

Understanding to The Art of Communication of President Jokowi in The New Media Era

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Abstract — This study aims to obtain a theoretical explanation about the style of communication and the art of diplomacy of president Jokowi, in the era of new media. Jokowi as president is the state symbols, and it is inevitable that his message conveyed will receive extensive attention from the public. Moreover, the media of dissemination of the message used by President Jokowi also present / current. New Media, with all its derivation is used by the president to dissemination message he made. This research paper is a literature review with the main data sources are books on communication style theory and leadership, as well as theories about new media technology. The secondary of materials used is a variety of reports about Jokowi communication activities in the mass media. The results showed, Jokowi is a type of leader with the communication style likes everyday communication with local wisdom, fully consciousness of technological communication literate, and fully consciousness of space and time. The conclusion can be drawn from this reflection is Jokowi combines between nature and culture. Nature in this context is the aspect of Jokowi's distinctive communication skills and culture is the product of human thought which in this context is represented by new media technology. Once again Jokowi combined the two of entities very well.

Keywords — *The Arts of Communication; President Jokowi; New Media.*

I. INTRODUCTION

Communications and information technology is very dynamics to meet its correctness from the time to time, along with the development of human civilization in other fields. Entering to the 21st century, media technology present in the graceful face with what is known as new media. The new media can be considered to show a friendly character, because the design of the application is generally user friendly. This friendliness allows each user to interact with it. On the other hand, the new media is also seen to be loyal, because its presence is to serve human interests. The presence of this new medium of human greeted with hysterical, so that people often fail how to put themselves before the splendor of the new media. Face to face with new media make people have a chance to show a figure as not him. In the account activation, for example, although given false identities, registrations can still be accomplished with either (Wahyono, 2000).

The task of technology to serve mankind, makes use of new media is pervasive. Inevitably the state institutions, corporations, until individuals take advantage of these digital technologies. Human consciousness about technology as a tool, returning authority to the man himself to deliver any content to be a pot. In this reflection, the messages superimposed on new media, the message about the activities of the president Jokowi is one of the interesting content to be analyzed. As we are know President Jokowi shows any events or attractive activities such as fashion, communication style, and other unique. Just illustrations, how the fashion style of Jokowi became viral in social media, is as follows:

" President Joko Widodo (Jokowi) wearing a bomber jacket while leading a joint coordination meeting with TNI chief, Gen. Gatot Nurmantyo, National Police Chief, Gen. Tito Karnavian, the head of BIN (State Intelligence Services)

General Budi Gunawan, and a number of ministers of Cabinets Works. The meeting discussed the protests related to alleged blasphemy alleged to the Governor of Jakarta off. The head of state is still wearing the jacket when giving an official statement about the demonstration, early Saturday (5/11). After the event, Jokowi bomber jacket attracted public attention. Many social media users, discuss about types and brand of Jokowi jacket (Bisniswisata.co.id).

Jokowi wears a green jacket, that in the psychology more close to a peaceful, fresh, and reassuring atmosphere. Clothing itself is a means of communication, that in view of Barnard Malcolm just how fashion (more) is a cultural phenomenon, in the sense of fashion is a means used by a group or individual to construct his identity and people will tend to make judgments through what is used by the other person (Malcolm, 1995). Therefore, this study will be sought at least a theoretical building that could shed light on the activities of President Jokowi communication with all its manifestations.

II. THEORETICAL FRAMEWORK

A. THE NEW MEDIA

Unable to avoid the sequence of time, media technology undergoes metamorphosis, parallel to the development of science. *Mediamorphosis* was interpreted as a process of transformation of the communications media, (especially) on the technological dimension (Bucy, 2002: 26). Here is illustrative explanation, such as formerly BW (black-white) television was an amazing technological invention. However, humans are not satisfied, then they developed a television technology that presents virtual reality close to the natural, color television was born. Even now the transmission system changed from analog systems to digital systems. Innovation was rolling endlessly, until now emerging Internet network which is the configuration is structured between computer systems, transmission of signals via satellite transponder, the towers BTS / *Base Transceiver Station*, until the television in our rooms and also *gadgets* in your pocket (Setiawan, 2016).

Another explanation about the *new media* more technically conducted by Ronald E Rice. He said in his *paper* cited by Denis McQuail in his book titled *McQuail's Reader in Mass Communication Theory*. According to Rice, " *new media* are currently new to the extent that they combine (1) *computing* (which Allows processing of content,

and structuring of communication), (2) *telecommunication network* (which Allows access and connectibility), and (3) *digitization of contents* (which Allows transference across distribution networks) " (McQuil, 2002). What is Rice described, refers to the media content procession that will (or when) be dissipated through new media. So look more closely to the *message journey* / distribution of information, have yet to lead to the exploration of the possible impact that will be born.

The efforts toward the leading edge, is now enjoyed in an atmosphere of technological and sociological familiar with what is called new media. Despite the new media into the terminology that has been popular, an attempt to identify them, one of which is to recognize the limitations as clearly as possible, remain necessary in order *refreshment* at least. Then, if the *new media*? *New media* is forms of media content that combine and integrate data, text, sound, and image of all kinds; are stored in digital format; and are increasingly distributed through networks (Flew, 2002). What was Tery Flew expressed, has demonstrate his efforts in providing restrictions on the understanding of new media. He puts an emphasis on the content of the media, while for Bucy the new media is better viewed from the technological side. And certainly the content distribution requires hardware and software that is integrated in internet technology. Thus it can be considered as well if it is identical and *new media* commonly associated as the internet network (Setiawan, 2016).

B. COMMUNICATION STYLE

Communication style understood as a specialized interpersonal behavior and used in a certain situation. Each style of communication consists of a set of communication behaviors that are used to obtain specific responses in certain situations anyway. According to Whorf communication style is closely associated with language, namely the theory of linguistic determinism which explains that the language affects the point of view and human thinking (Wood, 2013). Each person must have their own communication style. In view of Norton style, communication activities can be divided into the ten, namely (a) *Dominant*, communicator usually can be dominant in the interaction. People like this, usually want to control the conversation and angry when the conversation to be cut. (b) *Dramatic*, this model of communication, people tends to overdo, using things containing allegory, metaphor, story, fantasy and game sound. (c) *Animated expressive*, communicator tend to use nonverbal language, to give a sense of communication, such as an eye contact, face

expressions, gestures and body movement (d) *Open*, communicator will be open, friendly, there is no secret and approachable, causing confidence and formed the communication both of directions. (e) *Argumentative*, communicator tend to argumentative and aggressive in the communicate process, (f) *Relaxed*, communicator more calm, patient, and fun (g) *The User*, communicators are able to be positive and supportive of others. (h) *Attentive*, communicators interact with others by being active, empathetic and sensitive listeners (i) *Precise*, communicators will be focus more on accuracy, documentation and evidence in information and argumentation and (j) *Impression leaving*, the ability of a communicator to form an impression on the listener (Wood, 2013).

Other experts detailing communication style as follows:

(1) *The Controlling Style*, communicators have a tendency to communicate with the nature of control, with a view to organize the thoughts, responses, and behavior of others. (2) *The Equalitarian Style*, communicators doing communicate openly resulting in a two-way interaction between the sender and the recipient. This communication style is characterized their common ground. (3) *The Structuring Style*, communicators convey the message to mean something that has been structured and can be implemented in accordance with existing regulations. (4) *The Dynamic Style*, communicators convey the message that something could be done more effectively and quickly. (5) *The Relinquishing Style*, communicators convey the message to the recipient that the message has extensive knowledge so that the communicator can receive ideas or feedback received. 6) *The Withdrawal Style*, communicators have problems or difficulties in interpersonal communication, so tend to unwilling to communicate (Hariyana, 2009).

III. DISCUSSION

A. EVERYDAY COMMUTATION WITH LOCAL WISDOM.

Jokowi's communication style cannot be separated from the curiosity of his existence where the place if he want to throw a message. At the time of visiting the area, President Jokowi often see the language or words that dimensional locality. As the father of all the people of Indonesia, Jokowi is well aware, so communicating with the plural people needs local sources. That is providing psychological support to communicators and communicants. It was congruent with communications expert explanation Brawijaya University, Malang, Anang Sujoko as follows:

“Communication style shown by President Joko Widodo (Jokowi) is considered loaded with local wisdom and tend not rigid, so it can be melt the atmosphere or situations. The Jokowi Communication more egalitarian and sometimes his style using *Arek* culture (East Jawa culture) that directly talk about the essence of the problem. The President Jokowi even familiar with the *Mataraman* (Mataram Kingdom Style) culture also uses Mataraman style of communication. Thus, the atmosphere of political communication despite the hot situation even if it can be more cold or liquid. Jokowi also embracing the concept *ing ngarso sung tulodo, ing madyo mangun karso, tut wuri Handayani* (Javanese concept by Ki Hajar Dewantara) “ (Bisnis.com).

Everyday communication cannot be separated from its social base, and it will be make Jokowi able to enter in all society entity. The built of construction of communication, with full of awareness, is done to put the other person in a position parallel to himself (communicator), without removed the communicant from his social base. Moreover, the values of local knowledge (can be represented by language) upheld Jokowi where he rests and communicate. The illustrations are as follows:

" Some time ago, the President visited Cilacap, Banyumas and surrounding areas. On the occasion of the visit, the President took time to face the community and give his messages. In Kroya, the President had a dialogue with a junior high school student and asked a few words, such as, "I am hungry!" Spontaneously replied, "Nyong kencot!" "Kepriwe kabare", asked the President. The child was spontaneously replied, "Maen" (Sesawi.net)

There is an awareness of the local wisdom by president and its can be appreciated as well. In that activity, he did with the used of local / regional languages, as one of the representations of local wisdom in events or important / official moments. This awareness is a reflection of how Jokowi plays the politics of language very well. In other word it can be expressed that the president as the father of a pluralistic Indonesian people must be able to abandon his original ethnicity, and become " other ethnicities " politically, i.e. through the local language.

Linked with a theoretical view of the typology of the communication style of a leader, then, what is Jokowi

shown is a manifestation of the *Equalitarian Style*, communicators are communicate openly resulting in a two-way interaction between the sender and the recipient, and this communication style is characterized their common ground. Of course it is similarity in activity at the time, and not in the sense of power. Precisely the President reaches the psychological area of the local community with his communication style.

The political art of Jokowi is good, how to play the political role as president who must be stand up in all entities. Many lanes and pathways to actualize the communication style as a president. Both in terms of moments / events' and point / locus where the event occurred. Illustration again, communication style can be contained in a moments like getting meal together the traditional food or food eaten commoners. Here's an example:

. " .. The other side of Jokowi is to show simplicity by eating at "warteg." Warteg is a stall for small people, stalls to chat together while eating. There are new things or new ideas can be born from warteg when chatting together and in the same warteg, Jokowi combines the simplicity and sophistication of technology by made video his activities in warteg. Jokowi is President Warteg, President for the little ones.... " (Seword.com).

The Jokowi communications construction is actually not far from everyday dimension, including in about food. Eating together with the common people is an egalitarian style of communication. Incidentally, Jokowi lead Indonesia when the public communication, progressed to the higher level of communication, from individuals in to more mass rapidly and digitally. He realizes how important to use social media channels to express his views, policies, and also the performance of the Cabinet Work (Kabinet Kerja) he lead.

B. HYSTERIA OF NEW MEDIA AND SOCIAL EXCHANGE

New media actually realize just as a vehicle or tool for the dissemination of any information. A necessity that happens is all the lines cannot be separated from the new media. In the context of this research, the presidential institution is also not free from how to utilize the new media technology. With the use of new media technology (with various platforms) peoples can now download and upload their opinion and criticism even directly to the president and other national political figures through social media.

Hysteria and a sensation like that, at few ago seemed impossible to do.

Traces of the use of new media technology is already put account by president Jokowi using social media-based micro-blogging. Social Medias in these contexts are Facebook and Twitter. Jokowi launched a Twitter account @jokowi and Facebook (President Joko Widodo) on June 21, 2015, followed by the launch of the official website www.presidenri.go.id on December 15, 2015, and launched of Instagram account @Jokowi on January 28, 2016. Furthermore, new media hysteria strengthened with inaugurated the YouTube channel on May 28, 2016. Through this YouTube account, the president Jokowi and his communication team president can upload any videos on various themes (formal, informal and even casual) as a typical form of communication style.

In the period of the last decade, the development of social media with various platforms looks increasingly severe. The platform features are more accommodating and as needed. When Twitter was originally only a text platform with a capacity of 140 characters, and then grows up to be better with the ability to upload photos and videos. Likewise, the original Instagram platform for photo uploads only, now equipped with features and upload pictures / videos. Many people judge social media as a further development in the method of inter-human communication. Social media can also be referred to as instant communication, in which a person or a lot of people can be communicate with other parties either individually or in bulk without needing to know before.

Communication activity via new media is considered effective to convey a message to a lot of people or the public. The digital-based communication tools already widely supported touched people the ease of accessing information through the new media make feasible priority. When a person or people already understand the function and use of social media, their message will be easily disseminated. Moreover, when the ability to convey the message effectively and understood easily that owned a leader. President Jokowi admits:

"More effective again (to upload the information) when we use social media. Therefore, today in delivering government programs I also use a video blog (vlog) in communicating with young people. I also did a question and answer session to ask about the problems that exist in the field to our young people..... " (ksp.go.id).

What Jokowi does with new media, is a leader's tactical move. Currently, the President quite actively upload his vlog on his personal Facebook and YouTube accounts. In a number of his vlog there is appears to indeed creations or sudden ideas in the field. As vlogs about Sei Gong Reservoir of Batam, Riau Islands, which it uploaded on March 31, 2017 ago. The President said:

"... Spontaneous, sometimes when we are thru the field. For example, when the reservoir Sei Gong done by a lot of workers, I wonder where they came from, some from Medan, Tanjung Pinang, Balikpapan, Makassar, NTT, assorted, direct spontaneous moment that I made the vlog..."(ksp.go.id)

We can say that the vlog is made with the workers in Sei Gong Reservoir, is just not a formality or ceremonial. That is an agenda or specific objectives to be achieved from these activities, even though people may not realize. The goal is to shows, that workers on the project came from Sabang to Merauke. That is connected to Thibaut and Kelley theory of social exchange. That theory, when associated with communication trends are currently developing, placing the use of social media can be understood as an attempt to create a relationship as part of a way to get an advantage (family.jrank.org).

Kaesang Pangareb, the youngest daughter of President Jokowi, became one of the representatives of young people who take advantage of the new media positively. On several occasions, Kaesang and his father collaborated to create a vlog uploaded on the YouTube channel. This certainly brings a positive influence to the public perception that the president also gets new media literacy. The vlog made from collaboration work between father and son, for example is "Adu Panco", "Mas Jumadi Nyukur Bapak" and so on. The constructions of parent-child relationships that are familiar to this context, natural or non-artificial, are very hard to find in social media. Other world leaders rarely display their warmth of family relationships in social media. President Jokowi has a real egalitarian style of communication, including to young people. Not long ago, when visiting to the all part of my country, the president invited the youtubers to capture the moment through the making of the vlog. Vlogs that involving "*the number one man in Indonesia*" and the creative young man attract millions of viewers in a short time. Jokowi is really not making a distance with creative young people. Supported by an awareness of the power of the new media, he succeeded in

presenting an egalitarian and simultaneous communication style.

C. THE MANIFESTATIONS OF SOCIAL PENETRATION AND DIPLOMACY

The political communication process during this time is the official, formal, rigid and one-way. That is a tradition of political communication leaders within premises that impressed people. Communication is a good way to build relationships between leaders with his people. On the other hand, it can also be used to measure the effectiveness of government-run. It also did by President Jokowi fairly active use of the massive impact of communication through social media. Jokowi formerly known pattern of face to face communication directly with the public through the "*blusukan*". But now it's packed "*blusukan*" result, created a vlog and distributed massively. Thus it can be said Jokowi implemented a series of political communication efforts more creative. Jokowi seemed so aware that communication with constituents or community is very important. With the communication, the people are expected to understand the policies and find out what has been done by the government.

The use of new media account by President Jokowi according to Altman and Taylor thought is a manifestation of social penetration. With the President came to know and be known by the wider public, and fast. Social penetration is not only within the country, it can even reach the whole world. This happens because new media technology is able to reach the whole world. The contents of a unique and interesting vlog, could be a form of strategic diplomacy. Jokowi practiced vlog diplomacy while uploading his lunch with King Salman. The message is as follows:

" another interesting thing happened when luncheon at the Bogor Palace. On the sidelines of the formal event, President Jokowi made a Video Blog or Vlog together with King Salman. The vlog posted by Jokowi on his Facebook account, President Joko Widodo. In his vlog, Jokowi, who looks dressed in a suit with a black cap, was casually talking. Jokowi explained that when the video was made, he was on a table in a luncheon with King Salman. The President said " I currently have lunch with His Majesty King Salman bin Abdulaziz Al Saud, he had just eaten, "said Jokowi while aiming the video camera in the direction of King Salman being have food " (Liputan6.com).

The president had a good international diplomacy, because King Salman is a world-class leader and strategic importance. Vlog is now popular as a platform to conduct international relations to establish communication to convey the various interests of each country. As the primary element that determines the course of diplomacy practice, the term communication can be defined as the process of information exchange between each party (Keyton in Lunenberg, 2010). The banquet with King Salman, who was digitally dissimulated in the vlog, was an elegant and distinctive form of diplomacy Jokowi. Certainly in the event there are negotiations on possible cooperation that will be in the two countries. Jokowi can be framed like a diplomat or other agents to convey information in both directions and obviously in the process of negotiation or haggling (Jonsson & Hall, 2002 D Jelantik, 2008). From that process, one day Indonesia will benefit politically in establishing itself, especially in an increasingly competitive international association.

IV. CONCLUSION

Inevitable, the telecommunications and information technology, which in this context is a new media network, is a great civilization progress. The new media then becomes a vehicle for disseminating messages of communication with the unique style of the president. The construction of communication and diplomacy of President were typically, and it has gained a good container with new media technology.

From the results of this study, it can be concluded that the style of communication and diplomacy of president, Jokowi is the type of leader with the communication style of *life everyday communication with local wisdom*. It means that, what Jokowi discloses is based on everyday facts felt by society in daily interaction. Natural and what it is, and includes local wisdom. Jokowi communication style can be said to be *full of technological communication consciousness literate* and *full consciousness of time and space*. This means that Jokowi's communication style is coupled by a medium capable of simultaneous effects. Jokowi realizes the importance of new media in his political communications. The dimensions of space and time of message spreading are also fully acknowledged by the president, so the moments of interest are interesting, spontaneously manifested as messages.

Furthermore, one of the conclusions that can be drawn from this study or reflection is, the president Jokowi combines the concept of nature and culture. The concept of nature in this context is the unique aspects of Jokowi's

communication skills and out of the box thought. The concept of culture is the product of a sophisticated human thought, and in this context is represented by new media technology. Once again Jokowi combined two entities very well.

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