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COMMUNICATION POLITICAL YOUTH (CASE STUDY TEMAN AHOK)

Sinta Paramita, *Tarumanagara University*



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**PROCEEDING INTERNATIONAL CONFERENCE OF
COMMUNICATION, INDUSTRY AND COMMUNITY 2016**

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COMMUNICATION, INDUSTRY AND COMMUNITY 2016**

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PREFACE

ICCIC (International Conference Of Communication, Industry And Community) which focuses on the phenomenon and the social reality about the development of information technology and communications related to the practice of media development, industry, community in the middle of dynamic society life. Communication science also contributed to the development of the business and industry fields, which include marketing, branding and image development, as well as the context of its contribution to the development of community.

Therefore ICCIC (International Conference Of Communication, Industry And Community) brings together all academics; practitioners from both the commercial industry, government and media practitioners; students, researchers, etc. to participate in the Call For Paper ICCIC 2016. ICCIC organized by Faculty of Communication Tarumanagara University in collaboration with Universiti Sains Malaysia (USM) and Hindu Dharma Institute Negri (IHDN) and take place in Bali. Subthemes in ICCIC are the media industry, public relations, communication and community, marketing communication, communication tourism industry and creative economy.

Each paper submitted to the ICCIC 2016 has gone through a stringent peer review process by a team of scientific reviewers, from eight different institutions. A total amount of 135 papers received in ICCIC 2016, divided into four volumes of the proceedings.

Finally, we wish to acknowledge all members of the committee, the Sponsors, media partners, team of scientific reviewers and the Executive Board, as well as others we have not mentioned, who gives contribution for the implementation and realization of the conference.

Conference Chair.

Suzy Azeharie

PREFACE

It's an honor for the Faculty of Communication Tarumanagara University to be one of the host whom organize ICCIC (International Conference Of Communication, Industry And Community) in collaboration with Universiti Sains Malaysia (USM) and Hindu Dharma Institute Negri (IHDN). ICCIC is a forum for developing and sharing knowledge, particularly in the field of science communication.

Nowadays, communication science has becoming one of the most significantly increases studies which attracted the attention of intellectuals and has gain big progress, especially with the presence of new media as a potential medium to improve human civilization in various aspects. It can't be denied that communication science has given a big contribution to the development of industry and society.

In the media industry, in addition to the development of mainstream media, the rise of online media portal shows the utilization of media convergence is now attracts people. New media as well as the application of the marketing communication is also utilized by industry, to improve services and maximize its presence in the competitive world of business. In the community itself, the communication science is able to browse issues of social and cultural. Science communication is also used to develop the community is strong and able to compete internationally.

I would also like to take this opportunity to give acknowledgement to all those parties who has helped this event - USM, IHDN, sponsors, media partners, a team of reviewers, and the executive committee.

Dean of The Faculty of Communication UNTAR,

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COMMUNICATION POLITICAL YOUTH (CASE STUDY TEMAN AHOK)

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Abstract

Dynamics of Indonesian political life slowly changing. First Indonesian politics only in the respective fields by the elderly, but this time the young begin to take part in the political surge enliven Indonesia. By supported by the presence of information and communication technology are good, young people can take advantage of social media to distribute political messages. Political Communication in the Brain briefly McNair is a form of communication that made political and non-political actors to achieve the goal. One is a political movement "Teman Ahok". "Teman Ahok" is a collection of volunteers who founded a group of young people who aim to assist and accompany Ahok to the next governor. Please know that once a candidate Gerindra Ahok as governor is no longer supported. Ahok considered to be no longer have a common opinion in policies. Without the support of political parties Ahok will have difficulty in following the 2017 governor's race. However, Ahok still be allowed to participate in the next gubernatorial election with the requirement to collect one million cards (KTP) of Jakarta residents. On the basis of these regulations Friend Ahok seeks to collect a copy of identity card Jakarta residents either directly or using social media. Young people began to participate to collect the copy of ID card to Friend Ahok. "Teman Ahok" very optimistic they could collect more than one million ID cards in 2017. This phenomenon is interesting to study more in depth about how young people are interested in participating in Ahok to be a candidate for Governor. How does social media play a role in channeling political messages young people. To approach this phenomenon researchers used a descriptive case study method to unravel the case. Interim results by the researchers is political communication built by "Teman Ahok" only as a forum to provide information about the performance Ahok and support Ahok until the next governor election.

Keywords: New Media, Youth, Political Communication

Introduction

Youth as Youth Culture adapted from the general characteristics of youth culture in the Penguin Dictionary of Sociology in the 2000 edition (Nur: 2003), ie the culture of fun, more emphasis on friendship and more interested in lifestyle. In addition, the concept of youth as Youth Culture marched from the definition of young people who are categorized by Prensky (2001) as a digital native. Digital Native (2001) is the generation that was born and grew along with the development of information and communication technology, which virtually all

the activities of life surrounded by digital technology are interconnected to one another like a computer, the Internet and mobile phones.

Political communication is inseparable from the development of democracy and freedom of information freedom of informations which include freedom of speech freedom of expression and freedom of press freedom of the press, as a human right. Democracy is a form of political system of a country and the political culture of a nation.

According to Gabriel Almond Political communication is one of the input functions of the political system that causes the operation of all functions in the political system. Political communication stream political messages in the form of demands, protests, and support (aspiration and interest) to the processing center of the political system and the processing results are summed up in the output function is passed back by the feedback of political communication political system. Further Gabriel Almond dividing the three elements in political communication into micro, meso, and macro. Micro context can be seen in the realm of citizens which is the involvement of individuals who have political aspirations or goals for specific purposes. As an example of political actors who have political interests, trying to find a strategy to achieve success story in the achievement of its interests. Then meso context can be seen from the realm of political organizations such as political parties (Paramita, 2014). Further Arifin (2011) says Political Communications is in talks to affect the life of the state. Political communication can also be an art of designing what may be the art of possible and can even be an art design that not be possible art of impossible.

Political communication is actually a process of communicators convey political message either individually or in groups to the communicant that affect the social system or public audience. According Cagara elements in political communication include political communicator, political messages, channels or political media, targets or political target and the influence or effect of political communication (2011: 31- 32). Political communicator can be defined as a political actor or political parties who know about politics or organizations are information that could affect the political system. Political messages are statements made both verbally and non-verbally that it contains a political message.

The purpose of political communication according to (Arifin, 2011) includes the image of politics, public opinion, political participation and political policy, the last is the election. Political image, according to Dan Nimmo (2000) describes the image of someone about politics are woven through the thoughts, feelings, and the sanctity of subjective will give satisfaction for himself and has three uses. The first gives an understanding of the political events. Second, preferences or lack of public's favorite to one's image on the basis of political assess the political object. Third, the self-image of a person in the way yourself with others. According to Robert (1997) communication does not directly give rise to certain opinions or behavior, but it tends to affect the way environmental image and the image that is affecting the opinion or public opinion.

Public opinion according to Arifin (2011) the opinions, attitudes, feelings, forecast, establishment, and the average expectation groups in society, about something related to the public interest or personal. Public opinion is also the result of interaction, discussion, and social assessment between individuals based on the conscious mind and the rational expressed either verbally or in writing. Besides public opinion can only thrive in countries that adopt democracy.

Political participation and political policies. Political participation is done not by politicians, political leaders, but by the political audience. Political participants are followers attentive or interested in politics and participate in political activities. Political Participants James Rosenau (1974) consists of two forms. First, the political observers who noticed not only during elections, but among the general electorate one another with common voters. They are in general media audiences, as well as actively in discussions, seminars and comment through the media. Second, is the audience not only to observe, but is eager to communicate with the political from both the government and outside the government. In addition to other political communication purposes are political policy. Policy is a political strategy. Political participants can influence political policy. Then the goal is the election of political communication. Election or (election) is a democratic party event in determining the leader of Indonesian society. It becomes a means of deciding who the next leader.

Methods

In keeping with the focus of this research is to try to see how communication and youth organizations in political surge to a Friend Ahok. This study will use the case study method to observe the political communication who conducted the ethnic Chinese community in the election of 2014. According to Yin (2008: 2) case studies is how to determine the relevant data and determine what should be done in connection with the data that has been collected. Further Yin says (1996: 18) a case study is a qualitative research technique that utilizes data sources as much as possible so that it can systematically investigate individuals, groups, organizations and events.

Advantages of the case studies in the form of detailed results which can be examined and can be used for further research. In many ways, this technique also provides an opportunity for researchers to wrestle with a wide range of evidence such as documents, interviews, observation, and survey. This study is limited by time and place, and the cases studied in the form of programs, events, activities, or individual. The case study method has been the focus of the investigation is an ongoing process. The study was a qualitative descriptive study approach, where researchers are trying to see and give an idea of what became the object of this study.

Findings and Discussion

"Teman Ahok" as digital native to innovate in support of the upcoming gubernatorial candidate. "Teman Ahok" is a voluntary association of young people founded a group that aims to assist and accompany Jakarta Governor Basuki Tjahaja Purnama (Ahok) in Jakarta mweujudkan new, cleaner, advanced and humane. The volunteer activities carried out is to collect cards (KTP) Jakarta people to support the "Teman Ahok" as Jakarta governor next. Collecting ID cards become important, because the requirement to run as governor of the Independent paths through the ID card must have support of at least 10 percent of the population. Furthermore, According to the Minister of Internal Affairs said Tjahjo Kumolo in www.kompas.com Terms of independent candidates to run for governor or deputy governor with a population of less than two million must be at least 10 percent support in the form of a photocopy of ID card and a signed form supporters. For a population of 2-6 million, minimal support requirements should be 8.5 percent and for areas with a population of 6-12 million, then the independent candidate must have the support of at least 7.5 percent.

Being interesting question is why young people in Jakarta anxious "Teman Ahok" to be governor. According to friends Ahok there are 6 (six) Ahok achievement. First, "make Jakarta successfully added jammed" they think mass transportation projects that are not completed since many years ago, has now done the effects of these activities have an impact on congestion, but the results will be felt in 2018. Second, the "displace and evict" according to their Ahok rules out to reorganize the city in order to become better, against the land mafia in Jakarta yang's has been disturbing the public. not only displacing Ahok also build flats for Jakarta people whose homes were demolished. Third "fight, noisy and rough talk" in their fight against the mafia and criminals can not use silent ways and manners, because they will take the fight. Therefore Ahok unnatural habits merely make Jakarta clean of criminals and mafia. The fourth "Budgets are not absorbed maximum" Ahok budget absorption, Ahok only focus on the budget on target. The fifth "can fail WTP of CPC" unqualified (WTP) DKI Jakarta judged good by the Supreme Audit Agency (BPK). WTP ensure clean regional head of financial crime.

Political communication applied to the organization "Friends Ahok" is building a political image, the view of public opinion, and political participation. How to "Friend Ahok". Political image described in Ahok Friends organization is highlighting the achievements Ahok for becoming Governor of Jakarta. By using the power of social media and Friends Ahok pack performance leadership style Ahok into interesting shapes such as caricature, and video unique. This organization seeks to inform the public of Jakarta to learn more about what is being done Ahok for becoming governor. Nevertheless, you still Tingohua Ahok as race leader. Friends Ahok said whoever may be the leader of Jakarta no real effort shown to the public for the improvement of well-being. Political image that highlighted the figure Ahok close and attention to people. Not only to the community Friends Ahok also to community efforts made Ahok in corruption in

Jakarta. Political image you want to display is Ahok as a highly clean from corruption and the fight against corruption.

Public opinion built by Friends Ahok is to open booths in malls to gain the support of the community to obtain identity cards. The activity was carried out by a young man who served as a guard booth and provide information of what to do if it wants to support Ahok as governor. Public opinion is also the result of interaction, discussion, and social assessment between individuals based perukaran conscious and rational thoughts expressed both verbally and in writing.

Then, seen from political participation and political policies. It is noticeable that young people are interested in supporting Ahok as governor initiated a movement to collect ID cards to meet their interests. In the thought of James Rosenau Political participation is also entered into two such conduct seminars and art contest at the same time inform the achievement Ahok and easily "Teman Ahok" for Political interests

Of the political objectives do young people in the Friends Ahok, apparently not independent of political overtones. From interviews to several people said. Ahok not the products traded in the mall, unethical trade governor at the mall. Young people who are on stand as if flyers so that visitors interested moll. When confirmation to stand guard seemingly that this activity is only to facilitate the public who come to the mall to support Ahok.

Conclusion

The young generation is currently concerned with political voice, support political actors to participate in the upcoming gubernatorial election. They persuade the public to give its support to Ahok through collecting ID cards. Ahok persuade friends by using social media, art shows, and stand. Many pros and cons that arise when this is done. Some say Ahok not the products offered in moll it certainly violated ethical. And as agreed for facilitating the Jakarta people to collect ID card. This study only describe the dynamics of young people in politics today and give criticism.

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Author's Biography

Author was born at Jakarta on October 13th, 1988. Authors get her bachelor degree in 2011 from faculty of communication at Gadjah Mada University, finished master degree from faculty of social and politic science at Gadjah Mada University on 2013. Since 2011 become a lecturer at faculty of communication, Tarumanagara University.