

Political Communication Strategy for Governorship Elections in Southeast Sulawesi Province Through Ethnicity Approach

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Abstract

Communication strategies with the ethnicity approach of the Southeast Sulawesi Governor election are one of the keys to success in collecting votes. This study aims to determine the Political Communication Strategy in the Governorship Election in Southeast Sulawesi province through the Ethnicity Approach and to find out the factors of supporting and inhibiting the Political Communication Strategy in the Governor election through the ethnicity approach. This research is a type of qualitative research with a descriptive analysis approach. Data obtained through literature studies. The results showed that now, over time and the rapid development of communication technology, the issue of ethnicity still continues to be used by candidates to get the most votes. Many uses social media with a pattern of ethnicity approach at the time of the campaign to attract as many masses as possible and to vote. For example, during the Southeast Sulawesi gubernatorial election with a pattern of ethnicity approach, they were able to get the most votes to win the democratic party

Keywords

gubernatorial election; political communication; ethnicity



I. Introduction

Aristotle, who gave birth to a philosophy of political rhetoric, said there were three bottoms in actual communication. The beginning, which is spoken by communicative ideology or the delivery of values or views on life informed by the communicator. Second, it is spoken with emotional quality or emotional feelings that belong to the audience when communication is established. Third, bring a meaningful communication record, namely the core argument or the core argumentation. Until, it is evident from what was described by Aristotle above that communication records have the power or power to deliver the will, numbers, ideology, views, and the like from communication participants, most importantly in persuasion communication to invite or influence others to be compatible with what the communicator desires (Ida, 2014). 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).

The right communication design in ethnic route communication is a humanistic design (2-way, transactional, interactional) it turns out that the communication design is one-way (linear), mechanistic (communication as transmission), or only interaction is indicated by the presence of stimulus-response. The humanistic form of communication takes into account that the parties participating in communication are comparable

(together with the communicator), and justifies that similar words and non-verbal attitudes can be interpreted in different ways by many different indigenous people, while the mechanistic form of communication is more suitable for mass communication, or very expensive audience communication (lecture), which emphasizes the impact of communication, is the extent that the result matches the purpose of communicator as a delivery of notes (Mulyana, 2019).

Ethnicity as one of the types means that political communication is most important in the way of determination. In the manner of determining the Governor, the ethnicity approach is the target of the stragis to get recognition or votes from each group. Even so, ethnicity is a meaningful number in the event of political populace because the consequences of each entity can result in the acquisition of votes in a democratic determination. Meanwhile, the communication pattern formed by the Candidates in determining the Governor in Southeast Sulawesi is very suitable for the ethnicity approach. Moreover, ethnicity is often under the legality of every election, whether administrator or legislative in Southeast Sulawesi.

In the event of people's peseta in Southeast Sulawesi, political communication is needed as a praxis with a departure from the basics or meta-theoretical bases. This kind of mastery method which is then spoken as giving an objective contribution to the Philosophy of Political Communication. This position is most importantly tried by producing a philosophy of political communication as a feature to find out about politics (knowing politics). This method of understanding the application of techniques for managing political communication in an efficient and effective way provides an objective contribution to the description to the development of analytical stories regarding conceptions of political communication that are intertwined in the province of Southeast Sulawesi (Sayuti, 2014).

Southeast Sulawesi Province is an area that has a heterogeneous society of people, customs, religions, languages, and customs. On the progress of the political events that were intertwined in the southeastern region, they urged the progress of the citizen area in each people's event. There is a tendency for ethnicity issues to be encouraged which of course produces social passions in society.

In a philosophical way, in one part, the design of mass communication has an interpretation as a way in which the institution of mass tools produces and circulates notes to the audience in a big way, but in another part, mass communication is the way in which the records are sought, used, and eaten by the audience. Self-introduction as part of the local ethnicity or the opposite as an ethnic immigrant is very meaningful in the conditions of political communication in Southeast Sulawesi Province. Ethnic mapping is an important stage to ensure areas that can be used as important targets in political communication in Southeast Sulawesi Province (Bungin, 2018).

Communication strategy in politics is one of the keys to the success of a political party in winning elections. Political campaigning is a form of political communication application that is tried by a person, a group of people or political bodies to create and foster positive views and views of the audience, so that it is filtered in determining elections, regional elections and presidential elections (Arifin, 2014). Some forms or types of art and forms of application (application) of political communication that have long been known and tried by politicians or political mobilizers, include political rhetoric, political incitement, political agitation, political lobbying, and political actions that can be tried in systematic political activities such as: public relations post politics, political sales and political campaigns.

The method of determination and evaluation generally begins with recognizing important problems that pursue goals, arranging, lysing, and selecting these various substitutes and citing provisions that are thought to be very good. The last stage of the method is a scoring system to ensure the usability of the provisions that have been obtained. In another part, the way in which strategic provisions are gathered is something that is very meaningful to understand. This is because there are people who often mix science and art in the collection of provisions, namely by mixing between perspective or normative approaches and descriptive approaches. The perspective approach suggests how it is mandatory to do the opposite the descriptive approach reports how it is worked on. To be able to make a good strategy determination until the two shorts are to be better when used in a simultaneous way (Amirullah, 2015).

The political communication that is tried is certainly familiar with the political system in Indonesia. Therefore, the political system wants not to be influenced and influenced by the communication attempted by political parties. Putting political communication as something politically useful together with the use of pronunciation, accumulation, popularization and recruitment that exist in a political system (Almond, 1966).

In this operational way of political communication, it also shares concrete examples in communication or political interactions, including the steps that must be taken in the way of determining the Governor in Southeast Sulawesi Province. The review should therefore center on the consequences of the politics of ethnicity in the system of determination. Whereas other fields that are relatively thought to be current such as the political economy of tools, tool technology is reviewed in a limited way. In its operational roots, it is to be discussed the limits of political communication, both in small intentions and in big intentions.

Standing on the explanation above, the problem in this research is how the Political Communication Strategy in Determining the Governor in Southeast Sulawesi province through the Ethnicity Approach, how are the supporting aspects and barriers to the Political Communication Strategy in determining the Governor through the ethnicity approach.

II. Research Method

The research that the researchers have utilized in this research is a qualitative methodology with a descriptive approach to analysis is a procedure for making careful measurements of special social events. In this research, the author uses a descriptive type of research. A type of research that illustrates in an in-depth way the political communication strategy of determining the Governor through an ethnicity approach in winning elections. The basis of information is obtained in various forms, literature, problems and electronic devices.

The author not only went down to the square, but also carried out a literature analysis, which is to calculate information from novels, daily, newspapers, and other data bases that are familiarly related to research problems. Information and data that have been combined from informants are to be processed and analyzed in a qualitative way. The stage used in information analysis is the next: information reduction, information dishes, and confirmation of information.

III. Result and Discussion

3.1 Political Communication Strategies in The Governorship Election in Southeast Sulawesi province through Ethnicity Approach

According to Wahid (2016), if the progress and development of data technology makes a good tool stamp or electronic, it can bring data to the audience very efficiently. In times like today, tools are integral in the way of politics as well as political activities today. The desire for channels and tools in a political way is a genuine effort so that the political record can consume an audience and reach a large audience.

Sourced from the Law of the Republic of Indonesia No. 14 of 2008 concerning the Continuity of Audience Data, citizens are in power and must be informed by various audience policies that are tried by the ruler or administration of other audiences. At the bottom of that estimate, the channels and tools in a political communication function meaningfully because it is political publicity to the citizens. Political communicators (politicians, activists, or professionals) want to try to use social channels and tools in their political ways and activities. Moreover, there is a tendency for politicians, especially in Indonesia, to understand the tool industry.

Nasrullah (2017) suggests that social tools have a social network personality. Social tools are realized from social forms that are created in the web or the internet. The personality of the social tool is to create a network among its consumers. It is not clear whether on earth it is clear (offline) between users whether they know it or not, but the arrival of social tools is common for consumers to connect by means of technological methods. The network created between these users ultimately creates communities or citizens who by way of willingness or do not want to give rise to the values found in the citizens as well as the characteristics of the citizens in social theories. On Facebook, for example, consumers can't just announce a thought in a status or opinion. There are values that stick even if they are not recorded and organize how communication is established between Facebook bodies as well as citizens in general. Although social networks in social tools are created through technological features, the internet is not solely a tool. The internet also shares participation in the emergence of social fabrics on the internet, values in virtual citizens, to social forms by online means.

Strategy is a concept that is prioritized to achieve goals. Through strategy, political communication raises the concept of the bottom and is oriented to the era that is about to arrive for them to get in touch with competing areas to achieve political goals that reflect the understanding of a group that interprets how, if and where a politician wants to compete, to whom political rivals are in elections, and what is the competition in political battles (Rachmat, 2014).

That way, political communication is the key to opening the doors of democracy so that the political system can run in a fresh and energetic way. Political communication is a meaningful tool in carrying out various changes in citizens. The dissemination of information and the way of dissolution of innovation in political conditions can share participation in an important way in that way of change, therefore, defining political data as Knowledge on the part of any member of the system of any changes in the state of the system regarding the authoritative allocation of values (Assauri, 2013).

Next, to play and revive the socio-political function in the citizens and the country, political communication in this matter is intended as a pioneering force for life and the dynamic of a system. Communication strategies include a variety of interactional skills that include grammatical competence, converging competence, social competence and communicative competence (Subiakto & Ida, 2017).

This communication strategy also considers all parts of communication related to transactional analysis, one of the Psychotherapy approaches that emphasize interactional bonding. Transactional analysis is basically making political communication with a level system consisting of children, gods and orantua. These three things are a special barometer in political communication so that in political communication it is right on target because it has painted where many people are right to try communication so that the expected strategy can be successful.

According to Pureklolon (2016), Political communication is a meaningful point in the political system. In every political way, political communication rises to an important position. Moreover, it is stated as an "aortic vessel" of the political way because political forms such as parliaments, presidencies, political parties, non-governmental bodies of citizens, groups of needs, and the people of the country usually get political data. Each form recognizes what is already there and what is to be tried.

For thought Arifin (2014) the delivery of political communication can be through notes. The record is a force that cannot be ignored. Notes are content that ensures the meaning of the audience to the way of communication, the importance of the notes being constructed in such a way that is constructed in such a way, matches the objectives and expected impact. Notes are records of tools that narrate thoughts, feelings, wills, and goals designed by the data base or communicator. This means that each way of communication has a communication baggage.

Political communication basically wants the right strategy so that the records that are informed can be obtained by the public. The strategy in turn is to face changes in each ethnicity or different area. The change in strategy is to concentrate each politician on making transactional communication in a careful and conceptual way.

In this case, Mukarom (2016) argues that political communication that grows in the peopleship functions very meaningfully in driving transactional political communication strategies. At this level, transactional communication has been cultivated in every view of citizens' lives and has become an integral part of the political system. In heterogeneous citizens, there are many problems that arise if political communication with an ethnicity approach is a communication that has been going on for a very long time in every political way. Political communication with an ethnicity approach plays a role in increasing the meeting of assumptions and unity of thought through symbols of communication as a product of mutual interplay. This matter is interpreted to take the form of an integrative disposition of attitudes and mindsets into a political system that again runs along with the realization of a moral commitment to the number system that is upheld by the common great.

Meanwhile, ethics in speaking as values are used as a reference or equipment used in the way of determining the governor in Southeast Sulawesi. This Method of Political Communication in Conjunction with the Philosophy of Transactional Analysis so that it can run well is to always pay close attention to communication ethics well.

That way, if political communication is meaningful and elementary because it goes from the communication of Parent Personality of State servants, Adult Personality of state servants, and Child Personality of State servants, this matter is tried with good communication ethics to maintain good political communication customs, not one after another, not to hit other individuals or customs (racism) For political development in Southeast Sulawesi.

3.2 Analyzing factors supporting and inhibiting political communication strategies in the Southeast Sulawesi Gubernatorial Election through an ethnicity approach

Residents have various forms and arrangements, various forms and arrangements of residents related to the complexity of the residents themselves. It continues to be a neighborhood of citizens, until the shape of the residents continues to be complex as well. The complexity of the citizens is also determined by the kinds of customs and the way of social means they produce, until they continue to be a complex of the social processes they produce.

Various ways of communication in citizens are linked to the form and arrangement or kinds of customs and social processes that exist in the community, and are also related to the existence of consequences and their audiences, both in the way of people, groups, or large citizens. On the contrary, the root of the form or form of communication is determined by the parties participating in the communication, the method taken, the needs or objectives of the communication, the scope of the person who performs it, the channel used, the content of the record that is informed. In relation to this matter, to the political communication activities in citizens in the form of communication see the face that occurs in the interpersonal communication of the group decimeter and the communication activities that are intertwined in mass communication (Bungin, 2018).

We can see how the attitude of communication is linked by making an image of oneself. The matter of Image or self-view is a common problem, but how the image of the self is defined and the ways of speaking to make a self-image are very influential on each person and every custom. Each custom has a way of being linked to a self-image consisting of a preemptive and restorative attitude of communication. A preventive communion attitude is a communication activity that is aimed at preventing a person from feeling vulnerable to self-esteem or his self-image or group image (Morissan, 2017).

In the design of political communication, the communicator has a meaningful role in the way of communication. The communicator must recognize the character of the communicant and the assumptions or consequences he wants. In order for the way of communication to be efficient, the communicator must let the supervision fit into the communicant's frame of mind, which next sorts out the right tools to deliver notes.

Communication is to be successful if the notes informed by the communicator match the frame of reference in this matter is to master the presence of form in each citizen. The defeat in communication illustrates that something action and a form of communication, both oral and non-oral, do not work optimally. So that the omen does not grow, it is sought to carry out one of the efforts that can be used is direction through the transactional analysis approach. Transactional Analysis emphasizes the cognitive, logical view as well as the best-selling action of the characters. In addition, this approach leads to an increase in understanding as a result of counseling can make current provisions and change the direction of his life.

Political communication proves that the form of the Pattern of Oral Language Interaction of Residents of Southeast Sulawesi Province in Mastering the target strategy in maintenance, including; the objectivity, accuracy and logic of reasoning submitted to oral communication patterns there are weaknesses in the encompassing speech analysis activities; Speech is heavily understood by communicants, Misunderstanding of views, Patterns of note words that lead to acceptors of notes, Comparison of customs between communicators and communicants.

In the collection of the provisions of the activity is related well through the sensory, words or notes have a meaningful role. Remembering the conversation is the way in which the delivery and transfer of notes to an important aspect that must be found is the language

of speech. This political communication strategy is one of the substitutes for the form of communication that is carried out in the success of the determination of the Governor. Because obstacles in ensuring the direction of communication also affect communication activities.

In a reasonable way, speaking of how to share data by looking for important facts in the development of citizens. The result of data collection is dependent on the filter that belongs to the brain are numbers, beliefs, experiences of later eras, language, assumptions and patterns of encouragement. That is why everyone can have different meanings to a matter because the contents of the filter of the brain itself are different. This matter needs to be known, because in life every day people are invaded by thousands of data, and not all data is processed and processed in the brain, filter or brain is what ends which data to process which one is to be ignored. In the delivery of political communication, political communicators use political communication channels and political persuasive communication channels, which have the expertise to reach the composition of citizens, nations, and countries.

IV. Conclusion

The strategy of political communication in determining the Governor is a method that will be achieved for legislative candidates, one of the strategies formed is to describe the hiererki of communication in citizens in this regard, children, young people and aged groups with the strengthening of the ethnicity approach. The ethnicity approach as one of the types in political communication at this time coincides with the change in the political pattern of self-evidence. In the political rules of ethnicity, it is seen and then faces reinforcement, gaining a facial mimic space that continues to be large. Moreover, ethnicity is often under the legality of the socio-political origin of political forms at the local or regional level as a result of ethnicity being meaningful in political communication.

Supporting aspects and barriers to the Political Communication Strategy in determining the Governor of Southeast Sulawesi basically, with a transactional communication approach, can immediately recognize the backlash from citizens whether it is good or not. Usually, the conceptualization of the return victim is a counter-record that the acceptor informs at the base, the acceptor's answer to the initial base note. The success of this communication is to be seen in the types of records or nonverbal reactions of the citizens. Political communication with an ethnicity approach has the potential to influence or invite others, because in good communication the communicator or communicant can use all five sensory equipment to increase the persuasive energy of the notes he conveys.

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