

## Political Communication by Political Parties in 2014 Legislative Election in Indonesia

Yusa Djuyandi\*, Rahmat Edi Irawan, Marginata Kurnia Putra  
Bina Nusantara University, Jakarta, Indonesia  
\*f\_yusa@yahoo.com

**Abstract:** At this time the image of political parties in Indonesia deteriorated because of various problems afflict their cadres in the Parliament and the executive. In order to increase the public's trust, many political parties begin to perform activities of political communication. This research is aimed to discuss and analyze the political communication held by political parties in the election of 2014. In order to analyze the political communication process conducted by the political parties, researchers using the theory of political communication with the indicator: sources (political communicator), political messages, media or political channels, influence or effect of political communication. The method used is qualitative, with primary data sources such as interviews and observations, as well as secondary data such as photo documentation and source literature obtained from other sources. From the research that has been made known that the political parties use the sources of political communication in the form of print media, electronic, outdoor media, and public communication channel group. Associated with the delivery of a political message, that the political parties use multiple channel messages, both textual and non-verbal, where all of the message channel associated with the media or political channels that are used by political parties, namely the print and electronic media. The results of this study also showed that the influence of political communication has been done by the political parties through the mass media are not always able to influence the attitudes or perceptions of society, because it needs to be seen also from the other side that is the perspective and needs of the community. From the results can be concluded that political communication conducted by political parties through a variety of media is no longer always have a dominant effect because audiences are active and independent.

**Keywords:** *Political party, political communication, media, audience, message*

### 1. Introduction

For those countries that embrace democratic political system, political parties is a democratic tool that can be a liaison between the people and the government, because the political parties have the ability to place its members in parliament (legislative) as representatives of the people. A political party is a political tool as well the vehicle is used to put them (legislative candidates) to be representative of the people (legislators). Although the purpose of political parties participating in elections is to gain power, but the political parties cannot avoid their responsibility to the people who have chosen to put the majority of the party members in the House of Representatives (DPR). However, let's hold, the current image of political parties is expected by society, the better it gets worse. Various problems that afflict cadres of political parties in Parliament and the government (executive) adds to the list of sequences disappointment for most Indonesian people towards political parties. Further deterioration of the political party's image in the eyes of the public, because the behavior of its members are likely to corrupt and less attention to the aspirations of the people, raises concerns over the increasing levels Abstentions (white group) in the general election in 2014. As revealed by the Executive Director of the Political Literacy Institute, gun Heryanto, Abstentions will be higher compared to the elections in 2004 and 2009. An estimated 35 percent of people who do not want to go to the voting booth.<sup>1</sup>

The high number of Abstentions in a general election is an indication of concern, because the phenomenon of non-voters in the political world will give birth to an imbalance in the wheels of government. On the other

<sup>1</sup> <http://pemilu.okezone.com/read/2013/10/26/568/887354/golput-diprediksi-melonjak-di-pemilu-2014> (accessed in 30 October 2014)

hand the increased Abstentions may result from their control becomes increasingly small, because the representatives in the House as less gain recognition as representatives, or do not fully represent the people. When representatives less considered to represent the people of then the executive control of the House to be weak, and these conditions can make the State in instability. In the midst of rising concerns Abstentions, political parties need to formulate appropriate strategy as a way to counter these concerns, because the task of political socialization for the elections are not only the responsibility of the General Elections Commission (KPU). Political parties should help improve people's trust to want to participate actively in the elections, not just thinking of votes and became the winner in the elections. This is because the party has the function of education and political socialization, which aims to provide insight to the public about the importance of elections and political parties as an organization that embodies the aspirations and political interests of the community. In order to increase public trust on political parties, many political parties have started to perform activities of political socialization and political education, all of which are part of the political communication. But political communication established by political parties ahead of the 2014 election is still not showing a positive attitude to rebuild public confidence in the party and the election process itself. Some political parties in political communication still have a tendency to invade and impose political opponents, rather than building a positive process of political communication and democratic. Political communication by political parties in elections is an interesting subject to study in terms of political messages delivered by political actors in election activities, as well as political communication channel is used, such as the mass media, to shape public opinion. Therefore, this study entitled "Political Communication Political Party in the Legislative Election 2014".

**Political Communication:** Study of political communication according Baghot, Maine, Bryce, and Graha Wallas examine the role of the press and public opinion formation (Cangara, 2009: 32). That there are several approaches in the study of communication and politics, including some theories of communication that influence the electorate, for example political agenda setting by McCombs in 1981; the uses and gratifications by McLeod and Becker in 1981; analyzes the rhetoric of political discourse by Bitzer in 1981; and the effect of political advertising by Kaid in 1981 (in Cangara, 2009: 33). Political communication according to Dahlan (in Cangara, 2009: 35) is a field or discipline that examines the behavior and communication activities of a political nature, have political consequences, or influence the political behavior. Cangara (2009: 35) defines as a political communication as a process of transferring emblems or symbols communications that contain political messages of a person or group to another person with the intention to broaden or way of thinking, and influence the attitude and behavior of political target audience. McNair (2003) states that "political communication as a pure discussion about the allocation of public resources (revenues), official authority (who is given the power to make legal, legislative and executive decision), and official sanctions (what the state reward and punishes). From some concepts or theories above, obviously political communication is a process of communication that have implications or consequences of the political activity. This means that political communication has a political content message (Cangara, 2009: 36).

## 2. Literature Review

Research on political communication in this country is not a rare commodity, for example, we can find in the work of Ridwan Hanafi, who argued that local political parties prefer to use the local language of Aceh as the dominant communication medium (with a percentage of 52.63%) to discuss the strategy of empowerment party; discuss the election of president and vice president of the 2009-2014 period; election of the Governor and the Deputy Governor, the Regent and Vice Regent, Mayor and Deputy Mayor of the period 2011-2016. Feeling proud and happy underlying dominance of the use of the local language by political parties in Aceh in political communication at 73.60%. Other authors is Etika Pavita Nur, mentions about the prosperous and justice party (PKS) communication strategy which conducted through a closed communication, communication with sympathizers and open communication. Through the closed communication to the cadre and communication with sympathizers, PKS able to produce high loyalty to the party. Nevertheless Pavita still find flaws in PKS communication strategy in Semarang that is not all regions have regional coordinator (Korwil), where Korwil is useful to respond stigma from society.

### 3. Methodology

Based on the characteristics of the study, which aims to answer the research questions of Political Communication Political Party in the Legislative Election 2014, through observation and in-depth interviews, this study used qualitative research methods. In this study, the data source is divided into two types, that is primary and secondary data sources. Primary data were collected through observation and in-depth interviews with informants. They were chosen as informants are individuals who are members of the group Public Relations Media National Television, and Leaders or representatives of political parties participating in the 2014 election. Secondary data are taken from news programs in three national televisions, and conducted for 3 months in mid 2013. There are also data in the form of official documents of mass media and political parties, various literature and previous research that are relevant.

**Research Framework:** To increase community trust toward political parties, many political parties have started to perform activities of political socialization and political education as a form of political communication. This study examines the political messages delivered by political actors in the election, and also the use of political communication channels (mass media) to form public opinion. Researchers used several indicators to analyze political communication conducted by political parties in the 2014 election that is the source (political communicator), political messages, and media or political channels.

### 4. Analysis

**Political Parties in 2014 Election:** Legislative elections in 2014 are the fourth Democratic Party in the reform period. This year there is a reduction in the number of political parties participating in the election, where there are only 15 political parties that can compete in elections, which consists of 12 national political parties and three local political parties in Aceh. Here are 12 national political parties participating in the Elections of 2014 which is the object of research.

- **Partai Nasional Demokrat (Nasdem) / National Democrat Party:** National Democratic Party was inaugurated on July 26, 2011 in North Jakarta. This party was born from a mass organization called the National Democratic, whose establishment is supported by Surya Paloh, the leader of Metro TV and Media Indonesia.
- **Partai Kebangkitan Bangsa (PKB) / The National Awakening Party:** National Awakening Party (PKB) is a political party that has a traditional Islamic base of the organization Nahdlatul Ulama (NU). The party was founded in Jakarta on July 23, 1998 (29 Rabi'ul Awal 1419 Hijriyah), which was declared by the kyai NU, as Munasir Ali, Ilyas Ruchiyat, Abdurrahman Wahid, A. Mustafa Bisri, and A. Muhith Muzadi.
- **Partai Keadilan Sejahtera (PKS) / Prosperous and Justice Party:** Prosperous and Justice Party, formerly known as the Justice Party (PK), is an Islamic-based political party. The beginning of this party can be traced from the campus missionary movement that spread in various universities in Indonesia in the 1980s and 1990s. Justice Party declared at Al-Azhar Mosque, Kebayoran Baru, Jakarta, on July 20, 1998. On July 2, 2003 PK officially changed its name to the Prosperous and Justice Party (PKS).
- **Partai Demokrasi Indonesia Perjuangan (PDI-P) / Indonesian Democratic Party of Struggle:** Birth of PDI-P can be attributed to the events on 27 July 1996. The results of this event is the appearance of Megawati Sukarnoputri in the national political scene. Even before this incident, Megawati was recorded as Chairman of the Indonesian Democratic Party and member of the House of Representatives, but his name became known and popular throughout Indonesia just after the events of July 27, 1996.
- **Partai Golongan Karya (Golkar Party):** Golkar Party begins with the establishment of the Joint Secretariat Golkar in the final period of President Sukarno, precisely in 1964, by the Army to counter the influence of the Communist Party of Indonesia in political life. In the process, the Joint Secretariat Golkar transformed into Golkar, and began to get involved in the election.
- **Partai Gerakan Indonesia Raya (Gerindra) / Great Indonesia Movement Party:** Great Indonesia Movement Party (Gerindra) declared on February 6, 2008, having previously initiated by two intellectuals, Fadli Zon and Hashim Djojohadikusuma, in November 2007. The party establishment

departed from the concern of the two figures on the political and economic conditions of Indonesia which at that time it is still under the leadership of Susilo Bambang Yudhoyono.

- **Partai Demokrat / Democratic Party:** Democratic Party was founded on 9 September 2001 at the initiative of Susilo Bambang Yudhoyono, and on 10 September 2001 registered to the Ministry of Justice and Human Rights. The establishment of the Democratic Party is often associated with the current party destination for carrying Susilo Bambang Yudhoyono, who was then still a minister under President Megawati, as the Indonesian president in the 2004 elections.
- **Partai Amanat Nasional (PAN) / National Mandate Party:** PAN was established on August 23, 1998, and brought the principle of "Moral Politics Religion Brings Based Mercy for All Worlds". The birth of PAN was pioneered by the People's Assembly Commission (MARA), one of the reform movement in the Suharto era.
- **Partai Persatuan Pembangunan (PPP) / United Development Party:** United Development Party (PPP) classified as an old party in Indonesia. Declared on January 5, 1973, as a combination of four religious parties, the Party of Nahdlatul Ulama (NU), United Islamic Party of Indonesia (PSII), Perti and Parmusi, which is intended to simplify the party system in Indonesia for the General Election in 1973, in the era of New Order.
- **Partai Hati Nurani Rakyat (Hanura) / People's Conscience Party:** Hanura pioneered by former Armed Forces Commander Wiranto and officially established on November 14, 2006, and has participated in the first major political event in 2009. In that election, Hanura managed to get a ration of 18 seats in parliament after winning 3.9 million votes, or 3.8 % of voting results in the election.
- **Partai Bulan Bintang (PBB) / Crescent Star Party:** Crescent Star Party (PBB) is an Indonesian political party which is based on Islam, established on July 17, 1998 in Jakarta and declared on July 26, 1998 in the courtyard of Al-Azhar Kebayoran Baru, Jakarta. The party was previously chaired by Yusril Ihza Mahendra, a character who has served as Secretary of State in the mass of the President.
- **Partai Keadilan dan Persatuan Indonesia (PKPI) / Indonesian Justice and Unity Party:** PKPI established on January 15, 1999, after the formation of the Movement for Justice and the United Nations (GKPB) in 1998 under the coordination of Ir. Siswono Yudhohusodo, Ir. Sarwono Kusumaatmadja, David Napitupulu and Totto S. Pradjamanggala, SH.

**Political Communication by Political Party:** Political communication is an important aspect that needs to be done by the political parties to gain sympathy and voice of the people ahead of elections. In this modern era, there are many available channels of political communication that can be utilized by the party, in addition to conventional channels that existed previously. Political communication by the party ahead of elections is closely associated with the campaign process, as can be seen through the delivery of the vision and mission as well as the party program or legislative candidates to get the attention from the voters. Although the actual process of political communication can be established well before the implementation of the campaign, but in fact political communication conducted intensively by parties and candidates when entering the campaign period. Political communication is a reciprocal relationship between politicians with constituents or all of the people in their electoral districts.

For large parties or candidates who had been a representative of the people, certainly not difficult to build political communication with constituents, because they are had frequent meetings and discussions with the people in discussing the problem. While for the new party, they are should be intensively build political communication because they are must to seize the mass base from the existing parties. Likewise also the new candidates required a larger struggle to create positive political communication to be able win the sympathy of the people. Political communication process conducted by the party during the election need supported by the channel or medium of political communication. Channel or medium of political communication is the instrument that is often used to promote the vision and mission, objectives and goals of the party. Based on observations in the field, there are some political communication channel or medium that is often used by political parties when elections, such as: print media, electronic media, outdoor media, through the communication channel group, public, and social communication channels.

**A. Political Communication through Print Media:** Categories of political communication carried through the print media are carried through newspapers, tabloids and magazines. Although in the digital age there is a

shift in the use of media, from print media to electronic or digital media, but print media still have prospective market in society. The emergence of electronic media and digital does not necessarily turn off the print media, because of the tradition of searching for information in the print media is still quite attractive, at least up to this day we still find the print media in this country. The use of print media as a means of information and communication caused many people still want to advertise, including those political parties who wish to try to get the support from the public. Political parties see that the print media besides having extensive segmentation and are still widely read by the public, also has other advantages over electronic media such as television. If the cost to advertise on television is very expensive, the cost of advertising in newspapers or magazines are still affordable, besides that the time to advertise on television is very short as compared to print media.

Based on the research, it is known that to advertise on TV, measured by the duration of advertisements ranging from 15 to 30 seconds, for once aired pegged at 10 to 15 million rupiahs. As for advertising in newspapers and magazines with a 1/2 page then the tariff is around Rp. 14-15 million for one issue. Another advantage from the use of print media is also seen from the broad market coverage (national, regional, and local); flexible; widely accepted; reliable; a reference that can be carried; and contain the actual things. Here are some examples of evidence of still more use of printed media by some political parties in general elections in 2014:

**Image 1: (Left-Right) Gerindra in Media Indonesia (January 14, 2014) and PKS Political Communication in Padang newspaper (March 29, 2014). (Bottom) Political Communication of PDI-P in Kompas**



**B. Political Communication through Electronic Media:** Electronic media such as television, radio and the internet is the category of modern mass media that is currently much loved by many people. This media category is increasingly being used by the public because it is more easily to get the modern technology at an affordable price, in addition the media is considered to be more interactive with the sound and / or images than the print media. Along with the development of information technology, electronic media also allow for interaction between the two parties communicator with a communicant. With the increasing number of people started using electronic media, both as a means to get information and entertainment, then the messages delivery through this media is also felt very important, including political messages. Electronic media for a political party is a communication tool that can help them to socialize the institution to the community in shaping a positive image.

Although the money invested in the form of advertisements in the electronic media is quite expensive, but the condition does not discourage political parties to advertise on television, radio and internet. For some political parties which have a close relationship with a particular media, the relationship is very beneficial to them, because there is ease of public access through the use of network information available. Researchers in this observations has observe the frequency usage and how the news of the National Democratic Party (NasDem) on Metro TV, People's Conscience Party (Hanura) in MNC Media (RCTI, MNC TV and Global TV), as well as the Golkar Party on TVOne and ANTV. While for other parties such as the PDI-P and Gerindra, would have to grope deeper pockets. However, because of the positive results obtained on the popularity and image

of the party, they still use it. This is evidence that the electronic media, especially television, is more effective than print media. Through electronic media, political parties tried to influence public opinion and behavior of society by providing an overview of the political party that cares about the fate of the nation, of course also with narrative ads that can captivate and steal the attention of the public.

Sigi Kaca Pariwara, a company engaged in the field of monitoring TV ads or television commercials have been monitoring and researching the emergence of TV advertising (television commercial/TVC) in this type of political campaign ads during the period open campaign began March 16, 2014 at 00:00 pm until 5 April 2014 at 24.00 pm. Director of Sigi Kaca Pariwara, Sapto Anggoro, said that from the 10 television stations were monitored for 24 hours, i.e. RCTI, SCTV, Trans 7, Trans TV, Indosiar, TV One, Metro TV, ANTV, MNC TV and Global TV. The results obtained during the open period of the campaign, there are 107 variations of a theme TVC campaign that was launched 12 parties participating in the election. Gerindra be the party that makes most TVC ad variations, with 19 themes TVC. Democratic Party followed with 14 themes TVC and Golkar with 13 themes TVC. Meanwhile, the Crescent Star Party (PBB) is a political party that makes the fewest variation theme (only one theme TVC). Sapto continued, from the number of broadcast frequencies, the advertisements campaign of Hanura's to be the most active, with a total number of ad impressions reached 2,489 telecasts. Whereas the PBB becomes a party with the fewest advertise on television, which is only five times. According to him, the amount of commercials on television is directly proportional to the funds spent by the party. However, the calculation does not include non-technical elements and Sigi Kaca Advertisement ignore the existence of some political party affiliations with several television. The results of evaluation obtained by the calculation of these ads, Hanura be the most extravagant parties spend money amounting to Rp. 70.50 billion, and the party fewest spend money is PBB, which was Rp. 400 million.

The interesting things is that there are two parties, such as Gerindra and Golkar, which had been active to makes political advertising before the campaign, but during the campaign both of them was not too hard to advertise. During the campaign Golkar only spent as much as Rp. 39.88 billion and Gerindra Rp. 26.49 billion. National Democratic Party (NasDem) and Metro TV has a very close relationship, this is due to Surya Paloh position who besides the Founder of Metro TV is also the founder and chairman of the NasDem Party. In many events organized by the NasDem Party, there is always room for publication on Metro TV. This political communication strategy is very important to improve NasDem party electability in the 2014 election. From the number of votes in the 2014 elections, NasDem Party reached 8,402,812 votes, which meant its put them in the eighth position. Besides NasDem, Golkar also become other political party which get benefits from the television, as we known that the general chairman of Golkar, Aburizal Bakrie, also the owner of TVOne and ANTV. For examples: with the linkage between those TV stations and Golkar, this party able to keep their position safe in the 2014 election, because before the campaign session there are so many attacks toward Golkar, especially in corruption case.

Hanura party also one of the party which gain benefits from the existance of Hanry Tanoe (owner of MNC Media Group). Before Tanoe leave Hanura, he always support Hanura political campaign in MNC Media. But after the legislative election, some people in Hanura blamed him, just because the position of the party was getting worst after the election. For PDI-P, even this party didn't have supporting media, but this party has a good relation with some media and they are able to pay media for their political advertisement. During the campaign session and advertorial this party has a motto "Indonesia Hebat" which is means Indonesia has many potencies to become a great country. PDI-P was also smart when they are sold Joko Widodo as their icon to accompanied Megawati and Puan Maharani (some cadre proposed Puan to become a leader in PDI-P).

**Image 2: PDI-Perjuangan Political Advertising (Indonesia Hebat) in SCTV and Trans7**





**C. Political Communication through Outdoor Media:** Political communication channel through outdoor media according to Cangara (2009: 38) is the exertion of such media: baliho, banners, billboards, flags, shirts, vests, calendars, and car ads to build an image. From what has been observed many political parties are using outdoor media to get public attention. Although it can be said conventional media, but when it's compared to the print media (newspapers and magazines) and electronic (TV and radio), the costs incurred for the use of this media according to the informant from PKS and the Democratic Party are relatively more affordable.

**D. Communication Channel Group:** Communication channel groups according Cangara (2009: 38) is the use of the channels through professional organizations, alumni association, socio-religious organizations, youth clubs, study groups, groups of farmers and fishermen, cooperatives, sports unity, keukunan family, association of interests and so on. In connection with these organizations, political parties are trying to establish political communication in order to seize the sympathy and support from the organization and its members.

Based on the observations some political parties are take advantage from the communication channel groups to strengthen support for the party. Some political parties which use communication channels group are:

- Gerindra through the Indonesian Farmers Association (HKTI), and some labor organizations.
- National Awakening Party (PKB) through socio-religious organization, such as Nahdlatul Ulama (NU) and pesantren.
- National Mandate Party (PAN) through religious social organization Muhammadiyah and some pesantren.
- United Development Party (PPP) which build political communication with several pesantren and organizations: NU, as well as LDII.
- The Prosperous and Justice Party (PKS) which build political communication with study groups, schools, and some groups of workers, farmers and fishermen. Besides, the party is also always build political communication with student organizations based on religion as KAMMI (Indonesian Muslim Student Action Union).
- Golkar which build political communication with religious groups, student religious organizations such as Islamic Students Association (HMI), farmer groups, and cooperative groups.
- PDI-P which build political communication to some religious groups such as NU and Assembly Christendom Indonesia (MUKI), as well as labor organizations such as Confederation of All Indonesian Workers (KSPSI).

**Public Communication Channel:** The use of the public communication channel is the most widely used by political party when entering the campaign period, some public communication channels such as: the declaration in the square, making the stage arts, and visits to the market. Through this communication channel political party and legislative candidates can interact directly with the public, particularly in building their image. Although this method is considered as a conventional way, but this method is still widely used by many political party.

**Image 3: PDI-P Stage Entertainment**



Source: Tribunnews.com, 2014.

**Political Communicator:** Political communicator term can refer to the politicians or also referred to polls, professional communicators (referred as pross), and activist (referred as vois). Both polls and pross sometimes pick "erotic relationships"; sexy and alluring on one side, but normatively forbidden on different

sides. The intimate relationship exists between media owners as polls with press, as can be seen from the relationship between Surya Paloh as Nasdem Party chairman and founder of Metro TV; Aburizal Bakrie as general chairman of Golkar Party and also the owner of TV One; and Hanry Tanoe as a Vice President candidate from Hanura and the owner of MNC Media Group. That's fact shows that the normative values have been violated by a media relations with political power. But this is also a common phenomenon that occurs in all media organizations. Although the journalists claim that they are autonomous and the editors are reluctant to admit that they are governed by the media owners, but there is no doubt that the owners of media has almost absolute powers of the content. This is the second explanation of the term "erotic relationship" between the 'polls' with 'press'.

From the research and literature sources, 'vois' or activist in this study appeared to be visible only on the two political parties, the first National Awakening Party (PKB), which has a background from organization Nahdlatul Ulama (NU); Second, the Prosperous and Justice Party (PKS) which emerged and evolved from Campus Propagation Institute (Lembaga Dakwah Kampus/LDK) in various higher education institution/university. From the description above, today is the era where media organizations are strongly regulated and determined by market interests. Media organizations need financial resources obtained from advertisers, including political parties, even though sometimes political ads that was published contrary to the interests of media owners.

**Political Message:** Message is the essence of communication, especially in political communication. Message contains the most important part of the operations which is called as a process of perception and gives meaning. In the history of social science development, especially mass communication, there are some knowledge traditions that are used and developed for the interest of message analysis, among of them is used semiology approach. The birth history of semiology approach can be traced from several traditions that ever existed. Semiology which came from the critical tradition oriented to the paradigm of Marxism (or rather neo-Marxism). Grossberg (in McQuail, II-2011: 80) have shown some variation in the interpretation of cultural Marxist tradition associated with the 'politics of textuality', including by using the notion of "false consciousness". Establish referral "false consciousness" as the rest of history, based on a logic that this concept has given rise to hegemony (including through the news, advertising promotions, and other similar), that one way is to hide the true reality.

"False consciousness" translated by Marx in the framework of problems-relations between culture and the context of action from the cultural (Rudyansjah, 2011: 223). This relationship framework then can be interpreted as a methodology. The meaning process of a discourse constructed with all kinds of expressions of communication, which include: speech, music, pictures, sound effects, images and so on [or all of which can be captured by the human senses]. From the political messages delivered by political parties, both verbal and non-verbal, we can determine the real "ideology" of a party. In addition, we are also can understand how each party trying to attract voters with showing some positive or good images, which is precisely do not correspond with the ideology promoted.

**Political Channel or Media:** Refers to the information has obtained, political actors who get involved in the legislative elections, still using print media as a means of publicizing. Collective consideration choosing print media, such as still has advantages such as extensive segmentation. But apparently this is not the primary consideration, as well as a longer duration when compared with electronic media, print media advertising costs much cheaper than electronic media. Although the print media is not a category of modern media, but print media is still considered to be quite effective to build a positive interaction with the community because the message conveyed through the media is not limited to the narrow space and time. Differ with the television or radio that has duration, where to advertise in a certain duration requires a very large cost. Electronic media such as television, radio, and the internet is a tool that we can find in everyday life. In addition because the price is increasingly affordable, electronic media provide exceptional benefits because of its ability to reach the audience in a short time and with a wide range. But the discussion of electronic media in this study is limited on the television media, because this media is able to transmit voice and image at the same time (the advantages not possessed by radio).



When we are talking about the relation between television media with political communication, the political communicators has an important role in determining the political advertising on television, but of course not just an ordinary communicators, they are political communicators who fit into the category of polls (as previously described in the "communicator politics"). Just look at some figures polls that serve as party officials and owner of the television media, such as: Surya Paloh (Nasdem party founder and Metro TV), Bakrie (owner of TV One and Chairman of Golkar Party), as well as Hanry Tanoesoedibjo (MNC Media Group officials and a candidate for vice president from Hanura). However, with the increasing number of television media which affiliated to political parties, either directly or indirectly, caused the preference of society towards a party can change in a moment. Political war through the television media can be seen from a variety of news and political advertising, this is certainly has a purpose to marginalize certain parties and then taking the advantage for their own party. For political party and Polls, prohibitive cost is a consequence from a political battle, because they have to raise the popularity of the party.

**Mass Media Effects:** Every message that is conveyed through the mass media certainly has an influence or effect. In the past, when the influence or effect of mass media is still considered one direction, in which the recipient is merely passive, currently it is precisely opposite. Today's society is increasingly active and selective in choosing mass media, including selecting TV channels. Many audiences will not choose the media which they think do not need to consume. This makes political competition in mass media is becoming increasingly fierce, they are the politicians and polls should make an interesting strategy to take the public attention. Nowadays, to be used as a means of information the mass media have to compete with each other or to compete with other media types. As a consequence to survive, the media should pay attention to their programs, how the distribution, and who the audience. Today the audience has strong awareness and motive when they are choose a media. Thus, the success of the media then will be determined by how much they can give or raise awareness or strong motive to audiences to consume the mass media (West & Turner, 2009; 103-104). How to pack smart campaign must become the main consideration for politicians and political parties, so the information served to audience can be digested easily. Without ingenuity in presenting political message then the political campaign will be useless, will not give impression to the voters.

## 5. Conclusion

Political communication is an important aspect that needs to be done by the political parties to gain sympathy and support from the public. Political communication process conducted by the party during the election need supported by the channel or media, that's why there are many political parties and politicians are spent their money to makes political advertisement. Some political parties get some benefits from the position of their chairman who also become the media owner. Despite media impressions can influence political attitudes of society, but as the increasing number of television stations then a television station no longer has such a strong dominance. Now the audience already has a lot of media choices, which means that the audience has been increasingly active and selective. They are no longer easy to be influenced only by one political information. With the existing condition, where is many new television appear has made the political competition through media become tight.

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