



DIGITAL STRATEGY OF POLITICAL COMMUNICATION MEDIA ON SOCIAL MEDIA

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Abstract

This research study is used to find out the political communication strategies used in today's media era with the presence of digital media. Mastery of digital media is the latest technology needed in changing society. Social media is becoming a media that is more used by legislative candidates because it has a targeted impact on prospective voters who are desired by political candidates. Communication strategies carried out to successfully communicate politics require several related strategies, either directly or using approaches through social media. This research method uses qualitative approaches and case study methods. Data collection is done through online observation and collecting information data from literature studies. The results of observations from the author of an effective style of political communication as a communication strategy in a way must be carried out continuously published to have a wider impact on the public audience.

Keywords: *Communication Strategy, Political Communication, Social Media*

Introduction

Political communication strategies began to use social media as a promotional medium. The digital era was chosen as an effective medium to be used as a political communication strategy against the results of vote acquisition. Previous research on

political communication strategies that social media can be used as a campaign media by utilizing Instagram as the main account for political implementation¹. This utilization is used for the creation of main content that can contain positive content for politics and also negative content for politics. Positive content contained in the political process is to bring content that is political marketing while negative content from social media in the form of spreading fake news, hate speech, and ugliness and content that leads to Sara or HOAX².

Social media can overcome the weaknesses of conventional media. The advantages of using online media are that it is cheaper, easier, faster, wide-reaching. Positively social media content used to do politics contains personal branding owned by legislative candidates to be built³. When the campaign period arrives the political communication strategy used is to contain all the achievements that have been done by legislative candidates to add a positive image of self. Therefore, every election agenda that is held starting from 2017, 2019, 2020, and until now the candidate couples are actively competing through their respective social media accounts to get votes from the millennial generation⁴.

This research explains theoretically and empirically about utilization. Instagram in the 2020 simultaneous election political campaign is equally utilized by each person team positively for political marketing. The official account of the person on Instagram is utilized optimally to influence the minds of voters and gain public support. The study also explains the strategy of framing political message content in every post on Instagram. Furthermore, the study outlines and explains comprehensively the content contained in political messages on Instagram accounts. Each post has different content in creating a positive political image about the person.

¹ Kurniasih, Rahmansyah, and Kurnia N, "Politeness Strategy To Prevent and Resolve Cyber-Conflicts Among Indonesian Internet Users: A Cyberpragmatics Approach."

² Juditha, "Hoax Communication Interactivity in Social Media and Anticipation."

³ Mudawamah, "Internet User Behavior: Case Study in Students of the Department of Library and Information Science Uin Maulana Malik Ibrahim."

⁴ Krisnanto and Fitriyah, "POLITICAL MARKETING STRATEGY IN THE DIGITAL ERA: THE USE OF INSTAGRAM IN POLITICAL CAMPAIGNS IN THE 2017 DKI JAKARTA ELECTION."

Broadly speaking, the use of Instagram is used to publish the vision-mission of superior programs, the results of interaction with the community, the results of past achievements and leadership figures. from passion. The content of political messages is carried out as an attempt at persuasion in influencing the minds of the audience and gaining widespread public support.⁵⁶

From the above problems, the author describes the formulation of the problem as follows. What is the important role of Instagram as a political campaign media in the 2017 DKI Jakarta Election? How is the strategy of packaging (framing) political message content and political message content delivered on Instagram in political campaigns in the 2017 DKI Jakarta Election?

Literacy Studies

Social Media

Communication technology then became a cornerstone in development. Political communication in this multimedia era. Political communication has always been in harmony with democratic freedom, especially freedom of opinion. Then, political communication that occurs in the era of globalization shows the strengthening of democratic freedom that leads to freedom of opinion in cyberspace or virtual communities. Thus, communication habits in humans begin to undergo fundamental changes. With the increasingly massive freedom of speech carried out through the media of communication technology, Datsun finally came into force.⁷

Social media, such as Instagram and Facebook, for example, has their role, and performance is quite massive in increasing public pressure. A large number of conversations on social media sites indicates the emergence of new public spaces.

⁵ Fitriansyah, "Effects of Mass Communication on Audiences (Descriptive Study of The Use of Social Media in Shaping Adolescent Behavior)."

⁶ Kurniasih, Rahmansyah, and Kurnia N, "Politeness Strategy To Prevent and Resolve Cyber-Conflicts Among Indonesian Internet Users: A Cyberpragmatics Approach."

⁷ Indrawan, Efriza, and Ilmar, "The Presence of New Media in the Process of Political Communication."

When conventional media is limited by the business and political interests of its owners, then online media, especially social media sites get an honorable place as a channel to share shared awareness. (awareness of the common group) which is still free from state domination and market intervention⁸.

Social media has the power to influence public opinion. Fundraising through social media becomes faster in conveying messages. Therefore, social media has put the democratic space in a new chapter from the perspective of political communication. Thus, social media as a means of communication plays a role in bringing people (users) to actively participate by contributing and feedback openly, both to share information and respond online in a fast time. Social media as an alternative media is supported by the power of technology⁹¹⁰.

Communication has many benefits to increase the understanding of the democratization of communication towards a just information society. For political parties, utilizing social media can build political communication with political groups or organizations and their supporters. According to Matthew A. Baum and Tim Groelling, social media users have the potential to become new opinion leaders who will gain their followers. Therefore, political parties need social media so that their cadres who sit as legislators can provide information to the public honestly and transparently.¹¹

Social media has changed the world a lot. Distort many of the thoughts and theories that are owned. The level or level of communication merges in one container called social media / social media networks. The consequences that arise must also be watched out for, in the sense that social media increasingly opens the opportunity for each individual involved in it to freely express their opinions. However, self-control

⁸ Heryanto and Rumar, "Political Communication an Introduction."

⁹ Ibad, "MESSAGE OF ISLAMIC DA'WAH SEMIOTICS ANALYSIS (INSTAGRAM CASE STUDY @MAHAKARYAANAKBANGSA)."

¹⁰ Budiyo, "Social Media and Political Communication: Social Media as Political Communication Ahead of the 2017 Dki Jakarta Election."

¹¹ Nature, "The Use of Social Media as a Tool of Political Communication."

should also be owned, so that the freedom possessed also does not violate the limits and does not offend others.¹²¹³

Social media that is again trending today in Indonesia is WhatsApp, Facebook, and Instagram. Video-based social media is still dominated by YouTube. YouTube sharing is done on all three social media. The impact of social media can be both positive and negative. Its positive impact when used to share knowledge, kindness, and experience. Its negative impact when used for things that are contrary to morals, and political values¹⁴.

Political Communication Strategy

Marketing is the process of exchanging between two or more parties. In politics, the exchange process involves negotiation, propaganda, and bargaining to maximize the interests of each party. The study of political marketing greatly contributes to the world of politics itself. The strategy is to try to understand and analyze what voters want or need. Political activities must be pursued in line with the aspirations of the wider community or the wishes and expectations of society in general. Political marketing aims to win a political party in a democratic party or general election. So at its core political marketing is any means used in political campaigns to influence voter choice.¹⁵¹⁶

The competition for voters requires that the campaign team of each candidate devise a special formulation to attract as many voters as possible. The special formulation in the form of communication strategies and stages of political marketing strategies is carried out to identify prospective voters who are by the candidate's

¹² Ibad, "Communication Learning Model On The Use of Social Media To Overcome the Spread of Hoax News For Millennial Muslims."

¹³ Sari et al., "Communication And Social Media."

¹⁴ Wijaya and Tulak, "Development of Social Media-Based Character Education Learning Model."

¹⁵ Saleh and Sihite, "Communication Strategies for Corporate Social Responsibility Programs in Community Empowerment."

¹⁶ Krisnanto and Fitriyah, "POLITICAL MARKETING STRATEGY IN THE DIGITAL ERA: THE USE OF INSTAGRAM IN POLITICAL CAMPAIGNS IN THE 2017 DKI JAKARTA ELECTION."

advantages. . The stages of a political marketing strategy consist of three stages, namely segmentation, targeting, and positioning. Segmentation is useful to identify all walks of life, targets are voters from one segment of society to be campaigned, and positioning to explain the advantages of a person with other candidates.¹⁷

Framing Media

Framing in two broad dimensions: the selection of issues and the emphasis or protrusion of certain aspects of reality/ issues. Running is the process of making information more meaningful, more interesting, meaningful, or more remembered by the audience. In practice, framing is carried out by the media by selecting certain issues and ignoring other issues; and highlight aspects of the issue by using a variety of striking discourse-placement strategies (placing in-headline front or on the back), repetition, use of graphics to support and strengthen protrusion, the use of certain labels when describing people/events reported, associations with cultural symbols, generalizations, simplifications, and others¹⁸. All aspects are used to make a certain dimension of news construction meaningful and remembered by the audience¹⁹.

The authors used Framing Analysis Theory in analyzing the content of political messages on Instagram. Each post posted on the official account of each candidate's campaign team, whether in the form of pictures or videos, has a political meaning or message that the candidate wants to convey. to Instagram users. The content of the political message is intended as an effort to influence the minds of voters so that a positive political image of the person can be reached by public support.²⁰ Framing is an approach to analyze the content of a message or content in a message to find out

¹⁷ Wahid, "Political Communication Theory, Concepts and Applications in the New Media Era. Bandung:"

¹⁸ SihombING, "FRAMING OF POLITICAL NEWS IN REGIONAL HEAD ELECTIONS (ANALYSIS OF FRAMING NEWS OF PEKANBARU MAYORAL ELECTION IN TRIBUN PEKANBARU AND RIAU POS NEWSPAPERS)."

¹⁹ Rizal, "Analysis of Framing Political News of Presidential Candidates and Vice Presidents on Social Media on Detik.Com Accounts."

²⁰ Siswanti, "Media Framing Analysis: Comparative Study of Online Media 'CNN' And 'Compass' Related Humanitarian Phenomena At Al-Aqsa Period 20 - 23 July 2017."

and identify in-depth about a topic represented through images or videos.²¹

Framing contains two main elements: "selection" and "bulge". Both of these aspects are commonly used by journalists as a tool to analyze political messages in the media and become analytical knives for authors in explaining political messages described by a person on Instagram. First, is the selection of issues, related to the selection of facts or realities. This first analytical tool seeks to identify the emphasis of certain aspects that are done by choosing a certain point of view, choosing a certain fact, and forgetting another fact. Second, the protrusion is related to writing down facts or facts. This second device seeks to explain the process of facts that have been selected (selected) to be presented to an audience expressed through words, sentences, assistance with images, photos, and videos²². The media is trying to construct reality so that it can stand out.²³

Research Methods

This research uses research methods with a qualitative approach that aims to find and find, collect, process, and analyze research results data. According to Bogdan and Taylor, qualitative research is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, finding and finding patterns, finding what is important and what is learned, and deciding what can be explained to others. Based on the above definition, it can be concluded that the first step of data analysis is to collect existing data, compile it completely, manage and analyze it.²⁴

Data collection techniques consist of two parts, namely primary data and

²¹ Wahid, "Political Communication Theory, Concepts and Applications in the New Media Era. Bandung:"

²² Souvenirs and Darmayanti, "Fairclough's Critical Discourse Analysis of Celebrity News on Online Media."

²³ Krisnanto and Fitriyah, "POLITICAL MARKETING STRATEGY IN THE DIGITAL ERA: THE USE OF INSTAGRAM IN POLITICAL CAMPAIGNS IN THE 2017 DKI JAKARTA ELECTION."

²⁴ Nasution, "The Existence of M-Radio Towards the Development of Communication and Information Technology."

secondary data. Primary data is obtained from interviews with informants who are competent in their fields to discuss hoax problems. Secondary data is data obtained from data collection techniques that support primary data. In this study secondary data was obtained from various sources through other media both from online media and mainstream media as well as literature and journal studies. After the data is collected, data analysis is done by coding the data based on the research category sought.²⁵

The results of the data collection are then analyzed descriptively. Triangulation is also carried out in this study to enrich the results of the analysis by combining the results of research with concepts and theories and results of research that has been done before.

Results and Discussion

The Importance of Instagram's Role

This research reveals that Instagram social media has a role. This is important in political marketing in Pemilu simultaneously 2020. The target audience of the campaign on Instagram is usually millennials (ages 17-25) and young voters (25-35), education levels also tend to be high, the economy of upper-middle families, and course high-tech. Beyond that segment, it would be difficult to influence voters' minds if the campaign was conducted on Instagram. So, the authors emphasize that the effectiveness of Instagram campaigns only applies if it targets a segment of a young audience.

The use of Instagram is indeed a separate choice to influence a positive image in general election simultaneously 2020. But not completely able to win instantly, other media contributions and other campaign strategies helped win Pemilu simultaneously in 2020. Instagram is only one way to publish vision-mission, strategies to overcome actual public problems in Jakarta, closeness to the community

²⁵ Kurniasih, Rahmansyah, and Kurnia N, "Politeness Strategy To Prevent and Resolve Cyber-Conflicts Among Indonesian Internet Users: A Cyberpragmatics Approach."

(blusukan), achievements of achievements in the past. , and other political messages. The issue of Pemilu's victory simultaneously in 2020 is not entirely on Instagram contributions as a campaign media. Public support is also influenced not only by Instagram itself but also by other important things. The existence of Instagram in ²⁶Pemilu simultaneously 2020 only provides publication, socialization, and campaign media to each Pemilu person 2020 and its team, namely by providing benefits such as easy, cheap, fast time, and wide range.²⁷

So, the results of the study revealed that Instagram social media has a role. Important in political marketing strategy, which becomes an important part to influence the mind of khayalak to support the person. Instagram's important role in Pemilu simultaneously 2020 is to reach out to novice voters from the millennial generation, socialize the importance of elections, campaign media that is quite effective in socializing the vision-mission of the flagship program of the person, and trying to penetrate the minds of the audience to get public support. Instagram's contribution as a campaign medium will be effective if utilized optimally and according to its 'portion'.

Political Communication Strategy

Communication carried out by the community of course there are also politically charged. In the era leading up to the reform, we used to see people's political communication carried out through mass media, such as newspapers, magazines, tabloids, and others. Political communication is also carried out through clandestine (underground) meetings or meetings, including the spread of leaflets, pamphlets, and leaflets containing criticism of the Suharto regime. power at that time. Of course, this was done to avoid the pressure and repression of the New Order government at that time. The absence of democratic freedom in the form of banning

²⁶ Wirga, "Content Analysis On Youtube Social Media To Support Political Campaign Strategy."

²⁷ Hakim and Panuju, "Political Communication Strategy Dpc Pdi Perjuangan Surabaya In the 2019 Legislative Election."

freedom of opinion in public makes people's political communication cannot be done in the public space because any communication is impossible. The emerging politics are filtered in such a way by the ruler so as not to harm the regime. On the contrary, the political communication carried out by the Suharto regime goes one way to the people whose content is very particular for the benefit of the regime only. Political communication is still conventional, namely through print, radio, and television media.

Today, political communication carried out by the community is increasingly free, not only because the times are already so (reform), but technological developments utilizing space. The public can be initiated through a private space called social media. There are no more restrictions on freedom of speech carried out by the ruling regime, precisely the tendency of public political communication carried out chaotically began to be seen. Political communication can be done freely with only a few restrictions from law enforcement. All this can happen because of the extraordinary development of technology, especially through the internet, so that new channels arise, where people can communicate politics more freely, faster, and of course, more impact very widely because it is done in a public space called cyberspace.

The presence of social media as a new media makes the internet the most appropriate means used to spread the influence and impact of social media. When conventional media doesn't always need the internet, social media (and other new media later) relies heavily on internet services. Social media would not exist without the presence of the internet, because its existence does require a balanced collaboration between the two. This condition shows that the development of mass media in the context of the dissemination of information in the world cannot be separated from the internet, thus creating a political communication climate that is in the realm of multimedia.

The presence of this new medium is part of three generations of political

communication, such as Blumler and Kavanagh in Heryanto, who named it "the third age of political communication". According to them, print and broadcast media, such as television and radio, are no longer the main references in the process of political communication. This is due to the increasingly massive use of the internet as the main source of society in seeking information about news or political events. Especially on social media, you name it, the process of finding information also takes place both ways. People can participate directly (dynamically), not only waiting (passive) is always adjusted to the target audience segment. In the order of society, there are various social layers and segments of society, political parties and candidates are expected to distinguish political packaging from political messages in each segment of society. The audience segments in packing the most common political messages are usually based on four main segments, namely the age of the audience, the level of education, occupation, and economic status, as well as the culture in the area. Packaging based on the above segments must also be inserted with the achievements of politicians in the past, accurate data facts about a public problem, issues that develop into public attention, and solutions promised to the public.

Instagram-based political marketing strategies are carried out by each person by packaging (framing) the content of political messages. The political message was conveyed to millennial and adult voters who use Instagram. The penetration of Instagram as a campaign medium is also carried out so that the positive image of each candidate begins to appear in the minds of the audience so that in the future public support can be achieved through the use of Instagram.

Some suggestions that can be given in the use of communication media in this case as social network sites are:

1. The admin of each candidate's account has an understanding of communication technology so there will be no unwanted things or errors because the admin of the account is still at the user level, not an expert.
2. Choosing the right hours to post issues, such as coffee break time, lunch hours

not during work hours or office hours, to increase awareness of followers to read the content of the post.

3. In the information spread through Twitter is things that are fact, persuasive not just the words 'seduction gombal' for followers to choose.
4. Pay attention to the efficiency and intensity of the post so that followers do not consider it as something disturbing or spam and in the end, the goal of the campaign is not achieved.²⁸

Conclusion

The Internet in the context of political communication is the main medium in the development of technology, especially new media, in this case, social media. Its online nature makes this type of media easy to reach for anyone and anywhere. The global reach of the internet makes its connectivity highly efficient and flexible to use as a means in the process of political communication.

Various information, in the form of ideas, ideas, demands, to protests, can be conveyed through the online realm, namely the internet. The Internet also has a speed far beyond other conventional media, such as television or print media. Connectivity between communities, as well as between infrastructure and political superstructures, can be done without going through the boundaries of space and time. Currently, political communication carried out by the community is freer, not only because the era is already so, but technological developments make the use of public space can be initiated through private spaces, which are called Facebook, Twitter, Instagram, YouTube, Line Today, and so on, which fall into the category of new media.²⁹

The presence of new media in Indonesia drastically changed the journey the politics and democracy of this nation. In the New Order era, freedom of speech was a very restricted thing, even tended to be taboo. However, in the era of globalization

²⁸ Alfiyani, "Social Media as a Political Communication Strategy."

²⁹ Syafiq, Dewantara, and Jabbar, "COMMUNICATION STRATEGY OF RADIO BROADCASTER PERKASA FM TULUNGAGUNG IN THE MIGHTY COLORFUL PROGRAM."

like today, there are almost no longer any limits for every citizen or society to voice his opinions and expressions. In the multimedia era, as it is today, opinion is an essential part of human life. These opinions often have political content. On that basis, political communication in this era has undergone very significant development, because in quantity it has been carried out massively.

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