Communication Strategy Mayoral Candidate Politics Lubuklinggau 2024 (Study Case of the Mayoral Candidate H. Rachmat Hidayat)

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ABSTRACT

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This research aims to analyze the political communication strategy applied by Lubuklinggau mayoral candidate Rachmat Hidayat in the 2024 Pilkada campaign. This research uses a qualitative research method with a descriptive approach, relying on observation and in-depth interviews to obtain data. Data were collected through direct observation of campaign activities as well as through content analysis of social media managed by the campaign team. Triangulation techniques were used to ensure the validity of data from various sources. The results showed that the political communication strategy carried out by Rachmat Hidayat included three main dimensions, namely personality and institutions, creating togetherness, and building consensus. This strategy was implemented through the use of social media as a means of imaging and increasing popularity, collaboration with various supporting parties, and the creation of slogans and campaign songs to build a distinctive image. The research findings show that the effective use of social media contributed to increasing interaction with the public and strengthening the candidate's image in the eyes of the public.

1. Introduction

Communication is activity very important human being. No only in life organization, but in life man in a way general. In matter this, communication own a very important role for life everyday. As Shannon and Weaver quoted by Hafied Cangara say that communication is interaction humans who interact with each other influences One The same other Good on purpose and also No on purpose (Sundari, 2022). Communication is the essentials in life we some function communication among them is as means socialization, as means discussion and debate, as development knowledge knowledge, and as means in advance as well as to preserve culture. The existence of term interpersonal communication, intrapersonal communication, communication business, communication organization, communication mass communication, health communication, development communication, and also communication political become proof that communication is very much needed in run life.

Communication is a fundamental thing for human life to interact with other humans in social life, the effectiveness of communication can be seen from whether or not the message is delivered to the recipient or communicant. This can be successful if the message delivered can adjust the similarity with the targets of the communicants who are invited to interact, such as adjusting the word differences owned by the communicant, because not all communicants or audiences can receive or respond back to the message delivered. According to Shacter quoted by Hanry Subiakto, communication is a

mechanism for implementing power, Shacter's definition places communication as an element of social control or influences behavior, beliefs, attitudes towards others.

Politics is an activity carried out in a country concerning the process of determining goals and implementing those goals, to implement those goals a general policy is needed that regulates the allocation of existing resources. To implement these policies, there needs to be power and authority that will be used, both to foster cooperation and to resolve conflicts that can arise at any time Budiarjo in Cangara's book (2016:24). Political communication is a discussion to influence national life, political communication can also be the art of designing what is possible and can even be the art of designing the impossible to become possible Arifin Anwar Political communication is also a process in which relevant political information is passed from one part of the political system to another, and between social systems and political systems.

In field politics, role communication No can separated from all type its activities. The existence of communication can make messages and goals political delivered with Good as expected

. Communication Political is delivery directed message to achievement a influence such that appearance, so that issues discussed by type activity communication the can tie all group or its citizens through a the specified sanctions together by institutions political Communication politics that is carried out can using media such as billboards, banners, flags, billboards, and so on. Aspects that are always can found in every activity political (Wibowo, 2022).

Political Alone from from the Greek Politikos, which means of, for, or related with Citizen. Politics is a series principles, principles, events, paths, methods and tools used for to achieve objective certain that we will. Politics in a way general concerning the process of determining state goals and methods carry it out, where in its implementation need policies general (public policies) For organize, divide, or allocate existing sources. "For carry out wisdom that, it is necessary existence power (power) and authority (authority) for build Work The same and also finish possible conflict arise in this process. Indonesia as a democratic country operate politics by. means. general elections (Eriko, 2020).

Based on Article 1 paragraph (1) of the Law Republic of Indonesia Number 3 of 1999 concerning Election General, elections is means implementation sovereignty people in a Unitary State the Republic of Indonesia is based on Pancasila and the 1945 Constitution. According to Harris G, Warren, elections is chance for citizens to choose officials government and decide what are they want for done by the government. And in make his decision it is up to the citizens to decide oh yeah what they actually do want for owned. Selection General to area become a political consensus national which is one of the important instruments organization government after rolled out autonomy regions in Indonesia. While Indonesia itself has carry out regional elections in a way direct since enforced Constitution Republic of Indonesia Number 32 of 2004 Concerning Regional Government (Kusumawardhana, 2022). Pilkada or regional head elections are one of the processes to occupy political positions, namely Governor, Regent, and Mayor, these achievements have a very basic essence in order to seek the attention of the audience is communication. However, there is a difference between communication in general and political communication, where political communication is a message conveyed containing political messages such as political information in the form of ideas, visions, missions, work programs, especially having the ability to orate or rhetoric so that later it will get more attention from the audience. City of Lubuklinggau led by a guardian the city that has Of course have terms and conditions that are drawn up Commission Election General Election Commission (KPU) of Lubuklinggau City. Election head (REGIONAL ELECTION) of Lubuklinggau City 2024 brings up a number of Name candidate The Mayor of Lubuklinggau City is one of them H. Rachmat the Truth or usually known with Yoppy Karim. H. Rachmat Hidayat (Yoppy Karim) is son Figure Musirawas, H. Karim. Work real Chairman of the NasDem Regional Representative Council of Lubuklinggau City it's really felt since himself given mandate in 2020. Several survey institutions credible to release findings the survey to excel will candidate mayor Lubuklinggau H. Rachmat Hidayat (Yoppy Karim) in the Lubuklinggau City regional elections. Public Study Institute Independent (LKPI) also found results the same survey. LKPI which is included in Association Survey Opinion Republic of Indonesia (PERSEPI) also places chairman partai NasDem Lubuklinggau City this is in position top in level support (Electability).

From the explanation above, it can be ascertained that in conducting a campaign, instruments such as the use of media are needed, both mass media and other media and forming a winning team that

aims to convey the vision and mission, work programs, and political promises so that they can attract the attention of the community. In conveying a message, political communicators must be able to adjust to the region, education and culture in the local community so that the contents of the message to be conveyed can be effectively received by the community, to carry out this, a political communication strategy is needed because today's society is no longer easily influenced by the same political messages. Of course, the community wants a political message that is more in favor of the people, so this can be done to get the hearts of the community and can be even better if accompanied by real actions based on the interests and needs desired by the community, therefore an effective and good political communication strategy is needed in campaigning so that it gets the most votes.

2. Theoretical Framework *(Optional)*

Theories used in the research This is a communication strategy Arifin Anwar's politics. Strategy comes from classical Greek, namely "stratos" which means army and the word "agein" which means to lead. Thus, the strategy is intended to lead the army, then the word strategos appears which means the leader of the army at the top level. So strategy is a military concept that can be interpreted as the art of war of generals or the best design to win the war. According to Arifin Anwar, communication strategy political divided become three dimensions that is solidity and institutions, creating togetherness, and building consensus. The data collection techniques that will be used processed in research This is with method technical data collection observations made researcher in a way direct with informant research and in general No direct through Rachmat's social media The Truth with Name account @hyoooy83. Method observation is one of Variants choice method data collection that has character strong in a way methodological. Methods Observation No only as a process of activity observation and recording, but more from That observation make it easier We get information about the world around (Hasanah, 2020). Interview techniques used researcher with Informant from Mr. Rachmat Hidayat.

3. Method

In study this, researcher choose type study qualitative in nature descriptive, where does it mean from descriptive Alone is describe in a way Details deep about condition Actually that happened according to condition real in the field, in matter This about strategy communication political candidate Mayor Lubuk Linggau in 2024, namely Rachmat Hidayat. According to Moelong in research data sources qualitative in the form of written spoken words that are observed carefully researchers, as well as find meaning implied from secondary data obtained (Sodik, 2015).

Interview techniques Alone is a communication process or interaction for gather information with method ask answer between researcher with informant or subject research. With progress technology information like moment this, interview Can just done without look at face, namely through telecommunication media. In essence about a issue or the theme raised in study is a process of proof to information or information that has been obtained through other techniques before. And techniques required documentation when currently do observation or attachment Photo For interview. According to (Sugiyono, 2019) form documentation Can in the form of writing, pictures or photos, and work another monumental one from someone. In method This researcher gather printed documentation with take picture from Posts Instagram account feeds @hyoppy83 and also the mass media they use print.

Data analysis is the process of searching and compiling in a way systematic data obtained from results interviews, field notes and other materials so that easy understood (Ivanka Mira Nur Aini & M. Ruslianor Maika, 2022). Data analysis was carried out with organize data, describe to in units, arranging into in patterns, choosing what is important and making conclusions that can be told to other people. Data analysis was carried out throughout research and conducted in a way continuously from beginning until end research. The data Then analyzed from all over results technique data collection later validated with use technique validation triangulation source. With aiming for give description to researcher about communication strategy political candidate Mayor Lubuk Linggau in 2024

In conduct validity tests, everything form data sources that have been obtained through results research and similarities observation from a number of researcher so will also has an impact on results research. In the research this, researcher using triangulation techniques in do checking or comparison from the data obtained. The triangulation technique used that is triangulation data source for understand existing problems, then do Rechecking of the data that has been entered obtained from various sources (Kusniadji, 2019). The triangulation technique covering triangulation sources, triangulation techniques, and triangulation time. In study This will use type triangulation source For test credibility that is done with check the data obtained as source. Researcher will use gauge from observation, interviews, and documentation. In matter This use triangulation source from the data obtained. The data will be obtained analyzed and tested its validity by researchers Then will produce a results (Niadharma, 2022).

4. Result and Discussion

Based on from results interview with informant from partai Rachmat Hidayat, researcher get some data and responses ynag Good as well as response positive related with Communication Strategy Politics of Lubuk Mayor Candidates Linggau 2024 (Study) Case of the Mayoral Candidate Rachmat Hidayat . Four element the approach taken by Rachmat Hidayat in to establish for proceed become Mayor of Lubuk Linggau can seen through Personality and Institutions, Creating Togetherness, and Building Consensus (Sitanggang, 2022).

Personality and Institutional,The first step in a political communication strategy is to maintain the character and strengthen the institution. This means that the character of a politician and the stability of his political institution in society will have their own influence on political communication, in addition, the ability and support of the institution are also needed in compiling political messages, determining methods, and choosing the right political media. A figure is a person.

who has credibility (al amin), attraction, and power. In other words, a figure is the same as ethos, namely a combination of credibility, attraction and power. Establishing institutions is very important as a fundamental factor in political communication, especially in relation to campaigns and voting in general elections. The institution in question is a forum for cooperation between several people to achieve common goals, in the world of politics the institution can be a political party, parliament, and government or bureaucracy. Non-political institutions basically also have political power, although small and certainly not the same as the power of political institutions.

Create The Strategic Togetherness, The second strategic step that must be taken to achieve the goal of political communication is to create togetherness between politicians and the audience (people) by getting to know the audience and composing homophilous messages. Political communication aimed at the audience (people) or individuals who always interact and interrelate with other individuals, in a container called society. Introduction to understanding the audience is very necessary because the human element in the political communication process is a very important element and is the core of a communication process in general. Looking at the paradigm of active audiences in democratic countries, it is actually the audience that determines the political messages conveyed by politicians in their campaigns and political image, both in using political rhetoric tools and through political media. Political messages are formulated after knowing the conditions of the audience and that is what is called persuasion in the true sense.

Build Consensus, the third strategic step that must be taken to achieve the goal of political communication is building consensus between politicians in one party, as well as between those from different parties. In building consensus, a politician or activist must have the ability to compromise, which is an art in itself. The art of compromise is generally a talent or innate, and is certainly possessed by some politicians. In building consensus, it must start with the availability of opening oneself up so that the art of compromise can be developed. This is one of the basics that needs to be understood and practiced by a politician in conducting political communication.

In the section Personality and institutional strategies implemented by Rachmad Hidayat that is is with convey his vision and mission convey to public Lubuk Linggau as candidate Mayor. Where in the section This Rachmat Hidayat try for get Power pull from society and seek credibility in himself. Other strategies in the section This is with to establish institutional with invite various partai politics

that carries it. The strategy carried out by Rachmat Hidayat is with get and coalition together ten partai Good as partai carrier and also partai Supporter Next in the section second that is Create The strategic togetherness carried out by Rachmat Hidayat in going to for become candidate The mayor is with using social media Rachmat Hidayat do campaign through mass media and online media, among others, which are often he use namely Instagram with Name account @hyoppy83. Purpose from this strategy is for get closer self with public at a time campaign. Besides that with using this strategy Rachmat Hidayat must strategize for convey A message persuasively. Lastly there is communication strategy section political with Build Consensus. In the section Build Consensus this things to do Rachmat Hidayat is with make various programs for going to as candidate The mayor must be able to get heart public Lubuk Linggau of course. Besides that Rachmat Hidayat also promotes song new as chants or marches for campaigning.

With use Communication Strategy Concept Political Arifinn Anwar is there a number of the later part realized by Rachmat Hidayat start from depicted with billboards and banners in several point area Lubuk Linggau which aims use to persuade audience related with plan or design Rachmat Hidayat as candidate Mayor of Lubuk Linggau . Besides it's a communication strategy politics that is carried out Rachmat Hidayat that is start from market visits, attending religious events, and creating events for MSMEs so that can move up a class. Lastly Rachmat Hidayat also uses communication strategies political that is with holding hands Partai Nasdem which is partai carrier own values alone in influence public Lubuk Linggau.

From the results observations and interviews conducted researcher knowing communication strategies politics of Lubuk Mayor Candidate Linggau own a marketing process can driven by three element main among them consists of from Personality and Institutions, Creating Togetherness, and Building Consensus. Personalities and Institutions Alone is steps beginning from communication strategy political with get character and establish institutional. Then there is Create Togetherness which is A The second strategic step was taken with the goal is to get togetherness between politician with public or audience. Next there is Build Consensus Where is dimensions that can said to be very important in communication strategy political This because of We must can clever in sorting and selecting media for to form image from character. It started with elements at points First that is Personality and Institutions in the elements This Rachmat Hidayat share his vision and mission. There are 3 missions carried out by H. Rachmat The first Hidayat society Prosperous, religious and cultured Lubuklinggau , Second , equitable infrastructure development based on technology and environment , Third growth economy based on potential local and surrounding areas, Fourth improvement innovative, professional, digital- based public servants . In addition that's also Rachmat Hidayat has a jargon or slogan, namely " Lubuk" Linggau Champion". This is done use instilling a certain "image" and "brand" in mind public Lubuk Linggau.

Then there is the next dimension that is Create Togetherness. In the dimension This is the strategy used by Rachmat Hidayat is with invite ten his partai For coalition among them there is partai Nasdem, partai Gerindra , partai Prosperous Justice partai Democrats, partai Hanura, partai Indonesia's Movement, partai Nusantara Awakening partai Indonesian Solidarity, and the partai National Mandate . to do a number of visit to a number of place use promote himself related with candidate Mayor of Lubuk Linggau . Rachmat Hidayat come to some markets one of them namely Lubuk Market Linggau . Rachmat Hidayat get welcome warm from traders in the market said. Besides that For promote himself as a Candidate for Mayor of Lubuk Linggau he attend religious events like Istigosah wrong one village and also him create a street event Healthy with introduce some MSMEs start from culinary, fashion, and also crafts. Besides that Rachmat Hidayat also made production music with The title is "Let's Keep Being the Champion " where the singer sings song the is he myself. This is is a strategy of Rachmat Hidayat For branding himself become more good. This is he do it for the people feel near with himself. The last dimension that is Build Consensus Where Rachmat Guidance on the elements This using social media and several other media For branding himself to be known by the public Lubuk Linggau as candidate Mayor of Lubuk Linggau . He is very active in share his daily life through social media Instagram starting from when he currently Relax at home, exercising, riding, and watching concert. This is make public feel near with Rachmat Hidayat also considers that he is also an ordinary person The same with others. Purpose from dimensions This is for get positive image from public. Mayoral Candidate Rachmat Hidayat using communication strategies politics outlined in accordance with theory Communication Strategy Politics Arifin Anwar. Rachmat Hidayat as

candidate The mayor did various ways and strategies for get voice most later on when election head area Lubuk Linggau at the moment election . The strategy carried out by Rachmat Hidayat among them like convey vision mission , then create jargon and songs For make characteristics typical from Rachmat Hidayat That myself . Besides That some other strategies are carried out Rachamt Hidayat with hold on a number of partai as partai proponents and parties Supporter . Rachmat Hidayat is also active in using social media as form For branding or display image from figure Rachmat Hidayat This . Mayoral Candidate Rachmat Hidayat this also often does promotion through some programs or visit to a place . This is customized with 3 dimensions approach from communication strategy concept Arifin Anwar's politics.

5. Conclusion

Based on from the data discussed , researchers can conclude that communication strategy politics carried out by the Candidate for Mayor of Lubuk Linggau Rachmat Hidayat is with method utilizing social media in a way especially social media Instagram with objective create self branding from Rachamat Hidayat so that the community Lubuk Linggau more know him . Of all communication strategy aspects politics carried out by Mayoral Candidate Rachmat Hidayat can concluded that third dimensions Already applied very well and enough convincing with create programs that involve public Lubuk Linggau so that make attention separate from society Lubuk Linggau .

6. Acknowledgement

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