Ethics of Political Communication in Welcoming the Implementation of the 2024 General Election

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Abstract
The ethics of political communication has an essential function and determines the democratization system in Indonesia, besides that there is a battle of interests to influence, seize, maintain, and expand power carried out by political communicators, namely the elite (rulers) and the public. Meanwhile, in interpreting democratic involvement in the political system, it explains aspects from adherence to democratic norms and values to behaviors designed to affect the quality of life of the community at large. This research is a type of qualitative research, using a descriptive method, while the purpose of this study is to determine the extent of the role of political communication ethics in welcoming the 2024 general election in Indonesia. Politics as a process of controlling and coordinating all elements within the scope of government must always synergize with various interests of the wider community. In certain situations, political communication emphasizes the decision-making process rather than thinking about the impact of the decisions or policies made. This process is a mechanism to achieve a series of goals, especially in accommodating symbols of public interest and symbols of power. Political communication as a complex communication activity, involves many factors and components in it ranging from language, symbols, leading actors, media, society, and various public policies.

Keywords: Communication ethics, Politics, General Election

Abstrak

Kata kunci: Etika Komunikasi, Politik, Pemilihan Umum
Introduction

Democracy basically places humans as the real owners of sovereignty, and later known as people's sovereignty, the notion of people's sovereignty itself is one of the basic state ideologies that have been embraced by the Indonesian people for a long time, but democracy can be well consolidated if the political actors able to put forward democratic actions in accordance with the law and Pancasila as the foundation of the state (VanDyke & Lee, 2020). Every citizen of a democratic country certainly has the right to be able to voice his voice and participate directly in the process of government development. This refers to the provisions of the norms that must be fulfilled in society and the developing political culture, especially for people who meet the provisions of these norms (Alfiyani, 2018).

The diversity of the Indonesian people includes multi-ethnicity, ethnicity, language, culture, and religion, which has actually become part of our nation's motto, namely, Bhineka Tunggal Ika, which is different but has one goal. However, this seems to be able to create a gap in difference with the inability to accept diversity and threaten the unity and integrity of the Indonesian nation. One of them is related to a series of election agendas that are often held both at the national level and at the level of regional head elections which are often trapped in the struggle for power. This is triggered by a sense of openness towards all Indonesian people, who do have the same opportunity and opportunity to participate when the general election is being held by the government.

As we all know, the general election system (Pemilu) in Indonesia was formed to understand the current political situation among the party elite so that it can accommodate changes in the attitudes and electoral behavior of the people in the future. Furthermore, the electoral system must be run dialectically, where there is a pattern of relations between the people and the state (government), in order to contribute to the development of constitutional democracy. On the other hand, the electoral system is also not only interpreted as a simple democratic process, because the quality of democratic relations is influenced by the state's response to the participation and preferences of the people which are the basic characteristics of democracy as a whole. However, in essence, holding general elections is a democratic mechanism that is upheld by the state so that people can elect regional heads who are able to accommodate various aspirations and fight for the wishes of their people (Anshari, 2013).

Based on Article 1 point 1 of Law no. 7 of 2017, regarding the implementation of elections, it is explained that general elections, hereinafter referred to as Elections, are a means of people's sovereignty to elect members of the People's Representative Council, members of the Regional Representatives Council, President and Vice President, and to elect members of the Regional People's Representative Council, which are carried out directly, public, free, confidential, honest, and fair in the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Unitary State of the Republic of Indonesia. Therefore, from these provisions, we can conclude that elections can be interpreted as one of the means to realize harmonious relations. democracy between the people and the state (government). One of the state instruments related to people's representation is the scope of legislative power, especially the House of Representatives (DPR), whose task is to form a regulation that is beneficial to the lives of all Indonesian people.

Direct general elections in Indonesia were a demand for reform in 1998, where after the reform, the most essential thing was to replace authoritarian practices with more
democratic mechanisms. This can be seen in the competition between political actors to be more visible and open through their very diverse political communication relationships. The implementation of direct general elections in 2004 and direct regional head elections in Indonesia began in 2005, and simultaneous regional head elections have been held since 2015 and 2017, this is a form of people's sovereignty which is reflected in the democratic process in Indonesia (Cangara, 2011).

The implementation of the general election is a form of delivering political messages from both candidates and political parties, so that the existence of regional heads in the context of establishing regional level power can encourage strong participation from the community to be directly involved in the election process and become the most important democratic momentum in the life of the nation and state. The community as the main tool in determining candidate leaders in a region in power is indeed very important to be involved, especially when the general election is in progress, in the democratic political system mentioned earlier, the presence of free, fair, open elections is a hope for all Indonesian people. However, a person's political behavior in reality can be different, when participating and joining a political party (Murtarelli et al., 2021). This is because political parties are a means for citizens to participate in the state management process and carry out its policies towards society.

Political communication is an important factor to ensure the functioning of local government for the benefit of the community in order to achieve the welfare of living together, one of which can be applied in the general election process. Political communication is communication that involves political messages, political actors, or those related to power, government, and government policies, besides that political communication can also be understood as communication between those who govern and those who are governed. Furthermore, politics is communication because most political activities are carried out by talking as a form of communication. On the other hand, communication is political because almost all communication aims to influence as one of the political dimensions. So we can conclude that political communication is a conversation that aims to influence the life of the state (El Qudsi & Syamtar, 2020; Papakyriakopoulos et al., 2020).

Political communication is an important element in a political system, because through political communication, elements in a political system can be connected to each other. It is through political communication that a political system can work well or vice versa. In addition, political communication is also the key to the effectiveness of a political system, including in this case the political system of a regional government. So, political communication is a process of transferring messages, or meanings, from the sender to the recipient which involves the process of interpreting power, authority, public life, government, policy and decision making. Political communication has a very important function and determines democratization, and there is a battle of interests to influence, seize, maintain, and expand the power carried out by political communicators, namely the elite (rulers) and the public (controlled). On the other hand, the phenomenon of political communication in a society is an inseparable part of the political dynamics in which communication works. In a democratic country, political activity cannot be separated from various forms of human activities from various domains, either directly or indirectly, they will always be involved with various political activities. The democratic climate in Indonesia is very open, providing high potential for political activity along with the consequences of political products that require direct elections in the form of presidential, legislative and regional
head elections. Political communication carried out by political actors and the mass media during political campaigns for the election of regional leaders is a language game that is packaged to influence the audience (Fatimah, 2018).

To understand the concept of political communication in a context of general elections, it is necessary to pay attention to its meanings both in theory and in application, by looking at the functional link between one component and another, where there is a clear goal to be achieved. The functions of political communication that are often applied in the making and implementation of government policies in Indonesia include the process of processing the diverse aspirations of the people to be filtered and formulated in the form of regular formulations. Then the process of merging various interests that are the same or almost the same to be united in the formulation of further policies. And the last one is run by the executive agency and its bureaucratic ranks, which do not only make details and guidelines for implementing regulations but also need to explain the interpretation of these rules so that they are easily understood and implemented by all citizens. So based on the description and elaboration of the background above, the researcher tries to deepen and explore the ethics of political communication in the context of welcoming the implementation of the 2024 general election in Indonesia.

Method

This research is a type of qualitative research, using descriptive method. The definition of qualitative research can be understood as a research procedure that utilizes data and has the aim of describing and analyzing events, social dynamics, phenomena and attitudes of individual and group perceptions of something. Next, the researcher begins activities systematically to collect, process, and conclude data by using certain techniques to find answers to the problems at hand. In addition, researchers seek to obtain and collect qualitative data through sources by conducting direct interviews and secondary data obtained from articles, journals, or books on the science of political communication in question (Clarke et al., 2007). The data analysis technique uses descriptive qualitative analysis, where this technique describes the existing data and makes conclusions so that they are easily understood by themselves and others. The subject of this research is the ethics of political communication, while the object of research is related to the general election in 2024. And for secondary data obtained from articles, journals, and books on political communication science.

Results And Discussion

Mapping Mass Media and Social Media as Political Communication Channels

The development of technology and information has triggered a lot of growth, especially in cyberspace communication, both in government circles, social institutions, politics, and among the community. The development of communication is marked by the use of new media as a medium of communication that is involved in all aspects of human life. Communication, which was initially only limited to face-to-face personal interaction, is now developing online through the use of the internet, one of the most widely used is social media. Social media is an online medium, where users can easily participate, share, and create content. If traditional media uses print media and broadcast media as a support, social media uses internet sources as a tool. Another concept says that social media is an online media that supports social interaction. In its implementation, social media uses web-based technology that transforms communication into interactive dialogue (Jeffri, S. E. (2021).
Thus, social media as a means of communication has an important role in bringing people (users) to participate actively by contributing and giving feedback openly, both to share information and to respond online at the same time. The development of information and communication technology that is changing rapidly is transforming society with a variety of growing amounts of information and a number of increasingly sophisticated devices. In this context, the changes that occur in the media environment allow people to access information not only by reading newspapers in the office, listening to broadcasts on the radio or watching news on television, today people are able to access the whole by using multimedia devices and internet networks. This means, with the increasing number of internet users, print media which is the most effective media to be used in a number of election activities in the past is now starting to rotate on the use of social media and the internet.

The variety of social media that is developing and in great demand by various groups of people are Facebook, Instagram, Twitter, YouTube, and so on. In the past, traditional media only used print media and broadcast media, this time social media is present using internet networks as the main access. If social media, initially, was used by people in terms of friendship and sharing messages privately, however, now, the shift in the function of social media has begun to touch a lot in the realm of power politics and government. On the other hand, the development of communication technology will also bring significant changes to the political process, state administration and even to the new spirit of democracy in Indonesia (Kaslam & Sulistiani, 2020).

With the development of the internet which is increasingly widespread, the world of communication also follows the flow of these developments, including in the context of political communication. The interaction process of delivering and receiving messages, can occur through the use of a certain means or media. Social media as a disseminator of information to the public has an important role as a messenger for interested people. This is because social media is able to reach a wider spread of messages and reach various regions. In addition, social media can also be a political instrument for everyone and groups who are fighting on the general election agenda, including for the upcoming 2024 presidential candidates, because social media can be a channel of political communication for political elites to shape public opinion. This then made the political elite gain popularity and began to be known by all levels of society and even continued to be remembered until they actually fought in the political constellation. The election of presidential candidates to be held in 2024 is one of the most interesting events from various circles, including the media, politicians, and the general public. Social media will provide news from various sides to the presidential candidates who are advancing in the 2024 presidential election.

The acceleration of the development of communication technology and the media has led to many shifts, especially in the world of politics in Indonesia. Social media has grown not only to become a controlling power, but has become a political, economic, and cultural force. The media has become a new force, which if left unchecked, can actually become a threat to the democratic process, because it loses its social responsibilities. As a product of journalism, social media has advantages that are impossible for individuals to do. The breadth of reach and depth of influence of social media have always been the hunt for political communicators. How a political message can reach the public really depends on the extent to which political communicators can include social media in every political communication activity (Manubulu & Sudibya, 2018).
The basic principles of the distribution of social media construction in a public space must reach viewers or readers quickly and precisely based on the media agenda, because what is considered important by the media, becomes important for viewers or the wider community, where the news is reported. Includes three generic stages, including the construction of justification reality, then willingness to be constructed by social media and the third as a choice of public consumption. The confirmation stage is the stage when social media and mass media reach the general public providing arguments and accountability for their choice to be involved in the construction formation stage. For the media, this stage is very important as part of providing arguments against the reasons for social construction. As for viewers and readers (audiences), this stage is also part of explaining why they are involved and willing to be present in the social construction process.

Mass media and social media are often important instruments to build political communication in providing information and socializing their activities, one of which is in the political agenda of the 2024 general election where there are many elements of society who will be involved there, because the presence of social media will be a powerful means of persuasion. Very influential on the increase in the electability of the candidates and parties involved there. Mass media and social media can be defined by focusing on five variables contained in each act of communication and showing how these variables work in mass media including (1) Mass communicators are complex organizations that incur large costs to structure and send messages to the general public (2) The mass or crowds are heterogeneous, anonymous, and broad, requiring messages from mass communication to focus on the audience or average audience, so with this the media can embrace as many audiences as possible (Meifilina, 2021).

Mass communication is a public property, and can be seen and heard by everyone who is exposed to it, as for two processes that are often directly involved in the scope of mass communication, namely, the process of message flow which is basically a one-way process in which messages flow from the media to the recipient or audience but does not have feedback, and the second is a selection process or two-way, both the media and the audience do the selection, where the media selects the part of the total population they will reach. The forms of mass communication that are often involved in various political agenda activities in Indonesia, including television, radio, newspapers, magazines, books, and films. Currently, the function of mass media is intended to be entertaining, where the media design their programs to provide entertainment and get the attention of their audiences. In addition, the mass media also tries to convince, confirm, strengthen one's attitudes, beliefs and values to be further offered to the public (Mukarom, 2008).

In its development, the mass media package a political campaign to be very interesting and creative. The mass media have taken a very significant role in the political realm, even the mass media have become the main actors in various political agendas in Indonesia, because of the nature of the media that is able to build a person's image in his political career. Everyone who has political interests, both personal and collective, never escapes the target of the media as an instrument of their activities, both mass media and social media. There are three main functions that are often attached to the mass media, namely, the supervisory function where this refers to the activities of the mass media in observing and reporting important events to the public, including the general election agenda. Second, the liaison function is more about the role of the mass media itself as a means of discussion, exchanging opinions, and aspirations for all community groups. Third, the transmission function of social inheritance. The role of mass media in the
process of socializing values, norms, and agreements that develop in society for the sake of the integrity and maintenance of social rules and education for the wider community (Harto, 2020).

The legislative and presidential elections in 2024 are predicted to be one of the most crowded election agendas in Indonesia and are colored by various campaigns through social media. For the first time, several legislative candidates have their own media that are managed virtually, as well as the presidential and vice-presidential candidates will have personal accounts that are created and managed both by themselves and by their success team. The contents are very diverse, some only display their profiles, some are equipped with programs or promises related to their political agenda. In general, the existence of these accounts is only for the purposes of campaigns and political activities; the article is that after the election, various blogs and accounts are often not used again. In addition to displaying the profiles of candidates, supporting parties, vision-missions and work programs, the content of this site is a variety of activities or agendas that will be carried out during the campaign period.

The Urgency of Ethics in the Space of Political Communication

In principle, politics is a tool for human beings to determine their destiny both today and in the future. Before the era emerged where the collective will of the people had a place to rule (democracy), humans as social creatures lived in groups (colonies) and instinctively determined the leader among them. Leaders of a group of people who are elected are those who have awareness, care and take responsibility more than most of the others, as for the consequence that they have to donate their energy, mind and body not only for themselves and their families but also for the benefit of many people, so it can be said leaders are people who dare to sacrifice their own interests for the sake of the common people (Panuju, 2019).

The political communication approach views that the task of government and politics as a process of controlling and coordinating all elements within the scope of government must always be in synergy with the various interests of the wider community. In certain situations, political communication emphasizes the decision-making process rather than thinking about the impact of the decisions or policies made. This process is a mechanism to achieve a series of goals, especially in accommodating symbols of public interest and symbols of power. Political communication as a complex communication activity, involves many factors and components in it ranging from language, symbols, leading actors, media, society, and various public policies.

Political communication is assumed to be an order and regulation that moves dynamically and unites all parts of the political system, both now and in the future so that various aspirations and inputs from the community can be converted into various policies and regulations. The purpose of political communication itself is an effort made by a group of people who have a certain political or ideological orientation in order to control and or gain power. Political communication is always value-oriented or trying to achieve goals formed by the actual behavioral process, besides that political communication also aims to reach the future that is anticipating the past and always paying attention to past events. However, the process of political communication will also provide an overview of what the political elites are fighting for, whether they really fight for the interests of their people or only pursue group interests and political passions (Puspitasari, 2021).
The objectives that are often found in a political communication process include (1) Building a good political image to the general public, because the political image is built or formed based on the information we receive, either directly or through political media, including the mass media that work, to convey general and actual political messages. (2) The formation of public opinion in political communication is largely determined by the role of the political media, especially the mass media. Apart from having the function of providing information, the mass media also educates, connects and entertains, as well as mainly to shape political image and public opinion which is an important dimension in political life. Each political system develops its own network of political communication and recognizes the importance of specific sources; while the channels and listeners will differ according to the type of media used. (3) Political participation as the purpose of political communication is intended for individuals to participate in political activities (political participation). So that one important form of political participation is when someone (the audience) wants to vote for a politician or a certain political party in the general election.

In addition, there are several forms of political communication that are often used by political elites, especially when facing the general election agenda in Indonesia, such as rhetoric, which is the art of speaking, which is used in debates in courtrooms to influence each other so that it is an interpersonal activity, then developed into a mass communication activity that is giving a speech to the wider community. Then propaganda which means planting the shoots of a plant. Propagandists are people who carry out propaganda that is able to reach a larger collective audience, usually politicians or political party cadres who have abilities that are easily affected by suggestions. Furthermore, there is a political campaign, namely a form of political communication carried out by a person or group (organization) at a certain time to obtain and strengthen political support from the people or voters. A political campaign is a series of planned communication actions with the aim of creating a certain effect on a large number of audiences which is carried out continuously over a certain period of time (Safitri, 2021).

As with the elements of communication in general, political communication also consists of several elements, namely, political communicators, communicants, communication content, communication media, communication objectives, sources and effects. Each of these elements has a clear function, which leads to the achievement of the primary function of political communication, namely the purpose of communication. In political communication, the primary function of communication is institutionalized in the primary function of the state according to the underlying political function. In carrying out its function, political communication cannot be separated from the role of the media, which is an intermediary, connector and mover, through the media as well as political communication, it can reach various circles of society in order to convey some of its political messages.

Communication basically often involves interaction between members of the community in it, but norms and rules are needed that function for control whose purpose is to achieve order within the community. One of them can be taken through the ethics of political communication, namely a study of the good and bad of an act of communication carried out by a group of humans, which invites humans to communicate well in the political field. Political communication is always built through at least two or more people, besides that in the context of political interaction itself, norms and rules are needed that function for social control or control, the aim is to create an orderly society and always obey the existing constitution. One form of realizing an orderly society is
through ethics, which is a philosophy that examines the good and bad of an action taken by humans. Political communication ethics is also known as a rational knowledge that invites political actors to communicate well (Shahreza, 2018).

In the perspective of communication, efforts to realize public welfare through general elections, may be realized, when the ethics of political communication can be fulfilled properly through several basic guidelines rooted in democratic values, among others, communicators must cultivate the habit of being fair in choosing and presenting facts. and opinions openly. Communications must not distort or conceal data that may be needed to evaluate a fair political communicator’s argument. Political communicators should teach honesty in every communication, through the transparency of the messages that are conveyed, for example when they are campaigning in voicing their various aspirations. Communicators must be accustomed to prioritizing the public interest over their personal interests. This means that a prospective leader is ethically required to think about the fate and togetherness with other parties in the environment in which he is located. Political Communicators instill the habit of respecting differences of opinion by encouraging a variety of arguments and opinions. This means that each general election agenda must be used as a momentum to get used to differences in arguments and choices but respect each other, so that it has positive implications for the inner satisfaction of the wider community.

Every political communication carried out by the political elite must of course adapt to the existing political system in Indonesia. Therefore, the political system inevitably influences and is influenced by communications made by political parties. So it is not surprising to place political communication as a political function together with the functions of articulation, aggregation, socialization and recruitment contained in a political system. Political communication is basically steps related to the dissemination, reception, and impact of political information, both through human interaction and mass media (Susanto, 2013).

The purpose of political communication is closely related to the political message that political communicators want to convey. In accordance with the purpose of communication, the purpose of political communication is sometimes just the delivery of political information, the formation of a political image, the formation of public opinion (public opinion). Furthermore, political communication aims to attract sympathy from the public in order to increase political participation before the general election. Winning or losing a candidate is largely determined by the communication strategy that will be carried out. Communication in politics is one of the keys to the success of a political party in winning elections, through a political campaign carried out by a person, group of people or political organization to form and foster a positive public image and opinion, to be elected in a general election, post-conflict local election or presidential election.

There are several forms or types of art and forms of application (application) of political communication that have long been known and carried out by politicians or political activists in Indonesia, including political rhetoric, political agitation, political propaganda, political lobbying, and political actions that can be taken. in organized political activities such as post-political public relations, political marketing and political campaigns. All forms of political communication are related to the formation of a positive public image and opinion. This can be related to efforts to win elections in order to gain political power and position in the legislative or executive institutions so that they can make political policies that are in accordance with the vision, mission and political
programs of political communicators, especially politicians and their political parties (Mukhtar, 2017).

Political communication is an overall conditional decision about actions to be carried out now, in order to achieve political goals in the future. The right strategic decisions for political communicators are (1) Caring for figures, (2) Consolidating political institutions, (3) Creating togetherness and (4) Building consensus. When political communication takes place, what is influential is not only the political message, but who is the political figure or activist and professional figure from which institution conveys the political message. In other words, a person's character is a political communicator and the political institutions that support him greatly determine the success or failure of political communication in determining its goals and objectives, in this case maintaining character and strengthening institutions.

The second strategic step that must be taken to achieve the goal of political communication is to create togetherness between politicians and the people by getting to know the audience and compiling homophilic messages. This is necessary so that political communicators can empathize. To perform empathy through the shared interests, political communicators must first recognize, understand and understand the deterrence and absorption capacity of the audience, both psychological and sociocultural. It requires various activities such as assessment and survey or verification. By understanding the audience, compiling persuasive messages, determining methods, and selecting the right media.

The third strategic step that must be taken to achieve political communication is to build consensus both between politicians in one political party and between politicians from different parties. This generally occurs both at meetings and trials as well as in the lobby, using an interactive communication model in accordance with the interactional paradigm. In this international paradigm, all parties who communicate or interact have the same and equal position, so as to create a dialogical atmosphere. Interactional communication is known as humane communication because all parties are elevated to a noble position (Zaman & Misnan, 2021).

Political communication is a very decisive factor and its function cannot be ruled out in the political process carried out by political actors as political communicators. So it becomes a very important discussion and material for reflection and evaluation of political communication in the political system and political campaign strategy. Communication between institutions that have power and the people (which are controlled) is an important thing in the political system. However, in a democracy, political communication is considered very important to build a society, where the state and its people feel they have a relationship or interact, so that political communication becomes a must. Therefore, in carrying out various activities (development), it cannot only be carried out by a series of instructions from the elite (ruling group) to the community. But it must provide opportunities for feedback from the community and encourage more participation from the wider community.

Conclusion

After the 1998 reformation, which has been going on for more than a decade in Indonesia, it has brought a lot of changes, one of which is regarding the political system. Basically the political system that runs in Indonesia has met the democratic requirements, where political communication can function to control the balance of power between the legislative and executive, then between the political infrastructure and the political...
superstructure. Political communication is very important and decisive in a democratic political system supported by the role of the mass media which makes political issues, at first, hidden or hidden, become open to the public. So that the public knows, participates in studying and is involved in a political issue or discussion. In addition, in the context of political communication, it also involves several political messages and political actors, which are related to power, government, and various government policies. To understand political communication broadly, it is necessary to pay attention to the meanings contained in the two words, namely communication and politics, both in theory and in application, by looking at the relationship between one component and another functionally, where there is a clear goal. that a government will achieve.

References


