

Martin Rantan-Farhan Political Communication In The Regional Head Election In Ketapang District, West Kalimantan Province 2020

Antir ¹

¹ Political Science Master's Student Universitas Tanjungpura, Indonesia

Elyta ^{*2}

²Universitas Tanjungpura, Indonesia

Saherimiko ³

²Universitas Tanjungpura, Indonesia

* Email correspondence: elyta@fisip.untan.ac.id

Abstract

Political communication is a very important aspect in the political battle process to win council seats at both the central and regional levels. This research aims to describe and identify the political communication carried out by the winning regional head candidate pair Martin Rantan, SH, M.Sos, and Deputy Regional Head H. Farhan, SE, M.Si in Ketapang Regency in 2020. This research uses descriptive qualitative research. with analytical methods. Technique for determining informants using a natural setting. The data sources used are primary data sources and secondary data sources. The data collection technique for this research is by conducting interviews, observation, and documentation/library study. The results of the political communication research examined in this research on the Martin Rantan - Farhan pair as winners of the Regional Head election in Ketapang Regency, West Kalimantan Province in 2020 consist of; communicator, communication message, communication media, and audience. Based on interviews conducted by all sources related to political communication, it can be concluded that several parties were assigned as communicators in the case of the winning team, the Martin Rantan – Farhan pair, namely a successful team that was felt to have communicator abilities and performance as well as high credibility. The communication message of the couple Martin Rantan-Farhan is expressed in the form of socialization with the characteristic jargon, namely "Ketapang is progressing towards a prosperous society". The communication media used are very varied, such as using social media in the form of Facebook,



Instagram, and Twitter for millennial voters, in addition to using door-to-door brochures/pamphlets, as well as banners and technical guidance. The audience, namely the entire community in Ketapang Regency, felt that there were several weaknesses in the political communication carried out but this did not reduce the enthusiasm of the audience or the public for the Martin Rantan – Farhan pair so that they could win the regional elections in 2020.

Keywords: *Political Communication, Communicators, Communication Messages, Communication Media, Audience*

INTRODUCTION

The space for political democracy in Indonesia has changed from a centralized system to a decentralized system since the collapse of the Soeharto regime, thus opening up opportunities for anyone to participate in the world of politics. Every Indonesian citizen has the same right to determine their leader, meaning that government power comes entirely from the people. As a result of the change from a centralized system to a decentralized government system, the central government gives regional governments the authority to elect regional heads and their deputies, as well as provides an open and free political democratic space for residents in determining development in their respective regions through a power called with regional autonomy (Amansyah. 2018).

The implementation of the principle of decentralization is carried out by elected regional heads and deputy regional heads based on established laws, with the hope that elected officials who are directly elected by the local community can be closer to the local community and able to overcome all the problems of their respective regions. Direct general elections for regional heads were implemented after the enactment of Law No. 32 of 2017 concerning regional government followed by Law No. 6 of 2017 as a means of realizing people's sovereignty. Based on the 1945 Constitution as mandated by Article 18 paragraph (4) of the 1945 Constitution, the will of the people will be realized directly by electing their leaders at the provincial level, namely to elect the governor and deputy governor and at the district/city level to elect the regional head and deputy head. District/city areas (Marpaung, L, A. 2010; Cibro. 2017). In 2020 a democratic party was held, namely the Regional Head Election of Ketapang Regency which was held in Ketapang Regency. Ketapang Regency is the largest district in West Kalimantan Province with an area reaching 31,588 Km², Ketapang Regency consists of 20 sub-districts, 13 sub-districts are in upstream areas and the rest are coastal areas (Ketapang in figures, 2015). The Regional Head Election of Ketapang Regency aims to elect Regent and Deputy Regent Candidates who will lead Ketapang Regency for the 2020-2025 period.



There are four Regent and Deputy Regent Candidate Pairs who are nominating themselves to officially take part in the general election process, namely as follows:

1. Serial Number 1, Iin Solinar - H. Rahmad Sutoyo. Regent and Deputy Regent Candidates with Supporting Political Parties : Gerindra, Demokrat, Parindo.
2. Serial Number 2, Junaidi - Sahrani. Candidates for Regent and Deputy Regent with Supporting Political Parties: Nasdem, PPP, PKB, PKS.
3. Serial Number 3, Eryanto - Mateus Yudi. Candidates for Regent and Deputy Regent with Supporting Political Party: PAN, PDIP.
4. Serial Number 4, Martin Rantan - Farhan. Candidates for Regent and Deputy Regent with Supporting Political Parties: Golkar and Hanura.

Each pair of candidates intensively carries out political communication as a form of campaign to gain support from the public. Political communication strategy is about how the communication process occurs in winning political battles by political parties, or directly, by regional leadership candidates, who want as much power and influence as possible among the community as their constituents to win public sympathy in the regional elections. (Zein, 2008; Pulungan. HK 2010; Rani, S. 2018). What is interesting is the phenomenon of winning the Pilkada again in 2020 by Mr. Martin Rantan, SH, M.Sos who made Mr. H. Farhan, SE, M.Si his Deputy Regent partner, after winning the election in the general election for the year 2015-2020 so researchers feel it is necessary to know what kind of political communication strategy was used by Mr. Martin Rantan in the context of the attack or defense strategy implemented so that he could win the regional elections in two consecutive periods. The results of the 2020 regional elections are in Table 1:

Table 1. Results of the Ketapang Regent General Election 9 December 2020 (Ketapang Regency General Election Commission)

No. Sort	Candidate	Partner	Voice	%
1	Iin Solinar	Rahmad Sutoyo	13,993	5.74%
2	Junaidi	Sahrani	74,166	30.44%
3	Eryanto	Mateus Yudi	55,060	22.6%
4	Martin Rantan	Farhan	100,403	41.21%
Total			243,622	100%

Based on the explanation above, the interesting thing that this research needs to be



carried out is how the political communication strategy implemented by the winning team of Martin Rantan, SH, M. Sos and H. Farhan, SE, M. Si so that in two consecutive periods they can win the regional elections with the highest number of votes. For this reason, the author would like to present it in the form of research with the title: "Martin Rantan - Farhan's Political Communication Strategy in the 2020 Regional Head Election in Ketapang Regency, West Kalimantan Province".

Stated that political communication is a new field that has an interdisciplinary nature, so political communication tries to understand existing political realities as a communication process. The approach used is the process approach (Subiakto et al., 2014).

In understanding this approach, everything, whatever its form, that exists in the world is the result of a process. Likewise, politics is the result of a long historical process, which always has a connection with the past, present, and future, therefore everything can change over time. There are four indicators for studying political communication, namely communicators, communication messages, communication media, and audiences namely :

1. Communicators are parties who carry out the political communication process. To be a good communicator and be trusted by the audience or target audience, the communicator must have appeal and credibility. Communicators in a political context have an important role because communicators refer to efforts to convey the ideas, vision, and mission of contestants, therefore, an appropriate political communicator strategy is needed. The study of political communicators is an important tool. The dimensions of political communicators will be analyzed using the communicator's performance and the communicator's credibility.
2. A communication in it cannot be ignored, namely the message. The message is a force that cannot be ignored. The message is the content that determines the audience's meaning of the communication process.

The importance of the degree of message implication in various forms of message packaging that is contributed in such a way is by the objectives and expected effects. The purpose of communication refers to a hope or desire aimed at the person communicating. States that there are four goals of communication: 1) social change. For someone to communicate with other people, it is hoped that there will be social changes in their life, such as if their life will be better than before communicating. 2) attitude change (change in attitude). Someone communicating also wants to make a change in attitude. 3) opinion change (change of opinion). Someone in



communicating has the hope of bringing about a change of opinion. 4) behavior change (behavior change). Someone who communicates also wants to make changes in behavior (Roudhonah, 2019).

Communication carried out by a person has a certain purpose, both for personal survival and the survival of society. Everyone will communicate, either with other people or with those around them. Because humans are social creatures who cannot live alone. By communicating, someone can convey the contents of their thoughts and exchange ideas with other people.

By communicating, someone interacts with other people. By communicating someone can also entertain, educate, or influence other people. Communication has many functions. Experts in the field of communication science such as Effendi, Thomas M. Scheidel, Rudolf F. Verderber, Gordon I. Zimmerman, and Judy C. Pearson & Paul E. Nelson reveal the various communication functions that humans perform with other humans.

According to Alo Liliweri. (2011) There are several components in communication, including:

1. Sender/communicator. As a sender of a message with a specific purpose, the sender is not always in a position of complete knowledge or familiarity with the recipient, Therefore, the sender transmits the message to get a response to equalize the perception of the message.
2. Recipient/communicant. The recipient is the person who interprets the message. When the message is received, the person who receives the message will interpret the message and then send it back to the sender.
3. Encoding and Decoding. Encoding is a process where the sender translates ideas or intentions into symbols in the form of verbal or non-verbal. The result of the translation of this idea is the message that will be sent to the recipient. Meanwhile, Decoding is translating verbal and non-verbal symbols into messages that can be similar to, or very different from, what the sender intended.
4. Order. A message is an idea, feeling, or thought that has been encoded by the sender or decoded by the recipient. In general, messages are in the form of signals, symbols, signs, or a combination of all and function as a stimulus to which the recipient will respond.
5. Channels or media. Communication channels are a means of transferring messages from the sender to the recipient. In communication, all messages sent must go through channels, channels can be single but can also be many.



6. Interference or Noise. Human communication is not always smooth without any interference, communication often experiences interference or distortion.
7. Feedback or Feedback. Feedback is a response given by the recipient to the message sent by the sender.
8. Experience framework. The experience framework is the experience of the sender and recipient which is based on socio-cultural background, customs, education, knowledge, social interactions and relations, and social status. All the factors that exist and form the framework of this experience influence the way a person communicates with other people.
9. Context, all communication occurs in a context. Context includes all physical and psychological elements of the environment in which communication occurs. Context can be physical, cultural, socio-psychological, or temporal.
10. Change.

One of the main goals of communication is change. The expert's communication never mentions change as the main goal of communication but hides this change in packaging such as that the recipient can understand, know, do, develop, and enjoy. All the concepts mentioned are forms of change, both forward and backward changes. So that communication can achieve the goals of change optimally, communication should be planned so that the entire series of communication activities are carried out based on time and space according to (Mambert, 1971 ; Alo Liliweri 2011).

According to Littlejohn in Hamdan (2009) communication in contextual theory consists of theories about:

1. Interpersonal Communication, is communication between individuals and is personal, whether it occurs directly (without a medium) or indirectly (through a medium). Interpersonal communication theory generally focuses its observations on the forms and nature of conversational relationships, interactions, and the characteristics of the communicator.
2. Group Communication, focusing the discussion on interactions between people in small groups. Group communication theory discusses, among other things, group dynamics, efficiency and effectiveness in conveying information in groups, patterns, and forms of interaction, and decision-making.
3. Organizational Communication, refers to patterns and forms of communication that occur



in organizational contexts and networks.

4. Mass Communication, is communication through mass media aimed at several aspects of intra-personal communication (communication that occurs within a person).

Politics comes from the word politics (English) which indicates personal characteristics or actions. In the dictionary, it means acting or judging wisely, well judged prudently. The word politics is taken from the Latin word politicus or Greek politicos which means relating to a citizen. The word also comes from the word polis which means city "city". Politics was then absorbed into Indonesian, namely, all affairs and actions (policies, tactics, etc.)

Regarding the government of a country or other countries, deception or cunning, and was also used as the name for a discipline of knowledge, namely political science. Judging from the period, social scientists only became interested in identity politics issues in the 1970s, starting in the United States, when they faced problems with minorities, gender, feminism, race, ethnicity, and other social groups who felt marginalized and persecuted.

Understanding political communication must pay attention to the definitions contained in these two words, namely communication and politics, both in theory and in application. The term communication comes from the word communis which means "common property", so communication can be defined as a process where each individual uses symbols to interpret meaning in their environment (Junaedi, 2013). Meanwhile, the word politics etymologically comes from the Greek, Politeia, which means an independent community unit (Tokan, 2016).

In the world of politics, communication is very necessary in all activities in the political field. Communication in politics is used to express political goals and messages so that they can be channeled to the public as expected. Argue that political communication is one of the functions contained in every political system as a result of which it opens up the possibility for political scientists to compare what political systems are like with different cultural, ethnic, and religious backgrounds (Almond and Gabriel, 1960).

The objective factor in political communication is also clearly visible which states that political communication is everything that is done or carried out by political parties to transfer and receive follow-up on circulating political issues based on all activities carried out. done to society. In Indonesia itself during the colonial period, political communication became a political practice carried out by fighters to achieve independence (Junaedi, 2013).

Political Communication as a Study of Political Science and Communication Science. As a



field of study, political communication studies include two disciplines in the social sciences, namely political science and communication science. In political science, the term political communication began to be widely mentioned starting from Gabriel Almond's writing entitled *The Politics of the Development Areas* in 1960.

Almond argued that political communication is a function that is always present in every political system. According to him, political communication is not an independent function but a process of conveying messages that occurs when the other six functions are carried out. In this case, Easton (in *System Analysis of Political Life*, 1965) limits political systems to various matters relating to the making and implementation of authoritative decisions. In contrast, political scientists discuss political communication more about the political system, namely the process of making and implementing authoritative decisions. Communication scientists discuss political communication regarding its communication elements as an effort to formulate effective political communication.

Stated that political communication is a new field that has an interdisciplinary nature, so political communication tries to understand existing political realities as a communication process (Subiakto et al., 2014). The approach used is the process approach. In understanding this approach, everything, whatever its form, that exists in the world is the result of a process. Likewise, politics is the result of a long historical process, which always has a relationship with the past, present, and future, therefore everything can change over time. There are four indicators for studying political communication, namely the communicator, communication messages, communication media, and audiences according to

Direct Regional Head Election (Pemilukada) has been regulated in government regulations. Regional elections are said to be one of the characteristics of modern democracy at the local level or democratic parties at the regional level based on procedures or rules that have been established by the central government. This is done to elect several people or one person to hold a certain position. Meanwhile, general elections are elections carried out by the community to elect their leaders based on previously agreed rules, in this case, the community will convey their mandate to the elected leaders. Democratic countries conduct elections to be a means of political legitimacy, elections being a mechanism for changing or rotating the ruling elite and elections as a means of political education for the community. The general election process for Regional Heads is currently carried out directly, meaning that people who are residents of a particular area are free to use their voting rights to elect the desired leader.



Furthermore, regarding the regional head election system, it is still regulated in law number 32 of 2004, article 107, which reads:

1. Candidate pairs for regional head and deputy regional head who obtain more than 50% of the valid votes are determined to be the elected candidate pair and has the right to occupy the position of Regional Head.
2. If the provisions that have been determined are not fulfilled, the pair of candidates for Regional Head and Deputy Regional Head who in the voting election received more than 25% of the number of valid votes, the pair of candidates whose vote acquisition is greater than the other pairs of candidates are declared as a pair selected candidate.
3. If the pair of candidates with the largest number of votes has more than one pair of candidates with the same number of votes, the determination of the selected candidate pair is carried out based on the wider area of votes obtained.
4. If the conditions are not met, or no one reaches 25% (twenty-five percent) of the number of valid votes, then a revote or second round will be held, followed by the first winner and the second winner.
5. If the first winner is obtained by two pairs of candidates, both pairs of candidates are entitled to take part in the second round of elections.
6. If the first winner is obtained by three or more pairs of candidates, the determination of the first and second rankings is carried out, based on the wider area of votes obtained.
7. If the second winner is obtained by more than one pair of candidates, the determination is made based on a wider area of vote acquisition.
8. The pair of Regional Head candidates and Deputy Regional Head candidates who receive the most votes in the second round are declared as the elected candidate pair.

The one that has the authority to carry out general elections for Regional Heads and Deputy Regional Heads is the Regional General Election Commission (KPUD) which consists of the Provincial KPU and Regency/City KPU by Law Number 12 of 2016. KPUD has a large responsibility in the form of mandatory reports on the results of the general election for Regional Heads and Deputy Regional Heads to the DPRD.

The process for selecting Regional Heads and Deputy Regional Heads also involves the Supervisory Committee for the Election of Regional Heads and Deputy Regional Heads, whose



members come from the police, prosecutor's office, universities, press, and community figures. The General Election Supervisory Committee of Heads and Deputy Regional Heads, like the KPUD, also has responsibility to the DPRD and is obliged to submit a complete report.

METHOD

This research uses descriptive qualitative research with analytical methods. The research procedure will produce descriptive data in the form of written or spoken words from people and observable behavior. Qualitative research is based on a natural background holistically and logically, positions humans as research tools, and carries out data analysis in an inductive manner, prioritizing the process rather than the results of the research carried out agreed upon by the researcher and research subjects (Moleong, 2010). The descriptive method was chosen because the research carried out is related to ongoing events and relates to current conditions. The descriptive method is as follows: The descriptive method is a method for researching the status of a human group, a subject, a condition, a system of thought, or a class of events in the present. For the village in the case study in this research, the researcher used a single case study design. The study used in this research was a case study of the political communication of the Martin Rantan - Farhan couple in the Regional Head Election in Ketapang Regency, West Kalimantan Province 2020. The theories used in this research are political theory, communication strategy theory, and supporting theory descriptions. Data source sampling was carried out using purposive sampling, combining techniques using triangulation (combination), data analysis was inductive/qualitative, and qualitative research results emphasized meaning rather than generalization. This method is suitable for this research because this research tries to find a description of a human group to achieve its goals so that the group's phenomena can be revealed clearly and accurately. The subjects of this research are the sources who will be interviewed, in this case Mr. Martin Rantan / Mr. H. Farhan as the winning team, the Chairman of the Golkar Party of Ketapang Regency, the Chairman of the Hanura Party of Ketapang Regency, the Success Team, Dayak Traditional Figures, Malays, and Madura, as well as 3 (three) sub-districts, namely Tumbang Titi Sub-district, Sungai Melayu Rayak, and Air Upas Sub-district, the winner was Mr. Martin Rantan - Mr H. Farhan. This type of research is descriptive qualitative, which describes how the political communication strategy used by the Martin Rantan - Farhan couple in the Regional Head Election in Ketapang Regency, West Kalimantan Province in 2020. This type of qualitative descriptive research was chosen to look at a concept and theory in reality as it happened in the field. and to be able to



analyze in-depth related phenomena that have occurred and to be able to see the realities that exist in the research object so that researchers can explain the reality found in the field scientifically, with data collection techniques using interviews (questionnaires) and documentation/library study.

DISCUSSION

Political Communication

The political communication examined in this research on the Martin Rantan - Farhan pair as winners of the Regional Head election in Ketapang Regency, West Kalimantan Province in 2020 consists of; communicator, communication message, communication media, and audience which the couple built together with their success team, supporting parties, and the community. The Martin Rantan – Farhan pair has gone through a series of administrative processes from nomination to voting, starting with the nomination process with efforts to gain support from political parties, forming a solid success team, determining the right political communicators, and discussing strategies and strategies. effective political communication, a political communication process that is carried out intensively and continuously through political visits, the use of appropriate media as a form of political channel, and voting at a predetermined time.

Political Communicator

Communication messages are information, both based on facts and aimed at forming public opinion about a candidate figure which is conveyed with certain political purposes. Communicators are participants who convey information related to communication messages, while the communication message itself is information, facts, opinions, and political beliefs which in this case are related to the regional elections in Ketapang Regency, Martin Rantan - Farhan couple which of course has political messages that can attract the interest and attention of the voting public so that the public can give their voting rights to the pair during the ongoing voting. The communication messages of the Martin Rantan - Farhan couple in the interview conducted with Mr Farhan as Deputy Regent of Ketapang Regency were outlined in the form of socialization whose time and place had been arranged by the team, such as the socialization in Delta Pawan District by visiting every village and sub-district, with the same jargon.

Is the characteristic of the Martin Rantan – Farhan couple, namely "Ketapang is progressing towards a prosperous society". Apart from that, Mr. Farhan also emphasized that apart from



communication messages carried out by socialists, campaigns that are short, concise clear, and easy to understand by the public are also an effective way to convey political messages so that they can be heard by the public, which of course also by the needs of the community at that time, but in the campaign process it was not permissible to explain or complain about the activities carried out by other pairs and no money politics system in the regional election process was ongoing at that time.

The chairman of the Golkar and Hanura parties explained when interviewed that the Martin Rantan – Farhan pair was a pair with a nationalist and religious spirit so that the political messages conveyed were nationalist with all kinds of development programs that would be carried out by prioritizing the welfare of the people, but still within religious scope. The funding for socialization and campaigns aimed at conveying political messages comes from political costs for food costs, consolidation costs, meetings, and travel costs borne by the supporting party which are only limited to suit needs, some facilities are provided by the supporting party and directly coordinated by the party.

The successful team revealed that the success team was formed through training at the Ko Victory post secretariat, through this training the successful team approached the community using the theme "cell system movement, strengthening simple things at the root level", meaning that the successful team directly approached the community by providing convey the political messages that form the vision and mission of the Martin Rantan-Farhan couple before the couple goes directly to the community and it has been proven that this strategy is optimal enough to attract public sympathy to elect the Martin Rantan - Farhan couple.

Meanwhile, the operational costs obtained by the success team for activities in the field are limited, meaning that they are given enough according to the needs of the success team because the success team has different divisions of work, namely the core team, electoral district team, sub-district team, village team, special team, and team. silent. The results of interviews with Dayak, Malay, and Madurese traditional leaders revealed that the message of communication carried out by the communicator team and the Martin Rantan-Farhan pair was carried out directly through meeting discussions in socialization which did not require many promises, but real work was an obligation when elected later, because Mr Martin Rantan is incumbent so that programs that have been running will continue and create new programs that are adapted to the needs of society at that time, this is what differentiates the Martin Rantan - Farhan couple from other couples.



Dayak traditional figures, Malays and Madurese also emphasized that during the 2020 regional elections, the Martin Rantan-Farhan pair never used elements of money politics. To the Village Secretary of Sungai Melayu Rayak Subdistrict, to the Air Upas Subdistrict Apparatus, and the Village Secretary of Tumbang Subdistrict Titi expressed that the channeling of community aspirations through granting their voting rights to the Martin Rantan – Farhan couple was carried out with awareness and sincerity without coercion based on community interest in the programs expressed partner Martin Rantan Farhan in political communication messages that suit the needs and desires of the community. The polite and polite ways of conveying political messages used by the Martin Rantan – Farhan pair make this pair seen as ideal for leading the Ketapang Regency. Collecting votes is very important to win the Pilkada, but still using methods that comply with the applicable rules, one example is the absence of political money used by the Martin Rantan – Farhan pair, this was also expressed by community representatives in the 3 sub-districts which are sub-districts with the highest number of voters was the Martin Rantan – Farhan pair.

Communication Messages

Communication messages are information, both based on facts and aimed at forming public opinion about a candidate figure which is conveyed with certain political purposes. Communicators are participants who convey information related to communication messages, while the communication message itself is information, facts, opinions, and political beliefs which in this case are related to the regional elections in Ketapang Regency, Martin Rantan - Farhan couple which of course has political messages that can attract the interest and attention of the voting public so that the public can give their voting rights to the pair during the voting.

The communication messages of the Martin Rantan - Farhan couple in the interview conducted with Mr. Farhan as Deputy Regent of Ketapang Regency were outlined in the form of socialization whose time and place had been arranged by the team, such as the socialization in Delta Pawan District by visiting every village and sub-district, with the jargon being The characteristic of the Martin Rantan – Farhan couple is "Ketapang is progressing towards a prosperous society". Apart from that, Mr. Farhan also emphasized that apart from communication messages carried out by socialists, campaigns that are short, concise clear, and easy to understand by the public are also an effective way to convey political messages so that they can be heard by the public, which of course it is also by the needs of the community at that time.

But in the campaign process it is not permissible to explain or complain about the activities



carried out by other couples and the absence of a political money system in the regional election process that was ongoing at that time. The chairman of the Golkar and Hanura parties explained when interviewed that the Martin Rantan – Farhan couple was a couple with a nationalist and religious spirit so the political messages conveyed were nationalist with all kinds of development programs that would be carried out by prioritizing the welfare of the community, but still within the scope of religious sphere. The funding for socialization and campaigns aimed at conveying political messages comes from political costs for food costs, consolidation costs, meetings, and travel costs borne by the supporting party which are only limited to suit needs, some facilities are provided by the supporting party and directly coordinated by the party.

The successful team revealed that the successful team was formed through a briefing at the victory post secretariat, through this briefing the successful team approached the community using the theme "cell system movement, strengthening simple things at the root level", meaning that the successful team directly approached the community by conveying the message -the political message that became the vision and mission of the Martin Rantan-Farhan couple before the couple went directly to the community and it was proven that this strategy was optimal enough to attract public sympathy to elect the Martin Rantan-Farhan couple. Meanwhile, the operational costs obtained by the success team for activities in the field are limited, meaning that they are given enough according to the needs of the success team because the success team has different divisions of work, namely the core team, electoral district team, sub-district team, village team, special team, and team.

The results of interviews with Dayak, Malay, and Madurese traditional leaders revealed that the message of communication carried out by the communicator team and the Martin Rantan-Farhan pair was carried out directly through meeting discussions in socialization which did not require many promises, but real work was an obligation when elected and anti because Mr. Martin Rantan is in office so that programs that have been running will continue and create new programs that are tailored to the needs of society at that time, this is what differentiates the Martin Rantan - Farhan couple from other couples. Dayak, Malay, and Madurese traditional leaders also emphasized that during the 2020 regional elections, the Martin Rantan-Farhan pair never used elements of money politics. To the Village Secretary of Sungai Melayu District, to the Air Upas District Apparatus, and the Village Secretary of Tumbang District, Titi expressed that the channeling of community aspirations through granting their voting rights to the Martin Rantan – Farhan couple was carried out with awareness and sincerity without coercion based on the



community's interest in the programs expressed. partner Martin Rantan Farhan in political communication messages that suit the needs and desires of the community.

The polite and polite ways of conveying political messages used by the Martin Rantan – Farhan pair make this pair seen as ideal for leading the Ketapang Regency. Collecting votes is very important to win the Pilkada, but still using methods that comply with the applicable rules, one example is the absence of political money used by the Martin Rantan – Farhan pair, this was also expressed by community representatives in the 3 sub-districts which are sub-districts with the highest number of voters was the Martin Rantan – Farhan pair.

Communication Media

Communication media is a forum that can be used by politicians to socialize their figures, vision, mission, and work programs. The political media used by politicians can also produce propaganda for certain purposes. Usually, political media is used as a forum for conveying political messages. The media is a medium used to convey messages (for example newspapers, speeches, television, internet, demonstrations, polls, radio). Meanwhile, according to Cangara (2009), media is a tool used to transfer messages from the source to the recipient; media forms, namely: print media (newspapers, magazines, tabloids, and books); electronic media (film, radio, television, computers, and internet); small format media (leaflets, brochures, flyers, stickers, calendars, bulletins); outdoor media (billboards, banners, advertisements) and others. Mr. Farhan stated that the use of communication media during the 2020 Pilkada used a media team that was held in meetings, which of course was still consulted with the candidate pairs so that it ran well, so that it could be carried out effectively and optimally.

Meanwhile, the Chairman of the Golkar and Hannura Parties revealed that the Martin Rantan – Farhan pair team used very varied communication media with the aim that the public could find out about the pair's superior programs not only through direct socialization but also through social media in the form of Facebook, Instagram and Twitter to Millennial voters, apart from the use of door to door brochures/pamphlets, as well as banners for Traditional voters and for voters who are still in the world of education using Bimtek. The successful team of the Martin Rantan – Farhan pair, when interviewed, stated that the use of communication media could support the victory of the Martin Rantan – Farhan pair because some people could get to know the figure of the Martin Rantan – Farhan pair through the use of media. There are several media which according to the success team have a big impact on Public knowledge about the Martin



Rantan – Farhan couple such as mass media such as YouTube, print media such as billboards, and t-shirts worn by sympathizers.

Meanwhile, Dayak, Malay, and Madurese traditional figures revealed that some people chose to support the Martin Rantan – Farhan pair based on the media pamphlets/brochures distributed by the winning team of the Martin Rantan – Farhan pair because the content of the media used contained words that can attract public sympathy for the Martin Rantan – Farhan pair so that its implementation will be very effective. Apart from that, the sub-district representatives who received the most votes from the Sungai Melayu District Village Secretary, the Air Upas District Apparatus, and the Tumbang Titi Sub-district Village Secretary, namely the Sungai Melayu District Village Secretary, the Air Upas District Apparatus, and the Tumbang Titi District Village Secretary said that The benchmark for choosing the Martin Rantan – Farhan couple is the use of media, this is what differentiates the couple from other couples. Overall, it can be interpreted that the use of communication media in the 2020 regional elections that was implemented by the Martin Rantan - Farhan couple during the campaign was felt to be very effective so this pair was able to win the 2020 regional elections.

Audience

Audience political communication according to is a large number of people who receive political messages conveyed through the media (mass media, new media, social media), in the case of regional elections, for example, the political audience who are seen as recipients are the voting public. The level of information reception is how the audience has been prepared to receive information in the form of political messages which provides opportunities for communicators with high credibility in the future it is hoped that this will increase the level of audience information acceptance of the political messages that have been conveyed, information content that is packaged attractively, one of which is through digital media both on the Instagram platform, Facebook and other social media content.

Interview conducted with Mr Farhan Deputy Regent who won the 2020 Regional Election stated that there were several weaknesses in the delivery of political communication messages by the communicator team and the Martin Rantan - Farhan pair during socialization and campaigning so that it had an impact on the audience, namely the people of Ketapang itself, namely the condition of the equipment which was sometimes inadequate, for example, the sound in the campaign and socialization were hampered and the evaluation side was very short after the



activity which meant it could not be optimized as much as possible for evaluation.

To attract sympathy from the public or audience with all the weaknesses that occur, the Martin Rantan – Farhan pair and the team always use plan B, such as monitoring by looking for the opponent's weak sides via social media because at that time it was the Covid pandemic period, that way the pair Martin Rantan – Farhan and the team countered all attacks from opposing parties, especially regarding programs proposed by opposing parties. When met, the chairman of the Golkar and Hanura parties stated their weaknesses, infrastructure, strategy, communication, and finances, and the Martin Rantan – Farhan couple were unable to attend or visit all the villages in Ketapang Regency due to time constraints, these are several factors that have an impact on community enthusiasm to the Martin Rantan – Farhan pair, but the strategy applied by the Martin Rantan – Farhan pair is quite elegant in dealing with groups that carry out pragmatic politics, namely by strengthening team coordination (collecting issues and opinions), countering negative issues, and raising positive issues (collecting positive issues).

Planning, Controlling, and ACTION), so that we can minimize the weaknesses that occur and society can understand this. One of the success teams of the Martin Rantan - Farhan couple who was interviewed revealed that the use of videos on social media, for example, YouTube, cannot be accessed by all people in Ketapang Regency, although it has a plus point because the videos uploaded on social media about the Martin Rantan - Farhan couple are faster. spread in certain areas with good internet facilities, but the use of media is effective enough to attract public sympathy.

Everything related to the weaknesses that occur is always discussed by the success team in continuous evaluation meetings and looks for solutions related to the weaknesses that occur. The results of interviews with Dayak, Malay, and Madurese traditional leaders who were audience members in the 2020 regional elections stated that the Martin Rantan – Farhan couple has honesty and trustworthiness, as well as an elegant political communication system by utilizing various kinds of social media without demonizing the weaknesses of the other partner or the opposing partner. , as well as the rational vision and mission of the Martin Rantan – Farhan pair for the development and welfare of the people in Ketapang Regency, this is what caused these traditional figures who are well-known in Ketapang Regency to decide to choose the Martin Rantan – Farhan pair.

The next sources interviewed were representatives of sources in the sub-district that received the most votes from the pair Martin Rantan–Farhan, namely the Village Secretary of



Sungai Melayu Rayak District, the Head of the Air Upas District Apparatus, and the Head of the Village Secretary of Tumbang Titi District who revealed the team's use of social media. The success of the Martin Rantan - Farhan couple was very effective in making people interested in voting. Another thing that was also mentioned was that emotionally the people voted because of the nationalist attitude of the Martin - Farhan couple, their desire to build high, and because this couple is native to Ketapang Regency. , and always go straight into the communities without exception, even though those in the interior are strong factors that cause people's enthusiasm for the couple to be higher.

Discussion of Research Findings

Political communication was an important factor in the victory of the Martin Rantan – Farhan pair. The process of delivering communication that is elegant and has unique characteristics that are applied gives this couple advantages over other couples. The author feels that he has found important findings in this research, such as the process of conveying political communication directly, openly, and regarding the political vision and mission of the couple, so that it can touch the community.

Apart from that, this couple also uses positive campaigns on various social media, and, with the jargon that is characteristic of the Martin Rantan – Farhan pair, namely "Ketapang progressing towards a prosperous society", and a personal approach to the community is carried out regardless of ethnicity, race, tribe or culture, and what is no less important is the implementation of a -approach to local figures in Ketapang Regency.

CONCLUSION

Based on the results of the discussion about political communication implemented by the Martin Rantan – Farhan couple to win the 2020 regional elections, researchers consider that political communication is important for achieving the desired goal, namely winning the highest number of votes and winning the political battle competitions. Therefore, it can be concluded that it can be seen from 4 (four) perspectives, including 1) Political Communicator, based on interviews conducted by all sources related to political communication, it can be concluded that there are several parties assigned as communicators in the case of the winning team of the Martin Rantan – Farhan pair, namely a successful team that is felt to have the ability to convey political interests in the form of political messages from the Martin Rantan – Farhan pair. In this case, the successful



team has communicator performance and credibility. The teams that are used as the front guard as the winning communicator teams from the Golkar party and the Hanura party are cadres who have gone through several stages, namely after these cadres have gone through political education, both regional and legislative elections so that they have integrity and a deep understanding of politics. The Success Team is the main communicator appointed to carry out developments adapted to conditions in the field. The political communication used by communicators Martin Rantan–Farhan and the team is carried out clearly and communicatively so that the vision and mission to be achieved can be understood by the public. Apart from that, the sub-districts with the most votes that chose the Martin Rantan - Farhan pair revealed that the communicator team from the Martin Rantan - Farhan pair always expressed the motto "Ketapang is progressing towards a prosperous society" which could attract the sympathy of the people in the sub-district. 2) Communication Message, the communication message of the Martin Rantan - Farhan couple obtained from the interview results concluded that the communication message was expressed in the form of socialization whose time and place had been arranged by the team with the jargon that was characteristic of the Martin Rantan - Farhan couple, namely "Ketapang progressing towards prosperous society". This couple has a nationalist and religious spirit, so the political messages conveyed are nationalist, but still within a religious scope. The communication messages carried out by the communicator team and the Martin Rantan-Farhan couple were carried out directly through meeting discussions in socialization that did not require many promises. However, real work is an obligation when elected, this is what makes people's interest in choosing this partner higher. 3) Communication media, the results of this research are related to communication media, so it can be concluded that the use of communication media implemented during the 2020 Pilkada uses very varied communication media with the aim that the public can find out about the couple's superior programs not only through direct socialization but through social media in the form of Facebook, Instagram and Twitter for millennial voters, in addition to the use of door to door brochures/pamphlets, as well as banners, as well as technical guidance, so that its implementation can be carried out effectively and optimally for the victory of the Martin Rantan – Farhan pair in the regional elections on in 2020. 4) Audience.

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