IMAGE COMMUNICATION BEFORE DEMOCRACY PARTY

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ABSTRACT

Politics ahead of the contestation cannot be separated from efforts to build an image. The key is to take advantage of the available time to optimize your appearance. Through visual polish and captivating narratives, the media is used as a means of channeling the desire for power. No matter the bad past track record, the quality and competence are still below average, all these shortcomings can be covered by packaging the symbol in such a way. Emphasis on the function of media influence, more emphasis on messages that explain that the figure who is being imaged as the successor of the national leadership has been conveyed. It's just that it is impossible to act openly by asking for support from the community, considering the rules forbid it. Instead, use the media as a manipulation tool to conjure up politicians to be popular in the eyes of their constituents. With regard to this theme, the research aims to reveal the messages used in political socialization. The approach used is a qualitative method with semiotic analysis techniques regarding the signs used by politicians in building self-image in the community.

Keywords: politics, message, socialization

ABSTRAK

Politik jelang kontestasi tak lepas dari upaya membangun citra. Kuncinya, memanfaatkan waktu yang tersedia untuk mengoptimalkan penampilan. Melalui polesan visual dan narasi yang menawan, media digunakan sebagai sarana menyalurkan hasrat kekuasaan. Tidak peduli rekam jejak masa lalu yang buruk, kualitas dan kompetensi yang masih di bawah rata-rata, semua kekurangan itu dapat tertutupi dengan mengemas simbol sedemikian rupa. Penekanan pada fungsi pengaruh media, lebih menekankan pada pesan yang menjelaskan bahwa sosok yang tengah dicitrakan sebagai suksesor kepemimpinan nasional sudah tersampaikan. Hanya saja untuk berikap terbuka dengan meminta dukungan kepada masyarakat tidak mungkin dilakukan mengingat aturan melarangnya. Sebagai gantinya, memanfaatkan media sebagai alat manipulasi untuk menyulap sosok politisi agar popular di mata para konstituen. Berkenaan dengan tema ini, penelitian bertujuan untuk mengungkap pesan yang digunakan dalam sosialisasi politik. Pendekatan yang digunakan adalah metode kualitatif dengan teknik analisis semiotic yang berkenaan tanda yang digunakan para politisi dalam membangun citra diri di tengah masyarakat.

Kata kunci: politik, pesan, sosialisasi

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INTRODUCTION

The path to political succession is still a few years away. However, the uproar in various media channels has already been going on. In various channels, such as in billboards, banners, billboards or online media, photos of party leaders enliven the relatively long period of contestation. This atmosphere indicates the strong ambition of politicians to seize power in order to be enthroned on the highest throne of national leadership. Politics makes it possible, moreover Peter Merki has warned, in the worst form of politics is the struggle for power, position and wealth for self-interest (Budiardjo, 2008).

Good or bad the way that is done depends on the intentions of the parties who will contest. Because referrals and procedures have been regulated through established regulations. In several points of the rules it is emphasized that the implementation of the campaign is regulated in time with the provisions that have been stated in the KPU regulations. Outside the specified time, campaigns are not allowed. As a form of compliance with regulations, the police and political parties use it through political socialization. In the process, political socialization lasts a lifetime. There is an inheritance of political values and traditions from one generation to the next. According to Almond, political socialization shows the process of forming political attitudes and behavior as well as a means for a generation to pass down political standards and beliefs to the next generation (Haryanto, 2019).

Regardless of the campaign schedule, socialization can be done at any time. Based on the methodological repertoire, socialization activities can be direct and indirect. Forms of socialization that are not directly considered through the mediation of media. In practice, political socialization through media displays a person who will be competed with a narrative that explains the figure or face that is displayed. The ultimate goal of getting political support from the public is packaged in an implicit way.

Because if it is submitted openly and openly asks for support, it will be declared a violation. Recognizing this form of socialization, political communicators use the media with more emphasis on normative principles to avoid sanctions or legal problems.

This method is carried out as a form of obedience to the stages leading to the time of the contestation. When free from laws and sanctions as stated in the regulations, the thing that measures the matter is ethics. Because ethics questions how humans should act and act (Mufid, 2009). Therefore, socialization must also rely on ethics.

Massive socialization must reach all levels of society in various parts of this country. Because through the media everything can be done. The nature of the media can reach the furthest point where people live. Remote areas that are physically impossible to reach can be approached by jets blown through media channels. Just one click, the message spreads as far as the place that has an internet network. The use of media can also use bottom-line media with massive installation of billboards, posters, or billboards.

The media image as a campaign prop is very effective in capturing the hearts of the public. Moreover, political rituals have required the participation of the media in various processes. The media can help represent the presence of an institution or political party in a place even though it is not directly in the midst of the community of prospective voters. The presence through the media seems to be able to fulfill the audience's thirst for curiosity about the party he is carrying. In addition, the mass media is also an agent. The form can be in the form of print media such as newspapers and magazines, electronic media such as radio or television, and especially social media. Social media, such as Instagram, Facebook and Twitter can quickly carry political information as well as conduct socialization. Ruben in Wilhelm (2003: IX) asserts that the development of communication technology has a positive effect on the political

process. In fact, the advancement of digital communication by e-mail will lead to a new spirit of democracy (Budiyono, 2016).

The use of media as a form of conveying thoughts from political communicators to the public. According to McLuhan in Littlejhon (2011), the media is an extension of the human mind and assumes that the main tendency of any historical period is an influence of the media in power at that time. In the latest period, media is needed and integrated in human life. Even the changes that occur in the media show changes in society. According to Straubhaar (2008), changes in the media will always be accompanied by changes in society (Habibie, 2018).

The role of the media is increasingly emphasized as a tool that is used as a means of changing people's opinions and assumptions. This is as said by McQuail (2002) the role of mass media has the ability as an ideological tool because it is able to attract and direct attention, persuade opinions and assumptions, influence attitudes, provide status and define legitimacy and define reality (Hajad, 2018)

The importance of the media's position, political practice requires it as a means of socialization. Likewise, in a special context, it is used as a means to foster public political participation. The linkages that occur arise with regard to the interest in getting broad support from various levels of society. It can also be used as a means to increase the number of masses who come from new supporters. With attractive content packaging, it can change people's perceptions about what is the goal of politicians.

Based on the purpose of the distributed content must be in accordance with the self-interest of politicians. Of course, for this reason the content is created without heeding the norms and ethics of media. Just because it smooths out the steps for building self-image, messages containing blasphemy and slander to political opponents are considered normal and not harmful, as the fourth pillar of democracy, the media must be neutral (Shahreza, 2016). However, the development of communication technology forces the mass media to transform itself into an online network. As a result of the transformation process, the characteristics of the media are changed. One of the characteristics of transformation media is demassification (Karman, 2017)

Convergence media is no longer the domination of a group of parties, but its control has been divided into individual property. Information is not only produced by certain media institutions, but all circles of society also have the same opportunity to produce and publish information. Given the development of information and communication technology that continues to innovate, making it easier for users to do so. Thanks to new technologies such as the internet, all human needs can be met. Starting from the need to socialize, access information to fulfill entertainment needs. Now, its presence is more used as social media by the community (Soliha, 2015).

Everyone can now organize media activities without depending on the press management system. Moreover, for politicians who are very interested in building an impression, the media is very much needed. Regardless of what message you want to convey, what is clear is that the form of appearance through the media is a campaign to promote oneself and the organization that houses it. It is possible that its use contains a message of propaganda nuance.

Normatively, propaganda is seen as negative, but it is very effective in leading public opinion. The forms of attacks through narratives against a political contestant can be recovered through a series of narratives that explain the issue of the negative subject. According to Lasswell (1920) propaganda is an arrangement of collective behavior by manipulating significant symbols (Bachtiar et al., 2016).

Based on this explanation, this study aims to find out the messages made during the political socialization period before the time for

the general election to take place. As an analysis of text and images as an explicit sign in the media, the technique used is semiotics. According to Seger, semiotics is a discipline that investigates all forms of communication that occur by means of signs "signs" and is based on a sign system (code) "sign system" (Sobur, 2016)

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METHODOLOGY

This study uses media data analysis techniques spread over online networks and promotional tools in the form of billboards. In the process, research selects themes related to research interests. The steps taken are to find and then define a number of messages that are in accordance with the research objectives. Furthermore, after being found and grouped into categories of research data, to then conduct an analysis by understanding and translating the messages contained in the media and distributed online media. The interpretation of texts and images in the media is carried out using semiotic analysis techniques, which intend to understand the meaning of the signs contained in the images in the form of research data. The purpose of semiotic analysis is also to reveal the explicit and implicit meanings of signs as displayed in the media. The time of the study was carried out during normal times or outside the political year. This relates to the ways and efforts of political candidates in dealing with the upcoming contestations.

DISCUSSION

This section provides an explanation of the ways in which politicians maintain contact with their prospective constituents. The steps he carried out were through an analysis of the message of political socialization and control over the media. The explanation of each sub-theme is compiled by presenting a semiotic analysis based on data obtained through online

means reinforced by direct observations that emphasize the part being discussed.
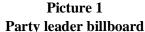
Political Socialization Message

Politics takes many forms. When using a normative measure, it can be said that there is a good form and a bad form. In the good form, politics is considered as a tool to make improvements, while in the bad form it is a struggle for power. In the context of the struggle for power, it is not interpreted ansich by justifying all means and allowing violations of norms and ethics. However, the struggle in this case is in a competitive atmosphere based on regulations governing the ways that can be done. Although in practice, violations of regulations are still often found, but the power can close the violations in question. Various findings regarding violations are considered not too significant and cannot necessarily change the competitive landscape.

In other words, competition is carried out and remains in the normative realm. The norms that are set and limit the movement of competition are based on a democratic political system. One of the values embodied in democracy is to provide equal opportunities to all parties to carry out their rights and obligations as citizens. The rules that are made as a condition of competition are made by providing the fairest opportunities to all competing parties.

More specifically, this competitive opportunity is carried out by setting the competition time with equal portions and opportunities. With the agreement made, then the competition outside the stipulated time will be considered as a violation. However, politics has loopholes that can be exploited to get around the implementation time that has been outlined. The use of media allows violations to occur. Media in the sense as a promotional tool can be used as a form of campaign. Media viewing and loading can be used at any time without having to look at the execution time. Through billboards

that have been scattered and scattered throughout the country, the faces and pictures of the successors fill the promotional spaces. Likewise with online mass media, a form of campaign has been carried out, although it is not explicitly stated as a form of campaign. However, if you look at the message conveyed,

it is already a form of campaign. It's just that the message conveyed is packaged in a latent way so as not to indicate an ambition to compete in the contestation in the general election (election) or presidential election (pilpres) in 2024.

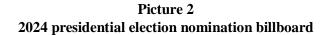**Picture 1**
Party leader billboard

The picture shows the figures of the leaders of national political parties. The approach used is through pictures wrapped in narratives that emphasize commitment to the nation and state. At times like this or when the period is outside of campaign time, the message is implicitly created. In other words, it does not reveal the real reason for inviting the people to vote for him. It's just that there is an impression that this billboard photo communicates that the four are presidential candidates for the upcoming 2024 contest. A background that confuses the public by not directly stating that they are candidates for the presidential election, because the regulations do not allow them to openly write as presidential candidates in 2024. Only by using letters indicating the year of the presidential election, it can be assumed that the

photos displayed on large billboards which is spread in almost all regions in Indonesia implies that they are the mandate of the political party they lead for the presidential contest in the coming period.

The imposition of the theme of political socialization limits the movement of the campaign, so that it is considered sufficient to only have a short narrative that explains its main message as a person who deserves to compete in the political stage for the coming period. Another reason for carrying out political socialization from the start is realizing that his popularity is still far below the average. Each of these figures is only known to a limited number of people, even though the presidential contest requires huge public support, not just the

political parties they lead. Now is considered the right time, because with a massive and continuous promotion, it is certain that it will make an impression on the people's memory. In time, the names and figures appearing on the billboards are already known to the audience of potential voters.

Picture 2
2024 presidential election nomination billboard

This image confirms the message as a party representation for the upcoming 2024 presidential election. The text contained in the billboard does not explicitly ask for public support to vote for him, only informs that Giring's name is listed on the billboard as one of the candidates nominated by the political party he leads. His background as a musician benefits him in exploring the public's memory of his popularity. Although in general it can be said that voter rationality has advanced a bit, popularity alone is considered not enough to lead someone to occupy the most strategic position in this country. The public already has a complete reference regarding the background of a person who deserves to lead this country towards real progress. Already seven presidents have headed this country, each of which has its strengths and weaknesses and each emphasizes different development priorities in accordance with the vision and grand vision of the state.

Media as a Tool to Increase Electability

The general formula that describes the level of probability of candidates winning a contest is electability or electability. A high level of electability makes it easier for someone to get broad support. However, the level of electability will synergize with popularity. Because before a person's electability level is built, it begins with popularity. In other words, popularity will lead someone to have elektebailitas. Meanwhile, electability will not work by itself without starting with popularity. In the context of political competition, these two elements are always attached. But it will not always make it easier for a candidate to win a contest with this element. Evidence of popularity without electability is not able to lead a

candidate to win the contestation has occurred in general election contests and local elections that took place some time ago. It is different if electability or electability will make it easier for a candidate to win the election contest.

In connection with this research, the timing of the socialization activities carried out by presidential candidate candidates for the upcoming 2024 presidential election has been seeded with activities that lead to the creation of a candidate's electability level. Beginning with efforts to build popularity with the content of the image formed in it. This image building can allow the emergence of public perception of the candidate. The positive perception that is built will give high trust from the public to the candidate. The authority that is written in the photos displayed on the billboards, on the other hand will create the side of public confidence in the candidates they will choose in the future.

Public trust will be given to the candidate if his current political practice gives satisfactory results. For example, if for example, if the candidate is in the position of a minister, when information about the success of leading his ministry, it indirectly gives confidence to the public to give high appreciation. Moreover, if the success of building a ministry has a direct relationship with the welfare of the community, it can be ascertained that it will increase its efficiency.

The theme of success conveyed through the media can indeed be a form of manipulation. However, psychologically, people can understand the forms of true and false information based solely on the purpose of tricking the public into building a positive perception of a candidate. The understanding of the community comes to the ability to give an accurate assessment, especially to provide an assessment of the actual information.

Likewise, the appearance of the candidates in the media as a form of transactional communication. This means that when a candidate appears in the mass media with a massive message about the success he has

achieved, the public will make transactions through the provision of support. Support can be given directly, especially in the context of the current media that provides a comment column. So that evidence of high support and attention from the public for the candidate through the comments column on the candidate's official account will be recorded and become the basis for the candidate to advance to the contest

The symbolic process between the candidate and the public through the media can increase the level of electability. The presence in the media, both outdoor media in the form of billboards and similar props or through social media that accommodates chat facilities can introduce candidate profiles directly to the public. The response given by the community will run as it is if the display in the media is natural without the intention of exaggerating actual abilities.

Expression of interest to advance in the upcoming contestation is actually a permission from the candidate to the public. If a positive response is obtained, it is a sincere blessing to the candidate to compete in the presidential contest and other elections. Implicitly the blessing of the community is a form of the formation of electability of the candidate. Even this implied trait can be expressed more explicitly by deepening through the impressive means of chat. Sociologically, the communication between the candidate and the community shows intimacy which in turn fosters a distinct preference for voluntary support.

CONCLUSION

Based on the discussion that has been conveyed, the conclusions of this study revolve around messages in political socialization and the use of media as a tool to increase electability. In the message of political socialization, the candidates package the message very carefully so as not to violate the rules that have been set. The message is made with a narrative that goes straight to the heart of

the message, namely by simply stating the upcoming election year. So the message is made implicitly that seems to hide the goal to be achieved.

A strong reason is because the candidates are trying to comply with the rules. Because if the message is made demonstratively by asking for direct support from the community, it will be imposed as a form of campaign, if declared as a campaign it will be decided as a violation, considering that the campaign time has been set. The use of media as a tool to increase electability is very significant in building the self-image of the candidates because it can automatically be proven in measuring the increase in electability.

Public confidence and trust in the candidate will be built by itself if there is a communication contact through the means of chatting on the candidate's media. The public will give a good perception if the level of openness of the candidate is very high, including in responding to comments made by the public to the candidate.

Based on these conclusions, the researcher suggests that the theme of this research be the beginning for further research, so that it can develop a scientific field that specifically discusses political communication. In addition, this research is also expected to be a reference for politicians and political practitioners in dealing with every contest that will be followed.

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