 almost in all districts in the Kendal Regency.

3   Conclusion

In this study it was learned that the political communication carried out by the successful team of Mirna Annisa and Masrur Marsykur in Local Leaders Election at Kendal Regency in 2015 was through communication with approaches to community institutions, community leaders and the spread of vision and mission programs in forums and through other online media. When the General Election took place, the pair Mirna Annisa and Masrur Marsykur won a landslide victory in the 2015 Kendal Regional Election. 62.22% of the Kendal community chose this pair, far from the numbers of Widya and Hilmi. This is a very interesting phenomenon from the couple Mirna Annisa and Masrur Marsykur who can captivate the Kendal community, which is mostly based on NU and this is the capital of the number one pair. For the success team of the couple Mirna Annisa and Masrur Marsykur, this is a great achievement to succeed in making the couple Mirna Annisa and Masrur Marsykur become regents of Kendal Regency. It is a pride as if seeing his opponent *incumbent* in terms of the network is clearly more powerful, therefore the socialization is done barely Mirna Annisa and Masrur Marsykur also use political socialization patron, in which the elite or leader will affect his subordinates. The direct communication is considered important by the couple Mirna Annisa and Masrur Marsykur, besides that the legitimacy of community leaders is still very much taken into account.

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