



Dynamics of Political Communication between Megawati and Puan Maharani in the Leadership of the Partai Demokrasi Indonesia Perjuangan

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Abstract

This study analyzes the dynamics of political communication between Megawati Soekarnoputri and Puan Maharani in the leadership of the Indonesian Democratic Party of Struggle (PDIP). Using a descriptive-analytical approach and Symbolic Interactionism theory, this research highlights the importance of symbols in shaping public perception of both leaders. The results of the analysis indicate that their political interactions influence the party's image, especially in the context of specific political events such as elections and policy controversies. The interpretation of political communication symbols also reveals the complexity of public perception towards the PDIP and its leaders. The implications for the PDIP leadership in facing political challenges, including coalition formation, underscore the importance of responsive and effective communication strategies. This study provides valuable insights into the dynamics of Indonesian politics and makes a significant contribution to understanding political communication and party dynamics in the country.

Keywords : *dynamics of communication, political communication of PDIP, Megawati, and Puan Maharani*

Introduction

Communication is a format of speaking in social life, whose existence is very important for human life both individually and socially. The dynamics of communication require in-depth study, especially in community life and the life

of the nation and state. Differences in communication patterns and models require students to understand them in accordance with changing times. Similarly, the theory of communication is that students learn from all different perspectives. However, in general, students do not have an in-depth

understanding of the concept of good communication even though communication is a daily job in life. Therefore, one of the objectives of this book is to equip students with practical skills in communication dynamics. By mastering good communication, organizational leaders can have added value, both in their lives in general, and in contributing themselves in the workplace, making them more productive. Effective communication occurs when individuals reach a mutual understanding, stimulate others to take action, and encourage people to think in new ways. The ability to communicate effectively will enhance productivity, both for the individuals involved and their organizations, enabling them to anticipate problems, make effective decisions, coordinate workflow, and develop relationships. Political communication plays a crucial role in the dynamics of political parties in Indonesia. Political parties serve not only as institutions that govern and represent the political interests of society but also as platforms for building public image and opinion. The process of political communication involves stages of political messages to obtain feedback, where students who receive political issues attempt to convey messages to their peers to receive responses to what has been conveyed. In this process, the forms of communication encompass several stages as conceptualized by Burhan Bungin (2007: 255-256): First, Ideation where the process of creating ideas on a set of communicated information, this stage is the basis for students to convey messages in the form of political issues to be conveyed. Informants in this study as communicators create messages based on ideas from online media, television, and parents to influence the content of messages in their communication. Second, Encoding is where communicators translate information in the form of verbal and

non-verbal so as to have an effect on others, using language and symbols such as hashtag 'Gaspol' or hashtag '2019 change president' in their political choices to show that they have a firm attitude towards political choices. This symbolizes their communication using symbols or slogans in their communication messages. Third, the process of conveying the password uses the latest channels. In this context, the interaction between party leaders has a significant impact not only on the internal affairs of the party but also on the relationship between the party and the public (Djayadi, Y. 2018). Political parties must have plans to attract voters to choose their party. Parties also need plans to obtain as many seats as possible. Additionally, each candidate also requires their own strategy to gain as many votes as possible to secure a seat in parliament (Heryanto, 2018). To gain votes in legislative elections, political parties often utilize their cadres, known as "bread cadres" or "impromptu cadres." These bearded cadres often win votes in legislative elections due to their popularity. However, if a cadre's popularity is inadequate as a DPRD candidate, their performance and abilities will be less effective when they sit in parliamentary seats.

The the Indonesian Democratic Party of Struggle (PDIP) is one of the most influential political parties in Indonesian politics. Since its establishment in 1973, it has become one of the major political forces in Indonesia, with a strong mass base and presence at various levels of government. In the leadership dynamics of PDIP, Megawati Soekarnoputri and Puan Maharani hold key roles as the General Chairperson and General Secretary, respectively. The communicative interaction between the two is crucial in determining the direction and image of the party, as well as in strengthening PDIP's internal unity and stability.

There are previous studies that have highlighted the role of political communication in political party dynamics. For example, Effendy (2003) argues that political communication has a significant impact on the formation of public opinion and support for political parties. Likewise, Gamson and Modigliani (1989) emphasized the importance of interaction between leaders in shaping the policies and direction of political parties. Nonetheless, research on the dynamics of political communication between Megawati and Puan in the context of the PDIP leadership is still lacking. Both of these leaders play an important role in Indonesian politics, and their interactions have major implications for political parties and national politics as a whole. Therefore, in-depth research on the political communication between Megawati and Puan is important to understand further.

Symbolic Interaction Theory

Symbolic Interaction Theory, as proposed by Blumer (1969), is one theoretical framework that is highly relevant in analyzing the dynamics of political communication between Megawati Soekarnoputri and Puan Maharani. Blumer's thinking on social interactionism was influenced by Mead. The ideas that become the premise or basis for drawing conclusions according to Blumer are as follows. Humans act on something based on the meanings that something has for them. This meaning is obtained from social interactionism carried out with other people. These meanings are refined in ongoing social interactionism. According to Blumer, society does not stand statically, stagnant, and solely based on macrostructures. The essence of society must be found in people and their actions. The life of society consists of their own actions.

Society becomes a group of people who perform complex actions and activities continuously. The actions taken by individuals do not only affect themselves but also become part of a collective action called social action.

This theory emphasizes the importance of symbols in shaping meaning in everyday social interactions. In the context of political communication, these symbols include various elements such as body language, speech, attitudes, and actions. Megawati and Puan, as active political leaders, use these symbols in various situations to convey their political messages to the public. For example, their facial expressions, hand gestures, and posture when giving speeches or interacting with supporters can be symbols that contain certain political meanings. The same goes for the words they use in speeches and media interviews, which are often carefully designed to influence the public's perception of the party and its policies. The importance of symbolic interaction theory lies in the understanding that these symbols not only have fixed meanings but can also be interpreted differently by different individuals. Therefore, in analyzing the political communication between Megawati and Puan, it is important to pay attention to how these symbols are used and interpreted by various parties, including party members, supporters, and the general public. This theory opens a window to a deeper understanding of the complexity of communicative interactions between the two leaders, as well as their impact on Indonesia's dynamic political context.

Method

In this research, the method used is qualitative research. The qualitative method has a more varied approach compared to the quantitative method. This research is descriptive-analytical, combining a qualitative approach to analyze the

political communication dynamics between Megawati Soekarnoputri and Puan Maharani. The descriptive-analytical approach is used to provide a comprehensive overview of the communicative interaction between the two political leaders in the context of the leadership of the Indonesian Democratic Party of Struggle (PDIP) (Creswell, 2013).

The data used in this research are obtained from various secondary sources, including speech recordings, media interviews, and related political news that have been published (Miles et al., 2013).

These secondary sources are chosen to ensure the availability of relevant and reliable data. Sugiyono (2008) defines secondary data as data obtained indirectly by the researcher or data collector. This means that the data is acquired through intermediaries such as individuals or documents. Secondary data is information related to sources that already exist, such as important documents, websites, books, and so on. Secondary data is data obtained indirectly from the object through interviews. Secondary data can be obtained from data collected by organizations or other individuals, such as census data collected by the government. Then, the data is analyzed using a qualitative approach, which involves the process of identifying symbols and interpreting the political communication dynamics between Megawati and Puan (Denzin & Lincoln, 2018). The qualitative approach allows researchers to explore the meanings contained in the communicative interactions of the two leaders, as well as understand the context and consequences of the communication more holistically.

Results and Discussion

The Dynamics of Political Communication between Megawati and Puan in the Context of Certain Political Events. The dynamics of

political communication between Megawati Soekarnoputri and Puan Maharani show diverse patterns of interaction, which are closely related to the political events that occurred at the time. For example, during the period of controversy related to the reform of the political system in 2001, Megawati and Puan faced great challenges in responding to the situation. Megawati, as the President at the time, was encouraged to communicate her vision and action plan to the public, while Puan, as a cabinet member, played a role in explaining government policies to the public. The communication strategies adopted by both, such as public speeches and media interviews, became crucial in shaping public perceptions of the government and the party (Denzin & Lincoln, 2018).

During the 2004 general election, the interaction between Megawati and Puan became crucial in shaping the party's image and gaining public support. For example, in political debates or election campaigns, the communication style and messages delivered by the two would be the main focus of analysis, as these events influenced the public's view of PDIP and its leaders.

The Role of Symbols in Political Communication Amid Significant Political Events

The importance of symbols in political communication between Megawati and Puan also takes center stage in this analysis. During significant political events, such as elections or major policy changes, symbols like facial expressions, hand gestures, and body posture become more prominent and have a greater impact on shaping public perception (Miles et al., 2013). In the context of speeches during the celebration of Kartini Day and the nomination of the presidential candidate from the Indonesian Democratic Party of Struggle (PDIP) for the 2024 election, Megawati

Soekarnoputri chose to employ strong symbolism to communicate her political messages. Kartini Day, commemorated to honor Kartini's struggle for women's rights, provides a highly relevant backdrop for Megawati's speech. Megawati seized this moment to emphasize the importance of women's roles in politics and advocating gender equality, as well as to reaffirm PDIP's commitment to supporting women's aspirations in Indonesia.

In her speech, Megawati conveyed her vision and mission for an inclusive and fair Indonesia, while highlighting the significant role of Puan Maharani as a woman in Indonesian politics. Puan Maharani, as one of the key figures in PDIP and a member of the Soekarno family, holds a unique appeal to the public. Her presence at the event can be seen as a representation of PDIP's commitment to advocating gender equality and providing equal opportunities for women in political leadership. Although Megawati chose Ganjar Pranowo as the presidential candidate from PDIP for the 2024 elections, Puan Maharani's presence in this context indicates that PDIP still pays attention to the role and representation of women in politics. Thus, Megawati's speech at the Kartini Day celebration and the nomination of the PDIP presidential candidate for the 2024 elections is not just about introducing a presidential candidate, but also about conveying broader political messages about gender equality and inclusivity in Indonesian politics.

Political Discourse, according to Bell in Arifin (2003:3), involves discussions of power, influence, and authority. Nimmo (1999:82) further adds that political discourse is about conflict because, through political discourse,

political communicators resolve their disputes even though it's never comprehensive. Meanwhile, political science experts like Almond and Powell in Arifin (2003) place political communication as a political function, along with the functions of articulation, aggregation, socialization, and recruitment within a political system. According to these experts, political communication is actually a prerequisite for the functioning of other functions. From a different perspective, Nimmo (2005) views communication as a process of social interaction and the core of politics as social conflict. Thus, he formulates that political communication is a political activity based on actual and potential consequences, which is organized.

Interpretation of Political Communication Dynamics in the Context of Political Events

The interpretation of the dynamics of political communication between Megawati and Puan in the context of political events reveals the complexity of the interpretation of these symbols by various parties, especially in specific political situations. One of the related factual events is the political crisis that occurred during the transition of power between governments in the 2014-2019 period in Indonesia. During this period, there were high political tensions among various political parties, including the PDIP led by Megawati.

When there was a national political crisis during the transition of power, the interaction between Megawati and Puan became very important in an effort to lead the party and provide direction to party members and the public. One concrete example was in the face of a tense political situation ahead of the presidential election in 2014. Megawati and Puan are expected to provide appropriate responses to the political challenges faced by PDIP, including building effective communication strategies to manage

the party's image and gain greater public support.

In addition, other relevant factual events are related to controversial issues that arose during the reign, such as sensitive economic or political policy changes. The responses and communication strategies shown by Megawati and Puan to these events can influence public perceptions of the party and its leaders. For example, when there was controversy related to government policies, such as the increase in fuel prices in 2013, appropriate responses and communication from Megawati and Puan could strengthen the image of the PDIP leadership in the face of significant political events.

Implications for PDIP Leadership in Facing Political Challenges

The implications for PDIP leadership in facing political challenges become increasingly important, especially in the context of political coalition formation. In 2023, PDIP and Megawati as the party chair are faced with significant political challenges when trying to form a coalition to face the 2024 general election.

Furthermore, an examination of the political challenges cited from a prospective journal and the challenges of political communication, while also discussing PDIP and Megawati, as indicated in the journal, reveals that the vote acquisition of the Indonesian Democratic Party of Struggle (PDI-P), which is also led by Megawati, presents a different reality. Various surveys regarding the 2004 general elections, convinced that the performance of economic improvements still remains the paramount criterion in the assessment provided by the public through the electoral mechanism. This implies that a plummeting vote acquisition translates to poor performance evaluation of the cabinet.

During this period, PDIP was involved in negotiating and forming new political alliances with various other political parties. The communication between Megawati and Puan Maharani, as well as the party's overall communication strategy, played a key role in ensuring the success of coalition formation as well as influencing the public's view of the party.

In complex situations such as coalition formation, the PDIP leadership must be able to devise effective communication strategies to explain the rationale behind the party's decisions, balance the interests of the various coalition members, and build a strong understanding among the parties involved. This effective communication is not only important to ensure the coalition's success in the election, but also to maintain the party's internal stability and strengthen the party's image in the eyes of the public.

Citations and References

According to Igo Ilham, Joko Widodo's time and energy could be used up just for blusukan. Therefore, he suggested that Joko Widodo transmit the habit to regional officials. 'It should be done by the pawns of the local government, namely the village head, sub-district head, and department head'. Related to the criticism, on several occasions, Joko Widodo explained that going to the field does not mean only meeting residents and seeing the condition of slums, but also to control the field, monitor the implementation of projects and work programmes. In the context of political communication, Jokowi has practised 'dinner table' diplomacy since he became Mayor of Solo in the first term. Jokowi's dinner table political communication was not only carried out to garner public sympathy when he became Mayor of Solo but also continued when he became president, such as holding a dinner at

the Bogor Presidential Palace attended by all the chairpersons of the coalition parties, one of which was Megawati Soekarnoputri (PDIP).

In addition, quoted by Rusmawaty Bte. Rusdin, 'Jokowi's Political Communication Through Diplomacy at the Dinner Table,' Kinesik 7 (2020), namely related to the ability to describe and implement Bung Karno's teachings in the life of society, nation and state. Naturally, if it appears

Jokowi's expression: ...

“Bapak is my idol besides Bung Karno, the first president of Indonesia.

In my opinion, both of them equally possess strong independence traits”...

This quote is the basis that Jokowi is a great admirer of the father of Indonesia's proclamer. There is certainly an influence of Megawati.

Conclusion

In this study, we explore the dynamics of political communication between Megawati Soekarnoputri and Puan Maharani in the context of the leadership of the Indonesian Democratic Party of Struggle (PDIP). We use symbolic interaction theory as a conceptual framework to analyze their communicative interactions and find that communication symbols, such as facial expressions, hand gestures, and body posture, play an important role in shaping public perceptions of the two leaders. In addition, there are as many types of politicians acting as political communicators as there are politicians, but for simplicity, we classify them as (1) in or out of government office, (2) national or subnational in outlook, (3) dealing with multiple issues or single issues. In describing the diversity of communication used by these politicians it is best to limit the

focus to national-stage multi-issue politicians, in and out of executive, legislative, and judicial offices. Hence political people claim 'politics as commander'. Another group considers politics to be all-important because everything is determined by politics. The importance of the concept of modernization is to prevent groups from fighting with each other due to a sense of self-importance, as well as to guard against clashes between one value and another.

Symbolic interaction applied in political communication planning is done by instilling clear identities and values and can form the basis for self-image. The distinctive feature that the public recognizes is the symbol of the political communicator, which is like the symbol of the index finger and fist that forms a symbol and sign. The strong role of Symbolic Interaction in this study has an impact on the political communication planning process in achieving goals, the role of Symbolic Interaction in impacting the performance of the team that works and has good synergy so that it can carry out the political communication planning process to achieve goals.

The results showed that political interaction between Megawati and Puan did not only occur in the public sphere but also through mass media and other communication platforms. In the context of certain political events, such as elections and government policy controversies, the communication strategies adopted by the two influence public perceptions of the party and its leaders. In addition, we also found that the interpretation of political communication symbols can vary depending on the point of view and interests of each party.

Factual events, such as the political crisis during the inter-governmental transition of power and the formation of political coalitions ahead of the general election, provide a clear picture of

the complexity of political interactions between Megawati and Puan. Their responses and communication strategies in the face of these events affected not only the party's image but also the dynamics of national politics as a whole.

In facing future political challenges, the PDIP leadership must be able to learn from the dynamics of political communication between Megawati and Puan. The importance of a responsive and effective communication strategy in explaining the party's position, responding to developing political events, and building understanding with various parties is key to maintaining party stability and strengthening its position in Indonesian politics.

Thus, this research provides valuable insights into the dynamics of political communication between two key PDIP leaders, and its implications in the dynamic Indonesian political context. It is hoped that this research can be an important contribution to the understanding of political communication and political party dynamics in Indonesia.

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