Political Communication Darma Wijaya in Serdang Bedagai Regional Head Election 2020

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Abstract

This study aims to determine thewinner of the regional head election2020 in the Serdang Bedagai Regency by Mr. Dharma Wijaya. There are three questions, That are: First, How is Darma Wijaya's political communication in winning the regional head election of Serdang Bedagai, Second, What is the political role of Mr. Darma Wijaya towards Party and Community Leaders in Serdang Bedagai, Three What is the media of political communication of Mr. Darma Wijaya in raising votes in Serdang Begadai. Theoretical framework in this study using group communication and interpersonal communication and mass media. Model of group communication according to Michael Burgoon and Joseph A. Devito.This study uses a qualitative approach through the design of a case study model. Data collection techniques through:1. Interview 2. Observation 3. Documentation Study. Informants is taken by purposive sampling technique. The data is processed according to Sugiono, through three steps, that are Data Reduction, Data Presentation and Conclusion Drawing or Conclusion Verification. The results of the study is group communication inthe winner of the regional head election 2020 in the Serdang Bedagai Regencyby Mr. Darma Wijaya involved elements of the community through WhatsApp Groups (WAG) to socialize policies and work programs to the community.By considering every group in the community to coordinate and be responsible for the winning process, WA groups isbuild as much as possible and layered, meaning starting from the smallest level group in the village to the district level, from the many media used, the WA group seems to be the most effective in binding potential voters. Political issues and the socialization of the programs offered are well socialized, cheap and fast

I. Introduction

The role of politics is still being played in human life, communication issues in this field will never be used up as a study in order to follow the prevailing political dynamics. The link between communication and political struggle that cannot be separated from each other, positions political communication as a very important issue in the view of experts and practitioners in the political field. To quote a statement that "if you want to rule the world, then control the information". This clearly illustrates the existence of communication in the course of politics.

In Indonesia in general, the political system can be divided into several periods, namely the politics of the old order era, the new order era and the reform era. Each era has its own differences and uniqueness in carrying out its political strategy. Likewise in every regional head election at the National, Provincial, City and Regency levels, in addition to being strongly influenced by the political policies of the Indonesian government.

Political journeys are not simple, but very complicated and complex events that have an impact on all aspects of life, social, cultural, economic, educational, health, religious, etc. It also involves all levels of society, from ordinary people, intellectuals/scholars to scholars, poor people to rich people, and ordinary people to officials and so on. Ahmad described that the scholars should continue the message that was previously the task of the Prophet.

A pious (ulama) is obliged to explain to the community about things that are lawful and unlawful and to distinguish the bad from the good, including political matters. Ulama, community leaders have broad influence in the social structure of society, as shown by a number of charismatic clerics in the past and ulemas who were previously tied to the National Political Party have re-strengthened their original political relations.

Back to the initial consistency of political communication, where the pattern of political communication that takes place tends to follow political dynamics, meaning that the political system that is built always colors political communication. In Alex Sobur's article quoting Galnor's opinion, "Without communication, there can be no joint effort, and thus no politics." Besides, another statement was found from Pye, that "without a network (communication) capable of enlarging and magnifying individual utterances and choices, there will not be a politics that can stretch a nation. The point is that a political system will not be formed without political communication and mutual influence.

Observing Darma Wijaya's political journey related to the dimensions of regional and national political policies, it becomes interesting to explore his political role, when he became Deputy Regent and nominate for Regent of Serdang Bedagai, who in this case became the incumbent competitor.

Another interesting thing, Mr. Darma Wijaya or who is more familiar with the nickname Wiwik who was born in Giting Sarang Dolok Masihol, Serdang Bedagai, August 1, 1972, who has an education of SD Negeri 102060 Sarang Giting Dolok Masihol, SMP Negeri 1 Dolok Masihol and Private High School March 11, Dolok Masihol. .

The organizational positions he has held are Head of the Branch of the Karya Dolok Manampang Youth Association in 1999 and made himself Head of the Serdang Bedagai DPD IPK Task Force from 2004-2009. Besides that, he was the chairman of the Indonesian National Sports Committee in Serdang Bedagai Regency in 2011, in 2013 he was the chairman of the Serdang Bedagai Chamber of Commerce and Industry. Apart from organizational activities,

In the case of the candidacy of the Regent who is paired with Adlin Umar Yusri Tambunan, they are supported by the political parties GERINDRA, GOLKAR, PDIP, PKB, DEMOKRAT, HANURA, PPP, PERINDRO, PSI, PBB, GELORA.7 So the researcher wants to know about his communication with political parties.

The next question, how about political communication? So that it was able to gain the support and trust of the community, with a significant vote gain compared to the incumbent, namely, 225,869 Darma Wijaya votes 70,097 Soekirman votes with a total vote of 303,465 with 17 sub-districts, 243 villages and sub-districts in 1482 polling stations. The researcher views the need for research on: "Darma Wijaya's Political Communication in the 2020 Serdang Bedagai Regional Head Election".

II. Review of Literature

2.1. Election of Regional Head

In the election of regional heads such as governors, regents and mayors since Indonesia's independence were elected through the local Regional People's Representative Council, then according to the provisions of Law no. 32 of 2004, direct elections must be held. This change in the constellation of the electoral system causes all parties, especially among politicians and regional elites to have a good stance if they want to take part in the contest in the regional leadership election.

2.2. Political Communication

The term communication comes from the English "communication" which comes from the Latin word "communication" which means "notification" or "exchange of thoughts". The essential meaning of "communication" is "communist" which means "same", he explained: "same meaning". In simple terms it can be stated that: "communication is the transfer of information from one person to another person". (Communication is the process of transferring/sending information from one person to another). Communication here is understood as a way to enrich others through sending ideas, facts, thoughts, feelings as intended.

2.3. Political Theory

Theories in this category focus on the tendencies or predispositions that determine the way people behave. Each personality contains a unique and individual set of traits. Therefore, people can be compared with one another on the basis of their differences in traits, differences that are measured by a scale that indicates how many of each of those traits a person has. Examples of personality traits measured on a scale like this include whether a person is adaptable or clumsy, emotional or calm, conscientious or careless, conventional or eccentric, easily jealous or not, polite or rude, bored or determined, gentle or harsh, humble or arrogant, and weak or excited.

2.4. Types of Political Culture

Communication is closely related to culture, like two sides of a coin that cannot be separated. In the communication process, interactions occur between individuals, where consciously or unconsciously the interactions that occur each individual involved in it will influence each other. The result of this process of interaction and mutual influence creates a habit and a culture is created. This culture does not necessarily form just like that, but has a goal to be achieved. Likewise the political culture of an organization or political party. Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants. (Hasbullah, et al. 2018)

2.5. Political Communication Ethics

Etymologically ethics can be defined as: (a) the science of what is good and what is bad and of moral rights and obligations; (b) a collection of principles/values related to morality; (c) values regarding right and wrong held by a group or society. Ethics is a reflection of people's views about what is good and what is bad, as well as an indicator to distinguish between acceptable and rejected attitudes and behaviors with the aim of achieving good in living together. Because ethics are good and bad values that are agreed upon by certain community groups, ethical norms about something can differ from one community group to another.

2.6. PR Political Party

Public relations in political communication, which includes the history of the use of public relations methods in political communication, media management, image management and political marketing that, occurred in developed countries as well as the development of public relations in political communication in Indonesia.

2.7. Collective Behavior

Political communication in internal communication, namely all individuals who are in the political infrastructure, both in small and large groups and associations and institutions that are closely related to political life.

III. Research Method

This type of research is qualitative research. Kirk and Miller in Molong define qualitative research as a particular tradition in social science that is fundamentally dependent on observing humans in their own area and relationships with people in their language and terminology.

This qualitative approach, the research will go directly to the field to examine the object of study and hold direct interaction with the community which aims to obtain in-depth information about group communication in improving the quality of work, this research uses a qualitative approach to produce descriptive data in the form of written or spoken words. of people and observable behavior (Bogdan and Taylor in Moleong

IV. Results and Discussion

4.1. Darma Wijaya's Political Communication In Winning The Election in Serdang Bedagai Regency.

As a system, politics is a conception that contains provisions regarding who is the source of state power, who is the executor of that power, what is the basis and how to determine and to whom the authority to exercise that power is given, to whom the exercise of that power is responsible and what form it takes. responsibility.

Meanwhile, according to Gabriel Almond, political communication is one that determines the operation of all functions in the political process, political communication takes place reciprocally through effective communication channels. It is byHenry Subaktio and Rachmah Ida are seen as an inseparable part of the political system or an integral part of the input functions carried out by every political system.

Whether or not this function is effective in delivering political messages is strongly influenced by other input functions. There are two indicators of the function of political communication that can show that the flow of political communication takes place reciprocally and is directly related to policies or decisions, namely the interest aggregation function and the interest articulation function.

4.2. Result of interview with Mr. Darma Wijaya: Thursday 01 July 2021

- *I started my organization in 1999 in Dolok Manampang as chairman of the IPK branch, the following year I became Deputy Chairman of the Golkar Party in 2009-2014 from here, originally my desire for further politics arose.*
- *And then Mr. Darma Wijaya said:*
  I build closeness with several organizations both government and private as well as non-governmental organizations and is active in various organizations.

- *Deputy chairman of the youth partners of Kamtibmas 2009-2011*
- *Treasurer of MKGR Sergai 2009*
- *Deputy chairman of the 2010 Youth Youth Advisory Council*
- *Treasurer of the Golkar Sergai DPD 2010-2015*
- *Chairman of KONI Serdang Berdagai 2011*
- *Head of KADIN Kab. Serdang Bedagai 2013*
- *Head of North Sumatra Nasdem Guard 2016-2019*
- *Chairperson of the 2019 PDIP Serdang Berdagai DPC*

According to the results of the interview above, the researcher assessed that Mr. Darma Wijaya had built groups and participated in groups both in organizations and in parties.

Groups are an inseparable part of daily activities. In addition, the group allows for a place to share information, experiences, and knowledge with the members in it. According to experts, groups can be classified into several types.

As explained by Marhaeni Fajar from Jalaluddin Rakhmat, that groups are divided into three types, namely primary and secondary groups, membership and reference groups, descriptive groups and perspective groups.

Based on the description above, it can be understood that the communication with the group affects each other.

The influence of groups on communication behavior, among others, is conformity, social facilities and polarization.

If it is related to the interview with Mr. Jairan, S.Sos.I (Chairman of the Muhamaddiyah Regional Leadership Serdang Bedagai) Thursday 08 July 2021
- *He, Mr. Regent, was once a deputy regent in the time of Mr. Soekirman, he is an egalitarian person, meaning that he does not look at the position, work, education, in his association, he embraces everything.*
- *In terms of religion, he is also active and always responds to conditions and events in society, that's why I personally support him.*
-

Likewise with the interview with Mr. Zulkifli Sitorus (Chairman of Nahdatul Ulama Serdang Bedagai) Saturday 10 July 2021
- *When he was deputy regent, his salary in ten months was donated for the construction of a mosque, in that case the public saw, especially NU residents, that there was value in his leadership style.*
- *Every NU member has an event, he is always present and gives remarks, his expertise in leading in society in a persuasive way.*

Groups are important in human life, this is because groups are an inseparable part of daily activities. In addition, the group allows to be a place to share information, experiences and knowledge.

A good group is a group that is able to provide opportunities for the individuals in it to actualize themselves, so that the group is the embodiment of the individuals in it.

A group is a group of people who have a common goal who interact with each other to achieve a common goal, get to know each other, and view them as part of the group.

The researcher also interviewed Mr. Leman Sing (Malay Traditional Leader Serdang Bedagai) Monday 12 July 2021
- *The people of Serdang are traded with many Malays, while Mr. Darma Wijaya was born and raised here so he is familiar with Malay customs. so we also feel familiar with him.*
- *Our closeness to him before he became deputy regent, he was famous for his generosity, helping build mosques, helping the poor, orphans and always attending religious and traditional events.*
-

With Mr. Ahmad Zaki, S.Pd (Chairman of Youth of Muhammadiyah Serdang Bedagai) Wednesday 14 July 2021
- *When he was deputy chairman of the 2010 Youth Youth Committee he was very active in advancing the Youth Organization at that time I knew him, his helpful and social spirit was shown to give birth to a lot of sympathy from the community.*
- *He always attended group activities in the community when he was deputy regent of Serdang Berdagai, regardless of whether the group was large or small.98*

If it is observed from the description above and the results of the interview, it can be understood that communication has a purpose, as well as groups with these objectives, it can be emphasized that group communication has a function as described by Bungin, that the existence of a group in society is reflected by the existence of a function to be carried out.

So the researcher interviewed Mr. Udin Sirip (Darma Wijaya Regent Candidate Winning Team) Saturday 03 July 2021
- *Mr. Darma Wijaya, before becoming a figure among organizations, governments, both in the community, he was a mingling person and liked to help people.*
- *He is an entrepreneur and always motivates his colleagues and subordinates*
- *In forming a success team, he did not hesitate to go down to the community and did not see that the person was influential, educated, he hoped for who could work together.*
- *When he became Deputy Regent of Serdang Bedagai, that's when he established relationships with several figures in Serdang Bedagai*
- *He also while serving as chairman of the 2016-2019 North Sumatra Nasdem Guard mobilized his masses.*
- *And they Garda Nasdem and members attend religious events conducted by religious leaders and participate in activities carried out by youth organizations.100*

Political communication that is carried out to each group or organization in Serdang Bedagai, before becoming deputy regent he had a relationship, can move a large number of destructive individuals. The period is formed because of a bond or based on the existence of a certain flow in the opinion of a major requirement. for a period that is both seen and unseen, that is, there must be a bond of thought, a connection of souls or a similarity of feelings.

Researchers on the political role of Darma Wijaya interviewed Mr. Jairan, S.Sos.I (Chairman of the Regional Leadership of Muhamadiyyah Serdang Bedagai) Thursday, July 8, 2021 about Darma Wijaya's political role
- *What I know is that when he was still the deputy regent, he had egalitarian leadership, meaning that he was a people and did not compare one to another. For example, when ordinary people (not officials or important figures) make a party, he is also present and always goes downstairs*
- *His concern was very high, before becoming deputy regent, he was also a philanthropist who always contributed to the construction of the mosque 101*

Political communication in internal communication, namely all individuals who are in the political infrastructure, both in small groups and large groups and associations and institutions that are closely related to political life. These groups can mobilize large numbers of people for both constructive and destructive purposes. Even to seize power or to overthrow a legitimate government, one can also use militancy from the masses they lead.

Communication is an important part of management in order to run an effective and efficient organization. Management will be carried out properly if the communication in the organization can run well. Harris and Nelson explain:

> *Communication is one of the most dominant activities occurring in any work setting. The need to study, understand, and effectively use organizational communication has been, for many individuals, an after-the-fact enlightenment. As such, individuals in various occupations refer to the inability of others to communicate well, the lack of listening skills displayed by their colleagues, or the unwillingness of subordinates to follow instructions. At times, we all contend that other people fail to communicate and we are almost mystified that others do not hear us in the manner we intend. Over the years, experts in management theory have preached the need for improved communication. Unfortunately, being aware of the need for improved communication does not always translate into better understanding or use.*

The explanation above provides an explanation that communication is one of the most dominant activities that occur in job settings (job description). The need to learn, understand, and effectively use communication in organizations is, for many individuals, a must. Thus, individuals in various occupations relate or influence the inability of other individuals/coworkers to communicate well, the lack of listening skills displayed by colleagues, and the reluctance of subordinates to follow instructions.

4.3. Darma Wijaya's political communication media in raising votes for the election of regional heads

The word media comes from the Latin medius which literally means 'middle', 'intermediary' or 'introduction'. In Arabic, the media is an intermediary or introductory message from the sender to the recipient of the message.

Mass media is defined as a type of communication aimed at a number of dispersed, heterogeneous, and anonymous audiences through print or electronic media so that the same message can be received simultaneously and momentarily.

Communication between humans is the activity of conveying and receiving messages from and to other people. When communication takes place, the influence process of influencing occurs. Besides that, communication also aims to get to know each other, relate, play, help each other, share information, develop ideas, solve problems, increase productivity, raise morale, convince, entertain, strengthen status, anesthetize and create a sense of unity.

From various sources of reference on political communication, it is generally associated with the role of the mass media in introducing themselves, at least the serial number of nominations. In addition, the mass media as the main stream media for the main stream has many readers with a high level of trust, meaning that when information is obtained from the mainstream media, the level of accuracy and public trust is much greater. It's just that this media is considered not too fast and relatively expensive because it has to pay for a number of media to publish information about candidates, besides the cost which is considered quite large, it turns out that the reach is not as wide and uniform as social media. A question is how much is the circulation of a newspaper, even if the entire circulation is read by the readers, it is not necessarily the information about the candidates who are all read.

In this case, the researcher interviewed Mr. Darma Wijaya about the media used in communication, Thursday 01 July 2021.

- *As usual, candidates for regional heads make billboards, banners, brochures and social media and mass media.*
- *The mass media newspapers that I use are newspapers that are widely read by the public and generally in North Sumatra, including Waspad, SIB and even a number of electronic TV media that we have used.*
- *Some of the social media platforms that I use are You Tube, Face Book, Instagram etc.*
- *I, through the team, succeeded in creating WhatsApp Group groups in every sub-district and village where they socialized our winning program.*
- *The religious, youth and community leaders who joined my team created this special team to convince the community of the program we promised.106*

Because the purpose of communication affects each other, building communication aims to create a healthy atmosphere that is an integral part of Islam. The group that is built serves as a forum for establishing social relations in the sense of how a group is able to maintain and establish social relations among its members.

Researchers interviewed Udin Sirip (Winner Team) Saturday 03 July 2021

- *In addition to the team created by Mr. Darma Wijaya, we were appointed by him to create a shadow team to socialize future work programs*
- *Install billboards, banners, banners and distribute brochures to the public.*
- *We have created a special team in the form of groups whose job is to sit in the stalls, the ta'lim assembly, youth organizations to the people in the interior of the Sergai Regency.*
- *We socialize through the WA Group of each team*
- *We gather people who have WA groups both at the family level, school alumni, workplaces and WA administrators, religious and social affairs administrators.*
- *Because we feel that through WA this is effective and trustworthy because from the start we have remained consolidated107*

Through interpersonal communication can influence individuals to do something as desired, interpersonal communication can familiarize themselves with other people. Communication between good friends who have emotional ties both in organizations and groups as well as face-to-face conversations are important for a candidate.

The inclusion of the community is a must, in which the community really feels cared for or respected.

In that case, the researcher interviewed Mr. Leman Sing (Malay figure) Monday 12 July 2021

- *We run and install brochures, banners but more importantly convince the public about the work program offered.*
- *We didn't find it difficult to socialize him because when he was deputy regent he had often gone down to the blusukan and populist*

And an interview with Ahmad Zaki (Youth Leader) Wednesday 14 July 2021

- *When he served as deputy regent, his leadership was egalitarian, he wanted to sit with the community, this was a communication he built.*
- *Besides the print and electronic media that we felt when we served as deputy regent, it was not difficult to meet, meaning he likes to meet face to face, this is what I think the media was built regardless of its name.109*

The role of mass media in various aspects of modern society's social life is so great. It is not surprising that the mass media are used for various purposes. The use of mass media for a campaign seems to be very essential in political life. Here it appears that the role of campaigning through mass media is very meaningful for a candidate, but does every campaign through mass media always promise success, therefore Mr. Darma Wijaya uses mass media and social media including WhatsApp Groups because it can reach a wide audience, the campaign will be successful if supported by the structure of interpersonal communication (organization, group, individual).

In socialization, mass media is often considered to have replaced the role of traditional socialization agents. Apart from that, researchers regarding the role and effects of mass communication are still very interesting to study, because there are always things that differ from one study to another. There are those who argue that the mass media of television and TV has a big influence, even that media is actually the determinant of political success, but researchers see the regional head election in Serdang Bedagai using a very effective medium by Mr. H. Darma Wijaya, namely WhatsApp Group.

The communication built by Mr. Darma Wijaya, downward communication shows the flow of messages flowing from superiors or leaders to their subordinates. In addition, it was also found that the oral method was very effectively used for situations of providing input and resolving disputes among members of the formed group.

IV. Conclusion

Based on the results of Darma Wijaya's Political Communication research in the 2020 Serdang Bedagai Regional Head Election, the researcher concludes:

1. The political communication built by Mr. Darma Wijaya in winning the election in Serdang Bedagai by building synergy between organizations and groups in the Serdang Bedagai community. Group communication built through WhatsApp Group Social Media serves as a forum for establishing social relationships. The function of social relations in the sense of how a group is able to maintain and strengthen social relations among its members, such as how a group routinely provides opportunities for its members to carry out informal, relaxing, and entertaining activities.

   From the recognition of the winning team and the admin of the group communication group that was built through the WhatsApp Group, the WA group that was built was deemed very effective in binding prospective voters, as evidenced by the number of votes at the polling station level to the district level, the relative numbers did not differ much.

2. Darma Wijaya's political role towards party leaders, the community in Serdang Bedagai.
   Political communication carried out to each group or organization in Serdang Bedagai before he became deputy regent he had made a relationship that could mobilize a large number of constructive masses. Mass is formed because of a bond or based on the existence of a flow in a particular thought.

3. Darma Wijaya's communication media in raising winning votes for the Serdang Bedagai community.

   The role of mass media in various aspects of modern society's social life is so great. It is not surprising that mass media is used for various purposes. The use of mass media for a campaign seems to be very essential in political life. Here it appears that the role of campaigning through mass media is very meaningful for a candidate, but campaigning through mass media does not always promise victory, therefore Mr. Darma Wijaya uses WhatsApp Group social media to reach a wide audience, the campaign will be successful if it is supported by the structure of interpersonal communication. (organization, group, individual).

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