

Exchange And Political Communication (Study at Regent Election of Soppeng District)

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Abstract

This paper aims to reveal the socio-political reality that is loaded with interest. The interest certainly are mutually-beneficial but often unbalanced political advantage. In this regard, politics always intersect or identical to 'exchange' and 'communication'. When interpreted in reverse, that isn't politics if it doesn't contain elements of 'exchange' which must be preceded by a communication strategy its politicians. Specifically, this paper reveals the occurrence of a 'political exchange' and the ongoing process of 'political communication'. Set in the elections in Soppeng district in 2010, the process of exchange and political communication that takes place generally is 'transactional'. Although some cases of 'looks' is 'interactional' but it always ends with a political compensation (transactional).

Keywords: *exchange; political communication; election; transactional; interactional.*

Introduction

Election is part of the democratic values that are trying to put the competition between individuals, groups, and communities to achieve certain political power, both in the legislative and executive level. Yet another issue illustrates, that many political elites running the pragmatic, political opportunists, who just did a mass mobilization to achieve power without having a clear vision. In the minds of their politics (elite), power is as a tool for political empowerment of

personal, group, political affiliation (parties), and as a political investment for the future.

The political reality illustrates the political action based on Machiavelli's political theory (see: Skinner in Ritzer, 2004), which took power by all means, including religion to politics, on behalf of the people's voice to personal interests, and so on. Such a view is at the 'spirit' in modern democracies are based on instrumental rationality, liberal capitalism.

At the regional election in the district of Soppeng in 2010, individual politicians including local elites as a public political activity that is mutually exchange for political purposes. Local elites dominated by the nobles have a mass base will tend to make political cooperation with other elite that besides having a mass base also has a material capital.

Other forms of political exchanges that occur most often political 'reply-mind' and political 'compensation'. All forms of political exchange of the nature of reciprocity or reciprocity.

It is no less important is the political communication among participants election candidates. Political communication determine the political exchanges between them both individually and on behalf of the party. In politics, communication is dominated by models of 'transactional' although there are also other models of 'interactional'. Both the communication model in practice is always applied in turns based on the context of communication takes place. When the communication is in trouble, then certainly there will be no exchange of political cooperation. Mulyana (2004:i) states that failure to communicate is often misunderstood, even catastrophe losses. The risk is not only the individual level, but also at the level of institutions, communities and even nations. Therefore, Mas'od (1982:30) instead of political communication should be a way for the flow of information through the community and through the various structures that exist in the political system.

In regard to the above, it becomes important to be described forms of political exchange and political communication that takes place in the election in 2010 in Soppeng.

Political Exchange

In a political democracy based on liberal capitalism, every individual interaction that takes place containing the element 'exchange' or 'mutually beneficial' among the allied political actors.

Political dynamics in Soppeng elections laden with political exchanges within, always based on the basic economic assumptions (rational choice), namely politicians give anything and get anything, whether favorable or not, as well as the community. (Ritzer, 2009: 458).

Given involved in the political process is not limited to the individual but also involves the greater social groups (social structure), and in this case the group provides a major influence in directing the political decisions of individuals. This is revealed by a politician whose political choices depending on the political choices that were ordered by the party, and the party political choices depending instruction regional leaders. So the political direction is institutionalized and has a clear structure. This description indicates the intervention of social structures in the vicinity.

The political exchange is also reflected in the attitude of a politician who follow the orders of the party because he has the interest to yourself and move it equally beneficial. He gave voice to the chairman and chief warrant for his career, at least plays later vice chairman. That is the reason why political choices in party leadership following the political choice. “

Political exchanges also have an element of 'remuneration' for good deeds a politician to him. It is, as stated by a resident as follows:

[...]..I want retribution against that has always given the job against my people, so I feel guilty morally if not helped him to win the election of 2010. (AC, 49 years of age, The Winning Team 72).”

Most forms of exchange that happens to be 'material' either directly or indirectly. It is as the

following description:

[...]...To exist in the world of politics in this area, I have to pair up with AD, so that all businesses and educational institutions I also can develop more advanced. (BC, 54 years).

Political Communication

The primary key of the candidates to be elected in the general election is good communication. Communications made in the general election is different from the communications made on the lives of people in general. Communications made by the candidate usually persuasive to the public. If the candidate can communicate well, the people will be affected to support the candidate in the general election. Vice versa, if the communication is done by the candidate so the people will not be interested and inclined indifferent to the candidate.

Political communication is done in the election is a process that takes place on an ongoing basis. Political communication in the election is only the beginning of communication that will continue after the election is finished. This is a follow-up communication of the results of the initial communication on the election.

1. Political Discourse of Regent Candidate

Politics as well as communication, which in this case involves a process of delivering a message to the audience or “involves a conversation”. According to Mark Roelofs (see Nimmo, 1993) “Politics is a conversation or rather politics is talking. Further enriched by Cholisin, et al (2007) that political communication is a process of delivering information to the public policy of the government and vice versa.

In detail, David Bell express three types of political speech, namely; (a) talks of power, (b) influence the conversation, and (c) talks authority (see Nimmo, 1993).

a. Discourse of power

Bell argued that the speech power means influencing others by threats or promises. Related candidate in the General Election of Regent Soppeng, all candidates make promises in the form of an attempt to bring Soppeng become more advanced and counted addition, there are also couples who will advance Soppeng as agricultural areas. The promises made to the candidate's spouse affect others society that people think all the candidates will do so if elected later became Regional Head Soppeng.

b. Influence discourse

Similarly the discussion of power that is influencing others to achieve certain purposes. However, there are differences in the tools used to achieve the goal. In talks influence, the tools used to achieve the goal is to counsel, encouragement, demand, and warnings. A number of candidates in talks influence, will make a visit to the residence of the late Datu All Soppeng, to consult him. This they did so that they get a good image in the eyes of the public, because the public will judge that what was done by the candidates are not rashly to be head of the region later, and led to the possibility of a boost from the community to choose a particular candidate in the elections.

c. Authority discourse

Authority discussion is more form than the form of conditional orders or contingents that are characteristic of power and influence. In the election Soppeng, certainly all regent candidate talks

about the authority does not occur during the process of the campaign, but done when candidates concerned elected later. Realized or not the promises that they did during the campaign depends on them.

2. Party as a political vehicle

According to Arifin (2006), the figure of a politician, activist or professional will increase, if supported by renowned institutions, or take part in the institution. So the agency is a major force in helping the process of effective political communication. Institutions are container cooperation of several people to achieve a common goal. Furthermore Arifin explained that in the political world of the institution in the form of parliamentary political parties and government, or bureaucracy. Institutions non-political, basically has also political power, though small, and certainly not the same as political institutions (2006).

Self-image is something that is believed to political parties and expected by the people of what is done by the political parties. A number of political parties is a renowned political parties in Indonesia, such as Golkar, PDI, PPP, Democrat, Gerindra. Their self-image has been evidenced by the people, so that they are at the time of the previous election has always been the top in the world of Indonesian politics. The candidates regent in this hope by bringing major parties that make them win in the elections.

3. Selection of Media in political communication

The use of media in political communication, needs to be sorted and carefully selected to suit the conditions and situation of the audience. According to McLuhan (See Arifin, 2006) the existence of the media is an extension of the human senses. One main channel types that emphasize communication one to many people, the mass communication.

Nimmo then classified based on the level of immediate communication in mass communication into two, namely: (a) face to face communication, and (b) communication that requires intermediate or long-distance communication (1993:168). For communicates face to face, is not necessary because the media enough to talk in front of the audience, while for remote communication is required intermediaries to communicate with audiences, such as the required use of the mass media, interactive media (internet, telephone for example).

Channels of communication on a number of candidates in the elections Soppeng regent, they use two types of use of mass communication, namely face to face communication and remote communication. First, the use of face-to-face communication, they will come to the community. Second, the use of remote communication, they use social networking media Facebook and give their phone numbers to the public. This they do in order to save money and so that the public can also directly interact with them, by providing insert on issues surrounding Soppeng.

Another of the most popular media used in Soppeng are billboards and banners that contain wonderful words and photo of partner candidates. This media is scariered throughout the region long before the election Soppeng implemented. Strengthening the media, candidates also distributed clothes shirts, bags, cards, calendars containing the identity of the candidate concerned.

Analysis

Interactions between individuals (candidate regent) which exchange with the interests of the legal basis of "rewards and profits earned by individuals who did exchange it". Social exchange that occurs between the candidates do not run static, since it does not individuals benefit from the

social exchange process.

Theoretically, the exchange that occurs in the political transactions in the election Soppeng always contain the following elements:

1. The more often a person's action was appreciated, the more often people that do the same "Conversely, the more often a person's action failed or did not get an award then the action will not be repeated by him.

This substance has the sense that where individuals have the opportunity to more freely social exchange in accordance with the needs of the individual concerned. Case of Soppeng election of 2010 that took place with the conflict is reflected in the following paragraphs.

"[...] I became part of AKAR as indeed always been supported, began in Musda Golkar DPD II Soppeng, chairman of the parliament elections, mass organizations of all success, and thank God I was also able to gain compensation, the faithful were getting results. (AA, 67 Years of age).

The above description confirms that the individual social exchange process to be put in a favorable position, if not, the action will not be performed again.

2. Where in the past there is one or a number of stimuli in which a person's actions being rewarded, then the existing stimulus stimulus resembles past it, the more likely that the person will do the same. This means that success in one action escort the person to the other measures that are similar. Such as the following expression:

[...] AKAR as candidates for help to me to be a winner in the election of Chairman Tim KNPI Soppeng, my help and it was a success, then ROOTS grateful, I get a reward that is a compliment or a special position for me. And when AKAR be Soppeng district head candidate in 2010 for help to me to be a winning team, I help and expect success and gain praise or position as desired by me. (AC, 49 years of age).

3. The higher the value of one's actions, the more likely that person to do the same. If the prize is given each others very valuable, the more likely the actor perform desired actions than if the prize is not worth. Prize is action with a positive value, the higher the value of the gift, the more likely it is to bring the desired behavior. While the sentence is obtained for negative behavior. This is revealed in the case of BC (54 years of age) who lost the election. [...] Couple incumbent won not only fraud but also its strategy in suppressing civil bureaucracy, Head, Kadesh, and employees who are close to us as sympathizers or our successful team then surely transferred or fired, so it can affect the choice, because fear and got the rewards of promises promise.'

The description explains that the punishment is not an effective way to change a person's behavior. Instead, people will be motivated to do something if he gets rewarded.

4. The more often someone gets rewarded at adjacent time, the less valuable the reward for him. The element of time becomes very important. People in general will not be quickly saturated, if the reward was obtained after a long time. One of the opinions of the AC (49 years of age) that:

[...] Voters in Soppeng already tired and bored with promises directly given real wants. Anyway principle, if there is a promise of chicken after tomorrow and today there who love chicken eggs, then the voters chose the chicken egg today. Once the model is now so does the money point. although not all but average.'

5. People compare the amount of benefit that is associated with each action. High value reward value will be lost if the actor considers that it all tends not they would earn. While the low-value rewards will experience petambahan value if all of it is deemed very likely obtained. Thus, the interaction between the values obtained in exchange for remuneration with the trend. One of the opinions of BC (54 years of age) reinforces this statement is:

[...] It used to voters still see aspects of family relationships, materials, willing to redeem himself with a price, sugar, gloves, etc. With frequent pick in elections in Soppeng, legislative election, presidential election, governor election, regent elections and gradually began to shift the value of political education and chose not the only factors that but already see the achievements to promote the welfare of the village.”

The description explains that, the most desired benefits are benefits that are very valuable and very likely to be achieved. While most undesirable reward is not worth the reward most and tend not obtainable. (Homans in Ritzer, 2009: 457).

Conclusions

1. In the organization of the election of modern political system based rational, exchange which is manifested in the form of ‘promise’, ‘compensation’, ‘remuneration / gratitude’ to those who have and will ‘give help’ into something that is inevitable.
2. Political Communication plays an important role in determining the mutual exchange. In political communication, regent candidate transmits his vision to the people in the hope they selected. For that, use a variety of ways such as social media, billboards, banners, and so on to attract public sympathy.

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