

THE LANGUAGE PERINDICO PARTY'S ADVERTISING HEGEMONY

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Abstract

There is a phenomenon of political advertising that occurs in the community lately as a means to promote his party. Therefore this study explains the relationship between hegemony and language that occurs in Perindo's Party advertisements. This study uses the theory of Antonio Gramsci using qualitative research methods. The aim of the researchers in conducting this research is to show how the relationship between hegemony and language is given in the Perindo's Party advertisement to the public. The results of this study indicate that television broadcast advertisements become communication media that effectively spread ideology, influence the general public to understand social roles and articulate them in daily life activities. Advertisement. Images and language that are shown in advertisements shown on television are related to norms and values in society by instilling perceptions of advertising languages that are in accordance with the reality of society.

Key words: Hegemony, Political Advertaisement, Political Communication

INTRODUCTION

Television advertising presents a different sensation [1], [2], advertising shows provide a new world that changes perceptions to create artificial needs [3], [4], [5]. The presence of television advertisements has become part of popular culture that is rocking society today [6], [7]. Just look at the promotions offered by beverage, food, cosmetics and so on [8], [9], [10]. These products bring a new atmosphere that is built through the language of a touching ad [11], [12]. For example television ads garnier skin whitening cosmetic products. Indirectly, the public who saw the advertisement was constructed that pure white women must be beautiful and many people [13], [14], [15], especially women, craved white [16], [17] and beautiful faces so that they were embedded in the minds of women to covet and buy these products [18], [19], [20].

Thus television advertising is not just giving information, persuading, and seducing audiences to want to buy or use certain products [21], [22], as defined by [23]: "advertising aims to persuade people to buy" [24], [25]. But it also creates structures of meaning [26], [27]. Which vaguely affects the way of thinking, lifestyles, and people's behavior [28], [29], [30]. In another sense, hegemony and this also applies to political

advertisements [31], [32]. Advertising is not just a tool to image products, but also media that spread ideology, lifestyle and images [33], [34], [35]. Advertising plays in the world of signs and languages that can turn images into dreams through discourse in their society [36], [37], [38]. In a culture that is dominant with patriarchal ideology, advertising will be a means to spread culture and ideology from the interests of the creators of their products, the interests of capitalism [39], [40].

Basically, in general trying to describe how the development of the field of study of political communication in the world and its development in Indonesia. From this description, it can be seen how significant the aspect of the meeting between politics and the media is. This can be especially felt directly from the popular icon of political communication that still persists to this day [41], [42], [43], namely research around the influence of the media on the attitudes, opinions, and beliefs of individuals regarding political processes that are understood as competition between interest groups against limited resources [44], [45], [46]. (especially power and legitimacy), very specifically during the political campaign period [47].

The development of political communication as a field of study can be seen far back to the initial research in the field mass communication [48], [49]. According to [50], from the methodological and theoretical commitments found in early research, a position for political communication in scientific history was developed [51], [52], [53]. Furthermore, these commitments were shaped again mainly by the following three disciplines: social psychology, political science and mass communication [54], [55].

From political science, the field of political communication gained a lot of influence which later led to several periods specifically in the real political life that is always associated with political communication [56], [57], [58]. The influence originated from political scientists at the 20th century that began to see politics as competition group to get scarce resources [59], [60]. View this was first introduced by Bentley (1908-1967). Through his careful observation of Chicago's politics, Bentley conclude that the essence of politics is the action of groups [61], [62], [63]. Bentley defines groups based on their interests [64], [65]. Thus Bentley sees politics as a process of interaction between interest groups [66], [67]; and this perspective has become widespread among the "postwar political scientists"

group (the group of scientists after the second world war [68], [69], [70]). Therefore, the reason for the researcher to conduct this study is to find out how the correlation between language and hegemony displayed by one political party is perindo for the community. This study uses Antonio Gramsci's theory. The figure put forward the view that the domination carried out by the ruling class in this case the capitalist power in society occurs not merely economic but rather through the inculcation of ideologies by ideological agents or actors.

Research Question

Based what researcher talk in introduction above, the question related to this topic are:

- 1). How the correlation between language and hegemony displayed by one political party Perindo for the community?

This study is using theory hegemoni from Antoni Gramsci. Antonio Gramsci (1891-1937) sourced from the book Selection from Prison Notebooks. This book is the record of Gramsci while imprisoned between 1929-1935. Antonio Gramsci's hegemony theory analyzes various power relations and oppression in society. From the perspective of the ceremony, it will be seen that writing, the study of a society, and the mass media are awareness control tools that can be used by the ruling group. Hegemony comes from Greek, Hegemony which means ruler or leader. In summary, the notion of hegemony is a form of mastery over certain groups by using consensus intellectual and moral leadership. That is, hegemonic groups agree on the ideological values of the authorities. Antonio Gramsci developed a theory that emphasizes how the acceptance of groups dominated by the presence of dominant groups takes place in a peaceful process, without violence. The media can be a means by which one group solidifies its position and denigrates another group. The process of how the discourse about the image of the lower classes can be bad in the media takes place in a complex process. The process of marginalization of the discourse takes place naturally, as is, and shared together. The public does not feel fooled or manipulated by the media.

Language becomes an important means to serve certain hegemonic functions. In this context, there is no opportunity and public space for community agents to do anything outside the ideological framework of the hegemonic group. Hegemony is governed by

those whom Gramsci calls "organic intellectuals". They are moral and intellectual figures who dominantly determine the direction of conflict, politics and discourse that develops in society. They work to preserve power over weak groups. The dominance of "organic intellectuals" is realized through language engineering as a power. Through various media languages the power and regulation of the hegemony is demonstrated. Various state policies, for example, are conveyed in the language "for the benefit of the nation in the future, or for national independence" has a hegemony of the community to always accept various state decisions, which are detrimental.

METHOD

This research used a qualitative research. Bogdan and Biklen (1982) stated that qualitative research is descriptive which the data is collected in the form of words or pictures rather than numbers. Data in the form of quotes from documents, field notes, and interviews or excerpts from videotapes, audiotapes, or electronic communications are used to present the findings of the study. Researchers thought that this method fit with this research because this research was observing something which was about hegemony and language in Perindo's party advertisement. Researchers chose this topic because last year there was an election even till right now we can see in television sometimes there was an advertisement that promotes his party. So, the researcher tried to investigate more about it. The researchers used documentation method in collecting the data which means that the data were taken from an advertisement in television.

RESULTS AND DISCUSSION

Recent political advertisements have been heavily reported in the mass media through a variety of comments from the public and politicians. The dynamics of the current role of the mass media, which should have been an instrument of control over public opinion, has now changed to become a public ruler. The mass media is the main vehicle for politics. Through its political advertisements, politicians can present their visions and missions that lead to their own parties. Not only that, through the work of reportage, investigative work and opinion, the mass media can act as a vehicle to "purify" negative issues that are developing and at the same time become a tool for conducting black campaigns. In the advert, the word " Menuju Indoensia yang Sejahtera " is followed by a video that shows the party helping small businesses, helping farmers, providing assistance to disaster victims,

giving rise to the community thinking that the party really exists to help the community from various classes. This is a form or way of ceremony for the community. coupled with in the video shows the chairman of the Perindo party Harry Tanoesoedibjo looks close to the president of the republic of Indonesia Jokowi which again hegemony the public that the chairman of this party has a good relationship with Jokowi. That gave rise to the doctrine to the public that the Perindo Party was supported by the President.

In addition, in other Perindo party advertisements. Harry Tanoesoedibjo as the leader of the Perindo Party issued the words "Partai Perindo berjuang untuk mensejahterakan masyarakat Indonesia menjadi maju apabila rakyatnya produktif ". The fragment of the sentence shows that the perindo party seemed to build an image and was very active in building the welfare of the Indonesian people. Then there was the sentence uttered by the leader of the Perindo party "Kami berjuang mengatasi kesenjangan,meningkatkan lapangan kerja dan membantu pendidikan masyarakat " because when the leader of the Perindo party spoke the sentence was followed by a snapshot of some of the community businesses funded or assisted by this Party.

Behind the words that have been shown in the video advertisement, it shows that the Perino party promotes well by building a good image and providing some evidence that the Party provides evidence not just a promise. Behind the display of these advertisements, of course, this party has a goal that is that people can vote for this party in the elections held. According to dramaturgy Erving Goffman states, in all social interactions there is such a thing as a front stage and a back stage. Someone who is on the front stage has a different attitude when he is on the back stage. They can switch roles according to their conditions. What they do on the front stage is different when they are on the back stage. The current political conditions seem to be still relevant to study using this dramaturgis analysis as well.

The politics in Indonesia are also nothing more than mere front-stage games. Ads are displayed as attractive as possible by displaying faces that offer welfare. The irony arises when the winner has succeeded in occupying the seat of government. For those who have sat on the bench, it is time for them to start the backstage. Armed with the front stage they have succeeded in stealing the hearts of the people.

CONCLUSION

From the research that has been discussed by the researchers above, it can be concluded that the ads that aired television became a media of communication that effectively spread ideology, affecting the general public to perceive social roles and articulate them in activities of daily living (hegemony). Television advertising provides an image that contains diversity and effects that refer to the ideational and mediational image systems that underlie persuasion in influencing ideology to the collective consciousness of the community so that people are easily hegemony of television advertisement shows. The image displayed on television commercials relates to norms and values in society by instilling perceptions of advertising language that are in accordance with the reality of the community. This new image can be in the form of a new spirit of atmosphere that is built at certain moments through poetic and touching advertising language. Seeing the language of advertisements that are displayed to hegemony of the community it can be concluded that the language in advertisements contains a system of ideas or ideologies which of course consists of something exotic being read and heard. The audience who see the words and language spoken as if giving a new idea and vision that can change the audience's perception. therefore it takes an important role by the community itself about the importance of assessing which one is truly in accordance with the beliefs and perceptions of the community itself about a good thing or not. Smart consideration is needed in evaluating a matter, especially the phenomenon of language hegemony that exists in advertising.

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