Political Communication Model in Egy Sunardi Nurdin's Winning in the Village Head Election

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Abstract

The High community participation in participating in village head elections indicates intense competition between candidates, so a strategy is needed to build communication with the community, especially by holding village head elections simultaneously and including candidates with a background of former contextual candidates. The purpose of this research is to find out the political communication model in winning Egy Sunardi Nurdin in the 2021 election for the Head of Compong Village, Pitu Riase District, Sidenreng Rappang Regency. The research method used is a descriptive qualitative method. By using purposive sampling technique. Observations, interviews. Research documents were collected and processed using the Nvivo 12 Plus data analysis technique. The results of the study show that the political communication model used by Egy Sunardi Nurdin when communicating with the public uses political communication as measured by indicators; political communicators, political messages, channels or media, goals or targets and influence or effects of political communication. All indicators have been implemented properly. In contrast to the previous context, the most dominant indicator used in the 2021 village head election is "political messages" which are conveyed by means of an approach through various activities such as being present at any time when there is grief for residents, celebrating residents, being active in building friendship and being actively involved in solving problems that arise. faced by residents and actively involved in the activities of the younger generation. This strategy has proven to be effectively used by Egy Sunardi Nurdin in winning the context of direct Village Head elections in 2021 in Compong Village.

I. Introduction

Village head elections existed before the reform order and long before the era of direct regional elections. The latest development is that the implementation of direct Village Head elections is carried out simultaneously in accordance with the policies of each region and is a constitutional mandate of Law No. 32 of 2004 concerning Regional Government.

The policy for implementing simultaneous village elections takes into account effectiveness and efficiency and is more coordinated from a security perspective. During the campaign period, candidates compete to be elected, and the community is the target of conveying political communication related to the political goals of the Village Head candidates (TADDA, 2020). Political communication is important in every implementation of the direct Village Head election context. and each candidate has a strategy to communicate effectively.

Political communication is interpreted as a communication message, which is related to influence, authority, values, ideology, general policy and delegation, then processed into a message that is conveyed circularly from the sender (political communicator) to the recipient (communicant), audience or society who are political audiences (Shahreza & Korry, n.d.).

The audience or society is the object and target of the candidates, so a mature and organized strategy and planning is needed so that they can attract the attention and the public considers it worthy to vote for them. (TADDA, 2020). In the 2021 simultaneous Village Head elections, especially in Compong Village, Pitu Riase District, Sidenreng Rappang Regency, it was won by Egy Sunardi Nurdin., S.Pd., M.Si., ahead of another candidate Hamansi, S.Pd. Before the election, each candidate carried out a campaign, including Egy Sunardi Nurdin, S.Pd., M.Si. The communication strategy used is known to be successful because the number of votes obtained surpassed that of other candidates. This shows that the political communication model used by Egy Sunardi Nurdin., S.Pd., M.Si is more effective when compared to other Village Head candidates.

Several previous studies have shown the importance of political communication strategies carried out by Village Head candidates. For example, the candidate for Bendosari Village Head applies three strategies, namely; Firstly, composing a persuasive message by conveying many messages of development, welfare and community service. Second, carry out sorting and use billboard media and word of mouth information strategies and third, diligently make house-to-house visits and provide the house as a place to live to receive visits from the public. masyarakat. (Hendranathan, 2014).
Other research conducted by Winda Nurhayati in 2011 showed that to win the direct village head election context, two important things were done, namely; 1) The Village Head Candidate (Nanang Gunawan) plans a political communication strategy together with his team members. (2) take an approach and build branding and this gets a positive response from the public and recognizes the figure of Nanang Gunawan as a good and friendly person. (winda nurhayatai thesis, 2021) (Nurhayati, 2022).

Another strategy is to approach the younger generation, the results of research conducted by Muhammad Ikrom in 2022 show that the prospective couple Syafrudin-Subadri received a lot of support from young people because the couple was considered worthy and had the capacity. Specifically, the communication model used uses more persuasive delivery of political messages directly or face to face and chooses the use of media that follows current developments such as social media. And what stands out about this couple is that they are closer and mingle a lot and open up to the younger generation and millennial children. (Arasid et al., 2022). Several previous studies have shown that a Village Head candidate can win the Village Head election context directly because he uses the right strategy and communication model.

Egy Sunardi Nurdin., S.Pd., M.Si., Egy Sunardi Nurdin., S.Pd., M.Si, used the right political communication model after learning from the defeat in the previous election and contributed to the success of winning the simultaneous village elections. This cannot be separated from the experience of Egy Sunardi Nurdin, S.Pd., M.Sc. in 2015, at that time the number of votes obtained was smaller than that of the elected village head, namely Aspa Basir. The results of the vote tally in the 2021 election show that Egy Sunardi Nurdin., S.Pd., M.Si, who is known as an ordinary person, received 834 votes, far behind Hamansi's vote tally. S.Pd with 527 votes, known as the former Iman of Compong Village, and his contribution to society is greater than that of Egy Sunardi Nurdin., S.Pd., M.Si who can be said to rarely have direct contact with the community but managed to win the context of the Head election Village.

The success of winning the 2021 village head election raises questions about what communication model was used by Egy Sunardi, S.Pd., M.Si in the Compong Village Head Election compared to the previous Village Head Election so that he could win the context of the 2021 Village Head election. 2026. (Ruben & Lea P. Stewart, 2006:38)(Wahid, 2016) states that there are five important indicators in communication, as mentioned in Lasswell's Communication Model, then clarified again by Henry Subaktio(Subiakto, 2012) that there are 5 indicators that need to be Note include:

Who (Who and Political Source or Communicator)

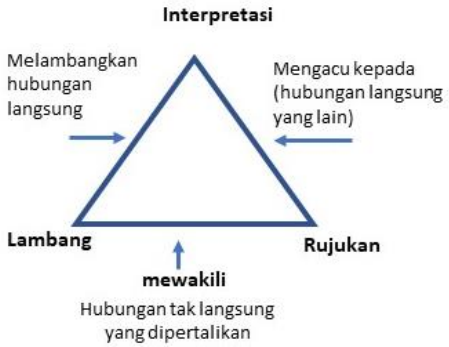
Political sources or communicators are the main actors or parties who have the need to communicate or initiate communication which consists of several levels, namely individuals, groups, organizations, institutions or countries. people who provide information related to matters that contain political meaning. For example, presidents, ministers, members of the DPR, politicians and pressure groups in society who can influence the running of the government. Mass media in this context is also a source of messages or communicators. The President, Party Chair, or other political communicator is a message source who sends messages to the public using the media to influence the public. In the process of selecting a Village Head, the candidate for Village Head is someone who plays the role of a Political Communicator. And every political communicator can

have an activist, professional or politician background.

Says What (Political Message)

A political message is the content in the communication process, namely what will be conveyed/communicated to the recipient (communicant) from the source (communicator) or the content of the information can be a set of verbal or non-verbal symbols that represent the feelings, values or ideas conveyed, implicitly or explicitly. , both verbally and non-verbally, hidden or overt, whether consciously, which contains political elements. For example political speeches, political statements, books, brochures and newspaper news about politics. that a political message is a communication process consisting of thoughts as the content of the message and symbols or emblems as the primary medium for conveying thoughts to the communicant. So it can be concluded that the message conveyed is actually influenced by the thoughts expressed by the communicator and is usually translated in the form of "decoding" and received in the form of "encoding" by the "communicant". (Mustanir, A.; Ramadhan, Muhammad Rohady.; Razak, Muhammad Rais Rahmat; Lukman; Tajuddin, 2019).

In the process of sending messages, where people define meaning as something according to their actions, meanings that simultaneously influence actions, and can build their perceptions using imagination. So it will be effective if you use various approaches. If simplified, a person can respond to stimuli immediately based on his perception and interpretation of that stimulus. Political messages can also be in the form of symbolic things which can give rise to interpretations which are then reinforced with various references so that someone with a political message takes the form of a symbol and gives birth to an interpretation which is then strengthened by the approach taken so that it will provide a reference as to whether or not a person is worthy of being elected as Village Head. .as shown in Figure 1 below. (Nimmo, 2011).



Source: (Nimmo, 2011:80)

Figure 1. Relationship between political messages (symbols, interpretations, references)

In Which Channel (Political channel or media)

The message delivery media used by communicators to easily reach a large and wide audience. Political channels or media can be tools or means used by communicators to convey political messages. For example, print media, electronic media, online media, socialization, group communication carried out by parties and community organizations

To Whom (To whom or recipient or Political Goal or Target)

Political targets or targets are people who are expected to have a big influence

on parties or candidates in general elections. They are people who have a big impact and can have a huge influence on prospective leaders in a region.

Whith What Effect (Impact or effects or Influence or effects of Political Communication)

Effects are the result of the communication process carried out by the communicator to the audience, such as changes in attitudes, increased knowledge. Effects are very important because they are a measure of the success of the political communication process. The expected effect of political communication is to create an understanding of the government system and political parties, which will later have an impact on voting in general elections.

2. METHODS

The research technique used is descriptive qualitative. By determining informants using purposive sampling techniques and data collection techniques using observation, interviews and documentation. The focus of the research is on the indicators of the communication model used by breaking down the percentages of each indicator, data obtained from interviews with informants from the Village Head and Success Team who are Communicators. politics that designs strategies and at the same time implements communication models to "Communicants" or the community and the results are analyzed in the form of percentages which are processed using NVIVO 12.

3. RESULTS AND DISCUSSION

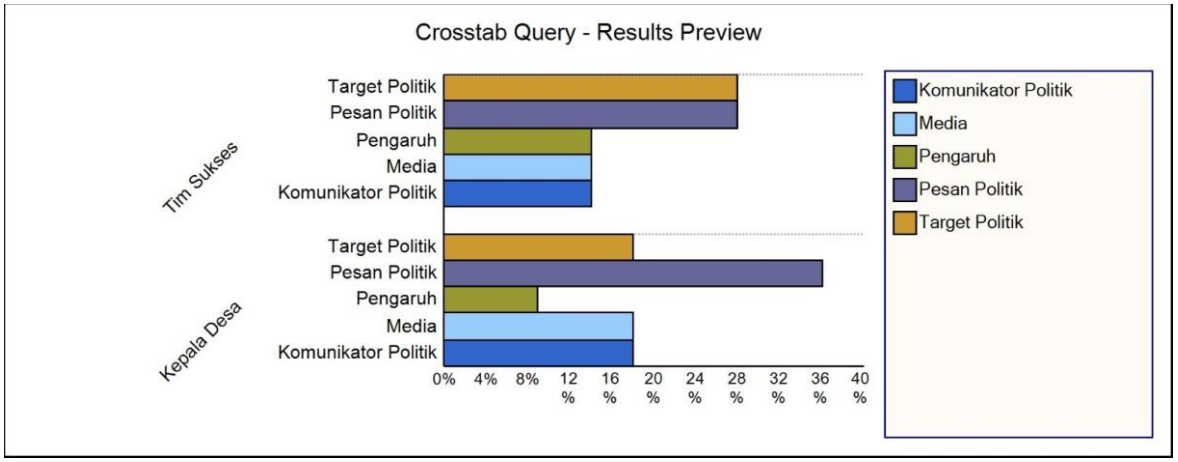
Analysis

During the campaign, the Village Head and Success Team from Eg Sunardi Nurdin carried out various strategies and communication models using five indicators. The results of the interview with the Village Head and the Success Team show the percentage distribution as presented in Table 1. Then it is visualized in graphical form as shown in Figure 2.

Table .1 Percentage of each indicator of the Lasswell Communication Model

	Pollitical Communicator	Media	Influence	Political Message	Political Targets	**Total**
Village Head	18,18%	18,18%	9,09%	36,36%	18,18%	100%
Success Team	14,29%	14,29%	14,29%	28,57%	28,57%	100%
Total	16,67%	16,67%	11,11%	33,33%	22,22%	100%

Source: Research results, Razak MRR, Adnan AA., Hariyanto



Source: Nvivo 12 Plus analysis results, 2023

Figure 2. Diagrammatic visualization of the Village Head and Success Team

The results of the analysis regarding the political communication model in Egy Sunardi Nurdin's victory in the election of head of Compong village, the first informant, namely Egy Sunardi Nurdin as head of Compong village, showed that the political message indicator was the dominant thing among the five indicators with a presentation figure of 36.36% while The influence or effect of political communication is at the bottom with a percentage figure of 9.09% and more interestingly the other three indicators, namely political communicators, political channels or media and political goals or targets have the same percentage figure, namely 18.18%.

The same thing was also shown from the results of interviews with the Success Team consisting of two informants, showing that the indicator "political message" together with "political target" had the most dominant influence, namely 28.57%. The other three indicators are; Political, media and influence communicators have the same percentage, namely 14.29%.

The results of this research show that the communication model strategy used by Egy Sunardi, S.Pd., M.Si together with his success team during the campaign and ahead of the village head election emphasized more on "political messages" conveyed through programmatic approaches. conveyed more easily understood and accepted by the public in building communication to get support in the form of votes compared to other instruments such as the use of media, the involvement of reliable political communicators

Discussion

The advantage of the Lasswell Communication Model which emphasizes "communication messages" or the way of conveying messages, both by the Success Team and by Egy Sunardi as a candidate for Village Head, prioritizes an adaptive approach, both towards individuals and groups of people. and this kind

of approach has been proven to attract the hearts of potential voters. There are three important elements in carrying out an adaptive approach, namely an institutional approach, use of information media and participation in every community activity (Suryawati et al., 2023) (Razak et al., 2021). These three elements are important in formulating communication modeling, especially indicators of "political messages" as carried out by Village Head candidates by prioritizing approaches in conveying messages to the community whose role is as "communicants".

Egy Sunardi's failure in the Village Head election in the last period, which previously was mostly based on promises or "political targets", or relying on "political communicators". And different from the direct Village Head Election in 2021, the communication model used is more of an approach in conveying political messages to both individuals and institutions as communicants, so that the community feels like they are part of Egi Sunardi. Sei Men used almost the same strategy in the election of village heads in Sunggal, Deli Serdang District, which was carried out in three stages, namely: nurturing character, creating togetherness, and utilizing the media (Farera & Alfikri, 2022).

Heri Sugiarto did the same thing in winning the village head election in Segati village, because of limited funds, the strategic thing he did was to develop a homophile message to the community so that he could provide empathy so that the voting community could make a choice for him (Amelianti, 2021). The pattern of approach in conveying "political messages" is considered more effective compared to other indicators such as political targets, influence and political communicators. in an effort to convince the public as "Communicants". Some important habits that are often carried out in an effort to attract the hearts of potential voters are that Egy Sunardi and the Success Team always involve themselves in community activities such as:

- Grief of deceased residents
- Family celebration events
- Actively seek solutions to problems faced by residents such as fertilizer shortages
- Active in family friendship activities
- Maintain relationships and communication with all groups in society
- Actively provide motivation and approach to the younger generation

The use of the communication model which according to Lasswell consists of elements; Political communicators, political messages, political channels or media, political targets or targets and the influence or effects of communication need to be used carefully so that the indicators used can be effective. So the common thread can be drawn that these five indicators of political communication can be effective if they are used correctly, just as political

messages will become strategies that are right on target if they are carried out through approaches and evidence in the field or involved in "Communication" activities while conveying messages. political. The relationship between the model for delivering political messages using an adaptive approach by Egy Sunardi Nurdin is illustrated in the model as in Figure 3 below.



Source: analysis of research results, Razak MRR, Adnan AA., Hariyanto

Figure 3. The relationship between political messages, approaches and public beliefs

4. CONCLUSIONS

Based on the results and discussion of research on political communication models in winning Egy Sunardi Nurdin, S.Pd., M.Si. in the election for the head of Compong Village, Pitu Riase District, Sidenreng Rappang Regency, shows that the political communication model used by Egy Sunardi Nurdin, S.Pd., M.Si. When communicating to the public, Lasswell uses political communication with five indicators, namely political communicator, political message, channel or media, target or target and influence or effect of political communication. The five indicators have been implemented well in building communication, and the research results also show that of the five indicators implemented by the Village Head candidate and his Success Team the most prominent or influential is the "political message" indicator using an adaptive approach.

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