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UTILIZATION OF SOCIAL MEDIA BY POLITICIANS PADANG CITY

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ABSTRACT

Based on the fact of the field facebook has helped promote the existence of a legislative member to the society in the midst of the growing phenomenon of money politics. Through the utilization of facebook use or financial expenditure can be minimized. That is, the facebook are very helpful to promote the presence of members of the legislatif, so that the mass media that had become a mainstay in the socialization as replaceable by facebook. Presence of facebook really help a candidate to manage the limitations of funds owned and become a new trend of political communication channel.

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INTRODUCTION

Social Media cause major changes in political communications. Social media has become a resource that has been used by political actors to strengthen the position of their existence or as a member of the legislative. All media sources such as websites, blogs, facebook, instagram, or twitter has become a medium for politicians to strengthen their identity as well as social networking media that is utilized as a means of exchanging information (Beciu, 2011:281). One of the social media that appeal to be examined further is Facebook. Social media facebook chooses reason in this study caused by: *First*, Facebook is still a favorite social media in Indonesia. According to Anand Tilak, Head of Facebook Indonesia (www.kompas.com, accessed 2 April 2016 Saturday 22.00 WIB), the number of active Facebook users in Indonesia every month reaching 69 million people. ' At the moment, there are more than 69 million Facebook users in Indonesia are active every month, 61 million of which came from the mobile gadget, said Tilak during a news media today, Monday (22/9/2014), in Jakarta. *Second*, other than as a means of socializing, facebook has also become the place to search for information and the latest story. "Almost half of respondents say that facebook is the first source of getting news or promotional products," said Astiti (www.kompas.com, accessed 2 April 2016 Saturday 22.00 hours).

Third, a combination of various features or facilities is a factor that causes the facebook social media effective as communication media and political campaigns in grabbing the public support. Pages, photo-video sharing, groups, messages, games and ads are the features or amenities are valuable facebook is in the process of communication and political campaigns (Nasrullah, 2015:128). Apart from the spectacular against the reality of the existence of facebook, it is interesting to open for discussion is the utilization of facebook as a communication channel. According to reports from a Bureau researcher Netherlands. Berenschot, nearly half the local party Netherlands using social media (primarily facebook) in the face of the elections of 2012 (www.kompas.com, accessed 2 April 2016 Saturday 22.00 hours). Research results Afdal Makkuraga Son who concluded that all the candidates in the Banten Pemilukada 2011 has been utilizing social media such as Facebook and Twitter in the vision and mission inform each (UMN, Volume III, number 2 December 2011, p23-32). The research of Neza Aninda Mirza (2014) stating that the role of facebook for beginners is the voters as a means of finding information about political parties and presidential candidates (Journal of Atmajaya University Yogyakarta, 2014). The next issue of the utilization of social media in the two countries United States and United Kingdom in shaping society's political behavior. Magdalena Saldana (IJOC, 2015:2015, vol. 9 p3304-3326) examines how the use of traditional media and the use of social media for news of political engagement impact citizens in both countries.

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Magdalena concludes that social media has a role in promoting political involvement of citizens in the United States and the United Kingdom. Furthermore Segard Syne Bock research (Nordicom Review, 2000, vol. 36 Issue 2 p65-78) about the perception towards social media in support of the political communication activity. Research results show that Bock Syne social media is the appropriate vehicle and into the arena of political communication between politicians and voters. In addition between politicians and voters alike have noticed that social media is becoming the platform for political communications. It is this reality that became the basis of the importance of the study of the utilization of social media by politicians. In this case the politicians in question is a member of the legislature of the city of Padang. Furthermore, in this study researchers propose a formulation of the problem: *“how the portrait of Padang city politicians leveraging social media?”*

RESEARCH OBJECTIVES

The purpose of this research is to find a variety of new concepts relating to how Padang city politicians do the construction of meaning in social media leveraging facebook as a socializing to media audiences. For more details, the purpose of this study in detail are as follows:

- To explain why politicians Padang city choose facebook as political communication channel
- To explain how politicians Padang city construct meaning display themselves with regard to his position as a member of the legislative
- To explain how society gives meaning to the politicians who utilize social media as political communication channel.

RESEARCH METHODOLOGY

Method used in this research is a virtual Ethnography. Hine (2000:116) defines the virtual ethnography as a method that seeks to explore more deeply about the subject of the interactions that occur in the virtual world. The use of ethnographic methods tailored to the main problems of virtual want to answered in this study i.e. to explain how politicians Padang city utilizing social media. Research focuses not only on the aspects of interaction that is online but also the reality of interactions that are offline. This refers to what is expressed Gotved (Nasrullah, 2015:59) that there is a complex scheme in seeing a reality in social media. The reality is not just a mere event, but at least there is a relation, even negotiations between offline and online. This research has a 5 person informants, consisting of 3 members of the DPRD Kota Padang (politicians) i.e. Erisman, SE (Chairman of the DPRD Kota Padang), Helmi Moesim, S.IP (Chairman of the Commission I), Usman Ismail s. Sos (Chairman of Commission II) and 2 communities that often give a comment or like the third posting against politicians who become informants in this study i.e. Eliska and Suardi Junir. Data gathering techniques in this research is done based on ethnographic methods i.e. virtual by participating observation and in-depth interview offline. Participant observation method is a technique of collecting data which requires researchers took to the field to observe things related to space, place, actors, activities, things, time, events, goals and feelings (Ghony Almanshur, 2012:165).

But the involvement of researchers to conduct observations in an ethnographic research virtual, performed with become part of the community or group of virtual will be examined. Hair and Clark (2003:7) revealed that in the virtual Ethnography research, researchers should be part in a virtual community that will be examined for making it easy to find the key informant in the community.

RESULTS

As political communicators, politicians are indeed located in a strategic position to play the role of politics in a political setting. According to Nimmo (1993:72) politicians as political communicators play a major social role, especially in the process of the formation of public opinion. Politicians communicate as a group and the messages that is to ask the politicians and political objectives or protect. It means political communicators represent the interests of the group, so if summarized then politicians seeking influence through the media. To see how a real portrait of Padang city politicians use facebook social media researchers have conducted observation and interviews both online as well as offline to 5 informant. The following explains the series of research activity undertaken.

The first step, researchers did a study of the utilization of social media facebook by a third of politicians through the facebook account respectively. As expressed by Nasrullah (2015:61) that social reality-research in siber social media online can be done through document-level media (Media Archive) and the object of the media (Media Object). Document-level media used to see how the contents (as a text and meaning contained in it) is published through social media. While the media object-level look at how the activity and user interaction as well as airport users, in both micro as well as macro-units units. Media object refers to the text or the context around the text in social media. The results of the analysis of facebook account politicians informant through the method of the document object of the media and the media showed that the messages conveyed are interactive and got a positive response. This means that there is interaction between the Padang city politicians with the community. Posting messages that are displayed when a Padang city politicians are classified can be divided into 3 parts namely 1. Appear in the form of pictures. 2. Perform in the form of words. 3. Appears in the form of pictures and words.

Posting done politicians Padang city in the form of pictures have always responded to complaints of the community by means of:

- If the community know the location where the politicians take pictures, people respond with a comment of “steady”, “success is always”, “keep the spirit running errands.”
- If the community does not know the location of the place of politicians to take pictures, then the public would ask where the location or place to take pictures. Furthermore, the posting done politicians Padang city in the form of words is always the community responded by giving the like and little comment. While posting in the form of pictures and words get a tremendous response. Based on the analysis of the researcher, the postings by way of showing the pictures and the words gotten a response at most compared

compared 2 models of the other postings. The data shows that combined posting pictures and the words community responded very well. That is, any person who gives a response like also give his comments.

The second step, researchers conduct interviews and observations of offline. researchers to the five informants. Moving on from the reference Nasrullah (2015:62) that study offline can be done via the method level experience (Experiential Stories). Level media experience bridging between the virtual world with the real world. For example, see and reveals how the motif of informing users in utilizing and publishing a status on facebook. This level also see what happens inside the network (online) also exert influence in the real world (offline).

The results showed:

Reason Politicians choose utilizing facebook

There are three reasons why politicians (three informants) choose facebook as a communication channel to the community:

- Because facebook is considered social media for a “populist”. Populist intent of facebook users in the city of Padang is much more as compared to other social media users like twitter, path, instagram, Wechat, or WA. The informant (politicians) estimates the public who access facebook more than social media such as twitter. This is according to the informants (Erisman and Helmi Moesim) based on the response it receives each of the informant, the response from the community to facebook so much more than a response to twitter. Based on the results of the interviews with the three informants (politicians) each of these politicians also have social media twitter.
- Facebook in view of informants (Erisman, Helmi Moesim, and Usman Ismail) are able to meet the expectations of users in disseminating information to the public. This means that facebook has a fully equipped media room (capable of showing sentences like the newspapers, images, and even video in a single frame News) than other social media like twitter, path or WA. have the results of the interviews showed that three members of the DPRD using or utilizing social media Facebook as a means of information with constituents.
- The informant (politician) (Usman Ismail) rate that facebook can serve as means of hospitality or media of communication between politicians and the public. Numerous comments leveled society whether positive or negative that is especially associated with its status as a member of the legialtif can be used as input in carrying out the task. Thereby, facebook has become a medium of social interaction between politicians with the community. The reality of facebook functions as media interaction by politicians in line with the opinion of the Holmes (2005:3-6) which confirms that in the new media (second media age) not only as communication focusing on the discussion of the form or media model (form), but also on the discussions of existing content, including in terms of language. There are two terms that can be used to approach the language in the media how the siber “netspeak” and “netlingo”.

Netspeak interpreted talks as if writing, and writing text as netlingo as if were talking. Based on the results of interviews and observations show the utilization of media facebook by politicians Padang city expected the emergence of a positive image of the public to the existence of the informant as members of DPRD Padang city at once shook off poor judgment against a member of the legislative who had been often addressed to Council members as arrogant, uncaring, and not aspirational.

Community Assessment To politicians who Exploit Facebook as a communication channel

There are two person as informants (Suardi and Eliska) when Researchers interviewed how his opinion against politicians who exploit facebook as communication channels of politics gets a positive response. In this case, there are three judgments of the informant when politicians are leveraging facebook as a communication medium to political society:

- Show that the politicians are ready to become a member of the legislature. For, the days of politicians in social media have consequences for openly criticized. Through social media, according to the informants (Suardi Junir) community can keep an eye on the whereabouts of a politician. If the activities or postings delivered positive then the public matter gave a positive comment or like. Conversely, if a politician post activities are judged less support its status as a member of the Board then it will be a bit of a society which gives like or society will give criticism (feedback) not even rarely community will insult or bully the politicians.
- Show that the concerned politicians near by communities. Two informants (Suardi Junir and Eliska) stated that the duties and functions of the Board members is to become an institution of the aspirations of the community. Therefore, when a politician has a facebook account and the many communities that received this pertemanannya rated by informants that the politicians are ready to transmit aspiration as well as willing to share information for the common good.
- Utilization of facebook by politicians, according to the two informants (Suardi Junir and Eliska) became a media hospitality or social networking. I am aware that the flurry of each is sometimes not possible to meet directly. Through the medium of facebook issues can be discussed. On the one hand, the community provides information to politicians. On the other hand the community often receive useful information from politicians.

Dramaturgy of Politicians

Politicians How politicians present himself both online as well as offline interest to review. Display themselves politicians draw for dramaturgi theory is examined from Erving Goffman. Dramaturgi is a play presented by the human life. Using the parable of the performances of the theatre, Erving Goffman divides the social life on two areas, namely “territory” (front region) and the “rear area” (back region). Front region (front) is a social event or place allows individuals showing a formal role or a role as an actor. The area is also called front stage (stage front) which is watched by audiences, where it is part of

the front area shows the general functioning of the public and to define the situation for people who watched the show. The front cover of the stage setting, personal front (appearance), expressive equipment (equipment for express yourself), then divided again into appearance (appearance) and manner (style); While the back region (back) is a place for individuals preparing for its role in the area of the front, also called back stage (back stage) or dressing rooms to prepare or rehearse to play its role in the next stage; in this place also the the actor relax, prepare, and gave rise to who he is. In this place, do all the hidden activities to complement the success of acting or the appearance of a self that is on the front of the stage. In this area the appearance of individuals who are not fully visible, this can allow that tradition and character of the offender is very different than what is performed (2771, Umiarso: 259-260).

The results showed that politicians trying to display the next stage as interesting as possible. With regard to display themselves there are two records that can be presented:

- By online, politicians are trying to present themselves in the PAS (Persuasive, Attractive, Sympathetic). The look of a persuasive self manifested in form of photos with a face full of smiling, friendly, and close to the community. The next appearance of the attractive self manifested by displaying photos that show the capabilities of personal photo like when politicians singing in celebration of a marriage or a photo of the event as a speaker on radio, television, or on campus. While the look of Sympathetic self manifested by displaying photos of concern or proximity to society, for example photos with orphans, along with photos of the citizens when performing mutual together, or people in the community to share photos of the disaster-stricken again.
- By offline, politicians are trying to present themselves as most people are friendly, welcoming, and as public servants who are ready to help the community. With respect to the look yourself offline two informants (community) assesses that there is dramaturgi displayed. There is an impression when meeting politicians outside the Legislative building for example met in the market, supermarket, houses of worship, or at meetings of the body are so friendly, generous, and open. But sometimes when the society visit to the offices of LOCAL community often encountered various obstacles and difficult society frequently met with politicians in question. In a review of informant (the public) there is such concern when communities sought to meet with politicians in the Legislative building. The informant suspected politicians as if afraid that if the community asked for material assistance to the politicians. This situation certainly give rise to a negative interpretation to the politicians. On the other hand when researchers interviewed politicians in terms of difficulty of community representatives meet members of the legislative building, the politicians trying to ward off the assessment stating that the doors of local city of Padang is always open to receiving input, criticism, complaints, or problems from the public.

Conclusion

The utilization of facebook as the current political communication channel becomes an inevitability for politicians.

Facebook has become a communication medium for politicians to distribute all kinds of information to the public. The emergence of a positive response from the community being shown online being the portrait of the existence of a politician. The more a community response "like or comment positively be a reflection that the existence of a politician was greeted positively by the community. Informants (politicians) explained that facebook has helped promote its existence to society amid the growing phenomenon of money politics or political money. Through the utilization of facebook use or financial expenditure can be minimized. That is, the media are very helpful facebook promotes the presence of members of the legislative (both in the period before and after becoming a member of parliament) to the community, so that the mass media which used in the socialization can be replaced by facebook. This condition is obviously helping a candidate in managing fund limitations.

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