

Social Media as a Strategy Political Communication

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Abstract. One of the key factors in gathering voter votes in general elections is an effective political communication strategy. The purpose of this paper is to describe how candidates develop effective political communication strategies to win the hearts of voters. The research model used is qualitative research with a descriptive analysis approach. Data obtained through interviews and literature study. The results of the study show that now, as time goes by and the development of communication technology is also very fast, the emergence of new media or what is known as social media causes a shift in campaigns. Many use social media during campaigns to attract as many masses as possible and to vote. For example, someone who has an Instagram account and has 105 thousand followers has the power to propagate, because there are so many people who see and read it. The 105 thousand readers are more than the number of readers of the daily Fajar newspaper which is only around 40 thousand people. Rudy Pieter Goni, a candidate for the DPR RI from South Sulawesi Province uses interpersonal communication techniques by utilizing social media, this is because he is aware of the important role of the media in shaping public opinion. Generally the role of social media is very effective in personal branding. Like the political communication carried out by Rudy Pieter Goni, who has succeeded in doing personal branding on his social media platform.

Keywords: legislative candidates. political communication, social media

1 Introduction

General elections (Pemilu) are a means of democracy which is the arena for people's sovereignty. In a democratic country, elections, which in fact are a reflection of the voice of the people, are decisive for the sustainability of a country to determine the fate and goals of a nation. It is these voices that will be accommodated by the political parties participating in the election to become the people's representatives.

There are many political parties participating in the 2024 legislative elections, as a consequence of the multiparty system implemented in Indonesia. The existence of many political parties also has an impact on the tight competition between political parties in getting public votes to fight for seats. The success of a candidate in obtaining votes proves how much the people support and trust in that person. In order to win the competition in the election

event, the contestants compete against each other by implementing various effective political communication strategies.

Political communication strategy is a series of stages in carrying out political communication related to the process of finding ideas, dissemination, acceptance, and their impact politically, through human interaction and the mass media [1]. According to Almond and Powell, political communication is a function of the political system, in addition to the functions of articulation, aggregation, socialization and recruitment [2].

The purpose of political communication is closely related to the political messages conveyed by political communicators [3]. In accordance with the purpose of communication, the purpose of political communication is sometimes just conveying political formation, forming a political image, forming public opinion [4]. Furthermore, political communication aims to attract a sympathetic audience in order to increase political participation just before the general election [5]. Winning or losing a candidate is largely determined by the communication strategy adopted [6]. This paper will discuss political communication strategies in the DPR RI legislative elections for the 2024-2029 period to find out the extent of the role of political communication strategies in winning someone over. The purpose of this study is to find out the political communication strategy process carried out by Rudi Pieter Goni in facing the 2024 DPR RI legislative elections.

2 Research Method

The research basis used by the authors in this study is a qualitative methodology with a descriptive analysis approach, namely a method for careful measurement of certain social phenomena [7]. In this study the authors used a descriptive research type. This type of research describes in depth the political communication strategy of DPR RI candidates in winning elections.

Data sources are obtained in various forms, such as recorded interviews and photos of activities in the field. In addition to going to the field, the author also conducts a literature review, namely collecting data from books, journals, newspapers and other sources of information that are closely related to the research problem. Data and information that has been collected from informants will be processed and analyzed qualitatively. The steps used in data analysis are as follows: data reduction, data presentation, and data verification.

3 Result and Discussion

3.1. Political Communication Strategy

Communication strategy in politics is one of the keys to the success of a political party in winning elections [6]. A political campaign is a form of political communication application carried out by a person, group of people or political organization to form and foster a positive public image and opinion, so that they are elected in an election, post-conflict local election and presidential election [8]. Several forms or types of art and forms of application (implementation) of political communication that have long been known and carried out by politicians or political activists, include political rhetoric, political agitation, political

propaganda, political lobbying, and political actions that can be carried out in political activities that organized such as: public relations post politics, political marketing and political campaigns [9].

All forms of political communication are related to the formation of a positive image and public opinion [1][3]. This can be related to efforts to win elections in order to gain power and political position in the legislature or executive so that they can make political policies that are in accordance with the vision and mission and political programs of political communicators, especially politicians and their political parties.

Political Rhetoric

Rhetoric basically uses symbols to identify the speaker with the listener through speech while speech is a concept that is as important to rhetoric as symbolism [10]. By addressing the audience openly, public discourse will develop and the persuasion process will take place. That is why Dan Nimmo said that a speech is a negotiation with political rhetoric that will create a society with ongoing negotiations (conflict and consensus) [11]. Aristotle in his rhetoric divides political rhetoric into 3 types, namely: deliberative rhetoric, forensic rhetoric, and demonstrative rhetoric [11].

Political agitation

Agitation, according to Blumer, begins by creating contradictions in society and moving the audience to oppose the realities of life that have been experienced so far (full of uncertainty and full of suffering) with the aim of causing anxiety among the masses [12]. Then the people are moved to support new ideas or new ideologies by creating new conditions. Agitation often has a negative connotation because it is inciting, threatening, agitating, arousing dissatisfaction among the audience and encouraging rebellion.

Political lobbying

Lobbying is a form of art and communication technique that is widely applied in political activities [3]. Political lobbying and political parties are forums for political discussion in the perspective or interactional paradigm in political communication applied in the form of dialogic interpersonal or face- to-face communication [2].

If political lobbying is informal (no rules and regulations) then political meetings, political trials, or political deliberation forums are in fact very formal or official [2]. In political lobbying personal influence is very important. In that case competence, mastery of problems, position and personality of politicians are very influential.

Political action

Actions that can be viewed as communication in a pragmatic paradigm are art forms and techniques of communication that are always used in political activities [4]. Thus, political lobbying, political rhetoric and political campaigns can also be referred to as political action which is a form of political action. Political action in political communication events aims to

build a political image for the public, namely a picture of political reality that has meaning [3].

Political strategy and communication is an overall conditional decision about the actions to be carried out at this time, in order to achieve political goals in the future [8]. The right strategic decisions for political communicators are (1) Maintaining character, (2) Strengthening political institutions, (3) Creating togetherness and (4) Building consensus.

Character and institution

When political communication takes place, it is not only the political messages that are influential, but who are the political figures or activist and professional figures from which institutions deliver the political messages [1]. In other words, the character of a person who is a political communicator and the political institutions that support him determine the success or failure of political communication in setting goals and objectives, in this case maintaining character and strengthening institutions [3].

Creating togetherness

Achieving the goal of political communication is to realize togetherness between society and politicians [8]. The conditions needed to build and cultivate the character of politicians, activists and political communicators are empathy and hemophilia [7]. To create hemophilia and cultivate empathy through equal interests, political communicators and politicians must understand the audience's deterrence and absorption capacity, both psychological and sociocultural. This requires various activities such as assessment and survey or verification. By understanding the audience, compiling persuasive messages, establishing methods, and selecting media [5][8].

Consensus building

Building good consensus among politicians in one political party as well as intermediary politicians from various parties is the next strategic step [3]. This is done in the form of meetings or in lobbies using an interactive communication model in accordance with the interactional paradigm. Equality of position is a prerequisite for all parties communicating or interacting. This interactional communication also namely humane communication because all parties are considered to have a noble position [7].

The atmosphere of togetherness or hemophilia is built dialogically so that empathy emerges [10]. Through a sense of belonging to each other, all parties can participate actively. In building this consensus, the art of compromise and being open is one of the strategies that must be understood by a politician in conducting political communication [6].

3.2. The might of social media in shaping public opinion

Social media is a part of technology that cannot be avoided [8][12]. That is, the technology will come and we cannot avoid it. For example, if there is a negative side, then we can't use it, of course we can't. Technology is a historical inevitability, with all its consequences [5]. Technology will always come. When we block it, it means we have hindered human development and knowledge. As long as humans are still able to think and innovate, new technologies will continue to emerge [12].

Everyday, everyhour, even everysecond new technology is created [12]. Not much different from the development of the media which is now entering the era of new media or often said to be the media of the future [12]. New media has a fairly broad concept and its development is quite rapid, judging from the development of computers, the internet, mobile phones, smartphones, and tablets. With this development, many things have also changed, such as habits, lifestyle, and ways of communicating. Change clearly has a positive or negative impact [13].

Changes in communication patterns that occurred after the growth of social media is quite large. In the past, the basic concept of communication in the media was that there were communicators who were often described as mass media, large groups or organizations, while communicants were people who only received and provided delayed responses or feedback [13]. Now, the concept has changed drastically.

Today, individuals can become communicators for a wide audience [12]. A communicant can also turn into a communicator when he can express or encourage and even propagate other people. Now, the audience or communicant can also be a communicator [13]. This means that currently the public can become communicators, whereas in the past communicators were the media, large institutions and large organizations. So, in the past, the community was semi-passive or even passive who only accepted, even if comments were limited and delayed. Now, people who use conventional media are losing time compared to users of modern media such as social media [14]. Gadgets are used more often than watching television or reading newspapers.

Someone who opens social media can read messages sent, forward messages, comments, even create new statuses or tweets, and distribute them [13]. This means that the person is already a communicator. So, the public becomes a communicator for other publics. The influence of the use of online media such as Instagram, Twitter, Facebook, Blogger, YouTube and various social networks in general election campaigns departs from this communication axiom, technology which is a medium of communication continues to grow from day to day. The development of technology in communication itself also has an influence on human life both in economic, social, cultural and political terms [5].

Communication technology is known to influence the political map [5]. One part of the important political activity is political communication [1]. Online social networking media, as a communication technology product, is widely used in election campaigns [9]. McLuhan argues that technology, as a medium, is the concept underlying the analysis of this case [10]. This concept then developed into several related theories and can also be used as an analytical tool in various cases in the political field.

Campaign activities, which are now widely developed through social media based on communication technology [9]. This have had an impact in the political field through technological deterrence in society. This is because many people are very dependent on the function of technology and are further controlled by technology [5].

As social beings, humans can never live alone and this also justifies one of the axioms of communication that "we cannot not communicate." [7]. It is true that humans cannot not communicate. This communication is both verbal and non-verbal communication. Communication itself is a process of conveying messages from the sender to the receiver

through the media [8].

Departing from this one axiom, technology is developing so quickly without us being fully aware of communication [5]. Over time, technology develops quite rapidly and gives rise to the emergence of so many new media that have an impact on people's social life, "New media technologies impact our life culture by offering new lifestyles, creating new jobs and eliminating others, demanding regulations and presenting unique new social issues" [12]. Like Facebook, Instagram, Linked In or Twitter, with nearly millions of people from around the world, they have joined together in various types of social media sets [8]. Each type of social media, such as Facebook, Instagram and so on, has its own differences from one another.

With so many types and users on every social media that is now developing, it makes a lot of impacts and by deliberately using social media to be able to achieve the goals to be achieved in almost all aspects of life. One area that is quite dependent on communication technology is politics. Because in this field of politics political communication is very important.

One form of political activity that is known to many people at large is a political campaign [9]. In this case the campaign itself has been divided into several categories such as legislative campaigns, presidential campaigns and also regional head election campaigns and so on. What is also very interesting to observe is the shift in the form of political campaigns carried out by candidates in the campaign.

The use of banners, posters and billboards became the main choice for large campaigns, before the development of communication technology [9]. As time goes by and the rapid development of communication technology, there is a shift in the campaign. Many use new media in campaigns to attract as many masses as possible and vote [16].

Several successful teams that participated in the general election also used social media as a means to attract mass attention [9]. One of these media is social networking forums and online media. Currently social media greatly influences human life, including in the political field which is also influenced by the existence of social media. In the field of politics itself there is also political communication that allows people to be influenced in choosing candidates to gain power.

There are many benefits provided by the use of technology, but often we are trapped that technology is only a very sophisticated electronic device [5]. According to McLuhan, all media as a means of conveying messages from the sender to the receiver is technology that is an extension of the human hand. Not only that, the theory of innovation diffusion is also one of the theoretical foundations [10].

In this theory, it is stated that: "Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. It is a special type of communication, in that the messages are concerned with new ideas. Communication is a process in which participants create and share information with one another in order to achieve a mutual understanding. This definition implies that communication is a process of convergence (or divergence) as two or more individuals exchange information in order to move toward each other (or apart) in the meanings that they ascribe to certain events. We think of communication as a two-way process of convergence, rather than as a one-way, linear act in which one individual seeks to transfer a message to another." [5].

Another theoretical concept is the Mathematical Theory of Communication [18]. The theory put forward by Shannon and Weaver explains how information theory sees redundancy in messages, limitations in transmission accuracy (channel capacity), and limitations in the amount of information in channels (throughput) "The fundamental problem of communication is that of reproducing at one point either exactly or about a message selected at another point. Frequently the messages have meaning; that is what they refer to or are correlated according to some system with certain physical or conceptual entities. These semantic aspects of communication are irrelevant to the engineering problem. The significant aspect is that the actual message is one selected from a set of possible messages. The system must be designed to operate for each possible selection, not just the one which will actually be chosen since this is unknown at the time of design."

This concept can also be used as an analytical tool in discussing the use of online media in campaigns [15]. Apart from theories, there are also various descriptions from social networking sites and Twitter itself. Not only that, social networking and this general election also show signs of technology determinism which is a symptom or sign that society has been influenced by technology in various aspects of life, one of which is in the political field [9].

Technology has undergone a change and innovation to suit the needs of the existing society [13]. This innovation comes from various factors and parties who later this technology can also become an extension of human hands and help meet and solve human problems. One of the products of new media that is currently developing is social media [14].

Social media as one of the new media is really utilized as much as possible by the community [12]. The definition of social media is as follows "Social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site."

The use of social networking systems as an effective political campaign tool should pay attention to several things [12], such as:

- 1) Have an admin who has mastery mastered communication technology
- 2) Choosing the right time to post issues, such as lunch time outside working hours, coffee breaks, or after office hours, to increase voter awareness to read the contents of the posts.
- 3) The factuality of the information that is spread via Instagram and Twitter, not just the words "cheap flattery" or bakjan hoax so that followers vote.
- 4) Balance between the intensity and efficiency of the post so that followers don't perceive it as something annoying or spam that can cause failure to deliver campaign goals.

3.3. Communication Engineering

Many studies allude to the power of the media, so that theories emerge explaining how the media can function as a means of education, propaganda, information to entertain [19]. With the presence of new media, the media world in increasingly diverse.

Someone who has an Instagram or Twitter account and has 150 thousand followers, for example, has the power to propagate, because there are so many people who read and view their accounts [18]. The 150 thousand readers are more than the number of readers of the daily newspaper FAJAR which is only around 40 thousand people. So, now it's not only the mass media that can tear down a country, but individuals can do it with the help of social media [14].

The awesomeness of social media exposure is due to interpersonal communication [12]. In communication, which can provide the greatest change in attitude is interpersonal communication. Communication research says, the influence of interpersonal communication is very large on a person, the effectiveness of interpersonal communication has been realized for a long time [14].

The problem was that in the past it took a long time to communicate interpersonally with many people, so that mass communication was considered easier [15]. But now, interpersonal communication is easier and faster to do with social media [13]. Everyone can become a communicator like the mass media without having to have a lot of money, unlike the previous phenomenon when the owners of the mass media were conglomerates or big investors [17]. Individuals in today's world can be anything related to the media.

When someone has a lot of followers, then he uploads videos and pictures accompanied by narration and explanations, then he automatically has media [13]. That is what is called media convergence or convergence technology, where there is a merger or integration of existing media to be used and directed to one point of destination. Convergence usually refers to the development of digital communication technology which is made possible by network convergence [18].

Indonesia is a country that has an extraordinary speed in the growth of technology and new media [15]. In terms of social media, Indonesia is one of the most users in the world. Its development has penetrated all corners of the archipelago. There are various users.

The phenomenon of spreading short messages or broadcasts through the "messenger" application on mobile phones or social media where the contents of the message is not necessarily true and cannot be accounted for for its accuracy [13]. But without realizing it or not, the people who continue the broadcast make them part of the propagandist agent [12].

Rudy Pieter Goni, Candidate for Member of the DPR RI for the 2024-2029 period from the PDI Perjuangan party. Previously he served as Member of DPRD City of Makassar 2004-2009, Member of DPRD of South Sulawesi Province 2009-2014, Member of DPRD of South Sulawesi Province of 2014-2019.

To overcome communication barriers, then Rudy Pieter Goni, carried out the Andap Asor communication model, meaning that mass affairs in each political party and elements were left to each elite. Massa himself judged the figure of Rudy Pieter Goni. While the evaluation is carried out to measure the extent to which the communication strategy has an impact on society.

From the results of the study it can be seen that Rudy Pieter Goni had planned a political communication strategy long before the Pilkada took place, this can be seen from the maturity of team formation, media campaigns, and communication models. The organization of the communication strategy is carried out maximally by mobilizing all components, both in the

party and the community.

The use of campaign tools in the form of billboards posted in every sub-district, stickers, and most of all brochures (profile and progress of Rudy Pieter Goni). Meanwhile, overcoming communication barriers is carried out privately using social media in the form of Instagram, Facebook, Twitter, WhatsApp, and so on, as well as using a door to door strategy, because according to him the people in the two segments are people who must be worked on using two different strategies to get maximum votes.

In addition, Rudy Pieter Goni also conducted an evaluation, meaning whether the political communication strategy had an effect on society. He has gained this experience considering that this is the second time he has been elected as a candidate for the DPRD for the province of South Sulawesi, and is often a source from the media, thus facilitating his path in winning the legislative elections for the 2024-2029 period.

4 Conclusion

Based on the results of the interviews, the researchers drew the conclusion that the political communication strategy carried out by the team relied on figures, the use of campaign tools, social media, and so on, which were supporting factors for a person.

For candidates who do not win legislative elections, the team that was formed was not optimally organized, especially in the use of social media. Therefore, it is necessary to reorganize personnel within the party so that in the future the team that is formed is more knowledgeable about communication strategies.

The media, both mass media and social media, are a big part of political communication. Because the media can influence the audience's thoughts on what it can convey. Even though the media really can influence the minds of audiences, there is a theory that says that audiences are passive or just follow what is already there. However, in the end this theory was contradicted by other theories which were produced through research on community action. Therefore, the theory of political communication has developed in accordance with the research and findings of experts on audience behavior.

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