Implementation of Joko Widodo’s Communication Style in Politics

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Abstract
This research is based on Joko Widodo’s communication style which is slightly different in his approach to political communication. As a political actor, Joko Widodo is able to mingle with various levels of society, from the people, religious leaders, to political institutions such as the DPR. The phenomenon in this study uses an interpretive paradigm to conduct a more in-depth study and analysis of Jokowi’s political communication style. In order for the study to be more extensive and in-depth in revealing the phenomenon of Jokowi’s political communication style, a qualitative approach is used. The purpose of this research study is as a means to answer the following research questions: 1) Knowing that political communication and Jokowi’s persuasion as a political communicator is implemented in reducing political noise. 2) Knowing the characteristics of Jokowi’s political communication style 3) Knowing the implementation and influence of Jokowi’s political communication style in the harmonization of relations between the President and the DPR and NU Organizations 4) Knowing the findings of the uniqueness of Jokowi’s political communication style as a new tradition in Indonesian politics. As for some research findings in examining the phenomenon of Jokowi’s Political Communication Style, the researcher reveals that Jokowi’s political communication style is populist, not long-winded, as it is. Jokowi likes to work a lot rather than talk too much. Jokowi uses a commoner style of communication and serves or what is called servant leadership because Jokowi’s background comes from a simple family. With this communication style, Jokowi has given a sense of optimism and received a warm welcome by most of the Indonesian people so that he can unite the diversity that exists in the Republic of Indonesia.

Keywords: Communication Style, Politics, Joko Widodo

INTRODUCTION
Jokowi was inaugurated as the seventh President of the Republic of Indonesia at the DPR/MPR RI Building on the 20th day of October 2014. Jokowi is known as a national political actor who has a unique, distinctive and characterized political communication style that reflects Jokowi’s true self as wong Solo. The composition and constellation of political power in the DPR, which are less favorable to the Jokowi government, is a priority for political communication with intensive coordination of the faction nodes and parent parties in the DPR. Jokowi’s political calculations are correct and the political communication carried out has resulted in good relations between the Presidential Institution and the House of Representatives. The creation of harmonization of relations between the President and the DPR.

According to Sumarjo and Saini in Bahun (2014:1), fiction is a narrative that is written by an author in a novel, short tale, or drama that is based on the author’s imagination rather than on history or reality (Holman and Harmon in Bahun, 2014:1). According to Taringan in Bahun (2014:1), non-fiction is genuine and fiction is realistic. The reality is anything that actually occurs in human life. Contrarily, reality is anything that occurred in our lives but couldn’t have.

In order to carry out the Nawacita program, namely the 9 priority agendas of Jokowi - JK, Jokowi uses the Trisakti approach, namely: autonomous power in the political field, free to act in the economic sphere and cultural character (www.kpu.go.id). Jokowi took a bold step, namely making a big leap in political communication with various political party forces in the DPR and other social and political institutions (civil society). Jokowi finally managed to reduce the socio-political turmoil in the country that always appears as a political dynamic that continues every era. Through his unique and distinctive style of political communication, Jokowi is able to carry out diplomacy and is easily accepted by political elites to discuss and work together in managing the country. Jokowi always appears with his unique and distinctive style, present as a new tradition as a national political actor that is thick with a populist atmosphere, as it is, not made up, these habits seem strongly motivated...
by his past habits. Remembering Jokowi's simple life in the past, it reflects his ordinary political communication style full of populist symbols.

Related to this phenomenon, this research is to examine the phenomenon of Jokowi's political communication style. Various styles of political communication by the President of the Republic of Indonesia in the media have become the subject of study by political communication experts, including 1) The politics of the event, namely visits by the president at home, basecamp, or the office of community leaders, and sudden politics which are not part of the work program, and is flexible without any meaningful protocol 2) The politics of the dining table, namely an invitation to eat with community leaders and impromptu politics at the State Palace by Jokowi 3) The politics of drinking tea on the palace veranda, namely the activity of entertaining palace guests in a relaxed manner on long, uninsulated sofas starting from chatting and drinking tea with the invitees so that intimacy appears on both sides 4) Politics of students, namely the approach with the aim of requesting directions as well as directions spoken by leaders and leaders of moderate Islamic organizations such as NU and Muhammadiyah carried out by the president of the Republic of Indonesia, Jokowi, is carried out intensely with full obedience. In this approach, it was able to suppress the emotions of the political masses, which at that time were divided because of the Basuki Tjahaja Purnama case which had tarnished the religion of Islam and is still ongoing in the District Court in Jakarta.

The phenomenon in this study uses an interpretive paradigm to conduct a more in-depth study and analysis of Jokowi's political communication style. In order for the study to be more extensive and in-depth in revealing the phenomenon of Jokowi's political communication style, a qualitative approach is used. Meanwhile, to focus more on this case study, the researcher uses research methods and the tradition of phenomenological communication science. The study of phenomenology as a research method is used to involve dissecting the awareness of human experience in detailed, thorough, and thorough research, especially to reveal the phenomena and meaning of Jokowi's political communication style. Jokowi's political communication style can also be analyzed with political persuasion theory. In the context of political rhetoric, Jokowi must pay attention to the condition of the audience to determine the theme that will be presented as a form of political rhetoric. Jokowi-style dining table diplomacy is part of political persuasion which also contains political propaganda and advertisements as a means of conveying Jokowi's persuasion message to the public.

In carrying out political communication, Jokowi already has symbolic capital and a good and positive brand as a unique and distinctive political leader. The brand that has been built must be used by Jokowi to continue to communicate with various parties, both in formal and non-formal activities. The brand approach is a follow-up to political marketing which has gone through two stages of communication, namely ommunion, which has two different influences on consumers over the media that has been used, namely direct and indirect effects in Ummi Salamah (2001).

The formulation of the main problem in the phenomenon described in the background of this research problem and paying attention to academic matters, it can be identified the main research problem, namely "Jokowi's unique political communication style as the seventh President of the Republic of Indonesia." While the target of this research is "To Find the Unique Characteristics of Jokowi's Political Communication Style as the seventh President of the Republic of Indonesia". From the description of the two things above, the research will describe Jokowi's Background as a political communicator, Communication Style, Persuasion Theory which includes: rhetoric, propaganda, and advertising as well as the implementation of Jokowi's political communication.

The formulation of the research problem is still very broad and detailed in the following questions: 1) How is Jokowi's political communication and persuasion as a political communicator implemented in reducing socio-political noise? 2) What are the characteristics of Jokowi's political communication style? 3) How does Jokowi's political communication style influence the harmonization of relations between the President and
the DPR and NU? 4) How do you find the uniqueness of Jokowi's political communication style as a new tradition in Indonesian politics?

Based on the formulation of the problem above, the researcher tries to identify the effectiveness of the communication message conveyed by Jokowi through his unique political communication style through the study of phenomenology, rhetoric, political communication, persuasion, and communication style. In addition, the researcher limits the research only on the phenomenon of Jokowi's political communication style since he became the seventh president of the Republic of Indonesia.

The purpose of this research study is as a means to answer the following research questions: 1) Knowing that political communication and Jokowi's persuasion as a political communicator is implemented in reducing political noise. 2) Knowing the characteristics of Jokowi's political communication style. 3) Knowing the implementation and influence of Jokowi's political communication style in the harmonization of relations between the President and the DPR and NU Organizations. 4) Knowing the findings of the uniqueness of Jokowi's political communication style as a new tradition in Indonesian politics.

The benefits of this research are: 1) Theoretical benefits and 2) Social benefits. This research on the case of presidential communication style uses phenomenological methods and interpretive paradigms. The theoretical benefit of this research is to provide its own color for the study of communication science which is increasingly developing and multidisciplinary. The practical benefit of this research is that it can become a research output that becomes a reference for understanding the political communication style of the seventh president of the Republic of Indonesia as well as being useful for practitioners of political communication.

The social benefits of Jokowi's political communication style phenomenon are able to provide shade and reduce socio-political tensions that have occurred recently. Political messages conveyed through symbols of power as president combined with rhetoric with the heart and using polite political persuasion, provide a cool atmosphere for the development and stability of politics in the country. From a positive perspective, Jokowi's style of political communication is enough to provide an example and valuable lesson for every political actor.

There are several previous studies to explore political communication, political persuasion, political communication styles. One of them is the research of Pramana Anung Wibawa. 2013. "Political Communication and Meaning of Legislative Members to Constituents (Election Interpretive Study 2009)". Dissertation. Postgraduate Program, Unpad, Bandung. In the implementation of the 2009 legislative election campaign, political education, which should have colored the campaign, did not get a sufficient quota, because the participants and implementers had not yet joined the meaning of the campaign itself, which turned out to be a distributor of education from a program that could later be put at stake. This case study uses a qualitative phenomenological method of political campaigns for members of the 2009 legislative elections. The research subjects are 21 members of the 2009 legislature who were selected purposively. Data were analyzed with thick descriptions and categories of models were made for each research result. The results of the study explain that when informants are involved in legislative activities, this means that there are two conditions that influence them, namely internal and external. Meanwhile, the concept of politicians who want to be part of the legislature is dynamic in the midst of rampant idealism, self-confidence, materialism, and dominance. This makes the motivation of the legislature increasingly intense, namely controlling politics, the economy and generally being motivated to work rhetorically from generation to generation.

The phenomenological tradition aims to reveal the phenomena that exist in Jokowi's political communication style. Rhetoric theory is used to reveal messages conveyed by communicators in the form of packaged communication messages to be conveyed to the public in accordance with the themes and conditions of society. The phenomenological study that forms the basis of this research method is also balanced with an interpretive research paradigm and a qualitative research approach. The theory used as
the analytical knife is the theory of rhetoric, persuasion, communication style, and political communication.

This research on Jokowi's political communication style uses phenomenological methods and traditions. This tradition is intended to reveal the visible reality as well as to show oneself in a real life concept. Reality is present in one's consciousness. The tradition of phenomenology, according to Stephen W. Littlejohn (2009) explained that phenomenology is a human method in interpreting the world without an intermediary, namely experience. Therefore, phenomenology makes experience the subject of reality and everything is clear as it is.

Furthermore, Stephen W. Littlejohn (2009) shows that there are 3 basic principles of phenomenology, namely: First, the experience that a person feels consciously will be directly connected to the knowledge gained from the relationship of the world and experience. Second, the meaning of objects based on the strength of the object in one's life and vice versa. Third, language is an intermediary of meaning. There are three studies of general thought in the phenomenological tradition according to Stephen W. Littlejohn (2009), namely: 1) Classical phenomenology 2) Perceptual phenomenology 3) Hermeneutic phenomenology. According to Husserl, the principles of phenomenological research are to upload meaning without discrediting hidden experiences. Another basis is intentionality, intersubjectivity, and hermeneutic phenomenology launched by Smith (2009). According to Craig in Sobur. (2013), said that Communication Science categorizes phenomenology as one of the seven traditions of theoretical perspectives in it. This standard of communication science eventually led to the development of further communication theory, especially in phenomenology.

In Husserl's view as adapted by Akhyar Yusuf Lubis (2014), in his book Philosophy of Science, Classical to Contemporary, that phenomenology is focused on several terms, namely: epoche, reduction, intentionality and Labenswelt. Furthermore, reduction is filtering to bring out the essence. Husserl explained that there are 3 (three) reductions used: 1) Phenomenological reduction 2) Eidetic reduction 3) Transcendental reduction (Lubis, 2014). In conducting this research study, the researcher uses the same interpretive paradigm as the person being studied, the researcher tries to enter the interpretive world of the research object. Researchers reflect on direct experience of the phenomenon of Jokowi's communication style that looks and can be felt its characteristics.

In this study, apart from using the phenomenological tradition, the researcher also uses the rhetorical tradition. According to Littlejohn (2009), a rhetoric (The Rhetorical Tradition) is the art of processing words in the public sector. The meaning of rhetoric / rhetoric, comes from the Latin word meaning the science of speech or speech. Rhetoric is a mainstay in the art of speaking which can be studied to dissect some research, especially communication science that is being carried out as it is today. The rhetoric that Jokowi builds is in simple, short, clear, firm and easy to understand language, even though Jokowi's rhetoric is in a low tone. If we look at the history of the development of rhetoric in the time of Aristotle, then rhetoric is divided into 3 (three) types of rhetoric. 1). Liberative rhetoric, made to persuade government regulation on the positive and negative sides with revolutionary in the audience. 2). Forensic rhetoric is a juridical past that is believed to be a guide to accountability for a case. 3). Demonstrative rhetoric is a design to flatter and lower for any political concessions from a person, institution, or media (Nimmo, 2005). In this case, Jokowi with his style of political communication has practiced rhetoric which in the observations and language of researchers is eastern customary rhetoric. Jokowi did it politely and seemed to have more persuasive communication with political elites and community leaders.

Jokowi's Political Communication reflects his true personality as an ordinary person who likes to visit, simple in appearance, always consults while eating and drinking tea, talking a little with straightforward, clear, short conversation material and always interspersed with light laughs. Brian Mcnair (2016) defines political communication as deliberately occurring in three sectors. First, the actors do it for a specific purpose.
Second, the communication that occurs is not only done by actors, but outside figures such as voters and the media. Third, the activity of delivering messages by political actors and involving the media in various types of message materials to attract the attention of the audience. Political Communication is a Communication Practice in the form of messages conveyed by political communicators to individuals, groups and social systems and political systems directly or through the mass media both horizontally and vertically.

Jokowi’s Political Communication Style Research is a theme that will be discussed with Political Persuasion Theory. In the context of Jokowi’s politics, persuasion is a method or method that Jokowi uses in delivering messages aimed at influencing communicants in this case the political elite, community leaders, and all audiences to want to follow positive appeals, directions, wishes, opinions, in accordance with the lines and programs that had been promised during the last campaign. Persuasion according to Dan Nimmo (2005) is changing one's actions, attitudes, and beliefs through messages. The characteristics of persuasion in Nimmo's view are as follows: 1) Persuasion is always purposeful and interested 2). Persuasion is a two-way or dialectical concept that is carried out as a responsive form of the communicator's message. 3) The end result of delivering a message is a reflection of changes in assumptions, beliefs, and expectations (Nimmo, 1993).

According to Riniwaty Makmur (2016), in the Communication Journal, the Style and Character of President Joko Widodo's Political Communication. Included in a communication style that utilizes the choice of nonverbal verbal diction and how the interpretation of the overall message is conveyed. For this reason, to understand the character of President Jokowi’s political communication, the study describes it by prefixing the theory of communication traits (communication traits) and communication style (communicator style) (Makmur, 2016).

METHOD

This research uses an interpretive paradigm. The term was pioneered by Thomas Kuhn (1974). The essence of the study with an interpretive paradigm is to know the systematics of Jokowi's political communication style as seen from in-depth, direct and naturalistic observations regarding the defense process and the creation of his image on social media (Neuman, 2013).

To guide researchers in carrying out the stages of this research and answer research questions, this research uses a phenomenological method, with a qualitative approach. The view of phenomenology was first expressed by Edmund Husserl (1859-1938). All utterances of thoughts, feelings, desires and sediments in the form of culture, art, and texts are the result of the social action of a phenomenology. Phenomenological research in Jokowi’s Political Communication Style is a research designed according to the interpretive paradigm based on the theory used, namely the phenomenological theory. Denzin & Lincoln (1994) define paradigm as the basis of life that is not only chosen from the method, but involves ontologically and epistemologically.

The object of research is the phenomenon of Jokowi’s political communication style. This communication style is intended to be Jokowi’s individual behavior as a political actor. Observations of Jokowi's political communication style are mainly carried out at this time as the seventh President of the Republic of Indonesia which is still running for about 2.5 years when compiled by the author. Library research, library research technique is by looking for information or secondary data sources related to political communication styles, especially the communication style of Jokowi and previous presidents. Observation or field research (Field Research) includes field observations (Field Observation) and free interviews with in-depth interviews. Observation technique (observation) is important in qualitative research that allows researchers to feel and know/capture the meaning of the phenomenon from the understanding of the subject which allows the researcher to be a source of data (instruments: as observers participate).
The data collection technique used was "Purposeful" or "Stratified Purposeful Sampling" which was carried out in this study, namely the researchers went directly to the field to interview a number of informants (resources) in stages/levels according to their status and position in the strata of society and government; who are considered to have the capacity and capability related to the research problem. Data processing techniques are carried out by reducing and displaying data, triangulation, verification, and drawing conclusions as a characteristic of qualitative methods, while still paying attention to data validity criteria (the examination technique is based on four criteria: degree of trust, transferability, dependence and data validity).

This study relied on the main data sources from interviews with important figures such as the Chairman of the DPR RI, the General Chairperson of the PBNU, the Chair of the KNPI, Members of the DPR, Ministries and several political figures and leaders of other mass organizations. Researchers maximally seek meaning from the overall data obtained from the location in mid-2016. And observations of the phenomenon of Jokowi's political communication style are more clearly seen when Jokowi carries out various styles of political communication with various political figures in reducing the political temperature after the peaceful mass action 411 and before super peaceful 212.

Paradigms, approaches, and methods become an understandable flow of interpretations that emerge from beginning to end through qualitative observation descriptions and in-depth analysis through phenomenology.

RESULTS AND DISCUSSION

Result

Starting with the condition of the map of political power in the DPR, that the Red and White Coalition strongly dominates the composition of the completeness of the DPR, culminating in the election of the Chairman of the DPR RI with the package system resulting from the amendment to the MD3 Law, which does not require the party winning the election to automatically place its representative as the chairman of the DPR RI. In the election, Setya Novanto was elected as Chairman of the Indonesian House of Representatives from the KMP leadership candidate package. According to Syamsuddin Haris (2014) as quoted by Efiza (2016), in the journal of political studies and development issues, he stated that the strengthening and expansion of the power of the DPR at this time is a problem that arises in the form of presidentialism institutions after the constitutional amendments occur. As a result, the political dynamics developed very significantly, as if confronting the two powers of the parliament and the president.

Hollywood serves as the backdrop for much of the action in this film, but not all of it. They are there when Derek's family moves in, they are there when Derek is in a bar for an office party, and they are there when Derek and Sharon quarrel in the hospital. The snow season and dry season are when this movie is set.

In an institutional position, the position of the President and the DPR is equally strong, especially in budgeting (budgeting) and making laws (legislation). However, in terms of controlling, the DPR has the authority regulated by law to oversee the running of the government led by the President. This is what makes the DPR very strong institutionally and politically. To overcome the problem of political turmoil in the country, especially in Senayan, Jokowi as President launched his political action by cooperating with all political actors and community leaders.

If measured in real terms, the Political Communication implemented by Jokowi has produced brilliant results, making the strength of support for the Jokowi JK government significantly increased. The constellation of political power in the DPR in a position above 60% is in the ranks of the government. Rush and Althoff (1997) in Umaimah Wahid (2016), describe communication as a process of delivering messages that are relevant to the political system to continue to be shared as a form of information that must be known by the public. In other words, according to Umaimah Wahid (2016),
he responded with the argument that political communication itself is abstract, problematic, and difficult to understand in every political element. Jokowi's political communication has aspects of several components such as social, cultural, political, economic and psychological aspects.

Jokowi's political communication uses verbal and non-verbal communication. In delivering his planned political message to the public, Jokowi is categorized as an accomplished political communicator who practices political rhetoric. Some of the efforts that Jokowi must make start from the intensity of communication with political party figures, community leaders / mass organizations and various national figures. Various styles and models of political communication have been and should be carried out by Jokowi which have proven to be very effective in influencing the audience.

Briant McNair refers to the opinion of Denton and Woodward (1981) which emphasizes that the purpose of persuasion from the target environment by communicators is the main key, which is then re-concluded by McNair (2016) that political communication is carried out intentionally and includes 3 aspects, namely various forms of communication for actors. In politics, communication is carried out by all actors except the audience, and the last is the activities of political actors who are inseparable from the media, editorial, and dialectical media.

There are several terms that are almost commensurate with the emphasis group, namely social movements, new politics, group politics, and interest groups. The definition that unites interest groups is that an interest group is an organization that seeks to influence political policy in an important area for its members (Budiarjo, 2010) in Junaedi (2013).

Various hate speeches have emerged massively in the media digitization space. Discussing the opinion of Alois A Nugroho. (2011) in his book Ethics of Political Communication, which explains the absence of dialectics in hate-speech becomes a problem that is considered a sign of paralysis and silence from emotion. There is a need for discussion to formulate new actions so that the campaign generates a response and is not referred to as empowerment or just action.

From the perspective of researchers as we understand the power of mass media, especially social media, plays an important role in constructing society. The impact of the development of media digitization through social media has both positive and negative impacts on society. The national political situation is like a wild ball. Supported by extraordinary social media networks, hate speech, verbal abuse, self-righteousness, symptoms of intolerance are happening and dividing society and threatening diversity. Various negative public reactions are also wildly targeted and have an impact on the Jokowi government.

Jokowi's political communication reflects an effort to make friendships with a national perspective that aims to relieve tensions among the lower classes of society. The political communication carried out by President Jokowi, perhaps never happened in the history of the nation and the politics of this country. President Jokowi meets a number of domestic political elite figures almost every day without stopping. The President's way of overcoming the socio-political upheaval, puts more emphasis on persuasive communication and dialogue to resolve national issues.

Jokowi believes, with polite political communication and with his unique and distinctive style, he can break the political deadlock at the elite level. This has an impact on the grassroots level and cools the atmosphere in the lower layers of society.

Lasswell's model forms the basis of many linear definitions of political communication, although it is more suitable for mass communication. The following describes the elements of political communication including: 1) Communicator (communicator, source, sender) 2) Message (message) 3) Media (channel) 4) Communicant (communicant, receiver) 5) Effect (Effect) (Mulyana (2014) ).

Therefore, political communication is very important for Jokowi to build consensus with various parties to dialogue various interests and forms of information and policy flow so that the development process runs well and smoothly.
As a political communicator, Jokowi remains with a unique appearance and humility as President. Jokowi's political maneuver, by communicating directly and involving the media, is Jokowi's way as a communicator who is sensitive to political emergency situations and conditions. According to Dan Nimmo (2005), communicators are in the clearest structure in the leadership of political communication organizations. On the other hand, it was revealed that the leader will emerge when a dramatic event emerges that draws criticism as an attempt to build an image from deviating to being straight and special (Nimmo, 2005).

Jokowi's political communication style has been widely adopted by the mass media, such as diplomacy on the dining table, diplomacy for drinking tea on the veranda of the Palace, diplomacy of the villagers, diplomacy of horses, diplomacy of the arena, diplomacy of students, diplomacy of street vendors, diplomacy of nationality, diplomacy of videovolk and various other terms. Jokowi, who is known as the kampoeng, wong ndeso, uses a communication style like a servant leader or known as Servant Leadership.

The style that is practiced by Jokowi is a style that serves as a waiter in a banquet by a special officer. According to leadership expert Ken Blanchard, leadership serves the entire community with a clear goal of achieving victory. In the opportunity to monitor the flooded area, Jokowi did not hesitate to enter the culvert, pull over at the river dam and observe the piles of garbage that clog the dam (Greenleaf, 1977). Jokowi's servant leader grows as he is, which has been imprinted for a long time, especially from childhood which is the background of his life.

From a cultural perspective, Jokowi as a Javanese political actor, of course the philosophy in Javanese life is used as behavior that is asor, polite, tepo sliro, and friendly. Jokowi's "Njawani" style is applied in the context of humanizing the people with whom he communicates. The characteristics of Jokowi's political communication style lead to 'Servant Leadership.' It was coined by Robert Kiefner Greenleaf (1904-1990) in 1970 that 'Servant Leadership' is the main motivation for leaders to mobilize their members.

In his political communication, Jokowi uses political persuasion which includes rhetoric and advertising as well as propaganda. Political persuasion is Jokowi's way to quell political conflicts between the nation and society.

As a political communication activity, Jokowi understands the right way or model of persuasion to conduct political communication with political elites, leaders of major mass organizations and figures in the Republic of Indonesia. Matters related to persuasion, including rhetoric and advertising as well as propaganda, are Jokowi's basis for bringing public opinion and influencing the level of community obedience. Persuasion is a change in behavior due to the deliberate induction of ideas, thoughts, opinions, and facts to produce responses, excesses, inconsistencies, and contradictions through messages. The existence of mass media persuasion is very strong as evidenced by the large influence on the audience which is carried out through the composition of media content such as FTV, music shows, comedy, fashion, or films.

Jokowi uses persuasion methods, both in formal speeches and informal talks during doorstops with the media crew. On the occasion of meeting with political figures, it ended with the delivery of intentions and what was discussed contained the meaning of Propaganda, political advertisements and Rhetoric. In his book Models of Communication by Denis McQuail and Sven Windahl. (1985) presented can be summarized that the effect of communication is always related to the most effective media used. Because a stimulus-response will react when there is a close relationship between the three elements, namely the actor, the channel, and the message itself in communication. The model according to Denis McQuail and Sven Windahl. (1985) that it has the main elements, namely the stimulus (S), the organism (O), and the response (R).

The first part is very important because it is like an injector into the network afterwards for commands or commands that are in accordance with the original purpose for which they were designed (McQuail and Sven Windahl, 1985). These three aspects are important to examine how a persuasive political communication message works.
Both the message means advertising, persuasion and propaganda that work behind a political communication process.

In the context of political communication, when Jokowi talks both in formal and non-formal speeches, in an official atmosphere at the State Palace, State institutions such as the DPR or during interviews or press conferences, Jokowi is categorized as having carried out propaganda. Propaganda is Jokowi’s effort as a political communicator to emphasize his political messages so that they are easily and quickly understood by the public. Propaganda according to Dan Nimmo (2005), in his book Political Communication, Communicators, Messages, and Media, briefly is the development of messages to persuade someone’s behavior objectively with visuals and audio that are sometimes misleading and have a bad influence on the emotional response of the audience. It is also mentioned by Hafied Cangara (2009) that Lasweel identifies propaganda as a form of deception that makes audiences doubt and put one another down. Political propaganda is an activity to disseminate and develop selected information, both true and false information by convincing someone to follow, behave, and act in accordance with the propagandist’s political interests (Cangara, 2009).

The influence of the propaganda carried out by Jokowi, that after the public’s way of thinking can be influenced and controlled, the actions of the community will be controlled/controlled as well, then the public will voluntarily give attitudes and actions that are in accordance with the political interests of Jokowi. And Nimmo (2005) who summarized that propaganda is a deliberate form of attacking one’s perception so that it creates cognition in each audience’s mind to respond with an action.

**Discussion**

The harmonization of relations between the President and the DPR is formally the relationship between institutions which is regulated in the 1945 Constitution of the Republic of Indonesia Article 5 paragraph 1 that "The President has the right to submit draft laws to the DPR." Article 7 of the 1945 Constitution reads, "The President and/or Vice President may be dismissed during their term of office by the MPR at the suggestion of the DPR. Jokowi has honesty in communicating which causes interest without any hope of self-branding. The main thing that is needed is action and not just words, as is often conveyed on television: "Work, work, work!" This is evidenced from an interview with the chairman of the DPR who stated that Jokowi’s political communication style was very calm so that he was able to win the hearts of the political elite, the leaders of mass organizations, the parties who were angry with the condition of the nation related to the Ahok case. He always reminds us all to continue to maintain diversity, unity and religious tolerance. His demeanor and style are always calm, unpretentious, and occasionally peppered with laughter. This indicates a different leadership style within Jokowi. The harmonization of relations between the President and the DPR is synchronized with provisions with official state documents, namely the Constitution 45 article 7B, which is about the procedure for dismissing the President/Vice President by the DPR.” Article 11 paragraph 1 of the 1945 Constitution reads, “The President with the approval of the DPR declares war, makes peace and makes agreements with other countries.

Jokowi is a reliable communicator, his speaking style is simple, easy to catch and not too high in choosing vocabulary so that it is easily accepted by the audience. The harmonization of relations between the President and the DPR was seen in reality when the chairman of the DPR was reinstated by Setya Novanto. There is a combination and common interest in helping to build this nation together. As stated by Setyo Dwi Nugroho (2013). In his review of the realization of the institutional relationship between the President and the DPR as follows:

“In the financial sector, the APBN Bill is proposed by the President to be discussed with the DPR taking into account the DPD’s considerations (article 23 paragraph 2). If the DPR does not approve the RAPBN proposed by the President, the government will run the APBN last year (article 23 paragraph 3)”. It was also stated "There is a working
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A relationship between the DPR and the President, namely: inaugurating the President and / Vice President in the event that the MPR cannot hold a session (article 9), can give consideration to the appointment of ambassadors and in the case of accepting ambassadors from other countries (article 13), can give consideration to the President granting amnesty and abolition (article 14 paragraph 2), namely giving approval for a declaration of war, making peace and mutual agreements with other countries (article 11), also giving approval for the appointment of the Judicial Commission (article 24B paragraph 3), and giving approval for the appointment Supreme Court Judge ".

The relationship between the President and the DPR is related to the constellation of political power in the Parliament. Moreover, in the face of political turmoil, holding political control in the DPR makes it possible to be resolved politically. Jokowi's style of rhetoric and persuasion during the big demonstration, that he said to maintain order, cleanliness and always coordinate with the security forces, do not be anarchist and obey the rules in demonstrations, regarding the time and deadline for demonstration hours. There is something interesting about Jokowi's communication style, namely the simplicity of the populist in the language which is ultimately preferred and understood by the public. A communicative and necessary style of speech has become the leadership style of the seventh president of the Republic of Indonesia so that it is easily accepted by the people. Jokowi's way of carrying out political communication is needed to combine various political interests between the president and the DPR, that Jokowi uses a unique and distinctive communication style because the concept of work is emphasized more than words.

Jokowi's orientation is not the political stage. He wants to be close to the people with his stupid actions without selling promises and rhetoric. The cabinet's internal and external communication went well which was marked by the trend of political communication shifting more gently on the opposition side than the proponents so that communication with Prabowo was easy, fluid and very familiar (interview with DPR chairman)

Jokowi's leadership style is seen as capable of becoming a new change with the awareness of the common interests of the elite and political elements so that all problems can be resolved optimally. If President Jokowi does not appoint a spokesman, perhaps a 'communication officer' can be considered. Jokowi needs a team of technical-communication workers to help him communicate both publicly and politically (DPR chairman interview analysis)

The social relationship between the President and the NU Ormas is a relationship that must be carried out systematically and measurably. Considering that NU is the largest Islamic organization in Indonesia. With the communication there, gatherings, lunch together that has been carried out by Jokowi, it has a positive meaning and should be continued in the future. Countries as big and strong as any must cooperate, at least empowering the power of religious organizations. In Europe it is a church, in Indonesia it is a mass organization. . When there is a national problem that disrupts political stability, the power of civil society acts as a mediator, a counterweight to provide non-political solutions (interview with Kyai Said Aqil Siraj).

There is something interesting according to Mr. Kyai Said with Jokowi's communication style that Jokowi's communication strength is that he is able to move the hearts of the audience without any rebellion from the audience as in the case of moving street vendors to Solo which earned him the title of an accomplished diplomat. According to Mr. Kyai Jokowi, using his background of closeness with the 'little people', so Mr. Jokowi understands very well what the wishes of the people in general are. He tries to make the people he talk to understand and understand what his intentions and goals are by communicating in simple words, straightforward and easy to understand even by ordinary people.

NU's contribution to the state in the current situation is that NU will forever be loyal to the constitution, it will definitely run on the basis of the constitution. The presidential system does not allow removing the president in the middle of the road. A
President must carry out the constitutional mandate for up to five years, unless the president violates the basic law, Pancasila, it can only be removed halfway (Siraj. 2015). KH said. Said Aqil Siraj, (2015) to maintain the integrity and harmony of the nation requires provisions on the side of the Constitution so that the guidelines do not change and influence the actions of the public. Islam, as proposed as a fanatical Islamic group, should also not be transformed into a Federal State as proposed by secular Liberal groups. Both are against Pancasila because it was strongly rejected by NU.

In the observations of researchers, Jokowi's right steps are useful in explaining and describing that diversity in the country can be well captured by all levels, from parties, ulama, kyai, habaib, ustazd to the TNI and Polri with visits by TNI soldiers at the Army Headquarters and in other areas. The PBNU office continued at the meeting of PTIK police officers and finally at the Muhammadiyah boarding school office. KH. Said Aqil Siraj (2015) then gave an example of the condition of Indonesia, which has Islamic organizations as the power of civil society.

In the view of KH. Said Aqil Siraj, (2015) There is an influence that Jokowi uses his communication style with a communication style that is simple, fluid and straightforward, making Pak Jokowi more flexible to enter and be accepted in various segments or elements of the nation. Jokowi's rhetoric by conveying the grip of the Indonesian nation like the constitution is that Indonesia is a legal state that must uphold regulations and not the will of the masses or certain organizations.

Based on the findings and studies on the phenomenon of Jokowi's political communication style as an actor and political communicator by using persuasion which includes Rhetoric, Propaganda, Advertising Theory and specifically supported by communication style theory, especially Servant Leadership theory as a reference, it is known that Jokowi has a style of communication. Low context communication with heart language. The phenomena seen in the character of Jokowi's political communication style are as follows: leaving the impression that his style and language are simple, populist, down to earth, serving, substantial, not long-winded, not too rhetorical, very fluid, concise, clear, to the point, not adventurous. - neko, easy to understand by the people, diplomatic, compromising, prioritizing the culture of eating or not eating and gathering, but this is manganese ora, the main thing is gathering, because grandma gathers must have fun, that's why Jokowi in solving problems by inviting food, drinking tea and hanging out there keep in touch. The characteristics of Jokowi's communication style are: Easy to understand, Effective. Realistic, Gentle, Honesty, Simple. The things that are different (interesting) from Jokowi's communication style are: Original, Phenomenal, Effective, and Efficient.

Implications of communication style in brief:

Behavior and Habits Orientation, Communication with the community is well established, internal communication with the DPR goes well, new trends in political strategy. The findings in this study have proven that Jokowi's communication style is able to persuade the interlocutor. Researchers find Jokowi's style or character in carrying out his political communication. Jokowi uses political persuasion which includes propaganda, advertising, and rhetoric. Political persuasion is a communication activity carried out by political communicators. From an academic perspective, this research is able to contribute and add to the type of study in political communication science, especially in the use of the theory of communication traits or communication style.

Examining the phenomenon of Jokowi's political communication style in simple terms from Lasswell's communication theory, namely who gets what, at what time and through what process. Politics can also be interpreted as the distribution of values by the authorities, and politics is seen as an arena for persuasion and defense in constituent actions. According to Mark Roelof's political activity ('politics') is talking. Conversations that have broad characteristics in which there is an exchange of symbols, words, gestures, and looks are commonly referred to as transactions that always exist in the communication process. According to David V.J Bell (in Nimmo, 1989) believes there are three types of talks that have political interests. That is power dominated by threats or promises, persuasion with advice, encouragement, demands, and a warning.
As for some research findings in examining the phenomenon of Jokowi's Political Communication Style, the researcher reveals that Jokowi's political communication style is populist, not long-winded, as it is. Jokowi likes to work a lot rather than talk too much. Jokowi does not do imagery on the political stage and he only wants to be with the people. Unite with the people. Jokowi blusukan to the public while speaking as it is. Jokowi uses a commoner style of communication and serves or what is called servant leadership because Jokowi's background comes from a simple family.

The style of political communication is simple, honest, as it is, substantial, real, quick to find problems, and solution and agile in making decisions, which the Indonesian people immediately feel so that they feel comfortable and there is new hope for the future of the nation. His style of speaking is polite, straightforward and simple, easy for Indonesian people to understand. This study found that Jokowi as a leader who is reliable in communicating politics with anyone in his party, the coalition supporting the government party. President Joko Widodo's leadership style is predicted to be able to bring about a political breakthrough. Jokowi is also well aware of the importance of togetherness from the political elite and various elements of the nation in overcoming political, legal, human rights and other problems.

It has been proven that Jokowi's communication style has given him a sense of optimism and received a warm welcome by most of the Indonesian people so that he can unite the diversity that exists in the Republic of Indonesia.

CONCLUSION

The phenomenon of President Jokowi's Political Communication Style is very interesting to study. How Jokowi's political communication style can be formed in him as a political actor. What is contained in Jokowi's political message by using this communication style and why Jokowi's communication style is able to provide persuasive messages that can change the image and opinion of the wider community towards the conditions that occur.

This research is to find answers to the phenomenon of Jokowi's political communication style which is described as follows: Knowing the phenomenon and background of Jokowi's political communication style as a national political actor, then wants to know Jokowi builds power relations to political elites, leaders of major Islamic organizations and community leaders through communication styles. unique politics.

This research, entitled Jokowi’s Political Communication Style, uses an interpretive paradigm with a qualitative approach. Using research methods and traditions of Phenomenology. The theory used as a knife of analysis is the theory of rhetoric, persuasion, communication style and political communication

Reality shows The phenomenon of political communication style has become a common conversation. Jokowi as a national political actor is able to elaborate socio-political power with diplomacy and political communication which is implemented with various communication styles that are different from the previous president. Jokowi's political communication style is the original communication style inherent in Jokowi.

The phenomenon of Jokowi's political communication style which is the focus of this research may be a guide for social interests, especially for the continuation of a peaceful and social life of social justice. With this style of political communication, Jokowi's name has become increasingly popular both at home and abroad. Of course with a positive or negative perspective depending on the point of view of the person's assessment. In fact, with his unique political communication style, Jokowi is still a role model for many parties, being a leader who is still clean, far from corruption, open and honest in communicating.
BIBLIOGRAPHY


