

## **Political Communication of the Head of Pugu Village in terms of the Perspective of Communicator Structure Patterns, Messages, Channels, Communican and Effect**

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### **Abstract**

This article aims to explore and describe how the political communication of the Head of Pugu Semurup Village, West Warm Water District, Kerinci Regency, was selected from the perspective of Communicator, Message, Channel, Communican and Effect as the village head for the 2021-2027 period. This type of research uses qualitative research using descriptive methods. Data collection is carried out through observation and interviews. The research informants were Defrizal and the Success Team, community leaders and followers of Facebook @Gerakan Change Pugu. Defrizal's researchers used facebook media @Gerakan Pugu Change as a political communication tool to distinguish it from other candidates. Judging from Communicator, Message, Channel, Communican and Effect shows Defrizal's political communication, the elected village head is: first, the village head Pugu Semurup and his staff of the team successfully acted as a source or communicator. Second, the delivery of a political message to the community, the message was conveyed in the form of a vision and mission by the head of Defrizal village and the success team to the community. Third, political communication occurs through mass media or channels, namely the transmission of political communication with primary media in the form of structured words and the use of social media through Facebook. Fourth, communicators or recipients of messages, namely the community or residents of Pugu Semurup Village as the target of the campaign. Fifth, the effect or consequences caused by the Head of Defrizal Village and the Success Team are to attract the attention of the people of Pugu Semurup Village to vote.

**Keywords:** Political Communication, Village Head Election, Defrizal



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### **INTRODUCTION**

Based on what is stated in Law No. 6 of 2014, Article 31 Paragraphs 1-3, states that in all regencies/cities with provisions specifically regulated by Regency/City Regional Regulations based on Government Regulations, the holding of village head elections takes place simultaneously. Pilkades as a political activity at the village level which shows that the village community is people who have been directly involved in politics since the beginning. The existence of village head election activities makes a political activity that shows the democratic process taking place in a village.

In carrying out the election of village heads, of course, political communication is very important for this democratic party because the community will determine who is the candidate for the leader who he thinks is considered worthy enough to be a leader so that in turn he is expected to become a leader provide "added value" to their livelihoods and lives (between hope and reality). Communication is a political activity both in conveying political messages from political actors to the intended party. This activity is experimental because it takes place in the middle of people's lives. Meanwhile, political communication is a scientific activity with the view that political communication is a form of activity in the political system (Pureklolon, 2016). Communication as a tool for leaders to convey their policies, because through good communication can provide the desired results. Basically, the purpose of political

communication is to organize as many messages as possible according to the character of the intended person or audience that is the object of political communication. The ultimate goal of political communication is the most expected for the public, The audience and voters have enough information to agree on the choice of products offered or agree on the proposed idea.

Good political communication can be carried out using the chosen political communication strategy, after which he will be able to determine the degree of success of internalizing the political message conveyed, considering that everything conveyed in political education is a process of conveying political messages / ideas from the communicator to the communicant / public, especially focusing on people who have the right to vote (to vote and run for office), is inseparable from political forms of communication. Therefore, communicators (political superstructure and political infrastructure) must understand the characteristics of the target audience so that they can decide which way to use. Interpersonal communication can be carried out by public figures or political elites at an informal level to create deeper interactions for the creation of emotional bonds, and the expected end result is a shared perception manifested in real political behavior. In addition to the use of interpersonal communication, political behavior can also be formed with the help of mass media as a means of constructing the knowledge, attitudes and political behavior of local people. (Setyarahajoe, 2013).

In 2021 in Kerinci Regency, almost all villages held elections (village head elections). This also happened in Pugu Semurup Village, West Warm Water District. Many candidates for village heads have the potential to approach community leaders by making certain contacts. The communication was carried out with the intention that community leaders could convey the identity of the prospective village head as well as messages from the prospective village head to the community of his followers. The candidate for the village head certainly knows that in order to become a village head by conducting direct elections, he must get a lot of votes from other candidates. Therefore, they make certain contacts to get attention and want to choose in the end. Village head candidates competing in the general election are connected to the public either through brochures or billboards in open spaces or formally at community activities. In this socialization, the village head candidates implemented several political communication strategies with the help of a successful team to oversee the winning process in the elections. During the campaign period, there was also political communication between political forces in order to strengthen and strengthen the foundation of comprehensive support in all walks of life.

In Pugu Semurup Village, there are 4 prospective candidates who apply and register as candidates for Village Head, namely Alfiadi, DPT as Village Head who served the current period (2015-2021), Diri Kasmizar, S.Ag as a religious leader of the pugu semurup community as well as serving as a penghulu, Defrizal, SH Again registered himself as a candidate for village head who had previously served as the village head of Pugu Semurup after 2 changes of Village Head, lastly Hendri someone who was known frankly and firmly. Of the four people who are candidates for the village head, they have different approach strategies with the voting community such as different communication styles. On April 6, 2021, the voting process turned out to be the one who got the most votes was Defrizal, SH. His success in being able to get votes that are superior to other candidates so that he is appointed as the elected Village Head for the 2021-2027 period is certainly an advantage over other candidates. The purpose of this article is to browse and describe how the political communication of the Pugu Village Head is Viewed from the Perspective of Communicator Structure Patterns, Messages, Channels, Communican and Effects.

## **RESEARCH METHODS**

This article uses qualitative methods with a descriptive approach. Qualitative is a method in research that later obtains data that is described in the form of descriptions of words both written and oral from informants and from observed behavior. While description means to describe a fact or characteristic of a certain population systematically, realistically and accurately (Sudahri, 2018). In this article, the author chose descriptive because the author wants to describe and know about the communication strategy of socialization of pugu village heads in terms of the structure pattern of communicator, message, channel, communican and effect which is then explained in depth according to reality as it is in the field using data in the form of descriptions of words, pictures and literature to support writing. The location in writing this article is in Pugu Semurup Village, West Warm Water District, Kerinci Regency. In collecting data, observations and interviews were carried out. The informants are the Head of Defrizal Village and the Success Team, community leaders and Facebook followers of @Gerakan Pugu Change, which is an account owned by the candidate for the Head of Pugu Village and managed by the success team of the elected Village Head.

## **RESULTS OF RESEARCH AND DISCUSSION**

The law on villages contained in Number 6 of 2014 in Article 33 states that the age of the village head is at least 25 years old, the village head must have a minimum junior high school education and local villagers at least 1 year before registering and have never been positioned as a village head for 3 years (Three) periods. The village head himself is a leader in the implementation of village government or who is a tool of government in the village and is domiciled on par with BPD (village consultative body). Meanwhile, the elements that assist in carrying out the duties and functions of the village head are followed by village officials. The election of village heads (pilkades) by local villagers is carried out directly and is carried out by an election committee made by BPD whose committee members consist of village officials, administrators of community institutions, and community leaders. Then in Law No. 12 of 2015 concerning the election and dismissal of village heads, where in article 29 paragraph (1) it is stated that campaign procedures can be carried out in various ways, namely by; conducting limited meetings, can be done with a rooftop carat, dialogue, socializing the delivery of campaign materials to the public, installing props at the campaign venue regulated by the election committee, by not carrying out other activities that may violate the laws and regulations.

Political communication in general can be interpreted in a political context as an actor's attempt to achieve his goals. Politics is basically nothing but communication. Transferring ideas to others. The media used in political communication have different forms. It can be mass media or non-mass media. In practice, the media used in politics are interrelated not singular. According to Hamad (2010), there are several important points of political communication itself, namely conveying a message to voters. So, there are some important things to note. First, the message is conveyed to the audience. Second, the media is involved in the delivery of messages. Third, how case framing (process) is built (Rahmaniar & Lestari, 2019).

The use of strategy in communication is a determination to give understanding to others, so that the delivery of messages from the communicator to the communicant can be well received and easy to understand. In analyzing, the author uses the Lasswell paradigm (Setyanto, 2013) which shows that there are several elements of communication, namely:

1. Communicator or sender of messages (communicator, source, sender). The source or conveyer of a message is the individual or party who sends the message where the message conveyed is in the form of information that comes from a thought that has been processed

by the sender of the message. The sender or source of the message can be an individual, group, organization or country that is the communicator. In the process of creating a message that is later conveyed from the source to the communicant, there is an activity of defining the meaning to be conveyed, then encoding that meaning in a message.

2. Message. Message as an information that is conveyed to the recipient of the message or called communicant. Communicants can receive messages can be in the form of words (verbal) or non-verbal. Where there are three components in a message, namely: meaning, symbols to convey meaning, and the form / organization of the message.
3. Media (channel). Media is a channel as a path that a message takes from communicator to communicant, either face to face (in person) or through print / electronic media (indirect). Thus it can be said that the media as a tool for sending messages or information to the recipient. Everything that is assisted by media can be used to convey messages from the communicator to the communicant so that it can attract attention, stimulate thoughts and feelings so as to create effective and efficient communication. Media varies greatly from the old media, in the form of print media, electronic media, and traditional. Until new media, such as the existence of the internet which then appears various social media, such as path, facebook, Instagram, twitter and so on so that it can be used to communicate (Al-Azhar, 2017: 75).
4. Communicants (communican, communicate, receiver, recipient). A communicant is someone who receives a message. The content of the message he received is analyzed and interpreted. The recipient of the message as a communicant is referred to as the purpose of the communicator to be a listener. Communicants are subjects addressed by communicators, who get messages in the form of news, information, explanations either in the form of symbols that have meaning or meaning. Like communicators, message recipients (communicants) as objects of communication can take the form of individuals, groups (large / small), organizations, as well as the general public. According to Syarief (2016) communicants can be controlled by communicators by regulating their communication by looking at the response of the communicant, so that whether the communication is successful or not can be seen precisely when face-to-face with the communicant being targeted.
5. Effect (effect, impact, influence). The effect or impact is the result of something happening. Effect is the difference between what the recipient thinks, feels and does both before receiving the message and after receiving the message. Impacts can occur in the form of changes in knowledge, attitudes, and behavior. Therefore, communication as a process of conveying a message from the communicator to the recipient of the message / communicant with a certain medium that he chooses can then later bring certain effects.

## **Political Communication of the Head of Pugu Village in terms of the Perspective of Communicator Structure Patterns, Messages, Channels, Communican and Effect**

### **1. Communicator or Message Sender (Communicator, Source, Sender)**

In political communication, communicators are people who are members of an institution, association, media management institution, political party, as well as public figures. When viewed from the study of communication, it can be interpreted that the communicator is the main source of communication activities. Therefore, if the communication process does not take place properly, then the main error comes from communication caused by communicators who do not understand the structure of the message, and choose the right media in approaching the community or audience as the intended person in communication. Candidates for village heads must be able to use the

correct communication methods to be truly supported and selected by the community. Before holding the village head election activities, each candidate is welcome to do everything possible to attract attention and interest from the community with the aim of choosing himself as the one who is running for office, by conveying their background or self-identity and also conveying their vision and mission to the community around them, by placing posters/banners containing invitations or calls to the community to vote for them (candidates for village head). Ahead of the atmosphere in the village head election, of course, it will take place with a tense atmosphere, especially if there is an intersection between the choices of village head candidates that are different from some people regarding candidates.

Defrizal as a candidate for village head must be a leader who is able to influence the community or his followers, and the communication style used must be appropriate because people have different types and personalities. As done by Defrizal through his successful team he uses Facebook social media as the main social media to convey his program or vision and mission in communicating. However, it is left entirely to the successful team responsible for disseminating information through socialization and being elected village head in 2021. As the elected village head, Defrizal is considered to have a good self-capacity. The characteristics highlighted are politeness and courtesy, friendly and cheap smiles, easy to get along with society and willing to get along with society without discrimination. This is reinforced from the results of an interview with one of the community leaders, he said that Defrizal had previously served as village head after 2 changes of village head, this time the 2021-2027 period returned to serve as village head for getting the most votes at the time of voting he was known to someone who was diligent in worshipping in the mosque, not arrogant, and known to respect his subordinates, and polite and often smiles at anyone who greets him, The village chief often greets passers-by in front of him to show his concern for his fellow citizens. It means that he is easy to get along with anyone. In general, in interacting with the village community, the contact made by the village head is good.

## 2. Message

According to Hamad (2010), in political communication itself there are several things that are important to convey a message to the voters. Therefore, there are several important notes that need to be considered, among which is the material (message) that you want to channel to the audience (audience). In general, the most important thing that needs to be done is to communicate the vision and mission, what each candidate for village head will do and will be implemented in the village government if elected later.

Defrizal as the elected village head, approach the community through various ways, such as in everyday life by participating in community activities. His approach is gradual and slow, meaning that he is not passionate and hasty to express directly and openly in seeking support or sympathy from the community. Through his successful team, he has also prepared a conceptual message to convey to the audience or voters. Through the socialization of the program, the vision and mission conveyed which later if elected will be carried out by the candidate for the village head if he becomes the village head. Where the message conveyed contains an invitation to the community to support and vote for themselves at the time of voting. The Vision and Mission of Defrizal is as shown in the following table:

**Table 1. Vision and Mission, 2021**

No.	Vision
1	The realization of Pugu Village that is Independent, Religious, Comfortable, Orderly, Safe and based on Pancasila. A prosperous, educational society and a Mandated government.
	Mission

1	Service in a professional, trustworthy, friendly, fast, and precise manner
2	Carry out duties with full responsibility
3	Upgrading of village roads to asphalt roads
4	Facilitating and fostering all religious activities
5	Build and improve sports facilities and infrastructure.

The results of the interview with the elected Village Head by asking questions, namely in conveying information messages to the public or the community, what way do you do, especially in delivering the Vision and Mission in the 2019-2027 Elections? He explained that the delivery of messages about the vision and mission was carried out in stages, where I carried out a pattern of communication from top to bottom. This means that here I go through a more important success team after that only the successful team that campaigns to the community besides that there is media intervention to support in presenting the message. In addition, I also heard and shared various problems with the community and then looked for solutions in the future, and then it was used as a building program for the community later. Moving on from this, there is a vision and mission that I summarized with a successful team to run and be informed to the community. This means that Defrizal and his successful team often share with the community what issues should be discussed and also how to solve those problems to be used as a program that builds society in the future. In terms of communicating his vision and mission to build the village. It requires intellectual and communication skills that can influence people to be able to choose / give choices.

### 3. Media (Channel)

Campaign activities can be carried out using various communication media, starting from internal political conversations using PowerPoint presentation media, can be in the form of mass and non-mass media such as print media to the use of electronic media. The description in question includes all instructions that provide a specific explanation of the content of the message conveyed. The meaning is not only limited to the meaning of the word image. Politics is basically nothing but communication, communicating ideas to the interlocutor (Arumsari et al., 2017). In writing this article, the author made observations on Facebook @Gerakan Change Pugu which is an account of the socialization communication strategy of the prospective village head of Defrizal, the author conducted an interview with the Informant who is the manager of Facebook @Gerakan Change Pugu, namely his successful team. Then interviews were conducted with followers or followers of the Facebook account @Gerakan Pugu Change. Then the result is obtained as follows:

In Teti's interview as a political communicator or Defrizal's successful team in Pugu Semurup Village, he said that as one of the media we chose in this political communication, namely installing and distributing campaign props such as the installation of banners, stickers and billboards. This is in accordance with what was stated by Jamieson is that during the campaign political communication is the main thing in conveying a complete political message addressed to the public, so that later the audience can give a choice based on the knowledge he gets from the information (Budianto 2018: 22). In addition, based on an interview with Wafil Dawami as a successful team from Defrizal and as a manager of the Facebook account @Gerakan Change Pugu said that in communication to convey information to the public we do through the use of social media such as facebook to influence novice voters who are active on social media is one of the important instruments in today's era. All these are the means for us to convey and introduce Mr. Defrizal, SH, promote performance, build image, and socialize his vision and mission.

Based on this, The position of the media is actually very important to disseminate information about ideas/ ideas, identities / profiles, and candidate programs. Because currently social media is very significant in influencing, social media can be said to be an important channel because it is not only one person to a crowd but also can be from many people to many people (Heryanto, 2018). Thus, the creation of a social media facebook account @Gerakan Pugu Change managed by a successful team as a means of public information and political socialization.

#### 4. Communicants (Communican, Communicate, Receiver, Recipient)

The next step is to get to know the communicants or the community as an audience, where the target of the campaign is the residents of Pugu Semurup Village who have knowledge that is certainly different in each area, so that the alternative of Defrizal and his successful team is adjusted to the conditions of the community to be targeted. For people who can be said to be old, it is necessary to socialize directly to the community. For some people who have a fairly good education background and are able to read, it is easier to campaign because it is quick to understand in disseminating props, pamphlets related to the identity of the village head candidate and then providing sample ballots to vote later.

According to an interview with the prospective village head, Defrizal said this information is aimed at the entire community, but specifically for youth (millennials), where they are a generation that grew up in the digital or technological era. So that social media has a very important role in communicating social programs in addition to the vision and mission through the Facebook account @Gerakan Pugu's change, this is also justified by the successful team because to socialize the supporting media is needed, namely we choose Facebook according to the situation in this era where the youth here are active in social media, especially novice voters, This is characteristic of society in this particular case, namely youth or millennial generation, as in Figure 1.

This is also reinforced by one of Pugu's Facebook followers @Gerakan Change, namely Piari as a millennial generation, he argues that the existence of social media makes it easy for him to get related information from potential village head candidates about the program they convey, in the form of its vision and mission as well as all forms of plans and hopes of the ministry to build a Pugu village that is communicated through social media facebook @gerakan changes pugu, this also made me interested in following this account and getting information.



Figure 1. Facebook @Gerakan Pugu Changes, 2021

Defrizal also communicates by opening a house or termed by holding an Open house or also called silaturahmi which is well used to communicate with residents who come to visit his house so that he can communicate more closely and intensely related to conveying future plans when he is selected through his vision and mission to become the Village Head. This means that communication between Defrizal as a communicator to residents is called communicant as a recipient or listener of information poured out by the communicator through an open house carried out by Defrizal, here he opens himself from visits by community residents who support him by opening the door of the house. This direct approach involves a smaller amount of mass to make it feel closer and more intense which can be done heart-to-heart as shown in figure 2. The communication is a non-formal communication and the benefits will be more pronounced then this activity is also interspersed with simple food and drink banquets to residents who visit their homes.



**Figure 2. Open House, Source: Facebook @Gerakan Pugu Changes, 2021**

In addition, Defrizal also carried out a campaign through his success team by visiting the targeted community homes, to reassure residents by submitting an offer in the form of a vision and mission along with an action program to build a pugu village and is expected to provide welfare for the community. Long before registering as a candidate for village head Defrizal has also made a good impression in the community, with group communication in conveying the combination of thoughts and promotion of its work program to a number of people so that they are known, understood and ultimately able to carry out certain activities. Defrizal and his successful team conduct group communication, and often interact, gather and attend events held in the village or participate in community activities in daily life.

Thus, the implementation of the campaign carried out by Defrizal with his successful team is well organized, reflecting that the political campaign he has carried out involves many parties, and is supported by various activities, this is carried out in a professional way so that it is expected to be able to bring the communicator, namely Defrizal as a political actor closer to the voters (communicants). The organization of this campaign planning can be identified by the existence of good campaign management.

### **5. Effect (Effect, Impact, Influence)**

The expected effect of political communication is the creation of an understanding of the political system or system of government, which is nuanced by leading to the acquisition of votes in general elections. The effect is understood as the result of receiving a message (information) sourced from the communicator to the audience that is used as an object of political communication so that it is ensured that every communication program implemented has a purpose, namely influencing the target target. The objectives of political communication according to Wahid (2016:153) are as follows: a) persuading the target, b) as an attempt at



propaganda to potential voters, c) creating a certain effect in large numbers, and d) influencing the audience that has been set to be targeted. During the political communication campaign, it is placed on the most important goal of conveying information as fully as possible to the public, so that the public gets the knowledge and information and then makes choices based on that knowledge.

Defrizal as the elected village head, in the early stages he formed a successful team with involving influential people in their region and involving youth or millennials, after the formation of a successful team, is compiled. Defrizal appointed the team to be a survey team, as well as a vote-gathering team during the campaign. Wafil Dawami as a successful team he admitted that all efforts have been made in this election to socialize, starting from conducting direct socialization to the community and distributing pamphlet leaflets and photos from the candidate for Defrizal Village Head to several places that are strategic enough to convey political messages. The socialization or communication that we do is not only that, the successful team also conducts direct socialization to the community in gathering places and through social media Facebook @Gerakan Pugu Change that can reach a large audience, especially the millennial generation. The delivery of the information is a form of approach of Defrizal and the successful team to the community to attract the attention and interest of the relevant public in the elections with the end of the aim of giving him the right to vote.

Thus, the effect or effect that political communicators have is to attract people's attention to vote for them. The strategy made by Defrizal and his successful team, with the political message made by them intends to build a view from the community that they believe Defrizal will win and can later continue his leadership by realizing new programs that build in Pugu Semurup Village for the better. Therefore, the effect that arises from all political communication carried out by Defrizal and his successful team is the re-election of Defrizal after 2 changes of Village Head who used to not run again after the end of the term of office.

After the voting took place and the one who got the most votes was Defrizal, meaning that Defrizal outperformed other Village Head candidates to become Village Head for the 2021-2027 period. From this, the author concludes that political communicators use political communication as Defrizal's victory strategy in the 2021-2027 village head election, in winning Defrizal SH is inseparable from his communication strategy and the communicator, namely the successful team in conveying their political message, where they are able and successful in attracting participation and sympathy from the community so that the community gives the option to re-elect as the Village Head who has There was experience and passed on the reign he had before.

## **CONCLUSION**

This article presents several conclusions based on the findings in the field by describing how political communication is carried out by the Village Head Viewed from the perspective of the structure pattern of communicator, message, channel, communican and effect in Pugu Village. So this political communication process is: The Head of Pugu Semurup Village and his successful team who act as sources or communicators. Conveying political messages to the community, the message conveyed in the form of vision and mission by the communicator of the Defrizal Village Head and the success team which was affirmed to the community. Political communication is carried out through media or channels, namely conveying political communication with primary media in the form of structured words and using mass media and social media through Facebook @Gerakan Pugu Change. Communicants or recipients of messages, namely the public or the people of Pugu Semurup Village as the target of the

campaign. The effect or consequences caused by the Head of Defrizal Village and the successful team is to attract the attention of the people of Pugu Semurup Village to vote.

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