

Jokowi's Political Communication in the President Candidacy of the Republic of Indonesia 2014

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Abstract – Every human being has a different style of communication. The communication style can follow the conditions and situations so that each individual can have several kinds of communication styles. Toward the 2014 Indonesian presidential election, political figures emerged with the intention of leading the country for the next five years. New figures as well as old figures in the political world appear. Of course, they have a style of communication that is expected to captivate the public. There are those who honestly express the style of communication, there are made-up and also there imitate other people's communication style, can be categorized dominant style, dramatic, or impressive leaving and others. Jokowi is one of the presidential candidates who have a distinctive style of communication, which indirectly Jokowi communication style can be a marketing knife politics. This research is descriptive qualitative research with case study method and Jokowi as research subject, research focused on political advertisement Jokowi before presidential election of RI year 2014. Researcher use technique of analysis of Bodgan and Taylor that is by reducing data, present it and draw conclusion. Results from this study is the author noticed a trend Jokowi communication style to the style of leaving impressions in which a communicator Jokowi has the ability to form an impression on his audience, using the local language. Jokowi quite managed to establish intercultural communication between him and society in various regions in Indonesia, in intercultural communication style Jokowi including in the context of high context culture where inter-personal communication linkage is very strong.

Keywords – Jokowi; Communication Styles; Leaving Impression; High Context Culture.

I. PRELIMINARY

The five-year event will be held soon, the presidential election of Republic Indonesia is always a moment where there are many new figures who will compete with previous figures who are known by the country. The year of 2014 is a political year that many people expect will be the year of renewal for the Republic of Indonesia. This is because there will be a new leader who appeared as president of Republic Indonesia with the end of the period for Susilo Bambang Yudhoyono (was former president) to sit as RI-1. Lots of political activists from young elders who took part in the search for a new president. Indonesia does have a lot of great people, great in many ways, ranging from the real good with good competence and mature state science to great to win the hearts of the people though with less good competence, but all of the above depends on the communication style of each person, because the perception of Indonesian society that changes at any time makes people can change their decisions or idol very quickly.

Today, many young people are brave enough to run for president even though not from politicians. artists, musicians and even a corrupt person is now daring to appear to fight over the hearts and support of society, according to many experts of political communication this is a new phenomenon in the world of Indonesian politics, but in America is not a new thing because the US presidential seat ever held by film artists and television he is Ronald Reagan, or in Philipines with Joseph Estrada.

In Indonesia today almost all political parties have a cadre of the artist, can not yet be concluded whether this strategy is successful or not because the democratic party is not over so it is not known the extent of branding a party by holding many 'celebrities' such as artist for example, can own the imagery that is good and has the heart of society. There are three to four artists who fill the place in various parties, they are considered to be a vote gatherer who will raise the image of the party that will boost the vote.

II. LITERATURE REVIEW

A. COMMUNICATION STYLE

The Style of Communication is defined as a set of specialized interpersonal behavior that is in use in a particular situation (a specialized set of interpersonal behaviors that are used in a given situation). Each style of Communication consists of a set of communication behaviors that are used to get a response or specific responses in certain situations. The same from one style of communication used, depending on the intent of the shipment (sender) and the expectations of the recipient (receiver). According to Whorf (1956) in Wood (2013: 100) the style of communication is closely related to language, with the theory of linguistic determinism which explains that language influences human worldviews and ways of thinking.

Everyone has their own communication style. According to Norton (1983) in the Wood (2013: 86) communication style is divided into ten, namely (a) dominant, dominant Communicators in interaction. People like tended to dominate the conversation, and do not like being interrupted conversation. (B) dramatic, In bekommenikasi prone to exaggeration, using things containing allegory, metaphor, story, fantasy and game sound. (c) animated expressive, Communicators tend to use nonverbal language, to give color to communicate, such as eye contact, expression wajah, gesture and body movement (d) open, Communicators being open, warm-hearted, Gregarious, there are no secrets and approachable, so arise trust and formed a two-way communication. (e) argumentative, communicators tend to be argumentative and aggressive in communicating (f) relaxed, calmer Communicators, patient, and fun (g) the user, Communicator is able to be positive and supportive of others. (h) attentive, Communicators interact with others by being an active listener, empathetic and sensitive (i) precise, communicators focus on accuracy, documentation and evidence in the information and arguments and (j) impression leaving, the ability of a communicator in the form impressions on the listener.

There are six types of communication styles that are commonly known (Wood, 2013: 140), namely: (1) .The Controlling Style. Communication that is controlling style is characterized by the existence of the will or intention to restrict, coerce and regulate behavior, thoughts and responses lain. orang people who use this communication style known as Communicators one way or one-way communicators. (2) .The dynamic style. This dynamic communication style has an aggressive way, because the

delivery of the message or sender understands that action-oriented work environment (action-oriented). The dynamic style of communication is often used by campaigners or supervisor who supervises salespeople (salesmen or saleswomen). (3) The Equalitarium style. An important aspect of this communication style is the foundation of similarity. The equalitarian style of communication is characterized by the spread of verbal messages spoken and written two-way (two-way traffic of communication). the act of communication is done openly on this style. That is, anyone can express his opinion or opinion in an informal atmosphere. In such an atmosphere, it allows every society to reach mutual agreement and understanding. (4). The Relinquishing style. This communication style is more inclined towards a willingness to accept suggestions, opinions or ideas of others, of the desire to give orders, even if the sender of the message (sender) mempunyai right to command and control others. (5) The withdrawing style. The consequence that arises if this style is used is the weakening of the act of communication, meaning that there is no desire of the people who use this style to communicate with others, because there are some problems or interpersonal difficulties faced by these people.

B. INTERCULTURAL FACED

According to Liliweri (2001: 170), intercultural communication is interpersonal communication among participants of different communication of cultural background. According to Proser in Liliweri, intercultural communication is also an interpersonal communication at the individual level of members of different cultural groups. Intercultural communication occurs when the message manufacturer is a member of a culture and the recipient of the message is a member of another culture. Many understandings about culture then the authors interpret culture is the life view of a group of people in the form of experiences, beliefs, values, attitudes, religions, and rules in it that has existed from previous generations to present generation who have different cultural backgrounds between one with other.

Intercultural communication occurs when communicants and communicators come from different cultures. Communication culture (intercultural communications) is the process of communication between one person with another person even more different culture, different race, ethnicity and language. Intercultural communication basically examines how culture affects communication activity, what is the meaning of verbal and nonverbal messages according to the cultures concerned, what is worth communicating and how to communicate it.

Intercultural communications is defined as the symbolic exchange process where from two (or more) different cultural communities negotiates shared meaning in an interactive situation. That is a process of symbolic exchange where two or more individuals with different cultures mutually negotiate meaning in all situations that occur in interaction. It causes each individual should try to develop a good communication of course so that there is good intercultural communication as well. We know that every culture teaches different ways of sharing information. For that culture has a certain procedure for the transmission of transferable and acceptable information that becomes more easily communicated. In certain cultures have the so-called High Context Culture (HCC) and Low Context Culture (LCC). The description below will clarify the difference between the two that are processed from the source (Liliweri 2007: 116-118).

C. HIGH CONTEXT CULTURE

Perceptions of existing issues and people spreading the issue. In this case HCC does not separate issues and people who communicate it. So what happens is that sometimes the issue is considered true depending on who is saying it. In fact, sometimes someone will refuse the person who gives the issue and refuses the information given. Perception on task relation. In culture HCC prioritizes social relations in carrying out the task because oriented on social orientation and on personal relations (personal relations). Perceptions of the logical or not information. HCC culture does not like something too rational, tends to give priority to emotions in accessing information. They prefer a rice base.

Perceptions of Communication Styles in HCC cultures always use indirect communication styles, less formal communication styles and prioritizing nonverbal messages. Perceptions of negotiation patterns. Community members in HCC culture prioritize negotiations that prioritize human relations factors by prioritizing feelings and intuitions and putting hearts first. Perceptions of information are individual. The HCC culture prioritizes the presence of individuals with the support of social factors, they do not care who they are, what jobs, rightly wrong, experts or not. HCC culture is more listening to group loyalty. The form of the message is largely an implicit hidden message. In reaction to something is not always apparent. In looking at in groups (in groups) and outgroup (which are outside the group) are always flexible in seeing the differences. Strong interpersonal relationships. The concept of time is very open and flexible.

D. LOW CONTEXT CULTURE

Perceptions of existing issues and people spreading the issue. In this case the LCC separates the issue and the person who communicates it. So what happens is sometimes the issue is considered true depending on who said it. In the LCC culture prioritizes the content of information and does not question the origin of information. Perception on task relation. In LCC culture prioritizes social relations based relations task (task oriented) and the impersonal relationships (impersonal relations). Perceptions of whether or logical information. HCC culture does not like something too rational, tends to give priority to emotions in accessing information. They prefer a rice base. Perceptions of Communication Style in LCC cultures always use direct communication styles, formal communication styles and priority with verbal messages. Perceptions of negotiation patterns. Community members in the LCC culture prioritize bargaining, the priority of brain factors rather than the heart. The choice of communication involves rational considerations.

Perceptions of information are individual. The LCC culture prioritizes individual capacities without regard to social factors, they prioritize individual information, individual aspects must be complete and they do not prioritize individual membership background considerations. The form of the message is mostly clear and is an explicit message. In reacting to something is always visible. Always separate the interests of ingroup (which is in the group) and outgroupnya (who are outside the group). Interpersonal control is very weak. The concept of time is very organized.

III. RESEARCH METHODS

The subject of the study is the focus on the study that has been studied. In this study the researcher stabilized the subject of research on political advertisements and observations on several speeches of the presidential candidate from *PDI Perjuangan*, Joko Widodo or Jokowi. This research uses qualitative research. Bogdan and Tylor say qualitative is a research procedure that produce descriptive data in the form of written or spoken words of the people and behavior observed (Moleong 2000: 3). Qualitative research is an interpretive research (using interpretation) which involves many methods, in addressing the research problem.

According Mulyana (2010: 148), said the qualitative method is done by way of descriptive (in-depth interview, indirect interview, and observation), case study, interpretation is emphasized on subject observation. In this study, the author uses the method of observation and

interpretation to see the communication style Jokowi. This is because the style of communication must be observed from the perspective of others, not suitable to do with the interview technique with the subject of the study itself because it will be very subjective assess yourself. Data analysis technique is defined as how to carry out data analysis obtained after the results of interviews, observations, and documentation processed into information and draw conclusions about the subject under study. (Abdurrahman and Muhdin, 2011: 145). Data analysis in qualitative research, conducted at the time of data collection took place and after completion of data collection in certainty period. Miles and Huberman (Sugiyono, 2008: 9), suggested that the activity in qualitative data analysis is done interactively and continuously, so the data is saturated. Activities in the analysis of the data that is data reduction, data display, and conclusion drawing / verification.

IV. RESULTS AND DISCUSSION

A. THE EQUALITARIUM STYLE IN JOKOWI

Jokowi as Republic Indonesia presidential candidate also has a communication style leader like The Equalitarium style. An important aspect of this communication style is the foundation of similarity. The equalitarian style of communication is seen by the wave of deployment of verbal messages spoken and written more towards two-way communication (two-way traffic of communication). Openness is the key to this communication style. That is, the people we talk to can express ideas or opinions in a relaxed, relaxed and informal atmosphere. In such an atmosphere, it enables every communication process to reach mutual agreement and understanding.

Jokowi based on the style of communication is people who have a high attitude of concern and considered able to establish good relationships with others both in personal context and in the community. The equalitarian style makes it easier follow-communication in the campaign, on several occasions Jokowi political speeches during his campaign, Jokowi provide an opportunity for its supporters to ask questions, give advice, critiquing material vision, mission and goal to be the president. This shows that in addition to the communication style Jokowi open and leaving impression, but as a leader, Jokowi also have souls the equalitarian style.

Political persuasion is a way used by Jokowi in solving various problems of politics, communication deadlock related to society and nationality. Propaganda, advertising and rhetoric are the elements that are the main key to communication of political persuasion made by Jokowi to

build an opinion, lead the point of view, and affect the values of trust and decency of the community. In the understanding of researchers from various lecture discussions that persuasion is a communication effort to change individual attitudes by incorporating ideas, thoughts, opinions, even new facts through communicative messages. Messages conveyed by the communicator intentionally intended to generate responses, excesses, contradictions and inconsistencies.

Now the reign of Jokowi has been running 2.5 years. We can see how Jokowi builds communication with Parliament, political and religious figures and various mass organizations in NU (Nahdatul Ulama). The phenomenon of Jokowi's political communication style is interesting to be observed because the appearance and frequency of appearance is very high and easy to see when there is political noise. There is not yet anything resembling that used by six previous President of Republic Indonesia. Various communication styles practiced Jokowi as a self implementation that has its own unique cultural capital and unique. Because it can be said, political communication President Jokowi using verbal communication and non-verbal simple and populist. Therefore, people become more understanding of the communication messages conveyed by Jokowi. Jokowi figure is what it is and the style of simple language, it became the public and mass media attention to always preach the uniqueness.

Jokowi's communication and speech style is not explosive, unemotional, and everyday language, simple and commonly used by many people. Jokowi is original for not plagiarizing the style of speaking or speaking to anyone. Jokowi becomes himself. Jokowi style and way of communication that uses more simple language and populist become much more favored by society. Because, he added, the public became more understanding of the communication messages conveyed by Jokowi. From tone of speech, Jokowi was normally. However, the topics discussed by Jokowi are concrete issues, daily problems experienced by society. For example, Jokowi discusses the problem of merchants in the market with simple language. Jokowi's political orientation is conducted with no distance and wants to merge with the people. He prefers blusukan to society because he does not sell rhetoric only.

V. FINAL EXPRESSION

The conclusion of Joko Widodo's communication style analysis as the Republic Indonesia presidential candidate and now also as a President of Republic of Indonesia, is that he has a distinctive style of communication in terms of his

aligning abilities between himself and the people he talks to. Beyond the many perceptions skewed people against the figure of Jokowi with imaging, Jokowi displays a unique style of communication. Jokowi's friendly yet credible (slightly) authoritative communication style combined with his ability to collaborate politics with intercultural communication. Jokowi communication style based on the type included in the communication style, like The Equalitarium style leader. An important aspect of this communication style is the foundation of similarity. In addition to the open komunikasi style, Jokowi also has a communication style that leads to leaving the impression of communication style, which meant leaving the impression is the ability of a communicator in forming an impression on the listener. Jokowi also tends to have a cultural pattern in communicating in high context culture where Communication Style in HCC culture always use direct and clear communication style. Formal communication style and prioritize with verbal messages. In looking at the ingroup (which is in his group) and his outgroup (which is outside the group) Jokowi is always flexible in seeing the differences and the interpersonal communication ties are very strong.

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