Political Communication Instruments Fasha Maulana in Influencing Millennial Voter: Evidence from Jambi Mayoral Election in 2019

Ardiyansyah
Faculty of Dakwah, Universitas Islam Negeri Sulthan Thaha Saifuddin Jambi
Email: ardiyansyah@uinjambi.ac.id

Maielayuskha
Faculty of Social and Political Sciences, Universitas Nurdin Hamzah Jambi
Email: yuskhamaiela@gmail.com

Abstract

Beginner voters are the millennial generation who are considered to be very influential in the contestation of the general election, including the implementation of the Pilwakoin Jambi city, which took place during the simultaneous regional elections in 2018. Pilwako candidates must think of new, modern ways of packaging political messages and then convey them through communication channels, which can influence the decision of millennial voters in determining their choice. This matters is very important in the elements of an election because the process of elections are having the following main steps, which are; (1) the process of introduction of candidates; (2) the process of giving the messages towards the peoples; (3) the process of elction. But, in the following steps that play a role is the distribution of those messages because it is the task of candidates especially in inviting the young generation to participated. The concept of using these communication is a steps in the participation of the candidates with many techniques, likely digital communication or communication through door-to-door. These matters are concerned because of the one of elector that having the elements of fullment of quotes for the candidates will be perfect if there are the beginner elector, which are referring toward the millenial elector. It has been said as the millenial beginner, it is caused of the concept and the ages element of the elector which are known as millenial elector. In the election that will conducted on the next year surely it will assure the total of elector will be improved as compared as the total of millenial elector on previous years, which are the total of millenial electors are 70-80 million peoples. These numbers are so highly and being fantastic numbers as compared as the total of electors in the ages of mature or old electors. The method used in this research is the descriptive qualitative method. By using the qualitative-descriptive methods, the researcher will able to described which are better that based on the process of covering the communication that done by the following candidates towards the millenial electors. Data collection techniques by interview and observation. The result of the analysis are following; (1) the elected candidates pack a political message outlined in the vision and mission in the form of ideas to make fundamental improvements in various fields, which are these fields is the basic from whole of various types fields that showed the communication process that conducted by those

candidates before conduxted election.; (2) the elected candidate pairs mostly use internet digital media and outdoor media such as posters and banners; (3) millennial voters are faced with a complicated and confusing election process because they must vote with a critical attitude and in-depth analysis of the pair of candidates for mayor who are perceived as equally well.

Keywords: Political Communication, Mayoral Election, Message, Communication Channels, Millennial Voters, Jambi City

Abstrak

Pemilih pemula adalah generasi milenial yang dinilai sangat berpengaruh dalam kontestasi pemilu, termasuk pelaksanaan Pilwakot kota Jambi yang berlangsung pada Pilkada serentak 2018. Calon Pilwako harus memikirkan cara baru yang modern. mengemas pesan politik dan kemudian menyampaikannya melalui saluran komunikasi, yang dapat mempengaruhi keputusan pemilih milenial dalam menentukan pilihannya. Hal ini sangat penting dalam unsur-unsur pemilu karena proses pemilu memiliki langkah-langkah utama sebagai berikut; (1) proses pengenalan calon; (2) proses penyampaian pesan kepada masyarakat; (3) proses pemilihan. Namun, dalam langkah-langkah selanjutnya yang berperan adalah penyampaian pesan-pesan tersebut karena merupakan tugas para caleg terutama dalam mengajak generasi muda untuk berpartisipasi. Konsep penggunaan komunikasi tersebut merupakan langkah-langkah partisipasi calon dengan banyak teknik, baik komunikasi digital maupun komunikasi door to door. Hal ini dikhawatirkan karena salah satu pemilih yang memiliki unsur kepenuhan kutipan bagi caleg akan sempurna jika ada pemilih pemula yang mengacu pada pemilih milenial. Dikatakan sebagai milenial pemula, hal ini disebabkan oleh konsep dan unsur usia pemilih yang dikenal dengan istilah pemilih milenial. Dalam pemilu yang akan dilaksanakan pada tahun depan tentunya dipastikan jumlah pemilih akan meningkat dibandingkan dengan jumlah pemilih milenial pada tahun-tahun sebelumnya, yaitu jumlah pemilih milenial adalah 70-80 juta orang. Angka ini sangat tinggi dan fantastis jika dibandingkan dengan jumlah pemilih di usia pemilih dewasa atau tua. Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif. Dengan menggunakan metode kualitatif-deskriptif, peneliti akan dapat menggambarkan mana yang lebih baik berdasarkan proses peliputan komunikasi yang dilakukan oleh para calon berikutnya terhadap pemilih milenial. Teknik pengumpulan data dengan wawancara dan observasi. Hasil analisisnya adalah sebagai berikut; (1) Kandidat terpilih mengemas pesan politik yang dituangkan dalam visi dan misi berupa gagasan-gagasan untuk melakukan perbaikan mendasar di berbagai bidang, yang mana bidang-bidang tersebut merupakan dasar dari keseluruhan berbagai bidang yang menunjukkan proses komunikasi yang dilakukan oleh calon tersebut sebelum dilakukan pemilihan; (2) pasangan calon terpilih lebih banyak menggunakan media digital internet dan media luar ruang seperti poster dan spanduk; (3) pemilih milenial dihadapkan pada proses pemilihan yang rumit dan membingungkan karena harus memilih dengan sikap kritis dan analisis mendalam terhadap pasangan calon walikota yang dianggap sama baiknya.

Kata Kunci: Komunikasi Politik, Pilwakot, Pesan, Media_Komunikasi, Pemilih Milenial, Kota Jambi

INTRODUCTION

Participation in elections is an important indicator of democracy. If this form of community participation can be carried out widely and effectively, it will greatly determine the quality of voter participation in elections (Alwie et al., 2022; Handika & Rafni, 2022). The election of the mayor and deputy mayor of Jambi was held on June 27, 2018. Resulting in the pair SyarifFasha and Maulana (Fasha-Maulana) winning the pair Abdullah Sani and Kemas Alfarizi Arsyat (Sani-Izi) by winning 55.7 percent of the vote). In comparison, the other vote was (44.3%). The campaign period for the election of the mayor and deputy mayor of Jambi is carried out for four months and 26 days, where at this stage each elected candidate begins to campaign for his vision and mission by attracting as many people as possible. One of them is the selected candidates to attract millennials. The millennial generation is the generation born in the 1980s to 2000. These conditions are also stated by (Matthews, 2018), where American also implemented these concept to attracting the young voters especially for the voters that has not been ever followed the election. Thus, this succeed in indicating the winning of the candidates in election. Which are millennial generation has the information needed that can be obtained easily through various media. This generation is certainly very familiar with technology, so 10 generations tend to have visionary and innovative ideas (Cooper, 2017). This is what causes the electoral system in Indonesia to allow coalitions between political parties that are considered suitable and in accordance with their objectives (Aminuddin, 2017; Hamid, 2012).

Novice voters, most of whom can be categorized as millennials, are considered very influential in every general election. The millennial generation, who is generally categorized as beginner voters, is always the centre of attention ahead of the general election. Besides because they are young generation who have unstable emotional characters, their experience in making political choices is something new. The Central Statistics Agency (BPS) for Jambi province, released the results of the 2020 population census (SP2020) showing Generation Z data has a higher percentage of residents in Jambi province, followed by the millennial generation (Badan Pusat Statistik, 2020).

Population structure can be one of the capitals of development when the number of productive age population is very large. SP2020 results noted that the majority of Jambi Province's population was dominated by generation Z, millennial generation and generation X. The proportion of generation Z was 29.17 percent (1.02 million people), millennial generation was 26.80 percent and generation X was 21.43 percent of total Population Population in Jambi Province (Chandra, 2018). These three generations are included in the productive age which can be an opportunity to accelerate the acceleration of economic growth (Ropik et al., 2018). The millennials are a digital generation, outreach of election candidates on social media has been hampered by significant rural-urban internet disparities (Astuti, 2022; Ropik & Qibtiyah, 2021). This condition is also one of the big problems they face as elected candidates, where in addition to attracting sympathy and building good emotions, the selected candidates must also pay attention to the messages, patterns, and communication channels they will create (Budianto, 2019; Yenrizal Yenrizal, 2018).

The implications of channels and the political message has been revealed on the research that done by Batari (2017), hannel played the biggest role in influencing the political world and this is also affecting in the election system. Thus, as a generation of millennials who live in rapid technological developments, candidates must try to think of the latest modern-standard methods in packaging political messages to deliver information through communication channels that can influence the political attitude decisions of millennial

voters. In this technological era, millennials are the fastest to obtained the latest information especially in social media. Millennials constituent will find political informations about the candidates through social media platform such as; Instagram, Twitter, Facebook. Social media has cause a big wave of changes in society and also politics (Budiarjo, 2009). Moreover, the millennial generation is an agent of national change (Hudia & Affandi, 2022). Their participation in politics is expected to bring about changes in democracy (Asri, 2018; Sani & Sari, 2020).

Against the background, this research is needed as a comprehensive evaluation form to answer the identified two problems. First, how the message and communication channel elements that the elected candidates have formed can influence the political attitudes of millennials as novice voters. Millennials are considered candidates for the simultaneous regional head elections in Jambi. The purpose of this study was to find out how the message elements and elements of the political communication channel of the elected candidates in the Jambi City Simultaneous Pilkada in 2018 and the political attitudes of millennial voters. Several studies discussing the problem of political communication focus more on the interpersonal communication approach. Examining swing voters in the context of political communication is crucial as they act as the largest segment of voters that could directly shape election results (Ropik & Qibtiyah, 2021). The approach is in the form of socialization, face-to-face to seek community support, to political messages that are packaged to raise the issue of improving the government service system in favour of the people. The political news outlined in the vision and mission seems unable to attract the public's attention because not all people can know and understand the candidate's platform during the campaign (Hayati et all., 2022).

The supporting factor for the Mochtar Mohammad-Rahmad Effendi pair in the Bekasi Regional Head Election 2008-2013 period lies in the success of publicity through the mass media, as well as being supported by many major parties.At the same time, the inhibiting factors are the emergence of the Black Campaign and the still high Golput phenomenon among the community (Misliyah, 2013). Meanwhile, the research by (Abadi, 2018) regarding voters to the Simultaneous 2015 area in Bulukumba Regency has a relatively significant influence in terms of ease of access to win sympathy and attention through increased political participation of citizens, especially residents in Bulukumba (Harahap & Anisyah, 2021).

The Anies-Sandi candidate pair campaign team has produced a creation in conveying material or message content which is expected to get support from the voters who are their target audience (Sepriansyah et al., 2021; Zalpa, 2019). The existence of a creative campaign video entitled "evil tweets", which was distributed through various social media such as Instagram, Twitter, Facebook, YouTube, Line, and other supporting media. This campaign can be said to be a success and was entirely accepted by novice voters (Erawaty & Salamah, 2022).

Several previous studies have shown that not many researchers have researched political communication in terms of the elements of the built communication message. In addition, research on using political communication channels as a medium for delivering messages using affordable and easy-to-understand communication media has also not been widely studied. Gadget-Powered Connection, namely the generation of gadget lovers who always provide connections via gadgets (such as: cellphones (mobile), platform games, laptops/netbooks, and others) which be adoption of technology has become very hyper for this millennial generation. These characteristics then influence their characteristics and their sensitivities in the political field (Cooper, 2017).

Several studies discuss political communication and social media that play an active role in holding general elections (Yenrizal, 2021). Some of these research studies focus on matters relating to the relationship between the community and regional head candidates in packaging political messages to attract public attention. Public and change the political attitude of the voting public. Digital platforms changes political information, but they do not replace the journalism and conventional medias. The new hybrid environment that produced where there are two logic thinking related to digital medias in one side and related to main flow system on the other side, sometimes can live side by side in harmony, produced collaboration and synergy, also in other chance crash and produced conflict and tension (Bărbieru, 2021). However, the Election Organizer Ethics Council was considered successful in building an accountable and transparent institution In the 2019 general election (Wulansari & Pamungkas, 2021).

According to Almond (2015), political communication is a function that always exists in every political system. Aristoteles describes a political communication model more oriented towards speech, especially speech that can influence others, with three essential parts of communication: the speaker, the message, and the listener. According to Aristoteles, the essence of communication is persuasion and influence that someone can achieve so that the public can trust it. So effectivenessoccurs through the audience when the speech directs them into an emotional state (Unmuha et all., 2022).

The behavioural approach in political studies has produced works on the type and behaviour of voters, who are individuals who have the power of selection. Furthermore, Nimmo Dan in Fitri & Adeni (2020) suggests four types of voting in general elections, namely:

1. The rational type is a sensible voter who is self-actional. This attitude is intrinsic to every personal character of the voter that helps decide to vote for most citizens. Rational people: (1) can always make decisions when faced with alternatives; (2) consciously choose alternatives; (3) arrange several options in a transitive way; (4) always choose the option with the highest preference rating; and (5) always make the same decision when faced with the same options. Rational voters actively interested in politics are diligent in discussing and seeking political information and acting on principles for their interests and the public interest. Likewise, rational voters can act consistently in the face of political pressures and forces.
2. The reactive type is a voter who has an emotional connection with a political party. The primary source of reactive voter actions is emotional ties to the party as party identification. Identification with the party enhances a more favourable image of his record, experience, abilities, and personal attributes. Thus, identification with the party increases the perceptual veil so that the individual can see the advantages of his party orientation. The stronger the party ties, the more exaggerated the selection process and distorted perception.
3. Responsive types are voters who change quickly according to time, political events, and momentary conditions. Despite having loyalty to the party, this affiliation did not affect his voting behaviour. Relations with political parties are more rational than emotional. Responsive voters are influenced more by short-term factors, particularly interest in a particular election, than long-term loyalty to a group or political party. So responsive types are situational.
4. The active type is the voter interpreting the personality, events, issues, and political parties by establishing, structuring and accepting a series of choices. Voters formulate a political image of what they count with various variants.

According to its etymology, political communication involves political messages and actors or is related to power, government, and government policies. A person's involvement in political activity is usually associated with his motivation. Even a person's motivation, especially in political activities, is related to his social environment. Therefore, the social environment becomes a variable that drives the emergence of motivation (Syawaludin, 2021). Political communication conveys information about politics from the government to the community and from the community to the government (Syawaludin & Fikri, 2019). According to Nimmo & Rakhmat (2004), "political communication is a communication activity that is considered political communication based on its actual and potential consequences that govern human actions in conditions of conflict". Meadow also expressed the same thing, but Meadow emphasized that "the symbols or messages conveyed are significantly shaped or have consequences for the political system". Meanwhile, according to Cangara,"political communication is a communication process that has implications or consequences for political activity" (Panjaitan et al., 2021).

According to Almond & Coleman (2015) in their book entitles "The Politic of the Development Areas" in 1960, political communication is one of the functions that always exist in the political system. Political communication is not a function that can stand alone because political communication is a process of conveying messages that occurs when other parts are running. In other words, political communication is one of the communication systems that can be clarified through a political communication work scheme that is useful for analyzing (Napitupulu et al., 2018).

RESEARCH METHOD

These research are implemented the descriptive analysis approach (Creswell & Poth, 2016). By using this approach able to solve problems by compiling data, collecting, classifying, analyzing and interpreting (Miles et all., 2018). The descriptive study aims to create a systematic, factual and accurate description of the facts and characteristics of a particular population (Sugiyono, 2016). The focus of these research are the elements of messages and political communication channels for elected candidates in the simultaneous regional head elections in Jambi City in 2018 and the political attitudes of millennial voters .

The primary data sources in qualitative research are words and actions; the rest are additional data such as documents and others. The research data were obtained through 2 data sources, namely primary data namely data obtained directly from data sources, namely informants who were considered to have the potential to provide relevant and actual information in the field through interviews. The selection of informants as data sources in this study is based on the principle of subjects who master the problem, have data and are willing to provide complete and accurate information. The informant who acts as a source of data and information must meet the requirements. The key informant in this study is the Fasha-Maulana winning team in the 2018 Jambi City election, which is related to the Political Communication Strategy of the Fasha-Maulana Pair. The second is secondary data, namely supporting data obtained from the literature, documents, and reports related to the problems studied.

RESULT AND DISCUSSION

Fasha Maulana as a candidate for The political parties that formed a coalition against the Jambi mayoral candidate pair were Golkar, Democrat, Gerindra, PKS, Hanura, PPP, PKB PBB, Perindo and PKPI. Candidate pair number 2 was later known by its current name as Pro2FM, which means that they are ready to continue Fasha's term of office as Jambi Mayor for two periods, even with a different deputy mayor from before.

Picture 1. Fasha Maulana Campaign

Sources: Compiled by Author, 2022

The vision of the Pro2FM pair is "Making Jambi City a Center for Community-Based Trade and Services with Morals and Culture by Prioritizing Excellent Service". Through the elections that held of, it is giving the fact that the biggest number of voters are the novice voters. This showed by the article that wrote by setwan.jogjakota (2022), where the prioritize of the generation of millenial that are biggest as the voters of the election.

Apart from communicating through internal media, Fasha also utilizes other new media, namely Instagram, Twitter and Facebook. the media is an effective medium for campaigning because the appearance of the application is supportive and easy to understand. Through social media, the Candidate for Mayor of Jambi (Fasha Maulana) published his campaign via feed posts, insta stories and highlights so that he could be seen at any time. Before Fasha ran for the 2018 local elections, he did not have any social network accounts. Fasha began to be seen interacting through social media with the people of Jambi, when he registered himself as a candidate for mayor. His Instagram posts have turned into campaigns, personal branding, something that concerns the people of Jambi.

Some political actors who have their own media, such as Abu Rizal Bakri, Surya Paloh, Hary Tanoe, have really explored their media to form impressions (Maharani & Nurafifah, 2020). This is very beneficial, because society/the current generation is dominated by digital natives, so when they see the media from one political actor they will compare it with other media or even compare it with their daily lives, whether it is in accordance with what is posted in the media (Komariah et al., 2020).

Elements of Political Message

Planning a political message is an activity that needs to be done by individuals, groups, institutions, or organizations. In political communication, persuasive messages are intended to change the audience's perceptions, opinions, attitudes, and behaviour. The process of

winning the Regional Head Election begins with identifying what the community wants by the momentum of the Regional Head General Election. This discussion will show how Fasha and Maulana's strategic plan shapes the political message outlined in the vision and mission. In substance, the existence of the candidate's vision and mission is some ideas to make fundamental improvements in all fields, especially those that can be felt by the wider community.

Mission vision is considered a weapon before entering the actual battle. It is hoped that it will win voters' hearts by preparing a vision and mission that is easily recognizable and by what the community wants. During the General Election, the vision and mission offered by the regional head candidate can be meaningful as a change, improvement and enlightenment for the benefit of the community. The mission of Pro2FM is the development the mission which are referring to the improvement and strengthening the quality of information-technology for the common people.

As the author has mentioned from the explanation above, that the candidate pair Fasha Maulana uses political communication in the form of social media, the vision and mission and design programs after becoming mayor are exposed to these social networks. These strategies or elements influence millennial voters to participate in general elections.

Elements of Media or Political Communication Channels

Direct approach with voters is a strategy to seek support from each individual candidate. This personal approach to voters is often referred to as a face-to-face campaign channel. This strategy is considered quite adequate even though it cannot cover a large area, but not all places and voters can be found when carrying out face-to-face campaigns. The use of mass media in the form of images, sounds and sentences conveyed in the campaign is one of the candidate's communication channels to voters and the coverage area is wider. In modern movements, the use of mass media is often done as a strategy for forming the image of contestants. Delivery of political products by utilizing mass media is called pull marketing (Nursal, 2004:45). The pull marketing strategy is a political strategy that focuses more on building a positive political image. The media campaign for the Fasha and Maulana couple in the 2018 Jambi City Pilwako uses various digital internet media and outdoor media such as bales and banners. This media is considered more straightforward and economical than print or electronic media. Peterson McClude in Cangara (2007, p. 382) says, "there are some doubts about the potential of the media to influence voting audiences, given its limitations which do not change much of voter behavior after people have attitudes". The same opinion was also concluded by Sander and Pace (in Canggara, 2009: 382) that the mass media can only be at the level of image formation. At the same time, interpersonal communication is the role of inviting people to change their choices. Media only affects things that are short and not long (short term). Therefore, Sander and Pace proposed that elections prioritize worldview images rather than issues. Because voters generally tend to only follow at the beginning and end of the campaign.

As a figure with a medical background, Maulana is here to lend his strength to give Fasha greater political power. Prior to joining the coalition, Maulana had started to introduce himself through television media with a song strategy. The song is used as an effort to attract people's attention because a song will be easily remembered by people who see and hear it so that all people know the city of Jambi.

The function of social media as political communication is very good because it can be accessed easily by anyone so that it can provide direct feedback to people who see the pros and cons. That is also why Pro2FM uses social media as a campaign strategy. Because the

use of social media is relatively easier and cheaper than outdoor media, of course, it gives the winning team the freedom to carry out their campaign without being hindered by various things. In this case, Fasha Maulana shows his programs in the form of images and visuals that can attract the attention of audiences, especially millennials.

Attitude of Millennial Voters

Beginner voters are considered to still have unclear political attitudes and choices. The political attitude of novice voters can be interpreted as readiness to act, perceptions to respond to how novice voters participate in general elections. Political attitudes can be expressed in various forms. Hyman's research aligns with Berelson and colleagues' findings that 75% of first-time voters vote for their father's party of choice. Although adults make their own choices, these choices turn out to follow the preferences of their family members.

The attitude of millennial voters towards the mayoral election is a complicated and confusing election process because millennial voters must choose a candidate for mayor who is considered equally good. The factor that influences millennial voters for the first time to exercise their right to vote in post-conflict local elections is the awareness that millennial voters must make changes towards a better city. The participation of millennial voters in the Pilkada of Wako is one of the obligations of millennial voters as citizens.

On the other hand, Fasha's name has been embedded in the hearts of the people. Fasha is a mayor who pays attention to the community in detail, and his existence can be seen from the unique program where the position of Rukun Tetangga is given special privileges. Fasha sees that those closest to the community and those who understand what the community needs are the Rukun Tetangga. Therefore, Fasha offered benefits to the Rukun Tetangga in Jambi City.

Social media is the political communication channel most often used by the younger generation. The types of social media most often used by the younger generation include YouTube, Twitter, Facebook and Instagram. From a survey conducted by the Indonesian Internet Service Providers Association (APJII), there were 210.03 million internet users in the country in the 2021-2022 period. This figure increased by 6.7% from the previous period of 196.7 million internet users. The highest increase in the number of social media users reached 34.2% in 2017. However, this increase slowed to 6.3% last year. The numbers just increased again this year. Meanwhile, WhatsApp is the most widely used social media by Indonesians. The percentage was recorded at 88.7%. After that, there are Instagram and Facebook with respective percentages of 84.8% and 81.3%. Meanwhile, the proportion of TikTok and Telegram users is 63.1% and 62.8%, respectively. from the data described above, the biggest users are dominated by millennials. The function of social media as political communication is very good because it can be accessed easily by anyone so that it can provide direct feedback to people who see the pros and cons. That is also why Pro2FM uses social media as a campaign strategy. Because the use of social media is quite easy and relatively cheaper than outdoor media, of course, it gives the winning team the freedom to carry out their campaign without being hindered by various things.

CONCLUSION

The process of winning the Regional Head General Election starts with identifying what the community wants following the momentum of the Regional Head General Election. This discussion will show how Fasha and Maulana's strategic plan shapes the political message outlined in the vision and mission. In substance, the existence of the candidate's vision and mission is some ideas to make fundamental improvements in all fields, especially those that can be felt by the wider community. The campaign media for the Fasha and Maulana pair in

the 2018 Jambi City Pilwako uses various digital internet media and outdoor media such as bale and banners. Social media is the younger generation's most frequently used political communication channel. The types of social media most often used by the younger generation include Youtube, Twitter, Facebook, and Instagram.

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