

Elite Monopoly: Provisions Before The General Election

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Abstract: When the general election day is upcoming, the media outlet to actively fulfill the news headline with political issues, especially presidential candidates. One of them is the monopoly game a new concept of political talk that has been presented by media for a long time. This phenomenon is interesting and recorded high responses from public as spectator in the comments column since it was uploaded. Hence, the researcher determine to analyze the audiences' responses to media creativity in creating renewal of discussion patterns by using descriptive qualitative approach and Stuart Hall's reception theory. The descriptive analysis was formulated based on literature review of media sources and related literature. The results of the analysis show that the creative presentation of political education through the media attracts public interest in supporting the upcoming election day which is the goals of Indonesian democracy.

Keywords: Elite Monopoly, Reception Theory, General Election

A. INTRODUCTION

The people's party in the form of holding general elections simultaneously aims to involve the people in exercising their rights as citizens. The involvement of the people in the state structure is a characteristic of a democratic country. In accordance with the basis of its constitution, Indonesia is a country that adheres to a democratic system, the application of the concept of democracy as the regulations that will be established must not be carried out unilaterally or by certain groups, the aim of which is in the interests of the collective authority, and must also take into account the interests of society in order to create justice for all of society.¹

Entering the general election period, temporal conflicts began to spread widely and intersect between prospective candidates and religious and nationalist issues. This matter cannot be separated from the role of the media as a means of communication in conveying information. The speed with which information spreads widely can lead public opinion and often cause chaos. The presentation of media information that tends to be controversial, such as taking sides between groups and not being educative, can break social harmony in society.² Meanwhile, in fact, the media is more aggressive in presenting partisan information, which can result in intervention by ownership authorities and minimal selection of media quality which can lead to public perceptions that result in hate speech.

This intensive dissemination of information ultimately resulted in the independence of media ownership having a significant impact on the credibility of media news presentation

¹Anak Agung Ngurah Agung Wira Bima Wikrama, "Pemilihan Umum Indonesia Antara Demokrasi Pancasila Dan Demokrasi Liberal," Jurnal Bali Membangun Bali 2, no. 1 (2019): h. 1

²Raden Mas Jerry Indrawan, "Dampak Komunikasi Politik Dan Opini Publik Terhadap Perilaku Masyarakat," WACANA, Jurnal Ilmiah Ilmu Komunikasi 16, no. 2 (2017): h. 1-2.

and this has also been formulated as one of the journalistic codes of ethics. It can be seen that Indonesian journalistic media is often actively involved with its independence to criticize government performance, such as media that has been widely highlighted by the public, namely Narasi Tv media. Narasi Tv is a television startup in the field of journalism which was just started by Najwa Shihab in 2018. Narasi Tv carries a program concept that is adapted to digital platform media and has attracted a lot of public attention as an educational medium, especially in the political field due to the popularity of political discussions throughout his career.³

The creativity in presenting Narasi Tv news is very diverse, such as on the YouToube platform, and the founder of Narasi Tv media, Najwa Shihab, on his personal YouToube channel who collaborates with Narasi, presents political discussions with new concepts and has been involved since before Narasi Tv was present, namely the Mata Najwa program . The political discussion was then packaged in a monopoly game called elite monopoly. This condition becomes more interesting with each game, because the figures invited to the talk show take turns rolling the dice and discussing issues related to political contestation towards the 2024 elections,⁴ hen in the second segment, put together a coalition puzzle regarding potential party candidates.⁵

The creation of the discussion presentation is in the form of a monopoly game, which is a new concept in building public awareness to move to guard the people's party event. Therefore, this research will determine the audience's response to the renewal of media creations in the comments column of elite monopoly videos and the analytical study will be formulated using Stuart Hall's reception theory, bearing in mind that the benchmark for media success can be education, this of course depends on how the audience responds well through expressions and behavior according to the media uses and effects theory.

B. RESEARCH METHOD

The study of updating discussion patterns as a form of media creation uses descriptive qualitative methods, meaning describing the audience's response to a media broadcast with a political theme. The analysis tool used is a literature review of media sources and Stuart Hall's reception theory in several literatures, both printed and non-printed. The first step is to thematically qualify the broadcast on the YouTube platform and observe until the end of the broadcast. Then trace the audience's responses and collect some for filtering, then determine the reception theory formulated by Stuart Hall as a tool for analysis. Meanwhile, processing literature data involves collecting articles related to themes and modifying several arguments to serve as a basis for writing social facts.

³Ravinoldy Boer, "Peran Generasi Muda Dalam Pemanfaatan Media Sosial Untuk Relationship Marketing Dan Mata Najwa Sebagai Bagian Dari Strategi," Jurnal Ilmu Komunikasi Ultimacomm 11, no. 2 (2019): 111, <https://ejournals.umh.ac.id/index.php/FIKOM/article/view/1178/821> diakses pada 16/10/2022.

⁴Najwa Shihab, Monopoli Elite - Part 1 | Mata Najwa (Indonesia: Najwa Shihab, 2023), <https://youtu.be/4EB89u5cMkQ>.

⁵Najwa Shihab, Monopoli Elite: Puzzle Koalisi - Part 2 | Mata Najwa (Indonesia: Najwa Shihab, 2023), <https://youtu.be/DOnMdVTqrZY>

C. RESULTS AND DISCUSSION

Najwa Shihab's popularity during her career in journalism led her to pioneer a digital platform called Narasi Tv. The TV narrative tries to take on the role with its characteristic slogan #so understand. Apart from that, there are several other campaigns that have been declared to overcome chaos, both in the form of hoax news and the attitude of oligarchs in a number of governments towards society. Narasi Tv declares its vision in empowering space for opinion, enriching perspectives and encouraging the preservation of the creativity of the nation's children to become a better generation with the pillars of content, community and collaboration.⁶

Before Narasi Tv, Najwa Shihab pursued her career through the Mata Najwa speech program. The Mata Najwa program initially aired via Metro TV and was officially discontinued in August 2017. At that time, the announcement of the broadcast's termination caused disappointment among the audience because Indonesia was starting to enter a year of transition of power, while the Mata Najwa program, which was often active in acting as a literary figure in the political field, ended its broadcast.⁷ However, it turns out that Mata Najwa's break, which became Najwa Shihab's brand image, didn't last long, after several months of stopping broadcasting on Metro Tv, the Mata Najwa program returned to broadcast via the Trans 7 television station. The return of the program seemed to answer people's anxiety about its role as a digital literate in the political field. , especially at that time there will be simultaneous regional elections in 2018 and presidential elections in 2019.

The construction of the credibility of material studies in Najwa's Eyes is expressed by Najwa Shihab through filtering data circulating in the media and rhetorical skills with a distinctive language style. He then discussed the data circulating in the media with figures who were present as guest stars to clarify or provide responses to a phenomenon that was causing people's anxiety. The critical and intelligent style in asking questions to guest stars, whether as actors or experts, makes Mata Najwa a guidance show with high educational value.⁸

The enthusiasm of the audience for the Mata Najwa program has made the media he pioneered, namely Narasi TV, rapidly popular among the public. In digital relationship marketing research data conducted by Ravionoldy Boer, it was revealed that Mata Najwa's characteristic of opening communication by involving the audience has become more intense with the presence of the Narasi Tv platform, therefore since it was published the number of followers on all digital platforms has grown rapidly. One of them is the YouTube platform. In a period of four months, Narasi TV managed to reach 250 thousand subscribers. Narasi Tv's popularity is growing rapidly, it comes with various types of media content, and marketing strategies aimed at young people.⁹ Mata Najwa is known through television

⁶Syawalina Putri Chafilaudina and Asep Soegiarto, "Perencanaan Strategis Program Kampanye Public Relations Narasi TV Melalui Hastag #Jadipaham SYAWALINA PUTRI CHAFILAUDINA & ASEP SOEGIARTO," *CoverAge: Journal of Strategic Communication* 12, no. 1 (2021): h. 41.

⁷Boer, "Peran Generasi Muda Dalam Pemanfaatan Media Sosial Untuk Relationship Marketing Dan Mata Najwa Sebagai Bagian Dari Strategi," h. 111.

⁸Succy Febriani and Emidar Emidar, "Gaya Bahasa Retoris Dan Kiasan Najwa Shihab Dalam Gelar Wicara Mata Najwa Di Trans7," *Pendidikan Bahasa Indonesia* 8, no. 3 (2020): h. 409.

⁹Boer, "Peran Generasi Muda Dalam Pemanfaatan Media Sosial Untuk Relationship Marketing Dan Mata Najwa Sebagai Bagian Dari Strategi," h. 124

programs, since 2022 Najwa Shihab has decided to stop broadcasting through television stations and continue Mata Najwa's creations through her personal platform. Through her official personal account, Najwa Shihab revealed the renewal of media patterns with the #next journey, namely presenting the Mata Najwa program with a new format to be closer to the community.¹⁰

If examined further, Mata Najwa on Narasi Tv is one of the 14 published contents. The presence of Narasi Tv media which targets young people as its media objects through the #IndonesiaButuhAnakMuda campaign departs from the results of market analysis which is popular with young people. Media creation to be closer to the target market, making the material presented relevant to young people so that it is easier to understand.¹¹ It can be seen that on May 9 via Najwa Shihab's personal YouTube channel in collaboration with Narasi, the Mata Najwa program was uploaded with a new political discussion concept. The updates are in the form of monopoly¹² games and coalition puzzles.¹³

The discussion included a monopoly game, inviting four figures as players to discuss the topic of discussion, including Yunarto Wijaya, who has a career as the Executive Director of Charta Politika, a Political Consulting Institute which carries out detailed and specific data collection and mapping on a political phenomenon,¹⁴ Muhammad Qadari has a career as the Executive Director of Indobarometer, a survey institution that is a bridge to provide information about public perceptions, hopes and evaluations of socio-political conditions and developments,¹⁵ Philips Vermonte, who has a career as General Chair of Persepi and Senior Fellow of CSIS, Persepi is an institution that operates in the field of public opinion surveys in Indonesia,¹⁶ and Bivitri Susanti who has a career as a lecturer at Jentera Indonesian Law School.¹⁷

The monopoly board as a game object contains several discussion topics and game complements. The discussion topics listed on the monopoly board are debt, young voters, track record, change or continue, Jokowi's endorsement, polarization, identity politics, black campaigns, party officials, international politics, legal cases, ectability, as well as a topic hidden in the card. becomes an instruction when entering the supplementary part "this is prison, take a card" and the players during the game do not get that part. Meanwhile, the game's complement contains instructions including drink first, take three steps back, go to jail, rest first, roll the dice again, park freely, go back to the start, and this is prison, take a card. The discussion pattern through the game is carried out by rolling the dice to find the

¹⁰Najwa Shihab, Reels Instagram Najwa Shihab (Indonesia: Najwa Shihab, 2021), https://www.instagram.com/reel/CYF7Y_tpKlb/?igshid=MzRIODBiNWFIZA==.

¹¹Boer, "Peran Generasi Muda Dalam Pemanfaatan Media Sosial Untuk Relationship Marketing Dan Mata Najwa Sebagai Bagian Dari Strategi," h. 124.

¹²Shihab, Monopoli Elite - Part 1 | Mata Najwa.

¹³Shihab, Monopoli Elite: Puzzle Koalisi - Part 2 | Mata Najwa.

¹⁴Charta Politika, "Beranda Charta Politika," Charta Politika.Com, last modified 2023, accessed June 20, 2023, <https://www.chartapolitika.com/>

¹⁵Indobarometer, "About Indobarometer," Indobarometer.Net, last modified 2020, accessed June 20, 2023, <https://indometer.net/>.

¹⁶Centre for Strategic and Internasional Studies, "About Persepi," Csis.or.Id/Scholar/Persepi, last modified 2022, accessed June 20, 2023, <https://www.csis.or.id/scholar/persepi/>.

¹⁷STH Indonesia Jentera, "Profil Bivitri Susanti," Jentera.Ac.Id/Staf/Bivitri-Susanti, last modified 2023, accessed June 20, 2023, <https://www.jentera.ac.id/staf/bivitri-susanti>.

theme of the discussion in turns and when they get a part in the game complement, the controller of the instructions is the game dealer. At the same time, during discussions, players who do not have a turn in the game are allowed to give responses according to the dealer's permission.¹⁸

The focus of the first segment is exploring discussion themes based on the results of the dice roll. However, before the players have an opinion, the discussion pattern when the theme results have been obtained, the dealer shows a video related to the discussion theme and then invites the players who have the opportunity to respond to the video show first and then express their personal opinion, as in the 3:35 second when Yunarto Wijaya's dice results produced a discussion theme of polarization, Najwa Shihab as the bookie first broadcast a video of the expressions of prospective candidates that had been published by each party regarding polarization.¹⁹

Meanwhile, in the second segment, the discussion pattern takes the form of constructing a coalition puzzle which is included in the elite monopoly game. The players are invited to assemble a puzzle in the form of images of potential candidates who have the opportunity to be promoted by the party as well as the possibility of parties forming a coalition. He said in the talk show that the formation of the coalition tried to represent the activities of political activists who, during the period leading up to the transition of power, were diligent in keeping in touch with opposing factions.²⁰

Since the video of the Mata Najwa program talk entitled Elite Monopoly was uploaded until today, around 0.2% (1116 out of 459 thousand) of the number of viewers responded via the comments column. So it was the author's initiative to analyze the audience's response in the comments column using Stuart Hall's reception theory which qualifies the audience's interpretation of media texts according to their respective cultural preferences and social conditions. The qualifications for Stuart Hall's prospective audience's interpretation of media texts consist of three categories, namely dominant (hegemonic) reading, which means fully accepting the texts presented by the media, negotiated reading, meaning accepting, but modifying the media text formula according to needs, and oppositional reading, namely understanding text, but rejects it and creates a personal alternative frame.²¹

Stuart Hall's reception theory focuses on the decoding or contextualization process to find understanding and form meaning with recipients according to their context and culture²². Hall tries to reflect on how the production of a message is based on media ideals which are accepted by the audience and have their own ideals, so it can be seen that the focus of Stuart Hall's reception theory study consists of studying the meaning, production and experience of

¹⁸Shihab, Monopoli Elite - Part 1 | Mata Najwa.

¹⁹*Ibid.*, 3:35.

²⁰Shihab, Monopoli Elite: Puzzle Koalisi - Part 2 | Mata Najwa, 0:40.

²¹Sri Hesti Mailasari and Umaimah Wahid, "Analisis Resepsi Khalayak Terhadap Isi Pesan Pada Iklan Wardah Cosmetics 'Long Lasting Lipstic Feel The Color,'" *Journal Komunikasi*, 11, no. 1 (2020): 2, <https://ejournal.bsi.ac.id/ejurnal/index.php/jkom/article/view/6810>.

²²Rosita Indah Utami and Aan Herdiana, "Pemaknaan Pendengar Terhadap Iklan Testimoni Nutrisi Herbal Nariyah Di Radio Kasihku FM Bumiayu Dalam Teori Resepsi Stuart Hall," *Sadharananikarana: Jurnal Ilmiah Komunikasi Hindu* 3, no. 2 (2021): h. 513.

audiences in interacting with media texts. Then the audience's responses are categorized as previously mentioned.²³

The author's focus is analyzing the audience's response to videos, namely on the form of verbal communication, verbal communication is a form of communication carried out orally and in writing.²⁴ So the author's steps in analysis are only focused on the audience's comments regarding the expressions and writings of political discussion figures, not on the gestures or eyes of the discussion figures. This step is the focus of the study to specifically categorize audience comments in the comments column. The description regarding the verbal communication of the discussion figures will be aligned with the audience's response in the form of comments on the ideas of the discussion figures in the video broadcast as well as the concept of updating political discussion patterns with games.

Some of the audience's comments appear to fall into the dominant (hegemonic) reading category, such as expressions of admiration for the creativity of discussion patterns and the ideas of discussion figures, such as comments uploaded by the account @Arriya Faliansya "As far as watching this video, I don't know why I just met Kang Philip and he who the most flexible in explaining things... because sis has invited his figure in this ELITE MONOPOLY GAME"; @Susi Susanti account "The content is really cool and makes you open minded about politics in Indonesia. This is what the public must watch so that their insight is broadened": @Muhammad Fachmi Budi Utomo account "An education for lay people with politics" and many other accounts wrote positive responses to receive full media text for the video broadcast.

Meanwhile, comments from the audience as video viewers are classified as negotiated reading, such as expressions of agreement with the opinions of the discussion figures but modified again according to their interests, such as the statement from the @Rahmat Gaho account, "It looks like the discussions are people who have education, they are smart at seeing and assessing data (facts). I hope that in the future, all Indonesian people, from various levels, can discuss in this way. Here, we can see that speaking according to data really "makes sense" and will produce "solutions" rather than conveying comments based on "feelings of dislike" which tend to be personal attacks, no solution. Apart from that, we can also see the importance of education and be aware of the usefulness of education because without education it is impossible to produce visionary human resources. Kudos to the Narrative Team. Continued success"; account @Angga Surahman "Perhaps polarization is still happening, but if the issue of religious differences is raised it is no longer effective, because those who come forward are all Muslims. In fact, what is still possible is polarization between candidates who present "moderate" Islam and "radical" Islam; and there are still several other accounts with at least two comments originating from these two accounts representing a picture of comments belonging to the second category.

The first account's comments are included in the second reception audience category because the expressions contain elements of modification of the discussion theme, the characters in the video explore the issue of political contestation and the account's response

²³Krisna Octavianus Dwiputra, "Analisis Resepsi Khalayak Terhadap Pemberitaan Covid-19 Di Klikdokter.Com," Jurnal Komunikasi Profesional 5, no. 1 (2021): h. 29.

²⁴Siti Asiyah et al., "Implementasi Komunikasi Verbal Dan Non Verbal Dalam Kegiatan Public Speaking Santri Di Pondok Pesantren Darul Falah Amtsilati Putri Bangsri Jepara," Jurnal An-Nida 10, no. 2 (2018): h. 154

is modified by the importance of education as improving the quality of human resources. Then in the second account you can see the polarization discussed in the video, the discussion figures reveal the issue of nationalism and religion because they are closely related to political contestation, the prospective candidates will be capitalized into nationalist pairs and Islamic pairs. Meanwhile, this comment modifies it with radical and moderate reviews for the capitalization of prospective candidates, besides agreeing with the form of polarization that has occurred so far.

Then for the third category, audience responses, such as expressions that contain an element of rejection, such as comments from the @sangid suhendra account "Mba Nana, are you aware that there is a survey business there, which pays for the survey results above but the people don't believe the survey" and the account "it's a shame Nana didn't make a station "The survey was qkqn just right so that it was answered by Yunarrto Wijaya, whose survey always refused to answer when asked about this problem." Comments originating from these two accounts are included in the third category because they contain an element of rejection of the ideas of one of the discussion figures because of the credibility of their career field.

D. CONCLUSION

The presence of political discussion patterns with game packaging is interesting to study in terms of audience response using Stuart Hall's reception theory. Stuart Hall's reception theory categorizes audiences as text recipients into three groups, namely dominant (hegemonic) reading, negotiated reading and oppositional reading. In the study described, the media encoding process as text production succeeded in stimulating the decoding of the audience as message recipients. It can be seen that the audience in the Mata Najwa video broadcast fulfills all audience classification categories according to Stuart Hall. Therefore, the show entitled Elite Monopoly, which was presented in two sessions, namely one hour and thirty-three minutes, succeeded in showing the enthusiasm of the audience to ensure that the people's party event was held according to the goals of democracy.

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