

THE PUBLIC APPRECIATION TOWARDS CAMPAIGN MEDIA OF REGIONAL ELECTION IN WEST JAVA, INDONESIA

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ABSTRACT

Various studies show that the media plays an important role in political contexts including in the regional head election. Previous study shows that the campaign media management gives a significant contribution to influence perception, attitude, and behavior of voters. So, campaign media management is one of the important factors needed to be considered by the candidates and managed professionally so it can provide a significant impact to influence voters. The purpose of this study is to describe and analyze the responses or public appreciation towards the campaign media of regional head election in West Java, Indonesia.

Descriptive research method is used in this study to describe the public response, and the respondents of this research are all people of West Java who have the right to vote. Areas of research and informants are purposively chosen. The chosen areas are Bandung City and Cirebon Regency, West Java, Indonesia. The techniques of data collection used are questionnaire, interview and documentary study.

The result shows that the combination between mass media, outdoor media and the new media must be implemented in campaign media management. In this case, not only campaign media, the credibility of the candidates—which can not be built just by the campaign—also influence the appreciation of respondents. Religion and family are two things that give a great influence on the appreciation of the respondents. The conclusion is that candidate who received high appreciation in the campaign media management is the winner of the election.

Keywords: media management, campaign, local election

1. INTRODUCTION

The enactment of Law No. 32 Year 2004 regarding Regional Government which is the revision of Law No. 22 Year 1999 has transformed the system of regional head election. The regional head that previously was chosen by the Regional People's Representative Council (DPRD) is now directly chosen by the public through an election held by the General Elections Commission (KPU).

This transformation has also changed the political campaign approaches of all candidates. When the regional head was elected by DPRD, political lobbying to the legislatures was the preferred approach. While in the direct election, the introduction of the regional head candidates through a political campaign that involves the public is preferred to be the main approach to attract the attentions and votes of the regional constituents. Not only on small groups, the campaign model developed by regional head candidates in the direct election also target wider communities. All regional people have the same right to vote—one man one vote. Therefore the campaign of the candidates must reach the whole society.

Among all campaign approaches and methods used to obtain the sympathy of the voters, the use of media is considered to be the most attractive one. It doesn't mean that face-to-face approach is not important. But, considering the wide-spread and the large number of the voters, it is required an approach that is able to reach all people evenly. Judging from the various aspects of the implementation, the media is the most sensible approach.

However, this approach also has its limitations. This approach does not allow personal confrontation so the useful feedback to measure the effectiveness of the campaign through the chosen media is often difficult to obtain. Using media needs a good strategy in planning, implementing and evaluating. Otherwise, it will be a mere wastage because it usually takes huge costs. Varey (Venus, 2004: 90) explains that the aspects needed to be considered in selecting campaign media are as follows: scope, type and size of audience, cost, communication objective, time, media purchasing, regulations and competition activity.

Various studies show that media plays an important role in political context such as elections, including the regional election. A survey conducted by The Asia Foundation published in 2004 shows that more than 90% of the citizens use media to obtain informations related to the elections (LSPP Team, 2005: 2). While the Indonesian Survey Institute (LSI) reveals that mass media has replaced the function of political parties in reaching out the voters. A new political party that utilizes the campaign advertising on TV can even take up the previous voters of other parties. The result of the study shows that the voters' memory is generally formed by TV advertising. 31 % of voters convince that mass media is more credible than political institute (www.webmetro@metrotvnews.com, 12-11-2008).

The result of the first phase study regarding the management of campaign media in the regional head election in regencies/cities of West Java shows that there's a difference on the pattern of campaign media management in two research areas, Bandung and Cirebon Regency. This is due to the characteristics of respective regions and voters. However, in general there's a common understanding that campaign media management is an important factor to be taken into account by the team of candidacy succession in the planning, implementation and evaluation stages. This management is

an important factor that needs to be taken seriously by the candidates and professionally managed in order to significantly influence the voters.

Considering the result of the first phase study and to gain a more comprehensive description regarding the importance of campaign media management specifically for all level of regional head elections, the Researchers find that it is needed to conduct a research on public perception towards campaign media management for regional head election where the voter behavior is related to the society's decision to vote for a particular candidate.

Based on the description elaborated in the background section, the problems of the study is formulated as follows: "What is the public perception towards campaign media of the regional head candidates and the vote decision-making of the society in the regional head election in regencies/cities of West Java?"

2. RESEARCH METHOD

Research method used in this study is descriptive research. Descriptive research is a method used to describe the variables but not to examine the extent to which variations in a factor associated with variations in other factors. In this study the researchers only use and study two variables: the campaign media management and the vote decision-making of West Java citizens.

The population of the study is all people who live in West Java and already have the right to vote for regional head in their respective homes. Based on the Plenary Session of West Java KPU on October 19, 2013, the number of voters in West Java is 32,813,211 consisting of 16,515,048 males and 16,298,163 females. Thus, based on the data, the number of population of the study is 32,813,211 people.

After identifying, the researchers determine the specific properties of the population as follows: 1) Live in West Java; 2) Have the right to vote for regional head in their respective homes; 3) Have ever voted for regional head in their respective homes.

The sample of the study is chosen by using the technique of simple random sampling. According to Singarimbun (1995: 55), simple random is a sampling conducted in such a way that each unit of study or elementary unit of the population has an equal opportunity to be selected as a sample. As a result, the total sample is 135 consisting of 86 in Bandung and 49 in Cirebon Regency.

In this research the primary data is obtained from questionnaires and interviews with sources that have informations related to this study.

The technique of analysis used is descriptive analysis. According to Anwar (1997: 126), descriptive analysis aims to describe the object of the study based on data and variables obtained from the subjects under study, and by no means to test the hypothesis.

3. FINDINGS AND DISCUSSIONS

3.1 The Public Perception towards Campaign Media Management for Regional Election in Bandung

During the study in Bandung, 53% of respondents are female and 47% are male, and most of them are 20 to 25 years old. At this range of age, usually they are easily

exposed by any media and technology, so they will easily understand the questions related to the campaign media. The revenue or pocket money of the majority of respondents is Rp 1,000,000 to Rp 3,000,000. With this revenue, the respondent access to the media is not cost prohibitive, because now social media applications are already implanted even on low-end mobile phones. Similarly, their access to television is not too difficult, because in Indonesia, especially in Bandung, almost all the houses are equipped with a television.

Almost half of respondents watch television for one to two hours within a day. The sense of hearing and sight is needed to watch television that it makes the respondents seated in front of it. Whereas most of respondents are self-employed that needs their time to work. On the other hand, their time for listening the radio is much longer: 34.1 % of the respondents listen to it for 3 to 4 hours, and even 31.9% of them listen to it for more than 4 hours. The radio is indeed more accessible because it just involves the sense of hearing—and it's cheaper too—and Bandung has lots of attractive radio stations. The respondents usually listen to them during driving. Moreover, several radio stations now broadcast the current traffic in Bandung. This information is badly needed by them to search for alternative route to avoid the getting-worse traffic jam. In addition to radio and television, the respondents are also exposed by newspaper. 31.8% of them read it daily, and 29.4% read it three times a week. The cheap price—because of successful advertising business—and the easy subscription process are the factors that make newspaper isn't difficult to access.

Similar to access to conventional media, respondents access to social media, especially Facebook, is also high. There's only 5.9% of respondents who don't have Facebook accounts and 15.3% don't have Twitter accounts. 42.4% of respondents own Facebook accounts. In fact, they access this social media for more than 3 hours a day, which is considered as heavy users. Although it's not as high as Facebook, the respondents who access Twitter for more than three hours are also high at 24.7%. This happens because both social media are easy to access every time and everywhere as the cellular operators provide an affordable and reliable internet network in Bandung.

60% of respondents agree that the campaign program of Ridwan-Oded represents their vision and mission to apply if they are elected to govern Bandung. On the other hand, 49% or almost half of respondents doubt that the other candidate, Budi-Rizal, is able to represent their vision and mission in their campaign program. In the campaign of Ridwan-Oded, their vision and mission are considered tangible because they are expressed in good visualizations in form of words and images that pragmatically may address the current problems of Bandung City. Whereas of Budi-Rizal, their campaign message is "Yang Muda Yang Pegang Kontrol (The Youth Is The Controller)". Their effort to target young people is seen from the message "*Ngora, Nyekul, Nyetun*" that means a figure of young, educated, and up-to-date. The respondents consider that this doesn't reflect the direction of Bandung City development if they're elected.

Ridwan-Oded feature pragmatism in their campaign. Thus, the majority of respondents think that their program won't be hard to realize and may address the current problems of Bandung. On the contrary, almost half of respondents assume that the programs of Budi-Rizal will not be able to address the current problems of Bandung

and hard to realize. The majority of respondents also think that the campaign messages of Ridwan-Oded are easier to be bear in mind than those of Budi-Rizal.

According to the previous study (the first phase), before composing the message and targeting the community as well as executing the media to use, the campaign team of Ridwan-Oded always seek to conduct the campaign based on a research or situational analysis. The research division itself is an internal part of their campaign-winning team, although they always observe and consider the results of studies conducted by research institutes or universities to be a cornerstone in developing a campaign strategy. Most of the data is of popularity and of constituent base of each candidate.

Media is divided into three subsections: Media Center, Social Media and Outdoor Media. Media Center handles newspaper, television, and radio communications. While Social Media manages internet communication through Facebook, Twitter, blogs and websites. The third subsection, Outdoor Media, is in charge of making the programs of Ridwan-Oded delivered to the people, even without talking or appearing on television. It is by visualizing the work programs. Media they manage include a prototype of healthcare card called Kartu Bandung Raya, billboards, posters and banners. The Outdoor Media team is also called the Creative Media team. They are in charge of making campaign messages in the form of attractive visualization of billboards, stickers, and displays. In addition, they're also in charge of creating or searching for easy-listening songs or jingles that engage people to vote for Ridwan-Oded.

Ridwan-Oded, or so called Rido, use several songs. These songs are not created by the campaign team. The process of creation involves Bandung artists, including Abah Odoy, Barakatak. The songs are generally in Sundanese. In addition to well-known Bandung artists, the team recruits street singers to sing those songs on various occasions. Beside socializing, these campaign songs are sought to keep its main function to entertain people. Thus, the society will be happy and easy to memorize and live the content. This will lead them to vote for Rido during the regional election.

Correspondingly, the majority of respondents think that Ridwan-Oded is a suitable candidate to lead West Java. Meanwhile, nearly half of the respondents categorize Budi-Rizal quite attractive.

Ridwan Kamil is better known as a world-class architect. His works further highlight the aspect of environment. He received a Master of Urban Design from University of California, Berkeley and majored architect prior at Bandung Institute of Technology (ITB). He has obtained an international reputation by working on projects abroad, such as Syria Al-Noor Ecopolis in Syria and Changchun Financial District in China. As in the country, his works among others are: the Ancol West Drain Bridge (2007), Al-Irsyad Mosque in Kota Baru Parahyangan (2008), Aceh Tsunami Museum-Rumoh Aceh (2010), Senayan Aquatic Stadium, Jakarta (2012), and dozen of other works. Oded M. Danial, Ridwan's partner, is the Vice Chairman of Commission B DPRD of Bandung City as well as the Chairman of DPD PKS of Bandung. The other candidate is Budi Dalton–Rizal Firdaus. Budi is an artist from Bandung who have already existed in art world and various communities of Bandung He is known as a musician and a big-bike hobbyist (Brotherhood community). Born in Bandung, October

16, 1972, he works as a humanist and lecturer. Rizal Firdaus, Budi's partner, is a civil servant who works in the government of Banten.

For the design of messages, nearly half of the respondents categorize the colors used in the campaign of Ridwan-Oded attractive. Ridwan and Oded use a variety of color patterns, but still feature white and red. While for Budi-Rizal's design, most of respondents categorize the color patterns in their campaign media quite attractive. In this case Budi-Rizal is deemed unable to maintain color consistency on different forms of campaign, and the iridescence is generally black and white.

Language style is one important thing in campaign activities. 47.1% of respondents think that the language style used in the campaign of Ridwan-Oded is attractive. In fact 21.2% think that it's very attractive. This is much higher than their appreciation for language style used by Budi-Rizal's team. The result is somewhat beyond prediction because, based on the first year study, it is found that Ridwan-Oded tend to use Bahasa Indonesia for their campaign, while Budi-Rizal tend to use Sundanese, the mother tongue. 'Salam Pacantel' messages promoted by the campaign team of Budi-Rizal in majority use Sundanese or a combination of Bahasa Indonesia and Sundanese. Though the majority of messages used by Budi-Rizal use the native language (Sundanese), most of these messages do not contain a direct call to vote for this candidate, but moral appeals to improve yourself and the environment. This cause the respondents to appreciate the use of native language of Budi-Rizal lower than of Ridwan-Oded.

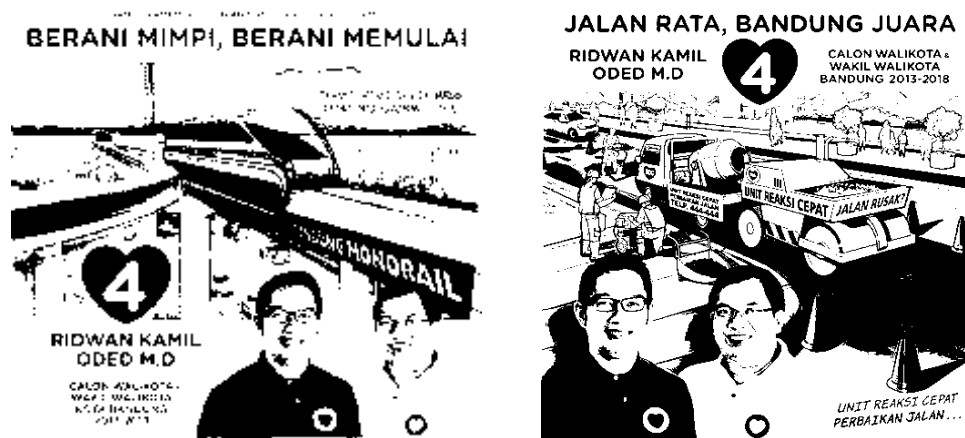
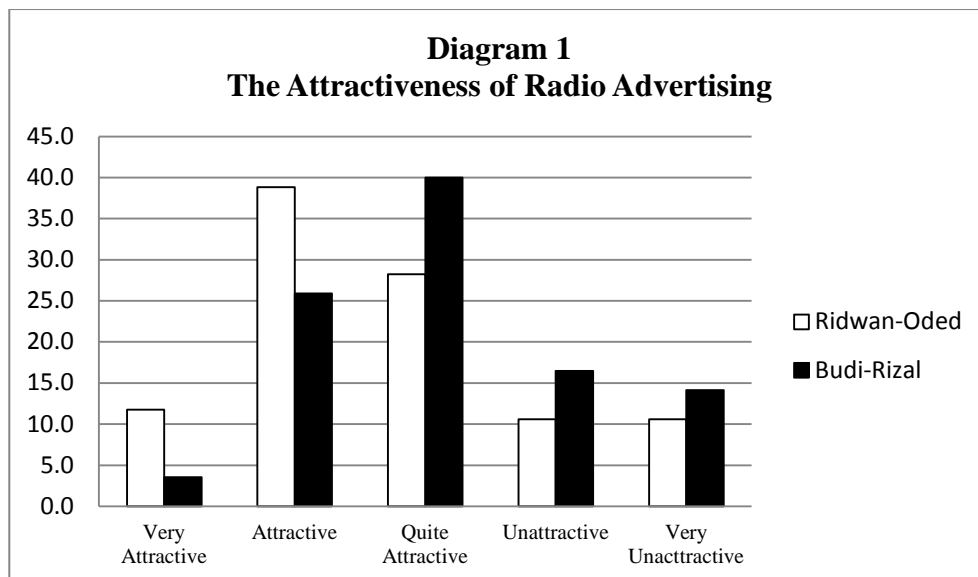


Figure 1

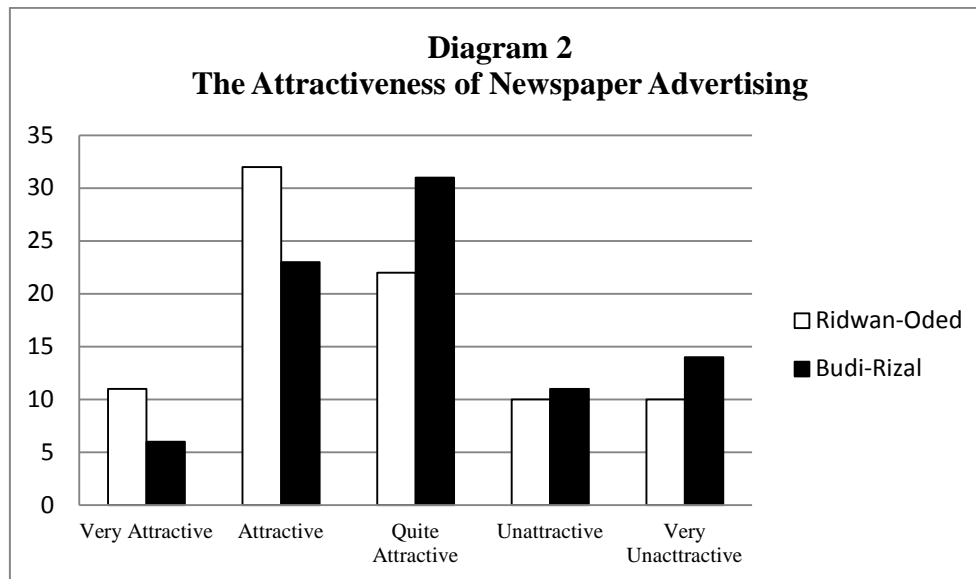
A banner and billboard with a background of traffic infrastructure that provides an overview of development plan of Ridwan-Oded

Nearly half of respondents think that the campaign visualizations of Ridwan-Oded attractive. Due to limited capacity and funding, the campaign then further highlight the side of creativity. Billboards are placed only in strategic places. Billboard with the background of monorail is considered to be the most influential. From a dialog with citizens, it is found that the image can make them imagine that the urban planning of Bandung, especially the traffic, will be getting better and grow. It is as described by Budi Haryana, a member of the campaign team of Ridwan-Oded.

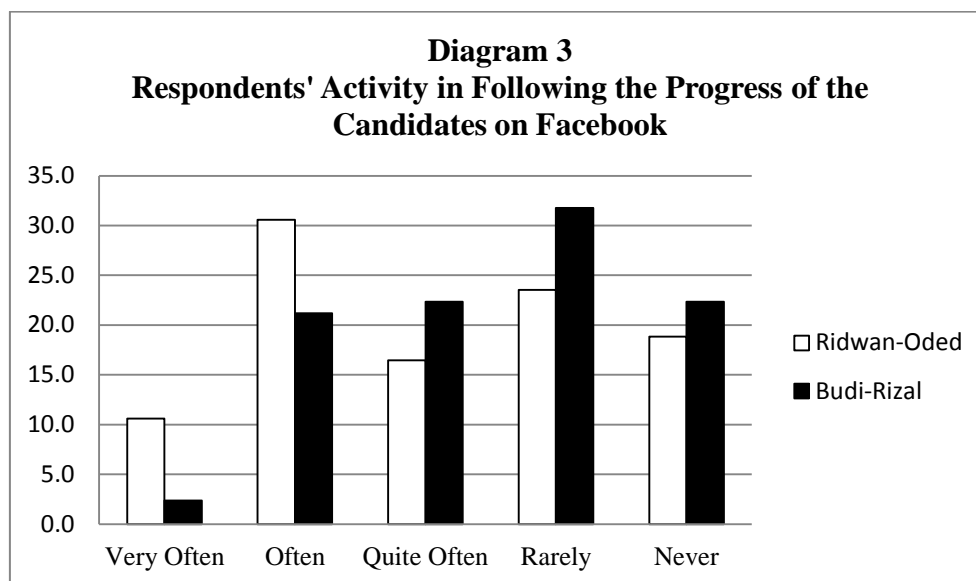
"If there's only a number and an image of two people while doing a pose, no message is delivered. At least there has to be a monorail, so the people may know the direction of city development. That's what makes them interested. And we conduct a healthy campaign by trading a vegetable for a used bottle. The bottles are going to be sold or distributed later. If we have directly given the vegetables for free, I'm afraid it would be categorized a practice of money politics. Haha.. Secondly we avoid political campaign—the first is the healthy campaign, so the used bottles are not thrown away but become something valuable to trade for a bunch of vegetable. It is conducted on Sundays. That's [our campaign] in general, but we also hold a gardening event bio pores, but the biggest benefit comes from vegetables campaign. My stuffs are quite affordable for the housewives."



Bandung is famous for a town that has a numerous number of radio stations. Based on collected data, there are 51 radio stations in Bandung. This is why the campaign teams use radio advertising for their campaign. Radio advertising is mostly done by the campaign team of Ridwan-Oded. Therefore no surprise if the respondents say that the advertising of this candidate is attractive. While for radio advertising of the campaign team of Budi-Rizal, the majority of respondents say that it's quite attractive. Ads trusted by the respondents are the ad-libs where the announcer read the advertising material as if delivering news. This increase the respondents' trust towards the presented material, because it doesn't sound like a "selling ads".



Beside radio, newspaper is also used by the campaign-winning team of both candidates to communicate their messages. The majority of respondents state that the newspaper ads of Ridwan-Oded is attractive to look at. While of Budi-Rizal is quite attractive. This is in line with the result of the attractiveness of radio advertising. This is due to the ads of Ridwan-Oded show tangible programs they're about to conduct if elected. Thus, the respondents give a great appreciation, because their messages are measurable.

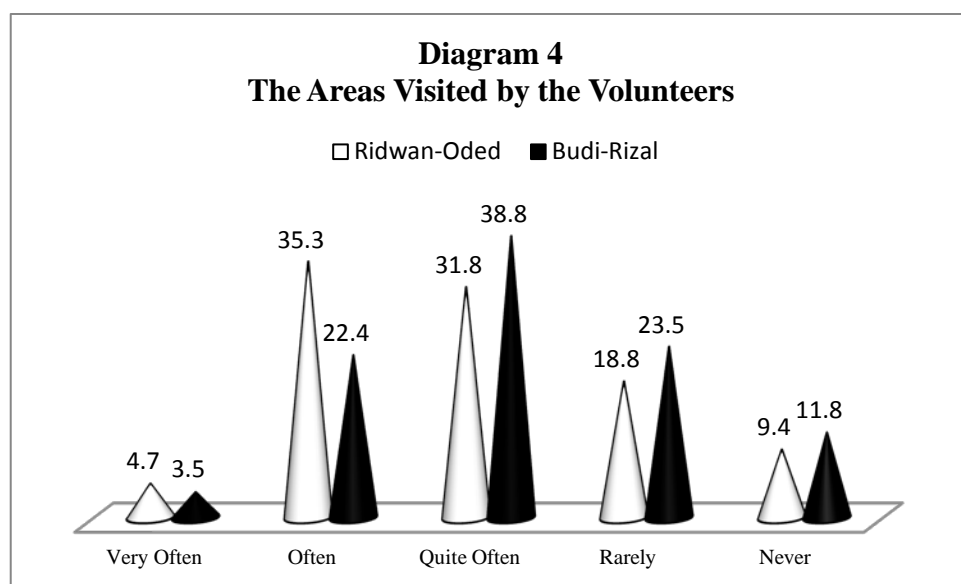


The team itself does not rely on social media for their campaign activity, because the internal research team of PKS finds that in Bandung the social media only contributes less than 5% and the newspaper is below 20%.

The majority of respondents admit that they don't follow the official Twitter account of Ridwan-Oded and Budi-Rizal. However, they often notice tweets related to Ridwan-Oded in form of a retweet or reply from their friends' account. While those who actively retweet or reply Ridwan-Oded tweets are 14.1% for 'very often' category,

27.2% for 'often', and 23.5% for 'quite often'. And the participation level for Budi-Rizal tweets is much lower. In fact 21.2% of respondents admit that they never follow them. The lowest is the respondents' interest in visiting the website of the candidates. They only visit when there's an important news that contains a link to the candidates' website.

Regarding campaign media in form of merchandise, the team of Ridwan-Oded admit that their logistic resources are not as much as of other candidates. This is due to the fact that most of other candidates, especially those who previously serve a high office in the government of Bandung, are promoted by big parties. Due to limited capacity and funding, the campaign then further highlight the side of creativity. Because of this, Budi-Rizal rarely provide merchandise to the public during their face-to-face campaign. However, it doesn't matter because the majority respondents at 67% state that the merchandise doesn't affect their vote.



The campaign-winning team of Ridwan-Oded consists of three teams: Ridwan Kamil's volunteer team—most of them are the members of Bandung Creative, the team of PKS, and the team of Gerindra. To streamline the work, they divide the work as follows: PKS team handles the public directly to homes, while the Ridwan Kamil's volunteer team campaigns on bike, cultural and creative communities. The cooperation between PKS and Ridwan Kamil's volunteer team runs well-coordinated, because they've built it since a year before. While Gerindra team campaigns on their constituent bases.

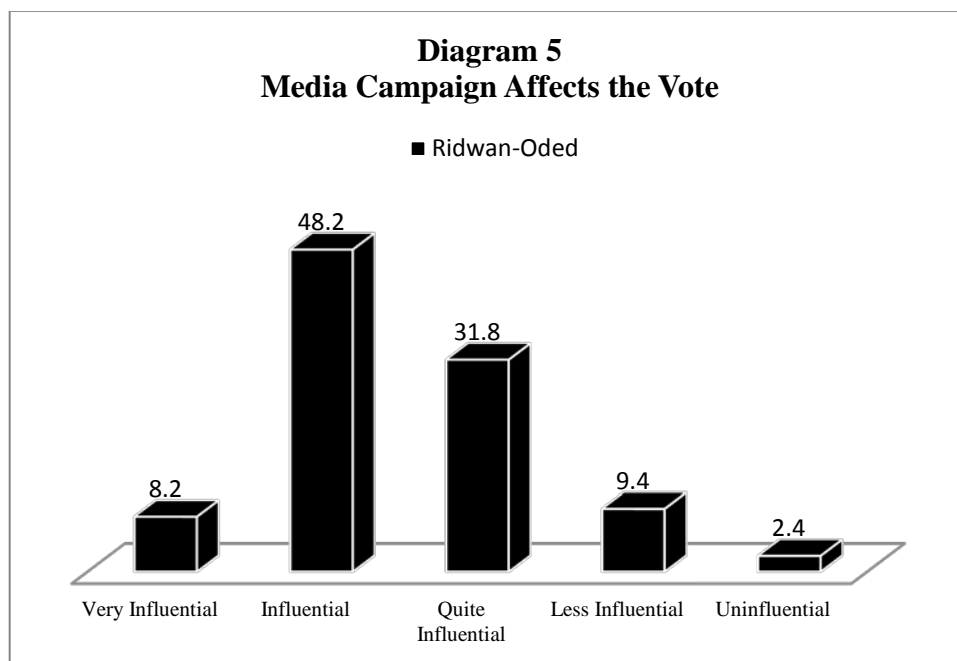
In addition to media content, the campaign team also relies heavily on *direct selling*. This reliable activity is called "*mapai lembur*." They illustrate, if the use of media is the air strike, then *mapai lembur* is the ground attack.

Mapai lembur is conducted by visiting the public *door-to-door* in order to meet and communicate with the public face-to-face. The volunteers consisted of PKS cadres and partisans as well as community leaders hold a dialog with the public, verbally convey their campaign messages, distribute brochures, demonstrate voting props, distribute Bandung Juara cards, and conclude the session by

encouraging them to participate in the elections and vote for Rido. This guerrilla movement reaches out almost all areas in 30 Districts (Kecamatan) and 151 Sub-districts (Kelurahan).

This means that the campaign team has a greater conviction on direct communication (face-to-face). They believe that this kind of communication is an effective machine that introduces the candidate directly to the public. This face-to-face communication clarifies the negative issues regarding the candidate or the parties which promote them and resolves the black campaign from other candidates.

This home visitation program is conducted in order to get in touch with the public and to distribute stickers and a written form of campaign promises. This promises need to be delivered because the team believes that Bandung citizens are pragmatic. For example, they want a free healthcare. So, if candidate 4 wins the election, they will provide healthcare cards to access it. There's also a program called a hundred million per Neighborhood Association (RW). It is cash assistance for RW that will be distributed via the Chairman of RW.



There are several things that affect the vote decision of respondents in the regional head election in Bandung. 48.2% of respondents state that the use of media in the campaign affects their vote decision. This is in line with the earlier discussions. The respondents are exposed by the campaign advertisings from various media—mass and non-mass media. The respondents notice the messages and evaluate their attractiveness, and the result of the study show that the messages affect their decision to vote for candidates for the leader of their homes.

Beside media campaign, the result also show that there are other factors that affect the respondents' decision. Religion and family are two factors that have an important role as well as campaign media. 43% of respondents admit that religion is a factor that affects their vote. In fact, they admit that family affects their decision too. In addition, 43.5% of respondents also tend to suggest their family members that they have to vote

the respondents' favorite candidate. While 41% of respondents think that their decision is affected by their family members.

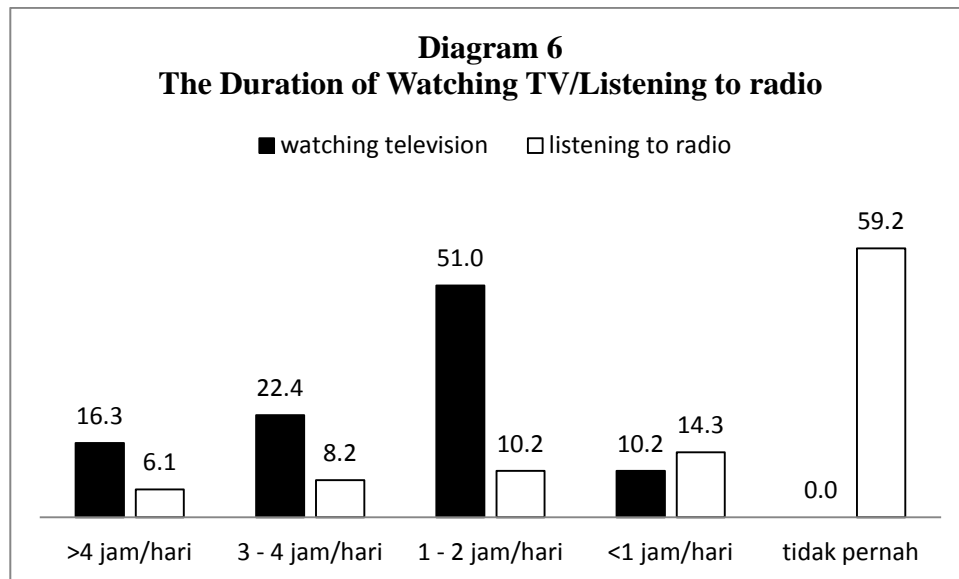
3.2. The Respondents Appreciation towards Campaign Media Management for Regional Election in Cirebon Regency

The 2013 Regional Election in Cirebon Regency is held on October 6 2013 to choose the new Regent and Vice Regent of Cirebon year 2013–2018. This election was followed by six candidates of Regent and Vice Regent. Five candidates are promoted by political parties, and one candidate is an independent.

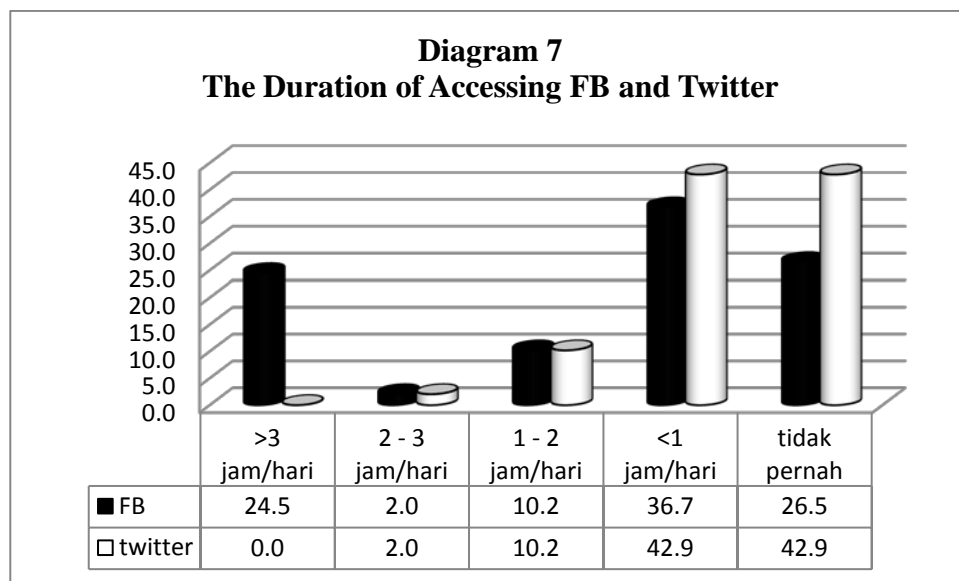
Based on the data obtained from General Elections Commission (KPU) of Cirebon Regency, those six candidates are as follows: Number 1, the independent candidate, Moch. Insyaf Supriadi, S.H. and H. Darusa, S.H. with 'Cirebon INDAH' jargon. Number 2, promoted by Indonesian Democratic Party of Struggle (PDIP), is Drs. H. Sunjaya Purwadi, M.M., M.Si. and H. Tasiya Soemadi, S.E., M.M. (Al Gotas) with 'Wis JAGO-JADI bae Bupati Cirebon' jargon. Number 3, H. Mohammad Luthfi, S.T. and Hj. Ratu Raja Arimbi Nurtina, S.T. with 'Peduli Cirebon-Peduli Perubahan' jargon, is promoted by National Awakening Party (PKB), United Development Party (PPP), and Crescent Star Party (PBB). Number 4, H. Nurul Qomar, S.Sos., M.M. and Drs. H. Subhan with 'MARHABAN-Harapan Baru' jargon, is promoted by Democratic Party and Great Indonesia Movement Party (Gerindra). Number 5, H. Ason Sukasa, S.M.Hk. and H. Elang Kusnandar Prijadikusuma, S.Ip., M.Si. with "Ason Elang-Cirebon Gemilang" jargon, is promoted by Party of the Functional Groups (Golkar) and Prosperous Justice Party (PKS). Number 6, Hj. Sri Heviyana Supardi and H. Rakhmat, S.E. with 'Cirebon HEBAT' jargon, is promoted by People's Conscience Party (Hanura), National Mandate Party (PAN), Concern for the Nation Functional Party (PKPB), Ulema National Awakening Party (PKNU) and Indonesian Youth Party (PPI). Sri Heviyana is also an *incumbent* candidate because during her candidacy she is the wife of Cirebon Regent Drs. H. Dedi Supardi, MM.

The characteristics of respondents in Cirebon Regency are slightly different from those in Bandung. 71% of respondents are male and 35% are 25-35 years old. Regarding occupations, 39% of respondents are entrepreneurs. This is in line with the occupations of Bandung respondents. However, regarding monthly revenue, the respondents in Cirebon Regency earn a lower income than those in Bandung. Half of respondents earn less than Rp 1,000,000. This is due to the different characteristics of these two regions. Bandung is the capital city of West Java in which the level of the economy is certainly much higher than the level of Cirebon Regency.

Unlike in Bandung, respondents in Cirebon Regency have a limited access to conventional media, as shown in the diagram below. 51% of respondents state that they only watch television for 1-2 hours a day and 59.2% of them never listen to radio. This may be caused by the development of radio stations in Cirebon Regency that is not as advanced and much as in Bandung.



Beside radio and television, the respondents in Cirebon Regency also has a limited access to newspaper. 34.7% of respondents state that they never read newspaper and 53.1% state that they only read newspaper once a week.



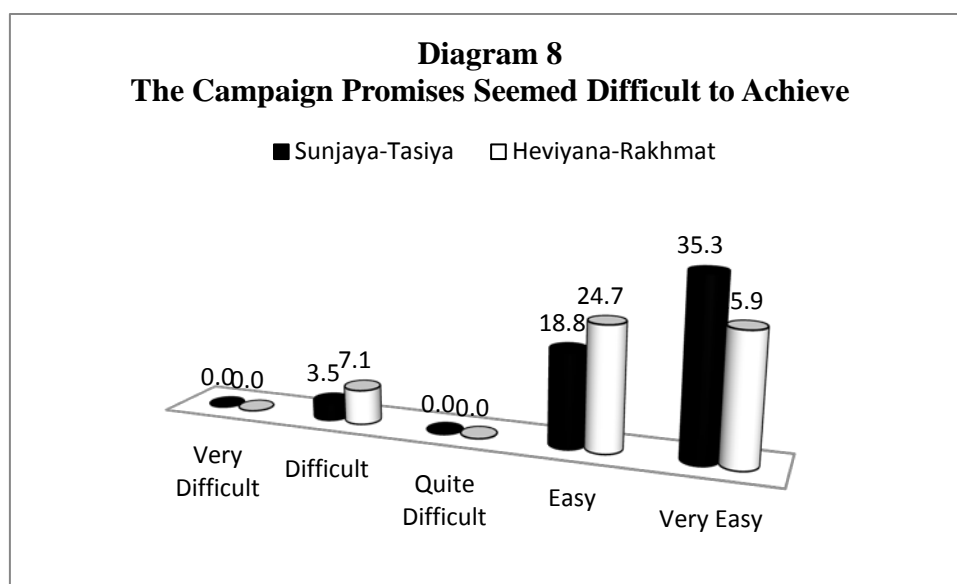
Similarly, their access to social media is also very limited. From the above diagram, 36.7% of respondents state that they access Facebook for less than an hour per day, while 26.5% state that they never access Facebook. The same happens to other social media—Twitter. 42.9% of respondents state that they never access it.

The description regarding the voters' accessibility in Cirebon Regency shows that there is a difference with what happens in Bandung. The level of the regional economy and the income per individual are the factors that lead to this difference..

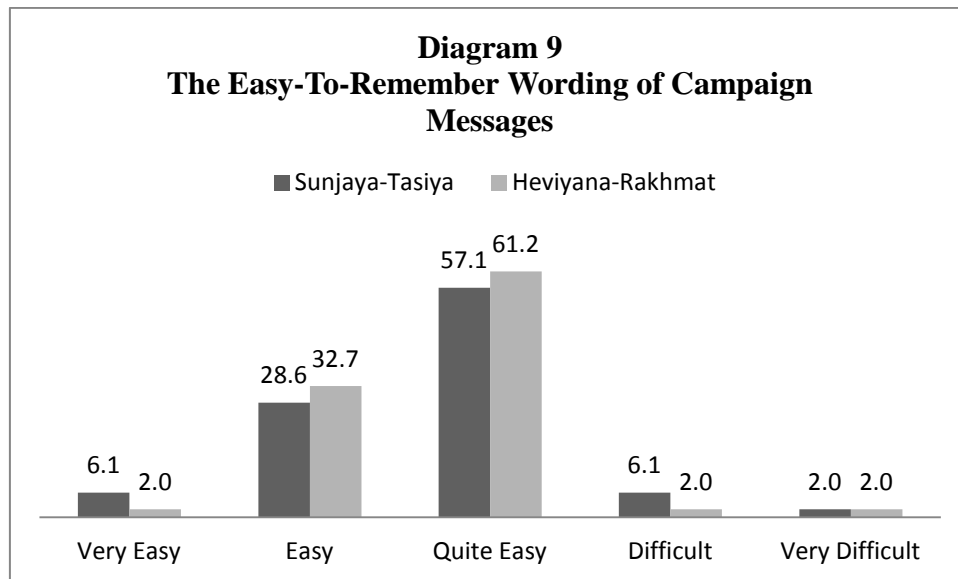
Unlike the regional election in Bandung, Cirebon Regent election was held in two rounds because there's no candidate who scored 30% of votes. The candidates who competed in the second round were Jago-Jadi who obtained 27.89% of votes in the first

round, and Hebat with 20.24% of votes in the first round. Therefore, this study focus on the public appreciation towards campaign media management conducted by these two candidates, Heviana-Rahmat and Sunjaya-Tasiya.

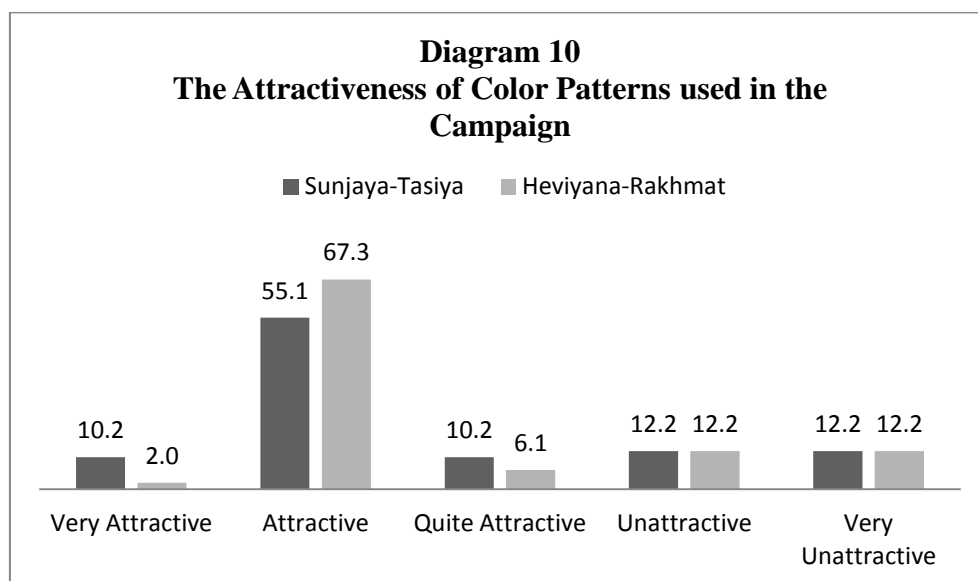
A positive image is built by featuring the maternal side of Sri Heviyana. In this case her success in nurturing her children who successfully completed their higher education well is her market value as a mother who successfully manages her family. In addition, while accompanying the Regent, she always actively involved in various efforts to empower women in Cirebon Regency. Her active involvement in social activities makes her popular enough in Cirebon Regency. However, it turns out that the protrusion on this side is not sufficient enough to reflect the campaign vision of this candidate. Heviyana-Rahmat's vision and mission are appreciated lower than those of Sunjaya-Tasiya that is appreciated at 83.7%.



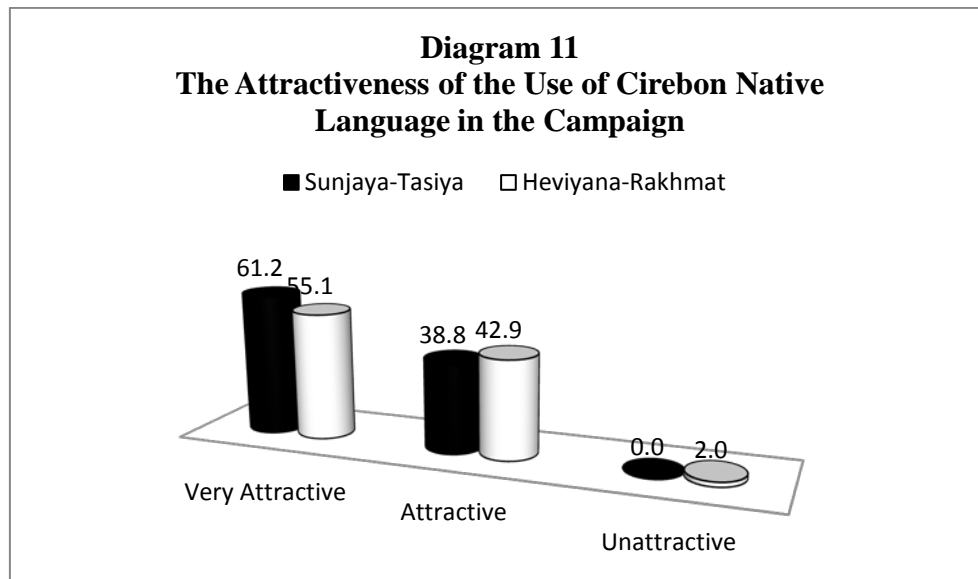
The above diagram also shows that 35.3% of respondents state that the campaign promises of Sunjaya-Tasiya are more tangible than those of Heviyana-Rakhmat.



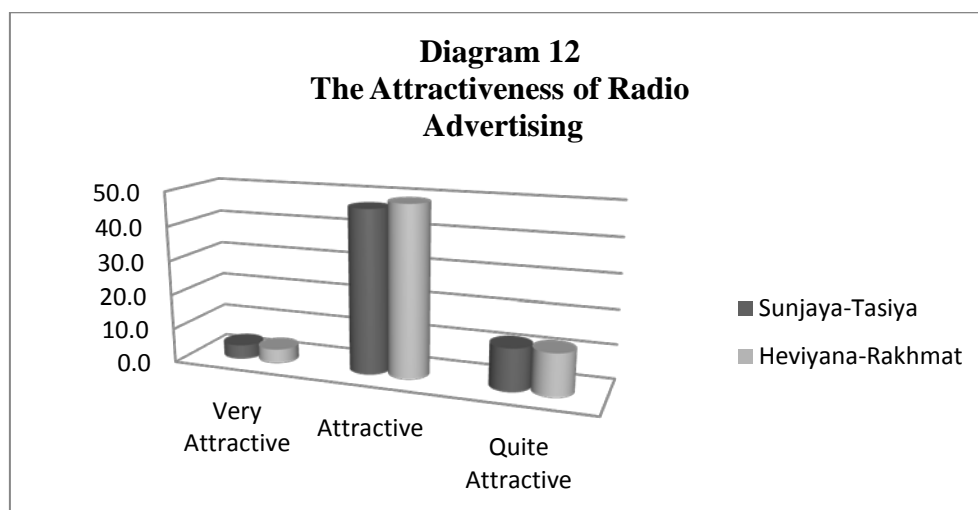
Most of respondents think that the wording of both candidates in their campaign is quite easy to remember. For example, both candidates made an acronym of their names in order to make them easy to be bear in mind by the public. Heviyana-Rakhmat abbreviate their names into "Hebat" and Sunjaya-Tasiya into "Jago-Jadi".



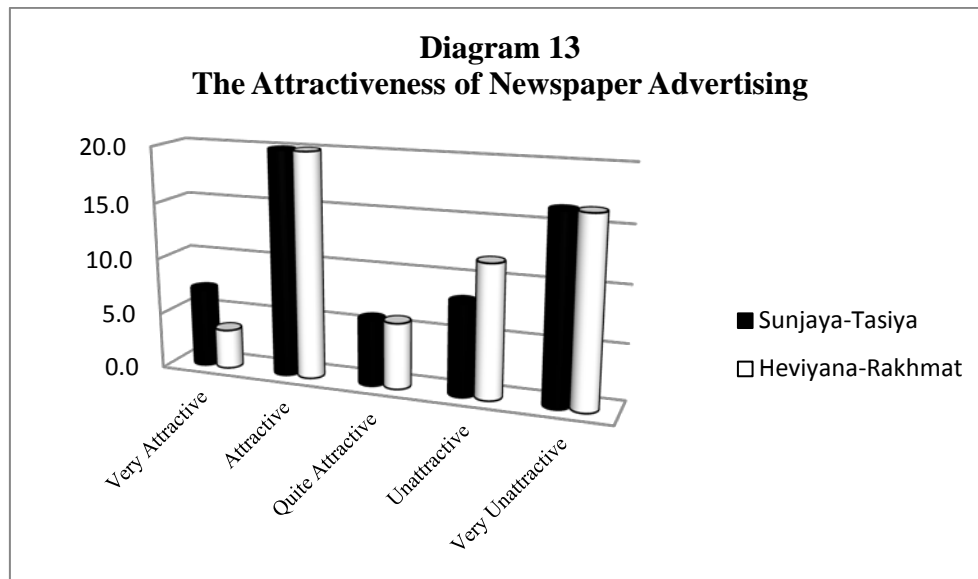
For the color patterns of the campaign, nearly all candidates used red in their campaign, including these two candidates. The use of red is meant to attract the sympathy of the public that majority of them are the partisans of PDIP. In fact there's a saying "*bagai gepeng tetep banteng*" among Cirebon people that means even if [our circumstances is] devastated, [our heart is] still for the bull (PDIP's symbol).



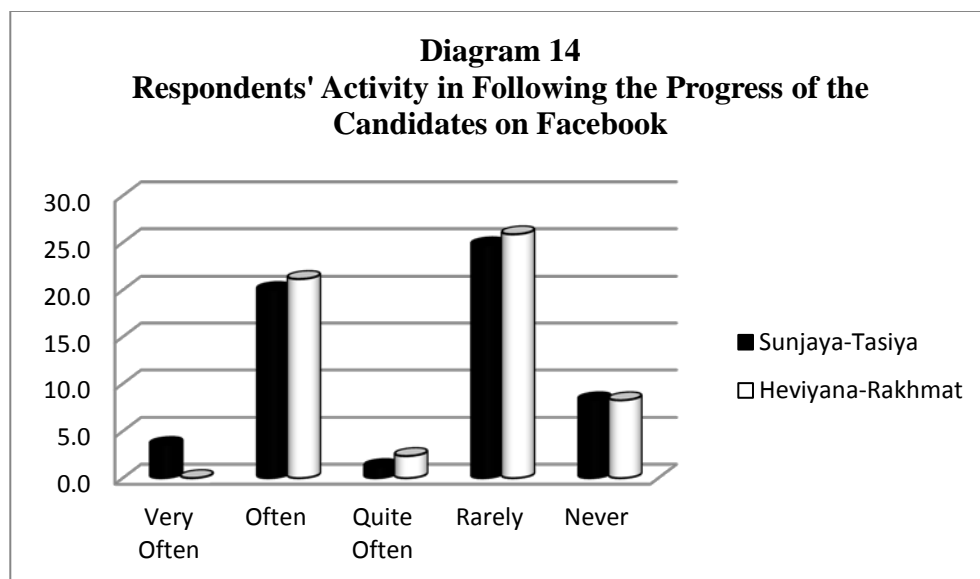
Both candidates used Cirebon native language in conveying their campaign messages. The public appreciate it high. 61.2% of respondents state that the use of native language in the campaign of Sunjaya-Tasiya is very attractive. Not so different, Heviyana-Rakhmat are also appreciated high at 55.1% regarding this. The native language is used in every campaign activity of the candidates, from the content of media advertising to face-to-face campaign.



Regarding the use of radio as a media to advertise, the ads of Heviyana-Rakhmat are considered to be very attractive. It is because they utilize the radio to be one of their main campaign media, especially community radios. At least 21 community radios and 9 local radios are used for campaigning. At the beginning of the campaign, the frequency of the ads is not too often, about three to seven times a day. Then the frequency is increased into 10 times a day in the last days of the campaign

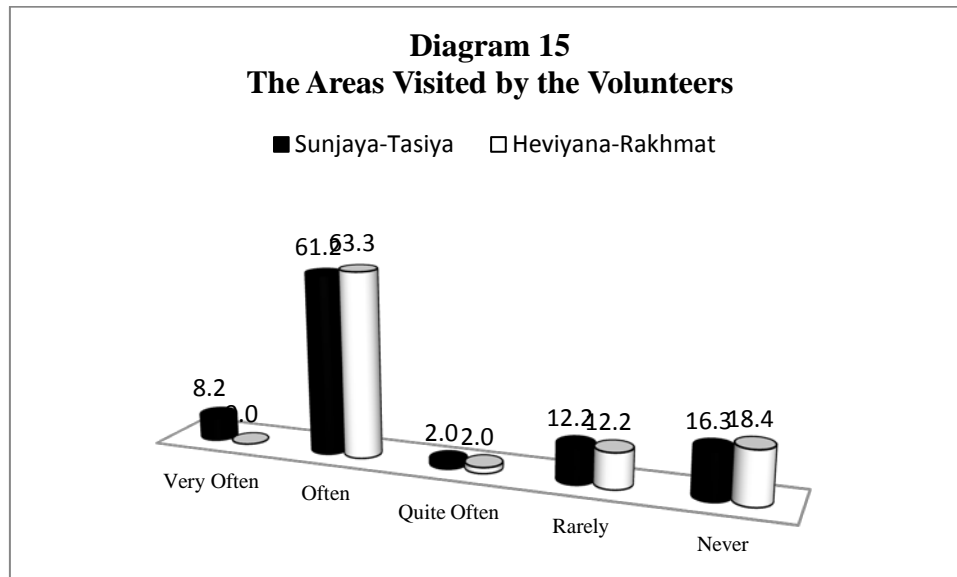


Newspaper is still the mainstay media for the campaign. Of the four local public daily in Cirebon, Radar Cirebon is not used by Heviyana-Rakhmat because this daily doesn't show any partisanship to them. The team of Heviyana-Rakhmat assume that Radar Cirebon promotes Democratic Party and other candidates suppress it. Thus the four regional newspapers published in Cirebon have a major role in the delivery of campaign messages to the prospective voters.



Meanwhile, the level of social media usage for campaigning is very low. The majority of respondents admit that they don't follow or get exposed by any campaign on Facebook. Similarly, the majority of respondents don't follow any tweets related to candidates on Twitter, and they're not interested in visiting the candidates' websites. This is in line with the findings of the first phase study that state that Heviyana-Rachmat does not optimize the use of social media to campaign as the social media literacy of Cirebon citizens is still relatively low.

Advertising plays its uncontested role. Nevertheless, the face-to-face campaign plays a significant role, as shown in the following diagram:

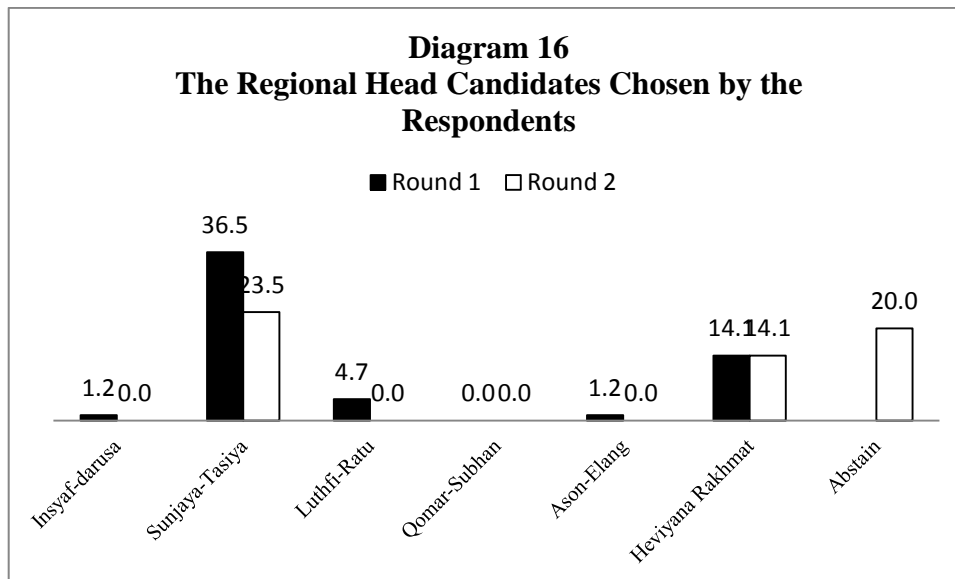


Volunteers are the spearheading of campaign conducted by Heviyana-Rachmat's team. To face the great team of PDIP, strategy used is to build an intensive and personal communication or get in touch directly. To do this well-coordinated, a Joint Secretariat (Sekretariat Bersama) is formed. So, without having to gather a lot of people, they can continue to communicate each other through technology. Their desire to be well-coordinated is realized with the help of technology. And then they provide a server that can be used for an SMS gateway and real count. The Joint Secretariat becomes a base camp where every strategy and program is designed and started.

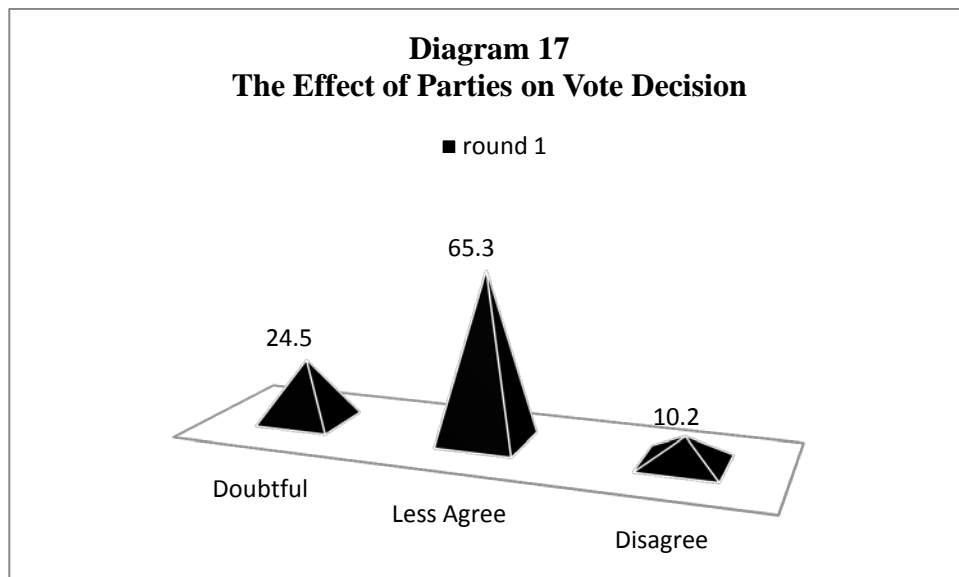
Regarding the face-to-face campaign, the media used are various, from displays, t-shirts, billboards to stickers. However, eventually they tend to distribute stickers more effectively. The campaign team admits that funding is not a matter to them. However, in order to streamline the delivery of messages, the team then forms eleven teams to directly reach the constituents.

The use of social media for the regional head election in Cirebon Regency is relatively low. The majority of respondents, 79.6%, consider that the campaign in social media less affects their vote. But, to be underlined, more than a half of the total respondents, 69%, state that the family influences their vote, and 51% claim that religion influences their vote. Almost half of respondents, 36.5%, advise the family to vote for the respondents' favorite candidate.

The following is respondents' votes during the Regional Head Election in Cirebon Regency, first and second rounds.



From the data presented above, a surprising result emerges. Although the winner of the election is the candidate promoted by PDIP, the dominant party in Cirebon, but the majority of respondents argue that they vote for Sunjaya-Tasiya for party partisanship reason. Through interviews, it is found that for Cirebon citizens, especially from the middle to the lower class society, their partisanship for PDIP is something inherited from their ancestors. It is ingrained. So they do not consider that they vote for the candidate of PDIP for being instructed by the party, but on their own consciousness.



3.3. Discussions

This study is a continuation of the previous year which explores the campaign media management by the candidates. Apparently the result of this study corroborates the previous one.

In the course of campaign communication, the mass media tend to be placed as the main communication channel because only through these media a large scope of public can be reached. In addition, the mass media also have the ability to persuade the audience, either for commercial or social product campaign. All this time the mass media is considered to be effective as a campaign media because, according to Rivers, Jensen. and Peterson (2003: 232) it can do 3 kinds of persuasion. First, advertising is often combined with the techniques of public relations. Second, the suggestions in the editorial, opinion column, and interpretative articles encourage the readers to take a particular conclusion. Third, a variety of informative or entertaining articles implicatively have an inducement to follow.

The second persuasion is widely used by the team of regional head campaign. They buy advertising spots to get a good review and reporting by the mass media. Regarding television ads, although its effectiveness in Indonesia is high, considering the limited fund and efficiency calculation, the advertising spots purchased by the candidates are not much. They buy them just minimally in order to establish a good cooperation. On the other hand the local mass media is used to the maximum, because the coverage and costs are relevant and affordable for regional standard.

Although the media have the ability to influence the attitudes, opinions and behavior of the audience, still there's a tendency to shift the trend of the campaign from unidirectional campaign, whose messages flow linearly from the source to the public through the mass media, to bi-directional campaign. The organizer of the campaign in this regard is aware of the limitations of mass media in influencing the target audience. Therefore, it is required a channel of group and interpersonal communication that is very important to optimize the messages conveyed through mass media.

The implementation of this campaign emphasizes the importance of interaction and dialog with the target audience (audience oriented campaign). This campaign emphasizes the importance of the use of opinion leaders assumed that through their communication network the messages to may be conveyed to the targeted audience. It is proven to be effective in the winning of Ridwan Kamil-Oded and advancing Heviyana-Rakhmat to the second round.

4. CONCLUSIONS

1. At the Regional Head Election in Bandung, the management of campaign messages, media appeal, and the intensity of media usage of M. Ridwan Kamil and Oded Danial is appreciated higher than of Budi Dalton-Rizal Firdaus. This is in line with election result in which Ridwan-Oded win the election. The result is also in line with the previous study (year 1) which indicates that the campaign team of Ridwan-Oded is more structured and intense in campaigning their candidate through all media.

2. At the Regional Head Election in Cirebon Regency, the public give a balanced appreciation towards campaign media management conducted by Heviyana-Rakhmat and Sunjaya-Tasiya. Not surprisingly, the result is that the election has to be held in two rounds, later won by Sunjaya-Tasiya. At the Regional Head Election in Cirebon Regency, media used is local media, including local newspapers and community radio stations
3. The face-to-face campaign is still very necessary to mobilize the community in voting. In this case it's the personal one, not the mass one.
4. Family and religion also become the reason of people voting their candidates for regional head.

Based on the results, the following suggestions should be considered:

1. The campaign can not necessarily directly increase the popularity of candidates. Therefore, the regional head candidates should be prepared or preparing them self from the beginning so they later may be considered feasible and a figure that is capable of governing the region.
2. All this time the party is regarded as a major vote-attractor engine. Likewise, religion is considered as something that can move voters. However, many campaign teams have not yet realized that family affects its members on voting. So, it is better that campaign teams target the decision makers in the family so that it would affect other family members.

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