

# The Political Communication in Forming Branding Reputation in Indonesian Parliament Candidates for Bengkulu Province Election 2019

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## Abstract

Strategic and careful planning such as the preparation and formulation of long-term concepts and ideas and the application of election policies and campaigns is a requirement for political success and sustainable development of any democratic institution. However, what politicians often forget especially is the political strategy for elections. The goal of each strategy is not superficial victory, but fundamental peace. In order to build a positive image in the minds of the community for certain interests. Usually these interests are to seek support from the community. The image needs to be built and also maintained because if someone has a bad image, then usually that person will be difficult to be trusted by others. Based on the background above, the target of this research is to map and to know and describe how to give deeper meaning to the development of communication science, especially Public Relations Science, and obtain knowledge of the Branding Image Model through Political PR Strategy in Indonesian House of Representatives Candidates from Bengkulu Province 2109. Academically it can be a reference in the topic of political PR strategy in imaging to increase public confidence, so that it can increase knowledge for those who read it for understanding Political PR in the legislative candidates of the selected Province of Bengkulu in 2109 and can provide an overview of how the political public relations strategy in Political imaging in the legislative candidates chosen by Bengkulu Province 2109 in increasing public trust so that it attracts support and acceptance from the community and becomes a reference for practitioners in developing a political PR strategy in imaging politicians or prospective leaders of a region and adding insight and reference to practitioners in implementing identification of the process or stage of imaging for politics in the Regional Representative Candidates of the Republic of Indonesia of the Province of Bengkulu 2108 in order to obtain acceptance from the public.

**Keywords:** political public relations, branding, & reputation.

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## INTRODUCTION

The 2019 Legislative Election is a battleground for big ideas and track record, so voters or the public can see the track record candidates respectively, "The candidates must make innovations or positive breakthroughs that can be useful to the community. Usually these interests are to seek support from the community. The image is certainly not inseparable from individuals or an organization. Images need to be built and maintained because if someone has a bad image, so usually the person will be difficult to be trusted by others. The community is asked not to be easily tempted by the lure of giving money or goods because that action is also one of the crimes of democracy that can damage the democratic order in Indonesia.

Usually these interests are to seek support from the community. The image certainly cannot be separated from individuals or an organization. The image needs to be built and also maintained because if someone has a bad image, then usually that person will be difficult to be trusted by others. Nowadays political people are competing to display a positive image so that people put their support and trust in them.

The word politics itself is a word that sounds common in people's lives. According to Ardial [1], in general, politics is a variety of activities in a political system or state that involves the process of determining goals. Decision making regarding what is the purpose of the political system involves the selection between several alternatives and the preparation of the chosen objectives. Politics always concerns the purpose of the

whole community. Politics is also the activity of various groups including political parties and individuals. Building a positive image in the political realm certainly requires a strategy that is not mistaken in the process of interpreting self-image to the community. One PR strategy according to Nova [2], i.e. inform or image (telling or reaching for an image).

Every legislative candidate begins to introduce himself to the public, during the 2019 Election campaign. In addition, they also campaigned for the presidential and vice-presidential candidates carried by their political parties. Although there are many stories about the strategy of legislative candidates to attract the hearts of the public to provide information to the public to attract attention. Simply, micro targeting, micro campaign, and canvassing are techniques to approach voters with two emphases, namely increasing differentiation and interpersonal approaches.

Since long ago the legislative candidates have established communication with the constituents in their electoral districts well in advance, because socialization is one of the important things to achieve victory in the election. But just socializing and introducing one to the community is not a guarantee of the vote in the upcoming the election. For this reason, the legislative candidates also invited their constituents to be directly involved in making choices during the 2019 legislative election, because there will be five ballots to be cast off by voters, and when the KPU conducted simulations some time ago, the ballots were damaged, the error rate and voter turnout were small.

The General Election Commission (*KPU*) of the Bengkulu Province has announced the Provisional List of Candidates (*DCS*) members of the People's Representative Council of the Republic of Indonesia (*DPR RI*) in print and also electronic media. But to this day, Monday (08/13/2018) there has been no response from the public regarding the issue of the names of candidates for the DPR in the Bengkulu electoral district that were included in the *DCS*. "For *DCS* members of the *DPR RI*, the Bengkulu electoral district is still safe, there have been no responses or findings from the public regarding problems with candidates," said Eko Sugianto as a Member of the Bengkulu Provincial *KPU*. The Bengkulu Provincial *KPU* has released the names of Candidates for Members of the Republic of Indonesia Parliament in the Bengkulu electoral district based on their supporting parties.

The candidates will win the votes of Bengkulu Province residents who will be held on April 17, 2019. In the preparation of the *DCS* members of the Republic of Indonesia *DPR* were carried out by the *KPU* after conducting a plenary session on the determination of candidates. Furthermore, the *KPU* will continue to wait for responses from the public regarding the *DCS* that has been announced so that it will be determined to become a Permanent Candidate List (*DCT*). The following is the *DCS* of the *DPR RI* Bengkulu District obtained by researchers. In this study, the research was the Political PR strategy per candidate with data as follows:

Name	Political Parties
1. Eko P Sandjojo 2. Herliardo 3. Dewi Paramita 4. Dena Anggraini	National Awakening Party (PKB)
1. Susi Marleny Bachsin 2. Heri Budianto 3. Lia Lastaria 4. Daniel Pujosudarmo	Gerindra Party
1. Elva Hartati 2. Restuty Aprilia 3. Muspani 4. Trio Arsepto	PDI-P Party
1. Taufiq Hidayat 2. Trisna Anggraini 3. Alisya Fianne Janne 4. Mohammad Saleh	Golkar Party
1. Anarulita Muchtar 2. Leni Haryati John Latief 3. Michael Putra Ferly 4. Wismen A Razak	Democratic National Party
1. King Hantal Gading 2. Elva Meiliyan	Garuda Party
1. Azwar Boerhan 2. Septi Efiyeti 3. Hendarmin Afandi	Working Party

1. Dani Hamdani 2. Lidia Chairida 3. Rita Yusefa 4. Junaidi Albab	PKS
1. Ruslan Wijaya 2. Isnaini Martuti 3. Mufian Zuhri 4. Princess Mukaramah	Perindo Party
1. Nahromi Ihsan 2. Angga Febi Aramiza 3. Khairiah	PPP
1. Ahmad Dahsan 2. Dewi Coryati 3. Benny Suharto 4. Yennita Fitriani	National Mandate Party (PAN)
1. Syamhardi Saleh 2. Wiwik Asri Setyowati 3. Rori Junius Armijaya 4. Mardiana Muksin	Democratic Party
1. Rindra Panggar Besi 2. Okto Brawijaya Trisakti 3. Lorina Kristin	The United Nations
1. Sandy Suharjo 2. Koesnadi Kardi	PKPI

Based on this background, the writer was interested in conducting a research related to how Political Communication in Forming Branding Reputation in Legislative Candidates of the Republic of Indonesia in Bengkulu Province Election 2019. Thus the researcher will find various findings related to how the politicians who advanced as DPR RI Candidates in the Province of Bengkulu in 2019 establish each Branding Reputation.

## LITERATURE REVIEW

### Political Communication

The following is the description the definition of political communication, Political Communication that is communication which involves messages political and political actors, or related to power, government, and government policy. With this understanding, as an applied science, political communication is not new. Political communication it can also be understood as communication between “the governing” and “governed”. According to Gabriel Almond [3]: Political communication is a function that always exists in every political system.

Political communication is a conversation to influence in the life of the state. Political communication can also be an art of designing what is possible (art of possible) and can even be an art of designing the impossible becomes possible (art of impossible) [4]. Furthermore Littlejohn the theory of political communication explains the purpose process in which elected leaders, leaders, media, and citizens use messages to build meaning about political practice. When people use power to support public interests,

their messages and interactions are a strategic means of influencing public policy [4].

Political communication consists of various elements such as political communicators, political messages, political channels and media, political goals or targets, and the effects or effects of political communication. Here’s the explanation among others:

- Political Communicator. Political Communicators are those who can provide information about things that contain meaning about politics. For example the president, ministers, members of the DPR, politicians, and pressure groups in society that can influence the course of government.
- Political Message. Political messages are statements conveyed, both written and unwritten, both verbally and nonverbally, hidden and openly, both consciously and unconsciously, whose contents contain politics. For example political speeches, political statements, books, brochures and newspaper news about politics, etc.
- Political Channels or Media. Channels or political media are tools or facilities used by communicators in conveying their political messages. For example print media, electronic media, online media, socialization, group communication carried out by parties, community organizations, etc.
- Political Targets or Targets. Goals are community members who are expected to provide support in the form of voting to parties or candidates in the General Election. They are entrepreneurs, civil servants, laborers, youth, women, students, and the like.

- Effects or effects of Political Communication. The expected effect of political communication is the creation of an understanding of the system of government and political parties, the activeness of society in political participation, which in turn will have an impact on voting in the General Elections [5].

Then the political communication approach consists of several approaches including the process approach, the agenda setting approach. Here's the explanation:

- Process approach. According to this approach that the whole in this world is the result of a process. Spengler and Toynbee suggest that social reality is a cycle that has repeated patterns for the rise and fall of civilization. This approach can be said to understand political socialization and public policy.
- Approach to agenda setting. This approach was developed by Maxwell C. McCombs, a newspaper research professor as well as director of the University of Syracuse USA communications research center, and Donald L. Shaw, a journalism professor from North Carolina University. The agenda setting approach starts with the assumption that the mass media filters news, articles, or articles that will be broadcast. This selection is done by those who are referred to as gatekeepers, namely those of journalists, editor in chief, and image editors. It is from the gatekeeper that determines what news to load and what to hide

### Branding

Branding on the perspective of experts in the field of economics and marketing has explained the notion of branding including the following: Kotler [6] According to Kotler, the notion of branding is giving names, terms, signs, symbols, designs, or a combination of all of them, which are made with the aim of identifying goods or services or groups of sellers and to differentiate from competitor's goods or services.

Landa [7], According to Landa, the notion of branding is not just a brand or trade name of a product, service or company. But everything related to the things that are eye-catching from a brand; starting from trade names, logos, visual features, images, credibility, character, impressions, perceptions, and assumptions that exist in the minds of consumers of the company.

Branding Elements After understanding what branding is then we need to know what the elements in branding are. The most important element in a branding activity is the trade name or brands itself. But the brand must also be supported by a symbol or symbol of visual identity as a support for marketing communication of a brand to be more easily known and remembered by the community. The elements of branding include brand

name, logo (logo type, monogram, flag), visual display (product design, packaging design, uniform design, etc.), spokesperson (co-founder, mascot, company figure, famous person), voice (thematic song, sound icon/ tone), and Words (slogans, taglines, jingles, acronyms)

Branding activities are of several types, including: 1) Product Branding: aims to encourage consumers to prefer products that are compared to competing products, 2) Personal Branding: personal branding is a marketing tool used to raise the name of a public figure, such as politicians, musicians, celebrities, and others. That way the public figure gets a good image in the eyes of society, 3) Corporate Branding: the purpose of corporate branding is to improve the reputation of a company in the market, covering all aspects of the company starting from the products/ services offered to their employees' contributions to society, 4) Geographic Branding: aims to bring up a picture of a product or service when the name of the location is mentioned by someone, 5) Cultural Branding: aims to develop a reputation for the environment and people from a particular location or nationality. While the purpose of branding is: to shape public perception, build public trust in the brand, and build people love to branding.

### Reputation

Reputation or image is defined as a picture of mind, which is a picture that is in someone's mind. The image can change to bad or negative, if later it turns out that it is not supported by the ability or the actual situation [8]. Bill Canton said that the image is the impression, feeling, picture of the public towards the company; the impression that was intentionally created from an object, person or organization. According to Philip Henslowe, image is an impression obtained from the level of knowledge and understanding of facts (about people, products or situations). Then Rhenald Kasali also defines the image as an impression that arises because understanding will be a reality. Understanding itself arises because of information. While Frank Jefkins defines images as impressions, images or impressions that are appropriate (in accordance with actual reality) regarding various policies, personnel, products, or services of an organization or company. The Following Image Types, There are several types of images according to Frank Jefkins, they are:

- Mirror Image. This image is inherent in insiders or members of the organization - usually the leader - about the outsiders' assumptions about their organization. In other sentences, a shadow image is an image held by an insider regarding external views, towards his organization. This image is often inaccurate, even just an illusion, as a result of insufficient information, knowledge or understanding possessed by circles within the organization regarding the opinions or views of

outside parties. In ordinary situations, fantasies often appear that everyone likes us.

- **Current Image.** The prevailing image is an image or view adopted by outside parties regarding an organization. This image is entirely determined by the amount of information that is owned by those who believe it.
- **Multiple Image.** That is the existence of various images from the public to certain organizations caused by those who represent our organization with different or not in line with the goals or principles of our organization.
- **Corporate Image.** What is meant by company image is the image of an organization as a whole, so it is not just an image of its products and services. **Wish Image (Image Expected)** Image of hope is an image desired by the management or an organization. The image that is expected is usually formulated and applied to something relatively new, when the audience does not yet have sufficient information about it [8].

According to Nimpoeno the image itself is described through perception-cognition-motivation-attitude: "Psychodynamic processes that take place in individual consumers range between the components of perception, cognition, motivation, and consumer attitudes towards the product. The four components are interpreted as mental representations of stimulus. "The four components can be interpreted as:

- **Perception.** Interpreted as a result of observations of the environmental elements associated with a process of meaning. In other words, individuals will give meaning to stimuli based on their experience of stimuli. It is the ability to perceive that can continue the process of image formation.
- **Cognition.** That is an individual's confidence in the stimulus. This belief will arise if the individual has understood the stimulus, so that the individual must be given enough information that can influence the development of his information.
- **Motives.** It is a situation in a person who encourages the desire of individuals to carry out certain activities in order to achieve goals.
- **Attitude.** It is the tendency to act, perceive, think and feel in the face of objects, ideas, situations or values. Attitude is not behavior, but is a tendency to behave in certain ways [9].

Theoretical foundation on Reputation. Theory of Reputation starts from corporate identity as the first point reflected through the company name (logo) and other displays, for example from annual reports, brochures, product packaging, office interiors, employee uniforms, advertisements, media coverage, written material, and audio visual. Corporate identity is also non-physical, such as corporate values and philosophy, such as the vision and mission of the service company, work style, and communication, both internal and external [10]. According to Fombrum, in

Alifahmi [10] there are four sides of corporate reputation that need to be addressed i.e. credibility (credibility in the eyes of investors), trustworthiness (trusted in the view of employees), reliability (reliability in the eyes of consumers) and responsibility (social responsibility).

According to Fombrum [11] factors that help companies build strong and favorable reputations with their principal constituencies: credibility, reliability, trustworthiness, and responsibility; the legions speak about the difference between simply managing a company's tangible assets and safeguarding the long-term well-being of its reputational capital, its intangible wealth.

According to Davies *et al.*, [12], reputation has a number of elements, the most important of which are the views of the organization by two major shareholders (shares in companies and public shares), workers, and customers. Because the study of company/ institution reputation is relatively new, some of the terminology has not been standardized. In some writing about the reputation of a company/ institution, the term 'identity' is often used to refer to the visible parable (logo, building design, color, etc.). We refer to this as the company's visual identity. According to K. Bhavani [13], the notion of image is a mental picture, reputation is a track record.

According to van Riel [14], a Reputation power is a source of competitive advantage encouragement. Here is the truth for organizations, including individuals. There are three Reputation management as follows: 1) Reputation matter (importance of reputation), 2) reputation can be measured, 3) Reputation has to be managed (Reputation can be managed).

Reputation to be good or bad, strong or weak depends on the quality of strategy thinking, and management commitment to achieve the stated goals, and the existence of skills and energy with all components of the program that will be realized and communicated [15].

### Legislative Candidates

The law has regulated the requirements for every citizen who wants to become a legislative candidate in the *DPR*, *DPD* and *DPRD*. In Law Number 8 of 2012, CHAPTER VII, First Section concerning Requirements for Candidates for Members of the *DPR*, Provincial *DPRD* and Regency/ City *DPRD*. Article 51 writes the conditions for prospective members of the *DPR*, Provincial *DPRD* and Regency *DPRD*/ City are Indonesian Citizens (*WNI*) who meets the requirements, as follows:

- Has been 21 (twenty one) years or more.
- Fear God Almighty.

- Residing in the territory of the Unitary State of the Republic of Indonesia
- Can speak, read and write in Indonesian
- Education with at least graduated from high school, madrasah aliyah, vocational high school, vocational madrasah aliyah, or other equivalent education.
- Faithful to Pancasila as the foundation of the state, the 1945 Constitution of the Republic of Indonesia, and the ideals of the Proclamation of August 17, 1945.
- Never been sentenced to imprisonment based on a court decision that has permanent legal force for committing a criminal offense that is threatened with imprisonment of 5 (five) years or more
- Physically and mentally healthy.
- Registered as a voter.
- Willing to work full time.
- Resign as regional head, deputy head of region, civil servants, members of the Indonesian Armed Forces, members of the Republic of Indonesia National Police, directors, commissioners, supervisory boards and employees of state-owned enterprises and/ or business entities owned by regions or other bodies that the budget is sourced from state finances, which is stated by an irrevocable resignation letter.
- Willing not to practice as a public accountant, lawyer, notary, official deed of land (*PPAT*), or not doing the work of providing goods and services related to state finances as well as other jobs that can cause conflicts of interest with duties, authority, and rights as members of the *DPR*, provincial *DPRD*, and district *DPRD*/ cities in accordance with statutory provisions.
- Willing to not hold concurrent positions as other state officials, directors, commissioners, supervisory boards and employees in state-owned enterprises and/ or regionally-owned business entities and other entities whose budget comes from state finances.
- Become a member of the Election Contesting Political Party.
- Nominated only in 1 (one) representative institution; and
- Nominated only in 1 (one) electoral district

## RESEARCH METHODS

In this study a qualitative approach was used with a descriptive data analysis process. Political Communication in Establishing Reputation Branding in Legislative Candidates of the Republic of Indonesia in the Province of Bengkulu in 2109, the Paradigm used in the research is the Postpositivism paradigm. The Postpositivism paradigm isto see truth as something subjective and created by participants. Postpositivism paradigm is a paradigm that is almost an antithesis of understanding that places observations and objectivity in finding a reality or science. This paradigm of looking

at social science as a systematic analysis of direct observation and detailed on the relevant social actors and maintain or manage the social world [16].

This type of qualitative research is used as a research procedure. This study seeks to use various data sources (as much as possible data) that can be used to research, observe, describe and explain comprehensively various aspects of individuals, groups, programs, organizations or events systematically. So the important points are “complete data” and “comprehension”. This study seeks to use various data sources (as much as possible data) that can be used to research, observe, describe and explain comprehensively various aspects of individuals, groups, programs, organizations or events systematically. So the important points are “complete data” and “comprehension “.

The method used in this research is qualitative method with a single case study design. A single case study has three rationalizations. They are firstly, when the case states an important case in testing a well-arranged theory, the two cases presents an extreme or unique case and third is a case of disclosure [17]. In this study, the writer seeks to observe, understand and analyze Political Communication in Establishing Reputation Branding in Indonesian Legislative Candidates for the Electoral District of Bengkulu Province 2109. Data on qualitative research are generally in the form of descriptions, narratives, data, images or statements obtained from the research subjects [18].

Then to determine the validity of the data, the researcher conducted triangulation techniques. triangulation is a technique of checking data that uses something else outside the research data for checking or comparison purposes. Denzin distinguishes four types of triangulation as examination techniques that utilize the use of resources, methods, investigators and theory [19]. The triangulation technique used in this study is triangulation of data and sources. Through this technique, the researcher compares the results of interviews with supporting data, then for source triangulation, the researcher compares and checks the degree of trust in information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the answers of the informants i.e. by comparing what the public speaker said, for example, with what was said personally (3) comparing a person's perspective, with other people in his work team.

Referring to this opinion, in this study the writer conducted a process of checking the validity of the data by preparing a technique of comparing and checking the degree of trustworthiness of the information obtained by: (1) comparing the observational data with interview data (2) comparing

the responses of the respondents that is by comparing what is said by the public speaker for example, with what is said personally (3) comparing a person's perspective, with other people in his work team [20].

## FINDINGS

When referring to Wasesa [21] political imaging is a long image that activates each party's values as a solution to the life of the nation and state. To build an image, especially a political image, it takes time every day not just every 5 years. On the other hand, not a few politicians who interpret imagery are close to reporters. For example, according to Wasesa [21], when their comments are published in the mass media that is imaging. Even though the perception of imaging is synonymous with media coverage, political imaging is not just about building discourse in the mass media.

Thus, political imaging requires a process that is built on strategy. Political life has similarities with the commercial world. Both have brands that are known to the public. Talking about political and brand issues in Indonesia, when referring to Wasesa [21] the strength of branding is the ability to formulate the advantages of a political movement into a single perception that is easy to remember and able to encourage decision-making of the target audience quickly. If we take the example of commercial brands, we almost never mention "mineral water" but directly refer to the Aqua, Nestle or Ades brands.

Every mention of one of these brands, then in our minds we have imagined the advantages of each brand. This branding will also make the political image or political figures the same as commercial brands. When referring to party brands or political figures, it is hoped that the community has been able to describe the advantages of parties and political figures in their minds. The formation of the image is of course supported by the processing of the messages delivered, the media that publishes and the communicators who convey the contents of the message.

Talking about imaging, especially related to a leader, of course this becomes important. Leaders who have an important role in a group or region of hope have a good self-image, so that members can sympathize, trust and also want to emulate their leader. A person's perception of another individual or organization is based on what they know or what they think about the individual or organization concerned.

Image is the main goal, and at the same times the reputation and achievement that will be achieved for a person or organization. If referring to Ruslan [22] the image is abstract and cannot be measured mathematically, but its two forms can be felt from the results of good or bad judgments that specifically come from the community. Imaging is also closely related in

the political sphere. The political dynamics followed by a wave of democratization strengthen the existence of Public Relations (PR) as the ubiquitous entity. The intersection between PR Politics and PR and Political Communication leads to an inaccurate understanding of the position of PR Politics in PR studies.

Political PR known as spin doctors shows a negative perception, which emphasizes the PR propagandist model rather than two way symmetrical communications. Even though empirically, the PR propagandist model is still needed, but the two way symmetrical communication approach is a challenge that must be answered by political actors related to democratization. This paper describes PR Politics both theoretically and empirically in identifying itself as part of the study in public relations. At the same time determine the differentiating point with political communication, namely the emphasis on the importance of relationships and functions.

McNair [23] identified four types of PR Political activities, they are: Firstly, conducting media management. Media management is activities that are deliberately designed to answer the needs and demands of the media. In this context, Political Public Relations maximizes access and increases the coverage of politicians in the media without spending money. Secondly, PR Politics conducts a review of image management. On one side, the image management is intended for the personal image of politicians or individuals. This image must be formed and adjusted to the goals of the organization, on the other side, management is also carried out on the image of a political organization, Thirdly, PR Politics should develop internal communication of the organization. This activity includes preparing communication channels. The same is true for today's modern companies, which routinely support internal communication to maximize organizational efficiency. Similarly, political parties must develop an effective internal communication structure. Finally, information management activities. In this information era, the message management is needed so that the public obtains adequate information about political actors and policies. Information is a powerful weapon in politics to build public opinion and spread influence.

## CONCLUSION

Political Communication is one of the strategies used no longer selling work programs to its constituents and introducing themselves through campaign props. But the legislative candidates are responsible for their performance for five years sitting in parliament. This political communication must be carried out continuously and continuously, as a process and effort for the maturation of the knowledge and political awareness of the whole community, which is progressing and developing.

In addition, political parties should build relationships and intense cooperative relations with civil society institutions. The goal is that the political education agenda can be carried out jointly whether through groups and certain ways or through existing mass media facilities, so that it is possible that all elements of society can be politically educated and more than that so that the community can understand, be aware and actively involved in political life and politics and in turn ideal principles of democracy; from the people, by the people and for the people.

The approach used by the candidates are using advertising, face-to-face sales (personal selling), sales promotion (sales promotion), public relations (public relations), direct marketing (direct marketing). Political communication has the function of determining political socialization and recruitment, fighting for certain interests, making and applying and judging the implementation of regulations. All functions of the political system can be achieved by the existence of good political communication as well as doing political communication. In general elections, this communication style is very influential on the delivery of information. Information that is conveyed latently will be more memorable than the information conveyed only by writing.

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