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## **ANALYSIS OF THE RECEPTION OF NOVICE VOTERS TOWARDS DR. ZULKIEFLIMANSYAH'S POLITICAL MEDIA MARKETING IN THE 2018 WEST NUSA TENGGARA GOVERNORSHIP ELECTION**

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### **ABSTRACT**

This study aims to examine the acceptance of novice voters in the Sumbawa District and the factors that affect their acceptance of political marketing media Dr. H. Zulkieflimansyah as a candidate for the Governor of West Nusa Tenggara (NTB) for the 2018-2023 period. The emergence of political marketing media Dr. H. Zulkieflimansyah, or who is familiarly called Bang Zul, who uses *Facebook* and *Instagram*, is the background of this study. The study informants are that first-time voters in the Sumbawa District are said to be more active in using the media, especially social media *Facebook* and *Instagram*, and are a group of voters who do not have political experience but have a large population of 20 percent. This study uses *Stuart Hall's* reception analysis method to analyze Bang Zul's political marketing media to see the meaning constructed in the media (*encoding*). In addition to *encoding*, the researcher also decoded the acceptance of novice voters to Bang Zul's political marketing media through interviews. The results of this study found that there are three categories of acceptance of novice voters in seeing Bang Zul's political marketing media as a candidate for Governor of NTB: *dominant*, *negotiated*, and *oppositional*.

*Keywords:* Reception Analysis, Political Marketing Media, Novice Voter,

### **1. INTRODUCTION**

Towards the end of 2016, media reports about the political battle to win the title of the number one person in every province in Indonesia became more active. The same thing happened in the province of West Nusa Tenggara (NTB), which participated in the simultaneous PILKADA in June 2018. Various political marketing strategies to introduce candidates are also implemented in various ways. One of these is the use of online media, such as *Facebook* and *Instagram*.

The spread of information through social media is faster than other media, the distribution can touch many people, it is cheaper, and it can penetrate space and time (Nurudin, 2013:207). This is one of the attractions of social media, in addition

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to the rapid process of disseminating information; its reach is wide, cheap, and unlimited by space and time. Therefore, it is not surprising that candidates, sympathizers, and teams use it as a political marketing media strategy. The *euphoria* of online media use is also felt by people in various regions of Indonesia. Since the first year of its inception, Indonesia has become one of the countries with the highest social media usage in the world. Of the 63 million people who use the Internet, 95% use social media, with Facebook being the most used platform (Kominfo, 2016). Until 2017, based on the results of *the WeAre Social andHootsuite study* released onLinkedIn Facebookbo, iwasiwas was claimed to be increasingly dominant compared to other social medi platforms. Indonesia has *the* 4th most Facebook users in the world after AmericaIndia,,ia and Brazil (Jeko, 2014). This is one of the choices of candidates, successful teams, and sympathizers in Indonesia to use social media as political marketing media, especially for the target of novice voters.

Novice voters have an important role in elections in Indonesia and districts, as as many as 20 percent of the total number of voters are novice voters; thus, the number of novice voters is so large that the candidate desperately needs the support of novice voters for his victory (KPU, 2010:48). As Jesse Drew explained, young people are more skilled or *familiar* with utilizing technology than those above and below them, because the activities they do are closer to developing technologies, such as opening *the web*, searching and *sharing* music, searching for literature, and finding generations of the same in utilizing online media. Although it is undeniable that a small part of the generation below or above it also consumes online media (Drew, 2013:8). Therefore, the researchers wanted to identify how the acceptance of novice voters in Sumbawa Regency as well as what influenced their assessment of Dr. Zulkieflimansyah's political marketing media as a candidate for the Governor of NTB for the 2018-2023 period.

## 2. LITERATURE REVIEW

Various studies related to the use of media as a political marketing medium have been performed. These studies focus on the use of various communication media, both conventional and contemporary, as a political marketing medium by party sympathizers, candidates, and the success team, as well as one of the strategies to promote candidates to the public. Among them are Leon Andretti Abdillah, Lidia Joyce Sandra, Ratih Hasanah and Agus Aprianti as well as a study by Rapika Wulandari.

The first study that became literature in this investigation was titled "*Social Media As Political Campaign In Indonesia*" by Abdillah. In his study, Abdillah focused on the *Facebook* and *Twitter* *social media accounts* of twelve political parties involved in the 2014 Legislative Elections, namely Parti Nasional Demokrat (NASDEM), Parti Kebangkitan Bangsa (PKB), Parti Keadilan Sejahtera (PKS), Parti Demokratik Indonesia Perjuangan (PDIP), Parti Golongan Karya (GOLKAR), Parti Gerakan Indonesia Raya (GERINDRA), Parti Demokrat (PD), Parti Amanat Nasional (PAN), Parti Persatuan Pembangunan (PPP), Parti Hati Nurani Rakyat (HANURA), Parti Bulan Bintang (PBB), and Parti Keadilan dan Persatuan Indonesia (PKPI). This study aims to explore the benefits of political parties' implementation of social media as their political campaign media. The data collection process was carried out through the observation of Facebook and Twitter accounts and features of each political party. In addition, the researchers checked various political party activities on social media and searched for the latest information on several websites, such as *sindo.com*, *kompas.com*, and *liputan6.com*. The results of this study show that social media is an effective tool for current and future political campaigns, as a tool to reach voters and direct supporters, as a tool for political parties to show their logos/icons, and the results of a quick count also show that political parties that use social media as part of their campaigns win Legislative Elections.

In addition to Abdillah's discussion, the researcher also looked at Sandra's study entitled "*Political Branding of Jokowi During the 2012 Jakarta Governor Election Campaign on Social Media Twitter*". This study was conducted to identify how Jokowi carried out political branding during the 2012 Jakarta Governor election campaign on social media *Twitter*. In her writing, Sandra refers to an idea from McNair that assesses that an open media presence, supported by advances in information technology, as well as the packaging of message content, will make it easier for political actors to differentiate themselves from existing political competition. Coupled with the boundless ability of political information, the formation of political imageeis becoming easiero, including the branding of political candidates/parties as a result of the contemporary political communication process. The subject of this study is Jokowi's (@jokowi\_do2) Twitter social media account. We used Hsieh and Shannon's qualitative content analysis method with a *directed content analysis* approach through induction procedures. Sandra thinks that Jokowi's campaign strategy is different from other candidates, not only in the *faceto face communication* model, but also in the use of the chosen campaign media, namely using social media *Twitter*, where the city of Jakarta is the number one city as the most Twitter user in Indonesia. The results of the campaign strategy were able to create *Jokowi's political branding* as an open, close to the community, credible, and egalitarian politician. However, from

both Abdillah and Sandra's writings, the author has not seen them present public responses about the presence of social media as a place for democracy, which is in the form of an analysis of reception or acceptance.

The next study that became the basis of this study was entitled "The Utilization of Mass Media in Political Communication in the Election of Presidential Candidates (Construction of the Reality of Novice Voters in the 2014 Presidential Election)" by Hasanah and Aprianti. In his study, the aim was to identify the construction of the reality of novice voters in choosing the president. To provide a clear picture of how the use of media influences novice voters in making their choices as well as decision-making in choosing, The subjects of the study were teenagers aged 17-19 years old who participated in voting for presidential candidates for the first time in July 2014 and were referred to as novice voters. The study method used is a qualitative approach, and this study is also descriptive, where the study conducted by Hasanah and Aprianti only describes and explains the situation or event. In this study, they did not explain the relationship, test hypotheses, or make predictions. (Rahmat, 1993; 24). The data collection technique used was *focus group discussions (FGD)*. The main purpose of this focused discussion was to obtain as much information as possible about a theme that is the focus of the study (Idrus, 2009:110). This study focuses on the construction of novice voters on presidential candidates in the 2014 election. The results of this study, namely the news carried out by the media, also constructs novice voters in determining the attitudes and interests of novice voters to choose or not to choose. Furthermore, this study shows that novice voters have a tendency not to vote because they do not know clearly information about the presidential candidates. They are also saturated with the political maneuvers of social issues that they see on television media in terms of bringing down their rivals.

Another writing as literature from this study is an article by Wulandari titled "Political Campaign Strategy of the Coalition of Afi-Mukmin Supporters Party in the 2013 East Kalimantan Governor Election". This study aimed to identify the political campaign strategy of the Afi-Mukmin Coalition in the 2013 East Kalimantan Governor Election. Wulandari used a qualitative descriptive approach with a case study method. This study focuses on Political Campaign strategies, which include the setting of campaigners or communicators, the setting of target targets, the organization of campaign messages, and the selection of media. Data were collected through *library* and *field research*, including observations, interviews, and documents. To analyze the data, the examiner used the Miles and Huberman interactive analysis model, which consisted of data collection, data reduction, data presentation, and drawing conclusions. The results of this study show the political campaign strategy of the coalition of AFI-Mukmin parties, in implementing the political campaign strategy in the form of the appointment of campaigners or communicators, where the strategy in the selection of campaigners pays more attention to the figure of attractiveness. The campaign 's main target is small entrepreneurs, such as traders in the market, novice voters, and rural (remote) communities who have minimal knowledge about the gubernatorial and deputy governor candidates. In the preparation of communication messages, the situation and conditions of the governor candidate and the deputy governor who are supported are adjusted. For the selection of its own media, the campaign team uses all available media channels to achieve the campaign objectives.

Several studies have been conducted previously. The researcher has not seen any studies that discuss the analysis of voter reception in the general election, more specifically related to the discussion of how novice voters accept the candidate's political marketing media, specifically the study in the context of the election of the district head in West Nusa Tenggara Province, namely Dr. Zulkieflimansyah as a candidate for Governor of NTB for the 2018-2023 period.

### 3. METHODOLOGY

The *reception analysis* study used a constructivist interpretive approach. Morley and Brunson, in their book *The Nationwide Television Studies*, explain that in the interpretive paradigm, looking at how society or society understands meaning is related to habits and effects, as well as looking at the behavior of the audience in viewing the media (Moorley, 2005:122).

The informants of this study are novice voters who participated in the democratic momentum of the NTB Regional Election in June 2018, as well as young people from Sumbawa who had just participated in the election and were aged 17-19 years, including among others, Senior High School students and early semester students. The sample locations were distributed in the Sumbawa West, Urban, Southern, and Eastern Divisions. The study informants were selected through *the purposive sampling technique*, where the selected informants were certain people because they were considered to identify the situation based on certain assessments (Rahmat, 2009:81).

Next, data were collected using interviews. In qualitative communication studies, there are at least three types of interviews: informal interviews, interviews using guidelines, and *open-ended* interviews (Pawito, 2008:132). Therefore, this study uses the three types of interviews delivered by Pawito.

After collecting the data, the researchers conducted data analysis by encoding Ban's political marketing to identify the meaning of what was trying to be constructed behind the picture. After that, the researcher also *decoded*, which is to look at the tendency of the meaning interpreted by novice voters towards the political marketing media. Thus, in the end, the researcher can draw conclusions about the acceptance of novice voters as well as what factors affect their acceptance.

## 4. FINDINGS

### 4.1. Average Analysis

Table 4.1 presents the results of the analysis of Bang Zul's political marketing media. The researcher found that through the political marketing media, Bang Zul's supporters wanted to construct several messages to the voters through the media, namely that Bang Zul is a religious NTB governor candidate, Bang Zul is a young and intelligent leader candidate and Bang Zul is a nationalist leader candidate who will develop NTB. Based on this preferred *reading*, it will later be used as a reference for researchers in compiling interview questions to see how novice voters accept Bang Zul in the appearance of his political marketing media.

Table 4.1 *Preferred Reading Media Political Marketing Dr. Zul*

No.	NEWS DISCOURSE	NEWS	PREFERRED READING
1.	Islam as an Attraction	Media Spread on <i>Facebook</i> and <i>Instagram</i> The use of <i>peci</i> , the inclusion of the title of <i>Hajj</i> and the use of green as <i>a background</i>	Bang Zul is a religious candidate for governor of NTB
2.	<i>Young and Smart</i> Tagline	young and intelligent candidates. Young is marked by the inclusion of social media. Smart is marked by a doctoral degree (Dr) that starts his name and the organization of the writing competition event.	Bang Zul is a young and intelligent leader candidate
3.	Nationalist Candidate for NTB	Displaying the logo of the House of Representatives of the Republic of Indonesia and the use of batik as a national identity	Bang Zul as a candidate for nationalist leader to build NTB

### 4.2. Admission of Novice Voters

Table 4.2 Position of Reception of Informants

No	REPORT	PREFERRED READING		
		Bang Zul as a Religious Governor Candidate	Bang Zul Candidate for Young and Smart Leader	Bang Zul Candidate for Nationalist Leader to Build NTB
1	Laras	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
2	Branch	<i>Oppositional</i>	<i>Negotiated</i>	<i>Dominant</i>
3	Mars	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
4	Yuyun	<i>Dominant</i>	<i>Dominant</i>	<i>Oppositional</i>

The table above shows that the informants have different perceptions of Bang Zul's political marketing media. In addition, it can be seen that the acceptance of informants is also diverse when looking at the three discourses grouped by the researchers. In the book *Television Audience and Cultural Studies*, it is explained that each viewer interprets each show

differently, even if the show is the same, because of several different experiences and factors (Morley, 1992:47). Morley's explanation is the same as the results obtained by the examiner when looking at the reception of informants in looking at several discourses on the news of Bang Zul's advance as Governor of NTB. Therefore, to add data on the causes of informants choosing *dominant*, *negotiated*, or *oppositional*, the researcher tried to find several factors of acceptance and influence of differences in informant acceptance in looking at the appearance of Bang Zul's political marketing media as a candidate for the Governor of NTB.

#### 4.3. Factors Affecting Informant Acceptance

Several factors affect the acceptance of informants when witnessing several discourses on the advancement of Bang Zul as a candidate for Governor of NTB for the 2018-2023 period, namely:

##### Experience, Background and Knowledge

Experience, background, and knowledge are some of the factors that are very influential in making decisions or accepting novice voters in Sumbawa Regency in the discourse of Bang Zul's political marketing media appearance. Ang explains that the reception or *decoding* audience in this study is the novice voter who is often influenced by the experience and information possessed by each informant, thus generating some acceptance (Morley, 2006:20). From the explanation presented by Ang, it is emphasized that the experience, background and knowledge that the informant knows will be a source of information as well as a guide for decision-making by the informant. It is not limited to being a model in decision-making, in the reception of discourse in the appearance of political marketing media, as Ang explained that such information, experience, and background will later be the main source of informant decision-making.

##### Proximity to the News Object

Consciously or unconsciously, the proximity of the informant to the object of study affects the acceptance of the informant in viewing the news presented by the media. In looking at the proximity between the informant and the object of the researcher, the researcher tries to look at the explanation presented by Nightingale in the book *Handbook of Media Audiences*. Closeness is considered to be one of the forces that influence an individual's acceptance of the news or message conveyed by the media. In addition, proximity influences decision-making, so that the audience will more easily accept the message sent by the *producer* of the message (Nightingale, 2011:390).

## 5. CONCLUSION

There are various acceptances of novice voters in viewing Bang Zul's political marketing media, which are *dominant*, *negotiated*, and *oppositional*. This difference in acceptance is due to several factors, such as the informant's experience, background, knowledge, and proximity to the news object.

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