

THE ROLE OF THE MEDIA IN THE POLITICAL YEAR

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Abstract: *Mass communication media serves to channel the aspirations of the people to be heard by the wider. This press is actually made by the people and for the people. The mass media of the 1920s was known as the press and is now often abbreviated as media. It cannot be denied that the more advanced Age makes the puzzle of man more and more open. Many people need more information than they have in their places. The mindset becomes unlimited. The topic of discussion of this paper, on the contrary to the regulation of mass media in the world of politics and the media conditions of Indonesia today. Like the rise of false or virus news from some social media, and how to address the media both print and electronic are often used as a tool of political campaigns disguised. Mass media also plays an important role in reporting on the state's condition. In the midst of many needs of everyday life, there are many that still occur when the progress of the nation. For the progress of the nation will also impact on the welfare of its people.*

Keywords: *Role, Media, Politics*

Introduction

Within a short time, we will leave in 2018 and welcome the coming of the new year. Usually in practice, the end of the year serves as evaluation momentum to photograph a year's journey in dynamic events. In the political contestation, we will enter the "hot" political year of the 2018 election precisely on June 27 and the 2019 presidential and legislative elections.

(<https://news.okezone.com/read/2017/12/27/337/1836515/tahun-politik-and-netralitas-media>)

The issue that developed in the elections in 2018 is the sustainability of the mass media. The heat of politics of North Sumatra Region is inseparable from the partisanship of media split between supporters Edy Rahmayadi vs. Djarot Hidayat who is the vice governor at the time Ahok became governor of DKI Jakarta. This alignment is seen from the media content that tends to lift its candidate and cornering the opponent. Also visible from the portion of the news that is not balanced so that the political battle.

The media can also memacanakan a political event according to their respective views. The media has editorial policies related to the content of political events to be conveyed. This policy makes the media much targeted by the parties who want to use it. Media has a function of setting agenda where the media have the right to broadcast an event or not broadcast it to lead public opinion.

In the current era of openness, the government as much as the external power of the media can no longer arbitrarily overcome hegemonic editorial powers. The real press is parallel to the government.

The press entered the phase of liberalization with the entry of the peasants in the media business that grew like the fungus in the rain. The position of bargaining power of the press is influenced by the number of markets in which the competitive and competitive environment of the media "forces" re-find the right formula to keep it going.

Second, the social structure of the relationship is increasingly dynamic and competitive. It is not only the functioning of the elite, the political parties, the peer-to-peer groups, the group of pensions, including businessmen the media business makes the press work to the dilemma. (<https://nasional.sindonews.com/read/1280650/18/pers-di-pusaran-tahun-politik-1518136943>)

Community education is progressing. Our society continues to change as more mediums of knowledge grow. Today there are still strong depend on the media, some are already distant, even some are resistant and no longer believe the mass media. Technological advances and science of science make people more critical.

The press has four powers that can simultaneously become a weakness in this political year. First, the strength in the construction process of the reality of preparation, dissemination, establishment and construction confirmation). Every time the press can be a channel as well as a decisive political actor, especially in raising and lowering the tension of public discourse.

All candidates involved in the struggle for power in the regions and politicians who compete to become members of the House and the positions of RI-1 and R-2 will have an interest in media institutions.

But this power can be a weakness at a time when there is no clear and firm democratic line between journalistic work that demands high standards of integrity and impartiality with the media business that becomes the "winner" of the candidates.

Second, the press has the power to persuade change.

Through the ranking of issues, he makes at any time, the media often influence the ranking of issues that are considered important by the audience. Therefore, the media can actually persuade audiences not to get caught up in political retrogression or deterioration of the quality of democracy.

The need for youth participation, ideas and programs, and also to mobilize citizens to participate in the movement together oversee the process and results of pilkada, pileg and pilpres.

People have been able to sort out and choose what is good and what is right. Over-coverage of the candidate is likely to give birth to a populist leader. Popular leaders are not necessarily

what the people expect. Popular leaders usually do not have strong experience and foundation as leaders.

Fake news or hoaks are often used as weapons to attack and drop other candidates. The current sadadigital era makes it easy for hoaks to spread quickly and massive. Just one click away, in a matter of seconds, false news can be widely circulated to the public. Consequently, the credibility of candidate pairs can be decreased and the voice of the people actually switch to choose the other.

(<https://nasional.sindonews.com/read/1281184/12/pilkada-bertabur-hoaks-1518324002>)

The Role of Mass Media in Politics

Media is a key element in the communication process. Media mediates communicators to convey messages to the communicant. The media is basically anything that is the channel by which a person expresses the idea, the content of his soul or his consciousness. Or in other words, the media is a tool for realizing human ideas (Arifin, 2010: 116).

Mass media is one of the tools used by the community to obtain some information. Mass media itself consists of various types of print media such as newspapers, magazines, tabloids and media through other printing processes and electronic media such as television, radio and internet. As is known, one of the mass media is full of information is the press. The press is a mirror of reality, because the press is basically a mass media that emphasizes more its function as a means of news. The main content of the press is news and news is part of the social reality that the media contain because it has a decent value to be disseminated to the public.

Media in this case is broadly defined, that is all the means associated with the delivery of messages, both real and symbolic, from political institutions to the wider community. Media in this case can be TV radio, magazines, and newspapers. The use of mass media as an instrument to communicate ideas, messages, and programs of political work is due to the fact that the media can be used to convey messages to the public at a relatively low cost.

The effectiveness of the mass media in conveying political messages has made it a new arena of political combat.

The mass media is one of the parties that can be 'blamed' for all the events because the mass media has such a large contribution and responsibility to win the candidate of choice. The mass media is not neutral, they take sides (Sudibyo, 2001).

The involvement of the media in politics is not always about personal choice, given that in Indonesia the majority of media owners are active politicians. The media remains an industry that wants the benefits of the news they do. As an industry, the media certainly has customers who want the media to report well (Sudibyo, 2001)

The interests behind the media obscure their 'noble ideals' to work on behalf of the people. The press freedom gained by the media after being confined for a long time during the New Order ultimately lost to practical interests which greatly benefited the media. The media volunteered 'paid' by capital owners and political actors to smooth their interests. This has made Chomsky have such great worries. According to him, the media has become a new business that has begun to be dominated by figures who have weapons and money so that the content of the media is regulated by the power elite and business elite. On the other hand, in the name of economic growth, business people do the same thing (Subiakto & Ida, 2012)

With a media ownership system like this, the media can use the power it has to commodify cultural texts, including political messages from political organizations (Junaedi, 2013).

The mass media is able to change the forms of marketing in the political world from directly being through the mass media (Utomo, 2013). The weakening of the strength of political parties and the growing development of independent mass media that allowed them to bring their respective agendas to Mancini and Swanson in Utomo (2013).

Mass media has the strength supported by the cooperation of three factors, namely, 1) ubiquity; 2) cumulative of message; and 3) consonance of journalists. The ubiquity factor or "all present" means that mass media are everywhere and difficult to avoid by the public, so that the mass media is able to dominate the information environment. The cumulative of message factor or "message cumulation" occurs because the message of mass media that is cumulative, can strengthen its impact, through repeated messages repeatedly and the unification of messages that are fragmented.

The birth of online media is nothing but an answer for the people of Indonesia who have entered the stage of postmodern society, one of which is characterized by "information mode" (Lubis, 2014), namely in the era of postmodern society organizing and disseminating information and entertainment. Online media is considered the most practical media for now. Online media can be accessed anytime and anywhere. Someone can read the news for today until a few months before. Practical, easy, fast, free, maybe that picture for online media is a criticism of other media.

Media uses its power to shape public opinion so that it is able to influence state policy (Syahputra, 2012). The consonance of journalist's factors or "uniformity of journalists" from various types of media, according to Noumann, further increase the exposure and impact of mass media to audiences (Arifin, 2014).

Media and Public Opinion

With its ability to reach a large enough mass, information from the mass media can penetrate a large population as well. While this research in communication, psychology, and sociology states that, the way of view

humans will be greatly determined by the type and volume of information they receive → is that we can the information they receive. Implicit from these studies is that we can shape public opinion through the information we provide. When political forces want to discredit the opposing political image, what needs to be done is to simply flood the information in the mass media with the bad things that political opponents do. And vice versa, when it wants to form a positive image of the public, simply by flooding the mass media with the positive things of a party or candidate.

Media and Political Power

The ability to shape public opinion makes the mass media political. At the very least, the media has the power to bring political messages and shape public opinion. This ability can be used as a source for mass media for bargaining process with political institution. The difficulty of negotiating with the mass media often occurs because certain political ideologies have their own media. It is not uncommon for mass media to take an independent stand and become a political power balancer of political power. In this case, mass media becomes a critical and alternative force.

Therefore, it is not surprising that the emergence of mass media in Indonesia also cannot be explained by economic rationality only. It is also closely related to the desire to rule. Ideas, ideas, and political issues will be allowed to be transferred and communicated through the mass media. This makes political power not only in the hands of political parties, but also of anyone who has the ability to influence public policy.

Media and Perception Bias

Information submitted in the media is not always objective or as-is. Often there is information bias. Some sources of information bias can occur both from the media and the Society. Media is one source of information bias. The media as an identity consists of several units such as journalist editors. Journalists often interpret differently the information received from information sources. The journalist's interpretation has a larger role than information from the written and published sources. This makes news coverage misleading (eg politicized, cluttered) what actually happened or said. Information that received from a source so diverse, and if the source is more than one, it could be that information appears to be diverse and sometimes contradictory to one another. The choice of which information to publish will depend largely on the value, ideology, and moral system held by the media and editors.

Perception bias can also occur from the community side. In each individual there is a frame of reference that will determine the way they think and behave toward a thing. This usually comes from educational, economic, occupational, ethnic, and family backgrounds that help shape their thinking. Therefore, the same information can be interpreted differently by each individual. The subsequent consequence, information reported by the mass media will be translated and addressed in various ways as well. It can also further distance the actual information with interpretations built into the community.

Media and Political Communication

The importance of the mass media in conveying political messages to the public places them as important in political interaction. Political parties need media that facilitate political communication. With its ability to disseminate information widely, political messages are channeled through the mass media. Moreover, the main, from messaging communication, the work program of the party, imaging is the formation of public opinion. The larger the mass that the media can touch, the more strategic the media means.

Media as A Battleground

The importance of mass media in political communications makes the battlefield and political competition to shape public opinion focused on the media. Each political party will try to appear and be covered by the mass media. Any party activity will certainly involve the mass media. This is done so that their activities can be seen and understood by the wider community. Each political party will try to approach a certain mass media that has wide reach in society. (<http://rachmawatiwawa.blogspot.com/2012/05/peranan-media-massa-in-politik-dunia.html>)

The importance of mass media in the political dissemination described Reese and Shoemaker have tried to unveil the factors that greatly influence the content of the media. According to him, there are a number of factors that influence the contents of a media, among which are the influence of media workers (broadcasters or journalists), the influence of media organizations, the influence of extra media, and the influence of ideology (Pamela J. Shoemaker: 1996).

The Reese and Shoemaker paper shows that the "who" influence (according to Lasswell's taxonomy) or the "group that influences media content" (according to Reese and Sheomaker) or "political communicator" (which Nimmo calls professional communicators) in conveying the "message content" is no less important than other influences, such as "media", "audiences" and "effects or consequences of communication".

Regarding the important position of communicators in determining media content, Nimmo in detail divides political communicators into three groups, namely politicians, professionals, and activists. Politicians as political communicators in their implementation sometimes act as partisan representatives and sometimes also act as ideologists.

As representatives of participants, political communicators represent certain groups in bargaining and seek compromise on political issues. They act with the intention of influencing the opinions of others, pursuing change or preventing change of opinion. They are realtors who persuade others to come along and agree with the ideas they offer. (Anwar Arifin: 2003).

Factors Affecting the Press as Mass Media

The existence of the press as a medium of communication and information is strongly influenced by various factors, both internal institutions and external factors. According to Mc Quail (1987: 81-82) there are some issues that need to be addressed concerning the position of the media in its relationship with various social structures that influence the movements of the mass media step include:

(1) The media has economic consequences and values, and is the object of competition for control and access (political and economic).

In addition, the media is also inseparable from the political, economic, and legal regulations.

(2) The mass media is often seen as an effective means of power because its ability to do one or more of the following:

a. Attracting and directing attention

associating opinions and presuppositions, influencing attitude choices (eg voting and buying),

c. Providing legitimacy,

d. Define and shape perceptions (Mc Quail, 1987: 81-82).

Mc Quail's remarks theoretically show that mass media does play an important role in shaping public audiences, but the media is not everything. In determining the news to be displayed, the editors do the selection and determine which news is worthy or not displayed in the publication (Graber in Suwardi, 1993: 28).

This selection is in fact impossible regardless of the subjectivity factor of the media crew. Predisposition, economic value, ideology, cognition, culture and even the experience of the press people are the factors that influence the subjectivity of the media. The inability of the press to shy away from this influence of subjectivity ultimately gives the impression that the press tends to take a stand against a news issue or even to an institution that can sustain the interests of the press institution itself.

According to the paradigm of Peter D.Moss (Deddy Mulyana, 2002: x): "The discourse of the mass media, including newspaper news, is the cultural construct that ideology produces

because newspapers in presenting the news use a certain framework to understand social reality. Through the narrative, newspapers offer a definition-definitions of human life; who is the hero and who is the villain; what is good and what is bad for the people, what solutions should be taken and abandoned. "

The press or mass media today tend to manipulate facts often, because the press no longer reflects reality, but creates reality. According to Manneka Budiman (2002), language and media serve as a bridge between mass and reality

According Sedjadja (1998) mass media including newspapers in Indonesia is one part or sub system of social-political system that apply. A review of the prevailing political, economic, social and cultural system issues.

Become Smart Voters Without Being Influenced by Lying News

In essence, the false news in the elections is not a problem if the person reading it, smart in judging and responding. However, Hoax can pose a great danger when read by less intelligent voters. When you find the news, this less intelligent voter does not check and re-check the news. Even just reading the title alone, immediately propagated. No more reading whether the news was published by trusted media or not. They receive some information or news, and take that as a truth, then spread it to the line of time to spread everywhere.

These less intelligent voters also tend to vote for candidates due to ethnic, religious, racial or affiliation with certain political parties, or are influenced by money politics. Smart voters choose candidates because of their track record, integrity, achievements, vision, mission and programs offered.

The Role of Candidates and Volunteers for Peaceful Elections

So far, volunteers and successful teams of candidates themselves have been the source of trouble in black campaigns through false news. Therefore, it takes volunteers and successful teams who are self-controlling and intelligent and polite, so as not to attack each other. In addition, the candidates concerned, even political party leaders from the central to regional levels also, play a central role to mitigate such negative issues. Traveling positively and elegantly. Tell us about the achievements and superiority of our hero to others, without coercion and also not downgrading other candidates. Thus, Pilkada will be peaceful and secure, in order to get a qualified leader.

These new realities need to be socialized in society so that the media continues to produce the same discourse at all times. This is useful so that people are sure of the news they read every day (Berger & Luckmann, 1991).

Conclusion

The central role of the mass media that is currently used as a tool or weapon for individuals / groups who have political interests. As has been explained above that interest groups or in this case are political parties are very closely related to the importance of the role of the media itself. Especially considering the mass media that has been granted the right to freedom to issue a voice or public opinion either about government policy or other political issues.

The world of politics should be able to gain sympathy from the people by politically communicating the public (voter votes) appropriately so that political issues or false news can

be overcome by political interests to be well received by the public. In order for political communication that is expected to be actualized properly, it needs a media or facilitating media or media.

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