

## DPRD Political Communication in Improving Legislative Role in Malang City (Study at the Malang City DPRD Office on Commission A)

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### Abstract

*Considering the role and function of DPRD, one of which is DPRD Malang City, it is very important, then the political communication of DPRD as an institution to the community cannot be ruled out, the aim is none other than to increase the role of the legislature itself. The DPRD's political communication in enhancing the legislative role in Malang City is no exception. Political communication carried out by the Malang City DPRD in increasing the legislative role in Malang City, is carried out by communicating directly with the public who are usually represented by certain elements of society. The strategy used in delivering political communication is carried out in various ways, starting from planning, delivering messages, and managing political communication media. In managing political communication messages, the management of strategic political issues is still minimally carried out by the Malang City DPRD, they also rarely appear in the mass media and news about the Malang City DPRD is also very minimal. To overcome this, the Malang City DPRD uses social media to communicate that is not conveyed through the mass media. Meanwhile, the media used in delivering political communication to the Malang City DPRD is carried out in various ways, either directly, using mass media which are considered to be able to reach the community. wider. Malang City DPRD also has official communication media such as Website, Facebook, Instagram, and Twitter. Through these media, Malang City DPRD conveyed information related to their legislative function as people's representatives.*

### Keywords

political communication;  
Malang City DPRD; the role of  
the legislature



## I. Introduction

Increasing the role and legislative function of the Malang City DPRD is certainly needed to encourage public participation in politics and to improve the positive image of the institution. The fact shows that the legislature is often accompanied by a negative image from the public, such as corrupt practices, unproductive in producing local regulations, or an elitist attitude that is far from the community.

Community participation in politics is also often understood in a limited space, even though DPRD has a major role in increasing public political participation in various forms. This condition shows that politics for the lower class is only limited to general elections or local elections. Political interaction and communication carried out by the community with members of the legislature or prospective members of the legislature are limited to political contracts. The rest, the community left a larger space after the legislature was formed.

Given that the role and function of the DPRD is very important, the writer as a research internship student at the DPRD Malang City views that the political communication of DPRD as an institution to the community cannot be ruled out, the aim is none other than to increase the role of the legislature itself. The DPRD's political communication is no exception in increasing the role of the legislature in Malang City.

## II. Review of Literature

### 2.1 Political Communication

Communication can maintain and move human life as a mover and tool that describes the activities of society and civilization that can turn instincts into inspiration through various processes for explaining, asking, ordering, and supervising. In addition, communication is a combination of knowledge, feelings, and thoughts that are born in the form of threads of human memory from the beginning to the noblest aspirations in a continuous effort to lead a better life (Budiharso, 2003). 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)

Politics can be said as an attempt to determine regulations that are well accepted by the majority of the community, to bring people together towards a more harmonious life. Efforts to achieve *the good life* can be involved with various activities, including the process of determining goals and systems. And various ways to carry out these goals. The community can make decisions about what the goals of the political system are and in this case the choice between several alternatives and the order in priority of the goals that have been determined (Budiarjo, 2008:15). Nationalism is a political principle which claims that cultural diversity is the main relationship between people in society". Various principles of authority that may exist among civil society, this legitimacy leads to the fact that group members today have the same culture. The strongest integration of the process is the need for cultural equality which is a requirement and sufficient for legitimate affiliation in matters of nationalism (Eriksen in Pradana, D. et al. 2020).

Political communication is explained by Dan Nimmo where he mentions that political communication is a communication activity related to politics by presenting actual and potential consequences that can regulate humans under conditions of conflict (Nimmo in Subiakto and Ida, 2012: 19 in Junaedi, 2013: 25) .

McNair (1999:4) also describes the understanding of political communication which is divided into three things; First, political communication is all forms of communication carried out by political actors to achieve specific goals. Second, communication addressed to politicians by non-politicians such as voters and newspaper columnists. Third, communication about politicians and their activities as seen in the news, editorials, and other forms of discussion about politics (Junaedi, 2013:25-26).

### 2.2 Malang City DPRD

Malang City Regional People's Representative Council or commonly abbreviated as Malang City DPRD is a unicameral legislative body in Malang City. The council consists of 45 members who are elected on the basis of an open list of parties in general elections every five years. Elections are held concurrently with the election of members of the House of Representatives and the Regional Representatives Council as well as the

Regional People's Representative Council throughout Indonesia. The results of the inauguration of the Malang City DPRD on August 24, 2019 consisted of 4 DPRD leadership elements and 41 DPRD members.

In accordance with the function of the DPRD to provide direction and policies for each regional development, the legislative function of the DPRD is a very strategic and honorable function. DPRD as the bearer of the people's mandate has the authority to fight for the aspirations of the local community in carrying out development as well as the wishes and expectations of the community. As for carrying out a function of carrying out policies and determining the direction of development in local governments, as well as formulating public policies in the regions, the function of regional legislation is as a means of initial instrument in guarding every desire and hope of the local community.

### 2.3 Legislative Role

One of the means in the context of implementing regional autonomy and co-administration is the establishment of Regional Regulations. In other words, Regional Regulations are a juridical means to implement regional autonomy policies and assistance tasks. In the general explanation number 7 (seven) of Law Number 32 of 2004 concerning Regional Government, among other things it is stated: "The implementation of regional governments in carrying out their duties, authorities, obligations and responsibilities and under the authority of higher laws and regulations can determine regional policies. formulated, among others, in regional regulations."

If we refer to the provisions of Article 46 of Law Number 32 of 2004 concerning Regional Government. Article 43 Government Regulation Number 25 of 2004 concerning Guidelines for the Preparation of the DPRD Regulations, the DPRD's completeness consists of leaders, commissions, deliberation committees, budget committees, honorary bodies and other necessary equipment. If it is related to the legislative function, not all of these tools are directly involved. The tools that are directly involved include commissions, deliberation committees and the possibility of other tools specially formed to deal with legislative issues, such as the Legislation Committee. Below, the writer will convey the duties of the board's equipment related to the legislative function.

If we refer to the function of the board, there are 3 things attached to it, namely the legislative function, the budget function and the supervisory function. These functions are inherently attached to the duties of the commission in addition to other board tools. In the legislative function, the commission can submit a draft Regional Regulation and discuss the draft regional regulation together with the regional government, both on the draft Perda proposed by the Council and the proposal for the Regional Government initiative. If the draft Perda is a proposal from the council (commission) initiative, then the tasks that can be carried out are starting from the preparation, preparation, discussion and refinement of the draft Perda, in accordance with the scope of its duties. More detailed provisions relating to these duties and authorities are usually regulated in the Council's Rules of Conduct. To support the drafting and discussion of the Perda, the commission may make a working visit in order to seek and capture the aspirations of the community related to the substance of the material for the draft Perda to be discussed. In addition, the Commission can also hold working meetings and hearings to enrich the material on the discussed Draft Regional Regulations. Subsequently, discussions were held with the local government (relevant agencies appointed by the Regent/Mayor) to obtain mutual consent.

### III. Research Method

Descriptive research method according to Sugiyono (2018, p. 86) is a study conducted to determine the value of independent variables, either one or more (independent) variables without making comparisons or connecting with other variables. This means that this study only wants to know how the state of the variable itself is without any influence or relationship to other variables such as experimental research or correlation. Descriptive research method will assist the author in doing pawning data, grouping, reviewing, to the presentation of data. This method was chosen because of the author's needs in assembling and also describing various phenomena that occur related to the research object that has been selected. With this method, it is hoped that the author can analyze various phenomena and examine them based on special studies and existing concepts. Then draw a conclusion from the discussion that has been done.

### IV. Result and Discussion

Malang City is the second largest city in East Java Province which is slowly moving towards a metropolis, even becoming a lucrative destination for immigrants so that the development of the city of Malang is quite rapid in all fields of industry, trade, education, economy and tourism. Infrastructure development continues to be carried out in Malang City to solve various problems such as urban spatial planning, congestion, flooding or those related to the beauty of the city. The stretch of development in Malang City was very visible during the Sutiaji administration, which until now continues to innovate in the city of education. The development carried out by the Malang City government moves quickly, community services are carried out more efficiently through the use of technology, the creative economy is pushed towards greater competition, and of course physical development such as city parks is a sign that Malang City has changed much from its previous condition.

The development of Malang City is also supported by conducive socio-political conditions where political communication channels for the Malang people are very open, especially political communication that is directly directed to the Malang City government. Ridwan Kamil's public figure, both directly and through social media, has created a good climate for political communication for the community. Malang City residents can easily submit criticisms and suggestions on various matters relating to Malang City through the Malang mayor's personal account, either *Facebook*, *Twitter*, or *Instagram*. In fact, if you look at the political system, the community has an institution that serves as a liaison between the community and the government or the mouthpiece of the community, namely the legislature. Political communication activities carried out by the Malang City DPRD basically take place in a political process.

This political process is characterized by two things: (1) political stability, which allows the continuation of public expectations and the appearance of government that is important to the political process itself; and (2) democracy, which allows broad and meaningful participation of the population in determining public policy (Rodee, 2000:214).

#### 4.1 Political Communication Planning

Planning carried out by the Malang City DPRD is still very rigid. This can be seen from the inputs made in planning that still refer to the routine activities they carry out as members of the council. In addition to working visits, technical guidance or commonly called technical guidance is also a reference for DPRD in planning political

communication. Technical guidance carried out usually includes; optimizing the functions and powers of the DPRD in the process of drafting and determining the APBD, optimizing the role of DPRD in planning and evaluating regional development performance, optimizing the recess and the main ideas of the DPRD, as well as optimizing the duties and responsibilities of the DPRD apparatus. In addition, technical guidance is also usually carried out for the purpose of strengthening hard and *soft skills* for retired DPRD members, increasing the capacity, roles and functions of DPRD members, all this technical guidance is carried out depending on the needs of the DPRD members.

Political communication planning is also done by analyzing and monitoring the news about the Malang City DPRD. Several newspapers and media are used as references by monitoring the news about the Malang City DPRD in the mass media. The results of this monitoring can be used as a reference for forming plans, especially in building positive public opinion about the legislature. If they find the news negative or untrue, then the communication planning is done around clarifying the news to provide a future response, while if the news about the DPRD is considered positive then this will be used as a benchmark to improve their performance as members of the council.

#### 4.2 Political Communication Message

As for the management of messages carried out by the Malang City DPRD to avoid bad news, there must be trust from the public in council members. One way to do this is to do a recess. Recess is an activity carried out by members of the council to directly monitor their area; what has been and what should be done in the future. With this, it is believed to be able to give public confidence in DPRD with real action. The recess rights of each DPRD member can be carried out 3 times in 1 year, meaning that the delivery of messages is carried out accumulatively in the recess activity.

The term recess was adopted from the word recess (Dutch) which means vacation, rest or down to play. In its original meaning, the word recess is applied to school holidays (a kind of semester break after exams) and parliamentary holidays (*recess of parliament*). So the principle is on vacation to release fatigue and routine in the middle of a work period. The recess of the DPR/DPRD stems from the habit of the Dutch who sat as members of the *volksraad* (DPR) and *regentschapsraad* (DPRD at the district/city level) during the Dutch East Indies, who adapted their summer holidays in their home country with a sub-tropical climate. At that time, the recess was held once for about three months a year (Prihatmoko, 2006).

The management of the political communication messages of the members of the council must also be carried out in order to overcome the negative messages that enter the DPRD. The way to manage these messages so as not to continue to cause polemics is to do real work that will produce good news or positive news, so that negative news that appears against the DPRD is indirectly clarified through reporting on the work of the members of the council. Meanwhile, if a member of the council or a certain part of the DPRD is proven guilty or related to a certain legal case, the person concerned will be submitted to the Honorary Board of the Council which will further process the actions that will be given to the DPRD member.

However, not all messages can be managed well by board members. There are obstacles that occur, one of which is the limitation of members of the Malang City DPRD, who are not all able to directly receive aspirations or messages from the community. Because what is conveyed and must be done requires a long process and many aspects must be done, so it is hoped that in this case the community can help the members of the



council by providing advice and information on policies or aspirations that should be improved and made for the common good.

From the observations that have been made, especially through the media in Malang City, the messages conveyed by the Malang City DPRD to the community are very minimal. No significant political issues were carried out or conveyed by the Malang City DPRD, as well as the delivery of political communication messages only to certain groups who have access to the legislative body. Legislative functions such as budget functions, supervisory functions, and legislative functions do not seem to be issues that can be conveyed properly by Malang City DPRD members in managing and delivering political messages.

#### 4.3 Political Communication Media

The political communication media carried out by the Malang City DPRD of course use the mass media and go directly to the field to communicate with the people. The mass media is considered to be able to easily disseminate information directly to the entire community without being limited by distance. The members of the Malang City DPRD assessed that the most effective media used so far is the newspaper. They considered newspapers to have a broad reach and cover various groups. There are certain effects that are felt when delivering news in newspapers, one of which is public knowledge about the council or the latest regional regulations.

However, not all messages are delivered immediately. The message must be studied together first so that the news conveyed to the public is true, factual and valid. Until now, Malang City DPRD is very concerned about the news concerning their good name. The growing public opinion regarding the existence of the DPRD which is considered by the community to be not optimal is also a concern for the Malang City DPRD. Efforts to respond is one part of the management of political communication media.

In addition to utilizing the existing mass media, the Malang City DPRD also maximizes *information* and political communication messages through bulletins, websites, and social media *accounts such as Facebook, Twitter and Instagram*. The media of this website (<https://dprd.malangkota.go.id>) seems to be maximized by including various information, including news from other media concerning the Malang City DPRD. They also try to bridge communication with the community through community suggestions or aspirations pages.

Not wanting to be left behind with the times marked by the development of social media, the Malang City DPRD also uses Instagram and Twitter as a medium of political communication to the people of Malang City. On the official *Instagram account*, the Malang City DPRD displays various photos of activities related to the function of the council, be it the legislative function, the budget function and the supervisory function. The management of photos of council activities on Instagram is done as attractively as possible to build communication between the Malang City DPRD and the community. However, from all the photos displayed on Instagram, the public's response is very minimal, almost every photo displayed does not get a response. However, the Malang City DPRD has tried to manage their social media well. They always convey the activities they do through their official social media accounts, as well as the official *Twitter accounts* they manage. @Dprdmalangkota as the official legislative account also synergizes with *Instagram, Facebook* and the Malang City DPRD website. The information they convey is not integrated with various social media, whether it is about collecting people's aspirations, receiving work visits from the DPRPR of other cities, hearings with the community, or other ceremonial activities. The same thing also happened to the followers of the Malang

City DPRD's official account, which could be categorized as minimal for the size of a public agency account.

The people of Malang City themselves do not all access information about the Malang City DPRD through Instagram and Twitter social media accounts. They are more comfortable getting information from newspapers, radio, and television because access is considered easier and more practical. The selection of media for political communication with the community is indeed very varied, as far as research has been carried out, the Malang City DPRD has made as much political communication as possible with various types of media, be it social media, *websites*, and mass media in general.

Direct communication is often carried out directly by members of the DPRD by going directly to the field at the RT, RW, Kelurahan and Subdistrict levels. This is done to directly accommodate the aspirations of the community regarding the conditions and desires of Malang City in the future.

#### **4.4 Target or Focus You Want to Achieve**

Implementation of government research internships at the Malang City DPRD is carried out in the form of direct descending and conducting research on government conditions, especially the Malang City DPRD. The conditions of globalization and the improvement of science and information technology are expected to increase public knowledge about their representatives in government, especially in the regions.

Access to communication does not have to come directly to meet and discuss but can use media accounts that have been created by the Malang City DPRD. Of course it needs to be done *up to date* and continue to synergize in providing information about the development of Malang City and the activities of the Malang City DPRD as representatives of the people of Malang City.

The researcher carried out the target and focus of research on the use of accounts owned by the Malang City DPRD and at the same time directly interviewing Malang City DPRD members to see how far the use and effectiveness of political communication in increasing the role of the legislature in Malang City. Of course, this information can provide benefits and can open our horizons in continuously improving and monitoring the performance of the representatives of the people of Malang City in the DPRD.

## **V. Conclusion**

Based on the results of the analysis of political communication activities carried out by the Malang City DPRD in increasing the role of the legislature in Malang City, it is carried out by communicating directly with the community which is usually represented by certain elements of society. The strategy used in delivering political communication is carried out in various ways, starting from planning, delivering messages, and managing political communication media. In managing political communication messages, the management of strategic political issues is still minimally carried out by the Malang City DPRD, they also rarely appear in the mass media and news about the Malang City DPRD is also very minimal. To overcome this, Malang City DPRD uses social media to communicate that is not conveyed through mass media. Meanwhile, the media used in the delivery of political communication by the Malang City DPRD is carried out in various ways, either directly, by using mass media which are considered to be able to reach a wider community. Malang City DPRD also has official communication media such as Website, Facebook, Instagram, and Twitter. Through these media, Malang City DPRD conveyed information related to their legislative function as people's representatives.

Based on these conclusions, suggestions are given: 1) Utilization of media accounts, both Website, Facebook, Instagram, and Twitter, should be carried out optimally and directed so that the community can immediately be up to date in seeing the development of Malang City and monitoring the performance of Malang City DPRD Members. 2) It is necessary to appoint someone or a team that focuses on handling Website, Facebook, Instagram, and Twitter media. 3) Political communication is always provided in a real and transparent manner to the people of Malang City, so that the role of the legislature runs according to its nature.

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