

Political Communication Channel and The Phenomenon of Political Communicators in Indonesia

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ABSTRACT

Communications is one of the most important human activity. Every time a human communication activities in various forms and models. Communication activity shows that there is a life that is taking place in society, where it occurs in the life of the interaction. Interactions take place and take place because someone deliver the message in the form of certain forms and accepted others into his target, so those messages influenced the attitudes and behaviour of the parties in question. From the picture it looks that the object of study think that communication takes place in a social system, is an important human activity. This issue is becoming increasingly important in the review of political communication. Political communication encompasses the whole of society. The study of political communication will not be perfect when interpersonal communications do not obtain a place that is important in the study. Although it must be admitted that most of the textbooks that discuss political communication in the United States are more focused on the role of mass media in political communications. Political scientists assumed that political communications including the study object of political science because of the messages conveyed in the communication process had political characteristics, namely with regard to power, politics, State, Government, channel, communicators and komunikan involved in it to act in the position of them as perpetrators of political activity. Political scientists assumed that political communication is a symptom that is always there in every political system, as well as other social scientists who assume that social communication is an integral part of the community.

Keywords: *Communication, Politics, Channels and Communicators*

Introduction

As befits a process of communication, political communication also has elements. As mentioned by Nimmo Mansfield (1978), and Weaver (1982) and Dahlan (1990) in Cangara (2009:37-39), as well as other communication disciplines, political communication as a body of knowledge is also made up of the elements: the source (Communicator), message (message), or media channels (channel), recipients and effects. In the context of the process of political communication, the fifth such elements necessarily intertwined. Every element of mutual influence success or achievement of the goal of a political communication activity. If one of these elements "not functioning" well, then it is almost certain that the purpose of a political communication activity would not be achieved with either.

Especially if that goal is associated with political communication functions mentioned by McNair (2003:21, in Cangara, 2009:39), that the discipline of political communication has five basic functions:

- 1) provides information to the public what's going on around him;
- 2) educate the public against the meaning and signifikan facts;
- 3) provides itself as a platform to accommodate political issues so it can become the discourse in shaping public opinion, and returns the results of that opinion to the community;
- 4) create the publications addressed to Government and political institutions, and;
- 5) in a democratic society, media politics serves as a channel advocacy can help so that the policies and programs of the political institutions can be distributed to the news media.

Thus, if the function is associated with the channel or media of communication and political communication in political communicators, how these two elements in the political

communications into two crucial elements of goal achievement in a process of political communication. Because things associated with his life many people require conditioning and delivery through a process of communication. The question of the implementation of the public service, policy, law enforcement, human rights, upholding the interests of professional groups, the press (mass media), an independent institution (non-governmental organization), and so on is the basic entity and the concept of an ideal State schools of democracy. Where these conditions will give birth to a process of political communication, since its substance that is politically charged, or at least when the talk is of public interest, then a it contains political elements with variable ikutannya.

Politically the "frenzied" by freedom of opinion and thought about the things that are political in the context of the Organization of the Government in the reform era and the transition to democracy, making the process of political communication and activity as the main funnel to amplify map base (forces) that appear in Indonesia to be "lively". Be it by political parties, politicians, State institutions, candidates of political officials, leaders of the Group of professionals, journalists, NGOs, experts, observers as well as by civic organizations, religious organizations and the Organization kepemudaan.

Understanding Political Communication Channel

Communication channels is a tool as well as a means of facilitating the delivery of the message. The message here can be in the form of symbols as the talks, pictures, as well as action. Or it could also perform a combination of the symbol to generate stories, photos (still picture or motion picture), is also staging a drama. The tool in question here do not speak only limited mechanical media, techniques, and tools to exchange the coat of arms, but any real man could serve as a channel of communication.

So, rather that communication channels shared understanding of who is talking to whom, about what, in the circumstances of how, to what extent can be trusted. Political Communicator, whoever he is and whatever his Office, through the process of communication with the formal structure of message flow and non-formal toward the target (komunikan) located in various walks of life. In political communications, channel or media here can be interpreted as a tool or a means used by the Communicator in delivering political messages (Cangara, 2009:38).

Political communication channels there are 3 (three) types, namely: 1) Media of mass communication, in which it stressed the existence of communication one-to-many; can be in the form of face to face communication run Communicator at the time speaking in front of audiences, such as presidential speeches broadcast over the television media, general meeting or talking at the time of the press conference; 2) Interpersonal Communications, communications that have a relationship one-to-one or usually called interpersonal communication; can be in the form of face-to-face or berperantara, and; 3) Communications Organization, i.e. combine the delivery of one-to-one and one-to-many.

Political communication channel usually is not only used as a form of political message delivery process by political communicators who have been occupying the Office or a particular position in the context of the Organization of the Government or power politik/negara, however, political communication channel with an emphasis on political persuasion is also used by political actors (politicians) who vied for political office in a political campaign.

Therefore, it can be asserted that political communication channel is the means that can facilitate us in delivering the message, the message here either in the form of the coat of arms, pictures, words or actions and can is also a combination of those things. In addition to these human things is a means for the most important communication channels. Although there are a variety of differences of political communication patterns that are applicable in the political system, but the political channels of communication in General is the same. Rather, political communication channel can be taken together with notions of who is talking to whom, about what, in the circumstances of how and to what extent can be trusted.

As it is known that political communication channels have many channels as mentioned above, and the most frequently used is through the channels of the mass media. However, not only the mass media became a channel for political information. Political communication can happen through interest groups or political parties. In this case, interest groups and political

parties act as channels that allow the occurrence of contacts between political officials and administration officials as well as with people a lot.

Contact-contact that occurs frequently make their relationships become more familiar with one another. Thus can be made vertical and horizontal political communication in baiuk. Compared with the mass media as a more specific communication channels. But it should be recognized that organizations of this kind more often engage in a process of political communication, either vertical or horizontal in nature.

In the global era, the internet is one of the channels of political information that can be relied upon, especially by politicians and political observers. But here, a variant of political communication channel is divided into three major, namely as follows:

1) Interpersonal Communications

There are two main channels of interpersonal communication that brings learning politics, namely the family and environment, consisting of his friends near and familiar known as peers. The conventional wisdom has said that "it remains a fact that is not in doubt that the family is the primary social institutions in all the land". As a general conclusion that the family is the most important source for the study of politics. This is supported by the findings of the large number of similarities between the political orientation of parents and children.

In analyzing section which is run by the family in learning politics needed instructions early against what was learned by the family or how the occurrence of that learning process. As part of its effects on the children, the family also communicate political considerations. In addition to communicating the symbol of national identity, political authorities list the dann preference forms the basis for the behavior of revealing and *mempertimabangkan* in children, families also impart information politics. There is mutual dislike between the scope of the level of political knowledge owned by the parents and the child (Nimmo, 2005:110-112).

In addition, interpersonal contacts or interpersonal as well as between groups is an important political channels to note based on two reasons. First, because the channel is not entirely involve the mass media in the political organization of the san implementation. Second, because it is a base for the development of a theory of communication is important. That question is the theory of "flow sua steps of communication" which was founded by Lazarsfeld, Berchon and Gaudet based on their studies of voting behavior.

Informal contacts and relationships face to face is the most common means of communication and most often occur in any society, even though its role is more as the formation of public opinion (general opinion). It is said that the mass media influence over the behavior of voting takes place through so-called opinion leadders, the public opinion-forming. Opinion leaders was very similar to each other, and typically consist of people from the same family, friends and fellow workers.

Elihu Katz (Rafael Raga Maran, 2007:165-166), which attempted to prove the truth of this theory found that interpersonal relationships are informal it important in three ways, namely, first, as the actual information channels, the second as a source of social pressure upon the individual to comply with the various norms of behaviour, and the third as a source of support for the norms, and therefore may be useful for the integrity of the group. In spite of interpersonal contacts that are influenced by interpersonal or mass media.

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2) Organizational Communication

The most important Organization intends to influence the politics of early learning is a school. After completing his school education, people could so be a member of various organizations, religious institutions, political parties, groups of citizenship, the influential, and

working groups, all of which affect learning in adulthood. However, the exact consequences of the Organization after years of schooling is a relatively small subject researched (Nimmo, 2005:114).

Communication network of the Organization combine the traits of mass communication channels as well as interpersonal communication. In communications organizations there are two common types of communication channels, i.e. internal and external channels channels. The process of internal bureaucratic with communication channel has three aspects. First, people have to have the information as a basis for making decisions. Second, the verdict and the basis of the reason must be deployed so that members of the organization implementing it. Third, there are channels for "organizational talks", the usual daily conversations in carrying out the work; This would create a meaningful membership in the social order that is in progress. In addition, there is also an external communication channel, for example, it includes media channels to communicate to citizens in General as well as other government organizations field. Seen from the theory of organizational communication is that it's an act of communication to share information, ideas or opinions of each participant of the communication involved in order to achieve equality of meaning.

3) Mass Communication

Mass communication including in the activities of the mass media in doing some things helped to set the agenda for public debate issues, sets the context for the assessment of the people about the incident, turning the incident into incident, influencing people's expectation of how the end of the events, and in many ways depicts the image of a political leader.

Even though studies disagree about how eratnya the association between the use of the mass media and the level of political knowledge According to Nimmo (2005:119-120), which became the consensus is that exposure to television and newspapers have a positive relationship with the amount of information about politics that is owned by the young.

With the power of mass media to form public opinion, activity leaders, politicians and public policy makers can not be separated with the role of the media. On the one hand the media can disseminate information and new ideas to the decision makers, rather Government officials, politicians and entrepreneurs make the media as a channel to introduce their ideas to the community members. So the magnitude of the influence of the mass media in the formation of public opinion so that 9 out of 10 Americans believed that the media has a high influence in the formation of public opinion (Cangara, 2005:1994-195).

The Utilization of Political Communication Channels

The proper functioning of the political communication channels within a political system depends also how the channel utilization by the public, and whether the public can fully access to those channels. Galnoor (Nasution, 1990), emphasize the problem of the utilization of this channel because in his opinion political mobility and problems of access to the communications network is a prerequisite for the growth of political participation. He was referring to political participation as a private citizen activity that aims to influence the actual driving from the political system is concerned.

A political participation in relation to political communication, according to Galnoor (Nasution, 1990), includes the following items:

- 1) Capability of initiating a message of information by the individual who wants something from the political system, or provide a response to something that will or have been implemented. In other words, an attempt to use the network of communication and channels-its channels for the purpose mentioned above;
- 2) Utilization of political communication network autonomously, in the sense of not just a result of the mobilization of up;
- 3) Attempts a informasional not just a practice of communicating, but really as an effort to obtain an impact, namely conveying messages of power to affect steering the political system is concerned.

He said that the utilization of the political communication channel associated with the two stages of democratic political development, namely:

- 1) Responsive participation, where members of the public voted, deliver the complaint, to the officials, and perhaps identify themselves through a certain identity signs. Nemun in this stage, the conception of the community regarding the political pattern in the subject still participant or participants, principals and their role as autonomous political communicator is still relatively limited;
- 2) Participation with the attachment or committed participation where the community campaigning and organizing themselves as they will successfully change the circumstances. Their commitment with regard to the high efficacy levels (from the joint effort) and proved by investing personal political sources belong to them such as: time, funds, contacts, and reputation. The participants in this stage actually involved in politics both in personal as well as psychologically.

Political Communication and Political Communicators

Is Dean Barnlund, mentioning that the communication describes the evolution of meaning; meaning is a created, defined, assigned, and not something that is acceptable. So, communication is not a reaction to something, nor any interaction with something, but a transaction which people create and give meaning in order to realize the goal. Next Barnlund mentioned that communication has six basic properties, namely: (a) Dynamic (dynamic), namely as a process of thought and behaviour is not something of itself without a thought, he digerak-gerakanoleh internal mechanism (ajsi), or simply influenced by external forces (interactions); (b) the Continuous (ongoing process), there is no something that stands on its own, communication as one of sustainable living conditions without beginning and end; (c) Circular (spinning), there is not a linear sequence in its current meaning of a person to another person, the person involved simultaneous communication with neither to one another; (d) Unrepeatable (can not be repeated), due to the creation of meaning that is back as it involves personal image in the past, the present, and the future, so the odds of people can give a message which is identical the same meaning as that given at the different; (e) Such (can not be behind), in a communication of the message that has been spoken and interpreted, can not be taken back from the memory of the recipient, and; (f) Complex, communication takes place in many different contexts and on many levels intrapersonal, interpersonal, organizational, social, and cultural barriers (in Subiako and Ida, 2012:15-16).

Furthermore, Subiako and Ida (2012:19), concluded that that the existence of political consequences in the process of political communication, which is the most fundamental element distinguishing political communications with other communication process, particularly for social communication. A communication activity that seems to be the message or its contents is not a political message, but when actual and potentially could result or has consequences on one's political system functions, then that is a political communications.

Therefore, a process of political communication, simply put, will take place if there is a political Communicator, message politics, politics, politics of the komunikasi channel and ultimately produce a feedback effect or are political as well. Political communication is communication that is used of a person, group of people or organizations that are political message for the purpose of engaging and influencing the behaviour of other people or other groups to follow the thought-provoking ideas and desires conveyed by the Communicator.

Denis Marirossi (1992), defining political communication as all processes of delivery of information – including facts, opinions, beliefs and so on, Exchange and search about it all being done by the participants in the context of political activities that more work). Whereas Meadow (1980), defined as any form of political communication the exchange of symbols or messages that are to some degree influenced or affected the functioning of the political system. This definition gives emphasis on the reciprocal relationship between communication and the political system. Communication influenced and influencing the political system (in Pawito, 2009:2).

According to Asep Saeful Muhtadi, political communicators is initiating and directing a follow-up communications relating to events of a charged political communication, either individually, or group of people in the name of a specific institution (2008:31).

More broadly, perhaps it can be affirmed that the political Communicator is a person or group of people whose political message that is usually associated with government power,

Government policy, government rules, the authority of the Government which aims to influence audiences either verbal or non verbal. Political Communicator include: politicians, officials, legislative and judicial eksektif, professionals (journalists, promoters, observer, researcher, political consultant) and major political communicators namely activists acting as organizational and interpersonal channels. He was quite involved in both politics and political communication in a semi-professional League. Represents an Organization membership demands, reporting decisions and Government policies to members of an organization (Nimmo, 1993).

Political communication has a very important role and significant in determining a policy which will be approved by the Government for using the use of political communication that has been designed by the best possible political communicators in order not to feel burdened by these policies. In Indonesia, political communication has been subjected to interpret as political imagery done by politicians. So, when they convey political communication is no longer objective and only load imagery about himself or his group only. It is giving effect to the resulting policies and agreed, it no longer favors the interests of the people but instead tend to favor the interests of the ruling political charge. As if that is what the politician credited with boosting ratings Imaging about himself, his party or group.

The Phenomenon of Political Communicators in Indonesia; Example case SBY

In daily life, political talks do politicians, be they officials or try to be officials, is a very important aspect. Most of us know someone political figure from his talk or because of what people are saying about him. So, political talks is the harmonious image of a person and politician. Speaking of political problems are certainly not only discusses its problems alone but we have to know who the culprit is ideal known as political communicators as well as its role in social life.

The leaders and interest groups, in particular the interests of the ever-articulate use of communication, for example by passing on recommendations against the wisdom that will implement. Demikain also to create public safety the Government first analyze various information originating from the community that's required for the study of semiotics and pragmatics as a reaction against the analyst knife appeared. In short, communications have an important role in the political process.

The mass media is currently one of the most important political communication channels in the current era. The mass media has become the primary option used for political communication purposes. In indonesia, these symptoms began to appear early 1990s especially when the frequency of the use of the mass media by political parties during the campaign. A person or a group of persons or a group of people can be very dependent on the media in determining the choices political action and attitude. In the liberal State, journalists can even drop hope se – Presidents or presidential candidates. With a collection of facts, journalists can be attacked by the evidence presented in the mass media so that a character can completely destroyed her image in public.

Upon approach, this little paper trying to bring small analysis of how the phenomenon of contextual political communicators in Indonesia at the present time. Not to widen everywhere, author of taking the example of the case of the election of (President) Susilo Bambang Yudhoyono (SBY) as the recipient of the award Gold Standard Awards for the category of political Communication (World's best Political Communicators). Yudhoyono was elected by a panel of corporate and public communications practitioners who are members of The Public Affairs of Asia, (4/2/2010) in the building Press Foreign Correspondence Club, Hong Kong. Edhie Baskoro Yudhoyono accepted the award, second son SBY (<http://korandemokrasiindonesia.com>).

According to Mark O. Brien, Vice President-Public Affairs, Asia Pacific, SBY is chosen by a panel that consists of nine jurors set aside the other finalists, Abhisit Vejjajiva, Prime Minister of Thailand and Ryan Gawan, from Save The Children UK. According to Brien, SBY nominated by Hans Vriens of Vriens * Partners were able to set aside another nominee, because it judged successful in communicating a variety of domestic and foreign policies as effectively so was re-elected as President of the Republic of Indonesia and is now continuing in the second period. The panel notes also mention SBY rated managed to keep the independence of the corruption eradication Commission (KPK), encourages corruption eradication on a Government that at the

same time maintaining economic growth in Indonesia grew by more than 4 percent, reinforcing the spirit of ASEAN, and encourage a climate of economic and political environment that is conducive in the country (<http://korandemokrasiindonesia.com>).

Gold Standard Awards are annual awards hosted by the Public Policy Affairs (PPA). The PPA is a global publishing institution that publishes various media, analysis, and market intelligence based in Hong Kong. In addition to the category of political communications, there are categories of transparency that institution conferred on Thailand Corruption Eradication Commission. Corruption Eradication Commission Indonesia entered into one of the nominee.

This award shows that turned out to be highly valued by SBY achievements internationally after Time magazine also awarded the most berpengaruh man in the world. But instead, the domestic image of SBY again derailed by various political case that warms up. At that time, a variety of negative things about SBY, often vulgar exposure in the eyes of the community. This may occur because the world of information and political life are not healthy. Because exposure to the media and political opponents SBY seperti Central rallying and dominating negative opinions about the President. So the news that dominates is the bad image while the positive things that are in the Government or SBY rarely lifted. Except by his supporters, and even then only rarely covered or revealed by the mass media.

In contrast to the reign of Suharto's regime in the new order era, the media always dominate the positive things impeccably to its President. So the achievements and efforts of both Government or SBY, always just barely covered by the interest of a group of individuals and specific groups. Similarly, television media, a large and positive things like the world awards to SBY so neglected. A small example, the television show at the Metro TV on Saturday (6/2/10) that discusses political communications SBY, does not give the slightest reference about political communication accomplishment appreciated that world. That's democracy and political information that is being developed in Indonesia lately, the nation's own achievements are overlooked and not interesting things.

Then why the central analysis becomes SBY to political communicators in the context of the present Indonesia, in this little paper? The arguments can be put forward associated with it is; First, SBY was the first President directly elected by the people in democratic elections most recognized; Second, SBY is a private complex of the military background to plan carefully the steps to enter the political world in total, and; Yudhoyono is the third figure of the political figures that appear on the right political momentum on the political stage. So, SBY has established itself in "convincing" in political history in Indonesia.

But politics remains politics, should be recognized in the course of the political leadership of Susilo Bambang Yudhoyono, especially when running the mandate the people of Indonesia for the two to be President (2010-2014), political communication carried out by Yudhoyono as well as by the inner ring road supporters and loyalisnya, are predisposed to become communication that aims to build the image or imaging (image buliding) solely. Yudhoyono's rated "no longer" give positive expectations for the people, Yudhoyono also labelled as the leader of the doubter in the mengambil attitude or policy decisions that concern the interests of the people of tactical and country. In this phase, performance (communications) politics Susilo Bambang Yudhoyono declined until the end of his term in the second period.

The blossoming of public expectation reflected as a result of political processes and the communication pattern coined SBY on term of the first period, it's hard to be returned at the term of the second period. Mega corruption cases committed by the main cadres as well as the central figure of the Democratic Party that his flock, became increasingly powerful trigger SBY axis running role as communicators in the political context of imaging to save the credibility of the Democratic Party and the Government who are his flock.

In a nutshell, SBY as political communicators are elegant and reliable (even appreciated the world) on the first period of his tenure as President of RI, seemed devastated by the political storm that preceded the invasion by mega corruption cases committed by cadres of the core of the Democratic Party. As is the case of Bank Century, case pensions athletes, corruption of the Ministry of education and culture, the Hambalang case involving Nazaruddin (Treasurer General of the Democratic Party and members of Parliament), Angelina Sondakh (members of Parliament), Anas Urbaningrum (General Chairman of the Democratic Party and member of Parliament), Andi Malarangeng (Chairman of the Central Board and the Minister of youth and

sports), the case of oil and gas at the Ministry of energy and Mineral resources involving Jero Wacik and Soetan Bathugana and several other cases. These conditions forced SBY "down the mountain" was the General Chairman of the Democratic Party to save the sound of the party in the elections of 2014 in order not to lose in the general election. However, the alleged sepertu of the Democratic Party was unable to defend his victory in general elections in 2009. Tally the votes the Democratic Party plummeted to no. 7, of the winners in the elections of 2009, become the party that lost the 2014 general election.

After the elections of 2014, and the end of his reign, political dramas along with Yudhoyono's Democratic Party that he has still not ended it all. His political post victory Jokowi-Jusuf Kalla in the 2014 presidential election, has given rise to new problems. Red-White Coalition (Koalisi Merah Putih) commanded by Golkar and Gerindra and as the main axis of the political party supporting the coalition controlled the majority of votes in Parliament, canceled the assignment draft legislation the Electoral Districts Directly and Establish Regional Head Election, returned to the House of Representatives election in the area. Indonesian Great Coalition (Koalisi Indonesia Hebat) commanded by the Partai Demokrasi Indonesia Perjuangan (PDIP) had been unable to do anything. The Democratic Party as the determinant, the back shows the attitude of doubt by leaving the courtroom when Parliament voting the BILL'S endorsement, and Susilo Bambang Yudhoyono seemed to let the licensed undertaking it. Views, democratic stabilisation force. In the end, Yudhoyono published government regulation substitute legislation elections head area directly with a variety of options, so that the political uncertainty spawned quite a long time. Products the implementation of the regional head election directly in unison 9 December 2015 later with a variety of problems, is the end result of the role political communicators as SBY has trouble avoiding themselves from political communications based on the power of images.

This is a political phenomenon experienced by Susilo Bambang Yudhoyono, both as a President who was elected twice by the people directly, the leader of the political party winning the election, and as a central figure of the party which has a wide authority in his body, who runs his role as political communicator, a sharp deterioration of mengalamai even keredupan the end of the period of his leadership. This indicates that the political stage, gave birth to the "drama" that is the story conjures up the plot and flow difficulties for the "audience" to guess what will happen at the end of the story.

Here's what by Hafied Cangara (2009:72), named as a consequence of democracy. That political process or elections are even arena fight democratically to political actors as political communicators to grab power, strengthen the image of politics and leadership. Instead, the political process also causes a political actor can be terjerebab into the system (socio-political) that are not kehendakinya, or even not at all she bargained for in advance that it will happen.

Closure

As described above that the communication channel is a political means which can make it easy for any individual or group in implementing and delivering messages and the objectives to be achieved. Here the political communication channel is divided into three parts, the first is interpersonal communication, that communication between individuals with other individuals or individuals with the group. The main channels in the interpersonal communication consists of two families and friends or surroundings.

A second communication of the organization; communication that combines the properties contained in the mass communication as well as interpersonal communication. Organizational communication can consist of political parties, religious institutions, working groups and groups or a variety of other organizational forms. Third is the mass communication. Mass communication is communication that can involve individuals with audiences or groups to the masses or the audience. As it has been explained that mass communication including in the activities of the mass media. As the delivery of political news, or affect the audience towards something or just simply better Messenger information.

The third of the above channels have a very large role in the delivery of communications. Therefore, the communicators plays a role in delivering information and the message is delivered. However, it is returned to the message recipients or audience what can he catch and

take delivery of the message. Thus it is not important what channels used by Communicator but the most important is the actual intent to achieve the delivery of the message.

Examples of cases which showed Yudhoyono as the figure of a successful political communicators in Indonesia's political universe, making himself as one of the figures is quite phenomenal in political map Indonesia post reform of 1998. SBY is a figure that set up the goals and objectives of his political programmatically, systematic and massif. In the beginning his preparation for a dive into the world of politics, SBY doing more what is often termed silent operation, not rowdy and not ujug-ujug Javanese Word. SBY "proclaimed" label and his political movement at the right time, develop politics based on the strengthening of positive image (which can be tolerated) and simplicity at the beginning of his appearance.

However, in line with the situation and condition of the political events that are difficult to control, the process of political communication that is run by SBY and has placed it as a recognized political communicators capable, slowly faded and weakened. The beginning of the fade and instead a lot of shortcomings, caused by political factors in internal loop SBY himself with the Democratic Party that his flock. However, it cannot be denied that SBY (at the time) had been a Political Komuikator SBY is reliable and powerful tool in the political situation in the Indonesia map, especially at a time when Yudhoyono becomes President of the Republic of Indonesia in the first period (2004-2009).

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