

Communication Analysis of the Political Image of the Demokrat Party on Social Media

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Abstract

Technology has infiltrated human life in many ways. One of the most common technological developments is social media. Not only for the general public, but also the political world is inseparable from social media in this era. For political actors, social media is a platform to contain positive support. But with the ease of stemming positive images, it cannot be denied that social media can also be a boomerang that can damage their political image at any time. This paper focuses on discussing the Demokrat Party's political communication in shaping its political image, especially on social media platforms. By using a descriptive method, namely taking sources from other literature. In this paper, the use of social media by the Democratic Party will be presented. Furthermore, in terms of the political communication used, it can be concluded that social media also plays an important role as a campaign platform and in building the party's image.

Keywords: *Demokrat party; political communication; social media*

INTRODUCTION

Human beings cannot be separated from communication, communication complements the human need to interact with other human beings. According to Wursanto (2001: 31), communication is the process of passing/delivering news / information that contains meaning from one party (person or place) to another party (person or place) in an effort to gain mutual understanding. Communication is very important and is used all the time and everywhere. Communication is further divided into techniques, functions and so on. Communication based on techniques is divided into four types of communication techniques, namely informative communication, persuasive communication, instructive/coercive communication and human relations. (Effendy, 2011: 8) Communication can be used in all age groups, professions and fields, one of which is politics. The techniques used in politics are generally persuasive communication. The technique of seducing, persuading and inviting communicants, which is carried out by communicators without an element of coercion, is a persuasive communication technique. Politics cannot be separated from communication, without communication politics is just an ideology of some people who cannot unite. Politics requires many people with a similar ideology to be successful, therefore communication is needed in the political field to communicate goals and objectives to the audience so that they can be accepted and supported by listeners who agree.

Political communication is the communication of political messages by political actors to people about many things about politics, ranging from government, people, rights and responsibilities, and government policies. According to Mc Nair (2003), political communication is not only communication from political actors to voters with the intention of achieving certain goals, but also communication addressed to politicians by voters and newspaper columnists, as well as communication about political actors and their activities, as found in news, editorials and other forms of media political discussion. Political communication no longer needs to organise meetings and gather as many people as possible in one place to listen to the communicator. We can say that this is the era of online political communication. Only through networks and communication tools such as mobile phones and computers can we still hear communicators deliver their political messages.

In the era of technology, namely the era of online political communication, social media has become a new platform for campaigns and images with wide reach and high effectiveness, one of which is in the political field. Indonesia ranks 8th in the world in the use of social media, where many people can be reached. Toto Sugiarto (2014) In social media, one man one vote is no longer valid, but one person can have the power of tens, hundreds or even thousands of people. It is said to be equivalent to up to thousands of people because of the effectiveness of social media as a means of exchanging ideas, the spread of various ideas, including campaign content via social media, is very fast and almost limitless.

According to Chavez, (2012); Stietglitz & Dang Xuan, (2012), even before the era of social media, politicians in Uncle Sam's country used the internet as a campaign medium. And it is true that at that time, Uncle Sam's country was the first country to use a technology similar to social media, namely the website in President Barack Obama's 2008 campaign. Using websites as a means of campaigning and electioneering is very easy for any party. This success has made Obama's US presidential campaign an illustration of the current era of online political communication.

Social media is very helpful in many ways, one of which is in the political field. Wide reach, freedom of speech and the ability to see or hear opinions directly are the advantages of social media in this field. According to Douglas Hagar (2014) in *Campaigning Online: Social Media in the 2010 Niagara Municipal Elections*, social media can contribute to political success. With the advantages of social media's wide reach, it cannot be denied that social media is very influential in shaping the image of a political party. However, with this unlimited reach, mistakes or things that are not in line with the general public's thinking can easily cause controversy and even damage the image of the political party. And there are traces that are difficult, if not impossible, to erase and correct. If a mistake or just a question is circulated on social media, it becomes a digital footprint that can easily be brought up with permanent evidence on social media. This is what damages the party's image.

The image itself can be said to be the public's perception of the experience, trust, feelings and knowledge of the community itself towards the company, so aspects of the facilities owned by the company and the services provided by the employees to the consumers can affect the consumer's perception of the image (Wasesa, 2006). Imaging may be an inappropriate term to hear, but this image is very necessary as a form of communication to convey the party's ideology. It aims to attract people who agree with the ideology to become supporters and voters.

Political parties are groups or collections of politicians who already share the same ideology and agree to use it as their party principle. Indonesia itself has more than one political party such as Democrat, Pan, Gerindra, Perindo, PKS, PDIP and so on. In Indonesian politics, the Democratic Party has successfully won the elections in 2004 and 2009 and is the party that has the most positions in the current government (Vivanews, 2011). At that time, it was the heyday of Mr Susillo Bambang Yudhoyono and was still in classic political communication such as newspapers, television and radio. However, the Democratic Party experienced a drastic decline after Mr SBY's popularity began to decline. Based on the provisional results of the quick vote count of the 2014 legislative general election by several survey institutions, the Democratic Party only received 9.43%. This means that it has decreased in comparison to its gain in the 2009 legislative elections, which was 20.85%. (Kabar24, 2014).

In this era of online political communication, the Democratic Party has begun to build and improve its image in the political world. They are using various ways to communicate their intentions, including social media. This social media has become a new platform for many political parties, especially the Democrats. Imaging is routinely used to rebuild public trust. In this era, imaging can be done as often as possible, unlike in the era of classical political communication. The difference is cost and time; the era of online political communication can cut a lot of budgets and shorten time. This is in contrast to traditional political communication, which has to prepare a series of more complex events with high costs for consumption, workers

and venue rental.

Still, social media only has a big impact on politicians who are developing their parties and ideologies. It is not a one-off job that comes around every five years. Politicians who are constantly spreading ideas and discussing in depth in certain areas will see the results during the elections (Erayani & Arwani, 2020). And the final result of the image that is still being made still depends on the information or communication that they do. With the political communication of the image of the Democratic Party as the focus of the problem. The author aims that his writing can help readers to find out how the political communication of the Democratic Party on social media. Marusic (2009) The purpose of the journal is to provide information about the latest research findings that are supported by strong and comprehensive data to prove that the research is reliable.

RESEARCH METHODOLOGY

The method used is a descriptive or literature review method with a case study approach. The method is done by taking references from others and combining several trusted sources. Literature study, according to Nazir (2013, p. 93). The technique of collecting data by analysing books, literature, notes and reports that have a connection or relationship with the topic and title of the journal that the author is going to make

RESULTS AND DISCUSSION

The results of the author's research, based on a descriptive literature review, show that social media plays an important role in communicating political messages. Political imaging through social media is very effective, especially for the Democratic Party which is improving its image. The Democratic Party, which has an official account @PDemokrat, which has followers: 14759 Followers: 865 Tweets: 3379 Twitter age: 3 years 9 days (Erayani&Arwani, 2020). In terms of reach, it is more effective and broader, and the cost savings are much lower. Social media is easy to reach a lot of people and easy to influence their opinions. For the Democratic Party's vote after entering this social media era, the author has not been able to find valid data regarding estimates or surveys of the popular vote in favour of this party. However, the author has included valid data showing the drastic decline of the Democratic Party at this time. Due to the lack of data, the author has not been able to analyse the success of the political communication techniques used by the Democratic Party in social media.

Below is data on the Demokrat Party's vote from year to year:

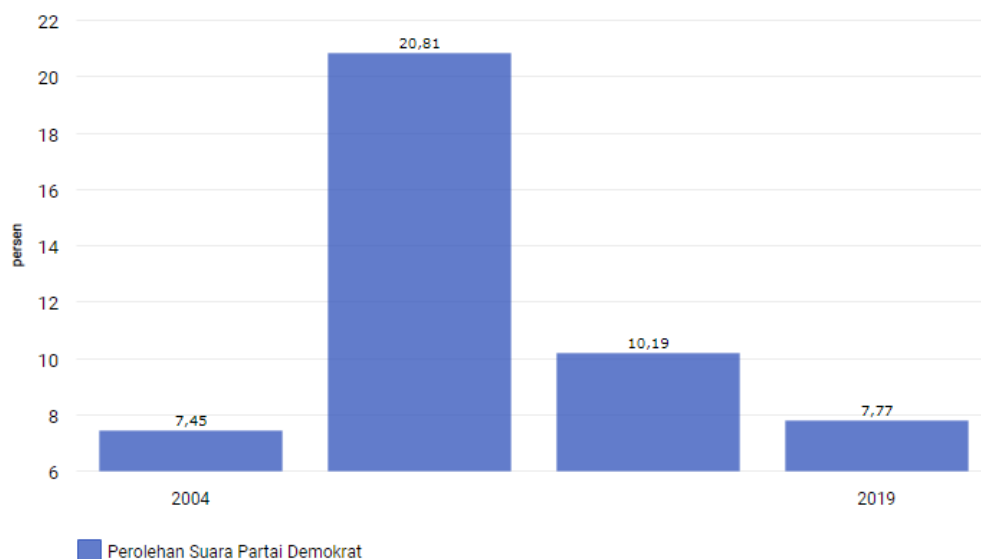


Figure 2. Graph showing the Demokrat Party votes from 2004 to 2019

Sources: Databox.com

Based on this data, it can be seen that the drop in votes for the Demokrat Party was very drastic. In order to revive the name of one of Indonesia's political parties, image building continues through various media. As the Demokrat Party enters the technological era and heads towards the 2024 elections, it continues to build its image through social media as a new platform with a wider reach. One of the party members' ideas is already being implemented. The DPC of the Surabaya Demokrat Party immediately held a consolidation and social media training, which required all cadres and administrators to follow "One Day One Post" or one day one post ahead of the 2024 elections (Jatim.poskota, 2022).

A time when the results of opinion polls are more important than the truth along with the attractive appearances are more effective than achievements and inspiring social ideas (Tempo Magazine, 27 July 2008). The truth is hard to win when more and more people are saying the opposite. This is the weakness of social media as a forum for opinion, it is easy to be led to believe that this is good and that is bad without seeing the truth first.

The definition of communication given by Gerald R. Miller in (Mulyana, 2008), that is, communication as "situations that allow a source to transmit a message to a receiver with the intention of influencing the receiver's behaviour". In imaging or campaigning activities, the most appropriate communication technique to use is persuasive communication techniques. According to Malik (1994), persuasive communication is a communication process in which an attempt is made to persuade others to act and behave as desired by the communicator by means of persuasion and without coercion.

In the form of communication delivery is further divided into two types, which are verbal and non-verbal. Some types of communication based on the mode of delivery are as follows:

Table 1. Types of Communication

No	Types	Definition	Example
1	Verbal	Direct communication, i.e. direct speech (face to face) or through media intermediaries.	Speech and text message
2	Non-verbal	Communication without words	Facial expressions and gestures

Sources: Detikedu.com

Based on the nature of the communication, the most appropriate form of delivery for social media is verbal communication. A clear explanation is needed both verbally and in writing to clarify the intent and purpose to be conveyed. This is necessary because miscommunication is very common and can easily occur on social media. Miscommunication is very sensitive in the political world, which results in public opinion being led and the party's image being considered bad.

To find out the type of political communication used by the Demokrat Party on social media, the author analyses the content published by the Demokrat Party itself. Below is some content from various social media accounts published by the official Democratic Party account:



Figure 2. Images posted by the Demokrat Party on social media Instagram

The image above is one of the Democratic Party's posts on the social media platform Instagram. Judging from the image, persuasive communication techniques are used with a type of written verbal communication. With an unobtrusive and prominent element of invitation, this post is made clear as a form of imaging for this party.



Figure 3. Demokrat's video content on Instagram

The image above is a video post by the Demokrat Party, which is still on the same social media platform, Instagram. In the picture, some videos still use the same communication, which is verbal with a combination of oral and written verbal



Figure 4. Demokrat Party video content on Tiktok

The image above is a video posted by the Demokrat Party on the social media platform Tiktok. In this picture, some videos still use the same communication, which is verbal with a combination of oral and written. However, it can be seen that the audience reached by this content is larger than on the previous platform.

The next image is the Demokrat Party's post on the Twitter platform. Similar to Instagram, the majority of posts on Twitter use written verbal communication, where they rely more on and prioritise ideology and the realisation of the work they put into words and documentation.



Gambar 3. Gambar postingan partai demokrat di platform twitter

Descriptive research is research conducted to determine the value of one or more variables, without making comparisons and connections with other variables. According to Indriantoro and Supono (2012: 26) defines descriptive research as research on problems in the form of current facts from a popularisation. And the author also conducted a case study to analyse this topic, Creswell (2014) case study is a research strategy to carefully investigate a matter with complete information collection using various data collection procedures.

Based on the author's findings, it can be determined that the image political communication conducted by the Democratic Party on social media is a communication with persuasive techniques that aims to persuade or invite the audience to vote. The above communication process needs to be considered when conducting a campaign or seminar so that the audience can be influenced and persuaded by the message conveyed without coercion. Therefore, a campaign or seminar will be effective if persuasive communication is carried out

properly. (Jessica Novia, 2022)

And it can also be determined, based on the case study conducted by the author, that the communication used in the content of the Democratic Party mostly uses verbal communication, with an estimated 80% written and 20% oral. This is supported by the data of the author's findings and the opinion of Muhammad (2005: 95), according to whom communication is communication that uses symbols or words either expressed orally or in writing (written). Whether directly or through intermediaries, it is still considered verbal communication.

CONCLUSION

Based on the results of the research on the influence of brand image in retaining Holland Bakery's business, the following conclusions can be drawn:

Holland Bakery is a brand for a franchise network of modern, premium quality bakeries. This company is very concerned about the quality of its products, not only in terms of quality, but also in the way it serves its customers. These results explain and show that Holland Bakery has created a good brand image among the general public. Based on the results of the calculated and processed questionnaire, consumers choose Holland Bakery as their first choice when buying food products such as the products offered by Holland Bakery, namely bread.

In this case, it proves that the brand image carried out by Holland Bakery in maintaining its business can be said to be successful, because seeing from the response of the community that Holland Bakery products are a food business that is quite liked and remembered.

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