

Political Info Channels for West Java Governor Election Policy Prospective

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Abstract: *This research intends to analyze the use of communication channels by the West Java Governor candidates in 2018 to convey prospective policy choice political information to the voter segmentation in 27 regencies or cities. This research uses a qualitative method with a case study approach. The results showed that the communication channels used by West Java Governor Candidates through social media to disseminate prospective policy choice political information to the millennial generation segmentation in urban areas and through Islamic Boarding Schools reach Kiai, students, and the public in rural areas. It shows the importance of utilizing communication channels through social media. The other hand also shows the importance of professional organization channels through Islamic Boarding Schools and interpersonal communication to approach Kiai as an opinion leader to gain voters in the election for West Java Governor. Thus, this research benefits gubernatorial candidates in choosing communication channels to provide political information that must adjust to geographical and demographic conditions and to voters about how to obtain political information to gain knowledge of the regional head candidates. This research is still relevant as a study to make a sample of policy in the next election in 2024.*

Keywords: *social media, islamic boarding schools, political information channels, prospective policy options, west java*

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INTRODUCTION

The election of the West Java Governor was one of the regional polls simultaneously held in Indonesia in 2018 (Bawaslu, 2018); it was also one of the most dynamic, complicated, and difficult to predict. Thus, these activities require communication channels to convey political information to voters. In this case (Mulyana, 2013), political communication in Indonesia is more suitable if it is conceptualized as a political dialogue that is dynamic, easily changed, complicated, and even confusing to predict.

The election of political channels becomes central in disseminating political information to voters through prospective policy choices in the 2018 governor's election in West Java. The channel of

political communication is not only the spirit of reviving a political system but also the chain of political communication, which, in this case, provides political information and paves the way for civic participation. Communication channels are tools that facilitate the delivery of messages (Nimmo, 2005).

In its political activities, the candidates for West Java Governor will require communication channels to convey political information to voters geographically spread in 27 regencies or cities. In this case, they need the effort and selection of the proper political channels. As a result, voters receive political information in the context of policy choice as part of their political information beliefs.

The five-year democratic party

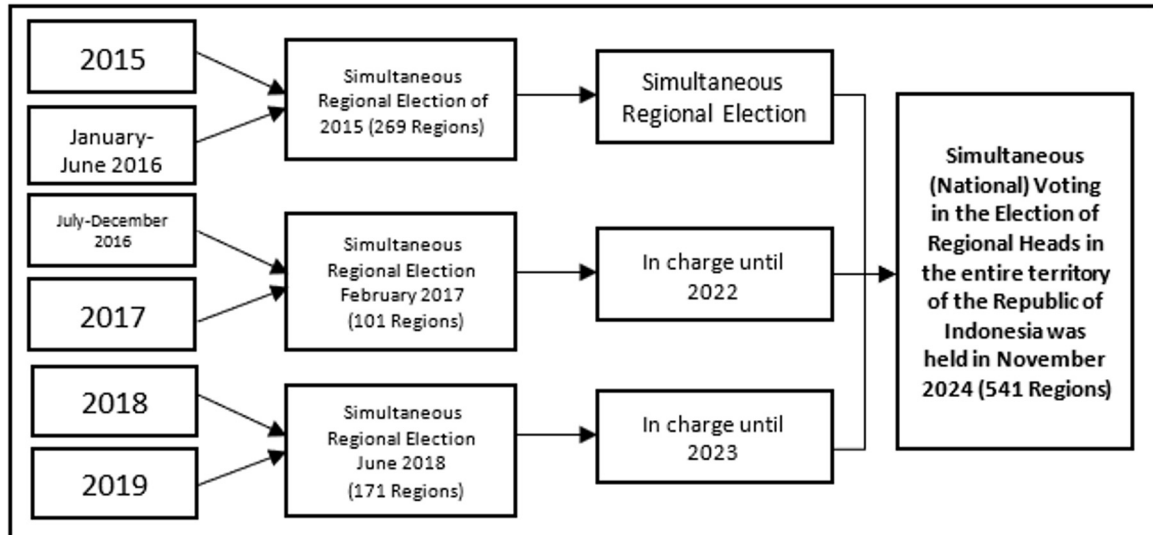


FIGURE 1: The Projection of Simultaneous Regional Election Stages
 Source: Law Number 10 of 2016 (Kumolo, 2017)

event, which took the shape of the third wave of regional elections held concurrently in 2018, began in August 2017 with several stages, including regency or city and province-level local elections. It was as regulated in Law Number 8 of 2015 concerning the Amendment of Law Number 1 of 2015 regarding the Establishment of Government Regulations instead of Law Number 1 of 2014 concerning the election of Governors, Regents, and Mayors into Acts. The following is the projection of the simultaneous regional elections in Indonesia (Figure 1).

Figure 1 shows that the simultaneous regional elections held on December 9, 2015, were attended by 269 regions to elect nine governors-vice governors, 224 regents-vice regents, and 36 mayors-vice mayors.

A simultaneous regional election in 2018 with details of the 17th election of governor-vice governor, the 115th election of regent-vice regent, and the 39th election of mayor-vice mayor will be held on June 27, 2018. West Java is a miniature of Indonesia; geographically, it is a province with an area of 35,377.76 km, which is very broad and consists of 27 regencies and cities. Demographically,

West Java had a population of 48.6 million in 2018.

West Java is a national granary number depicted in the Permanent Voter List (Daftar Pemilih Tetap - DPT) for the 2018 governor and vice governor election, which reached 31.375.133 million people. The data consists of 15.948.112 male voters and 15.787.021 female voters. They were scattered in 627 regencies, 5.957 villages and voted in 74.944 polling stations (Tempat Pemungutan Suara - TPS) spread across 27 cities or regencies in West Java.

It is not easy for West Java Governor candidates to choose the communication channel to be used. They must look at voters' segmentation in the classification spread in urban and rural areas. The voting behavior in West Java would be effortless if viewed from rural and urban aspects because it would be undeniable where voters were sociological, psychological, and rational (Firmansyah, Susiatiningsih, and others 2014)

The complexity of the Governor Election is fascinating to study during open battles, which are very competitive, violent, and multi-issue to encourage electability and promote political participation of voters. The consequence

is using the communication channel of the 2018 West Java Governor Candidates to disseminate political information in the form of prospective policy choices that must be targeted to voters through social media channels and Islamic boarding schools as an interpersonal approach.

Along with the development of the massive use of the internet, it indicates that progress in the field of information and communication technology has brought democracy to experience societal shifts and democracy offline towards online democracy. The public has now turned to little public information, which has changed the pattern of political communication. Through the internet, community netizens have been actively involved in in-depth strategic decision-making processes in public policy. Netizens actively provide a control function for good governance for both central and regional governments. There is no exception in the process of regional head elections (Pilkada); digital democracy seems to be starting to take on a strategic role by appearing in public spaces virtually, conducting critical discussions on Pilkada issues (Tim Redaksi Direktorat Pengelolaan Media Publik, 2016).

The use of communication channels in disseminating political information is made with specific considerations, for example, the duration of use and, more importantly, in terms of funds owned by Governor Candidates of the West Java Governor Election in 2018. All candidates use political channels like social media more widely for political information for Millennial voter bases in urban areas. The millennial generation even became a strategic issue for the 2018 Governor candidates. It is because they gamble on millennials' votes for the victory of the 2018 West Java Governor candidates, with a total percentage of 30% from 32 million constituents. However,

millennials have their segmentation. The segmentations were divided into two big groups of millennials in the 2018 West Java governor election. The first group is in the range of ages 18-25 (early millennial), and the second group is in the range of ages 26-40 (late millennial). Each segmentation has different characteristics, different levels of needs, and even different political preferences. If they are 18-25 years old (early millennials), are now generally in High School or College, are usually close to cyberspace, and have high intelligence in using platforms and mobile technologies. Meanwhile, if they are 26-40 (late millennials), they generally start their careers struggling to live. The millennial generation, the digital native generation, is the fastest to acknowledge the latest or actual. It is not a surprise if the media is not only used to interact but also used as a primary source of self-actualization. Based on the research of IDN Research Institute, millennials do not mean that they do not care about political issues, but they are less concerned about political issues. Based on FGD, political issues in Indonesia are pretty heavy and dull for millennials. Millennials look quite happy with light issues and issues that are close to themselves. Based on the survey, their intensity in following political issues is relatively low (23,4%) (Slamet et al., 2020).

To create political participation, election management institutions carry out political communication, and political institutions need to create "nutritious" political information to strengthen political knowledge and implementation of citizens' political participation so they can exercise their political rights in determining the leader (Slamet, 2018). In this context, social media can be a communication medium to provide "nutritious" political information for the millennial generation.

This is what was conveyed by political communication, which was dominated by mainstream media such as newspapers, radio, and television, which are known so far (Cangara, 2023). However, now it has penetrated social media, which is increasingly a trend. The use of social media is expected to have a significant effect, especially if political candidates want to get the support of young, newbie voters, especially those who live in urban areas (Mulyana, 2013). This young audience is usually well-educated and internet-literate. The critical points of social media's transformations in political information are identified. Social media consolidation brings a new, more hybrid communicative environment and a logic based on new principles and operating criteria that affect the entire information process (Casero-Ripollés, 2018).

METHOD

This study employs a qualitative approach with case study research methodologies, citing Creswell's book *Qualitative Inquiry and Research Design: Choosing Among Five Traditions*, which lists case studies as one of the qualitative traditions (Creswell, 1998). To understand more, combine or connect qualitative and quantitative methodologies. It necessitates a combination of qualitative and quantitative methodologies and philosophical assumptions.

The subjects in this research were the Candidates for Governor and Deputy West Java Governor in 2018, Chairman and Secretary of Political Parties. This research reality uses primary and secondary data; the researcher conducts field observations to examine the under study.

This research also explored secondary data obtained from documents in the form of letters, prospective policy choice candidates, websites, and social

media. It implies that these data enable researchers and data analysts to build large, high-quality databases that help resolve business problems. They can also increase the quality and precision of their conclusions by augmenting primary data with secondary data. Independent businesses manage most secondary sources.

RESULTS AND DISCUSSIONS

The issue of choosing the communication media channel as a prospective policy choice for the election of West Java Governor regarding calculating the benefits obtained using a particular communication channel. Compared to other communication channels, the distribution of political information as a prospective policy choice can be conveyed to geographically distributed voters in 27 regencies and cities. They consisted of urban and rural areas with a large number of voters. Based on demographics in West Java, the characteristics of the community differ from one city or regency to another; the following is the Geographical Voters Cluster in West Java.

The Dissemination of Political Information Related to Prospective Policy Choices through Social Media Channels

The Governor Election in West Java became a competitive battle when political communication to allow voters' hearts had become so complex, dynamic, and unpredictable. More was needed for a gubernatorial candidate to rely solely on conventional political communication variants in spreading political information. The first finding in this research was a shift in the use of political channels by the West Java Governor Candidates in 2008 and 2018. In 2008, the political channels used were more mainstream media, such as local TV, radio, newspapers, billboards,

TABLE 1. Geographical Voters Cluster in West Java Province

#	Cluster	Regency/City	Number of Permanent
1		Bogor Regency	3.275.214
2		Bekasi Regency	1.801.632
3	Voter Lists	Bekasi City	1.526.501
4		Depok City	1.188.815
5		Bogor City	692.666
6	Karawang	Karawang Regency	1.519.717
7		Purwakarta Regency	665.046
8		Cirebon Regency	1.571.398
9		Indramayu Regency	1.332.085
10	Cirebonan	Majalengka Regency	959.758
11		Kuningan Regency	844.265
12		Cirebon City	234.802
13		Garut Regency	1.730.039
14		Tasikmalaya Regency	1.320.184
15	Priangan Timur	Tasikmalaya City	477.800
16		Pangandaran Regency	313.301
17		Banjar City	144.657
18		Ciamis Regency	925.859
19		Bandung Regency	2.375.908
20		Bandung Barat Regency	1.180.632
21	Bandung Raya	Bandung City	1.605.309
22		Subang Regency	1.124.895
23		Sumedang Regency	841.294
24		Cimahi City	370.752
25	Priangan Barat	Sukabumi Regency	1.716.833
26		Cianjur Regency	1.571.622
27		Sukabumi City	228.956
		Total	31.375.133

Source: Processed from the Permanent Voter List of the General Election Commission West Java Province, 2018

and banners. The research conducted by (Hikmat, 2010) explained that:

Due to the use of new media in providing political information by the candidates for West Java Governor to voters spread across 27 cities or regencies, The issue is political communication in providing such comprehensive demographic political news. Still, the distance and physical

problems can be overcome through CMC (Computer-Mediated Communication). This theory assumes that computer technology obtains or assists all forms of human communication. Besides, contact with computer media (CMC) is a communication transaction that occurs through two or more related computers, such as chat, instant messaging, SMS (Short Message Service), and E-Mail.

The candidates see the internet as a mass media that adds one-to-one relationships (as applied by e-mail), many-to-many (as affected by listserves), and many-to-one (as can be seen on corporate websites, usually based on the blog). In other words, seeing the internet as mass media has helped explain several events online (Wood & Smith, 2004).

The election of the West Java Governor requires a new media approach with all its characteristics that allows

candidates to interact more intensively. The political communication paradigm alters due to the digitalization of new media outlets such as social media.

All candidates for Governor and Vice Governor: Ridwan Kamil-UU Ruzhanul Ulum (Rindu), T.B. Hasanuddin-Anton Charliyan (Hasanah), Sudrajat-Ahmad Syaikhu (Asyik), and Dedy Mizwar-Dedi Mulyadi (D2) made the use of social media channels. The four candidates for the Governor and Vice



FIGURE 2. The Infographic of Perspective Policy Choice of the Candidates for West Java Governor and Vice Governor

Source: Visi Misi Calon Pemimpin Jawa Barat (Mojo 2018)

Retrieved from: <https://tirtoid/visi-misi-calon-pemimpin-jawa-barat-cf2z>

Governor also made the tagline: the pair of candidate number One, “Rindu Jabar Juara”; pair of candidate number Two, “Jabar Hasanah”; the pair of candidate number Three, “Jabar Asyik”; and the pair of candidate number Four “Work to Serve (Bekerja untuk Melayani),” the tagline is more massive to be used on social media. To convey political information, the West Java Governor candidate packaged “lightly” and not entirely seriously. The infographic of political information related to the perspective policy choice (vision mission) of the candidate for West Java Governor is seen in Figure 2.

The political information conveyed by the pair of governor candidates, Deddy Mizwar and Dedi Mulyadi, also did not touch the basis of millennial voter segmentation because the info expressed needed to be more severe. For example, in the choice of language used,

prospective policy choices with taglines “Work to Serve” consisting of cities are organized with nine city policy programs: 1) Rahman Cities (Ramah dan Aman - Friendly and Safe) for tourism; 2) Smart Cities; 3) Center of Culture, Creativity and Investment Cities. The program to open underdeveloped villages includes access to village roads, access to village electricity, access to village information, and access to village capital. And the prosperous village building program, namely: tourist village, fishing village, farmer or garden village, livestock village, energy village, cooperative or SME village, industry or trade village. Figure 3 is the infographic of perspective policy choice by Deddy Mizwar and Dedi Mulyadi on Instagram posts.

In Figure 4, with his short video, Ridwan Kamil tries to touch the millennial generation’s needs by encouraging



FIGURE 3. The Infographic of Perspective Policy Choice of Deddy Mizwar and Dedi Mulyadi on Instagram

Source: Instagram Account (Instagram Tim Kampanye Deddy Mizwar & Dedi Mulyadi 2018)

<https://www.instagram.com/bekerjauntukmelayani/?hl=en>

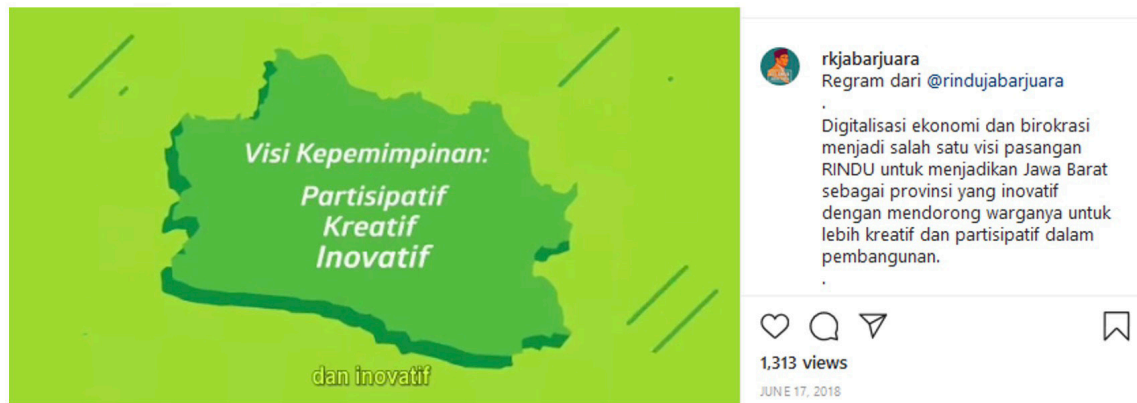


FIGURE 4. The Perspective Policy Choice of Ridwan Kamil and Uu Ruzhanul Ulum on Instagram Post

Source: Instagram Account (RK Jabar Juara 2018)
<https://www.instagram.com/rkjabarjuara/?hl=en>

creative economics for Millennials and emphasizes the vision of the leadership of the pair of candidates for Governor who is participative, creative, and innovative. Ridwan Kamil will do the innovations when he wins the West Java Governor election. In the short video, Ridwan Kamil reflected on the way millennials think because the demographic bonus, which is then identified with the release of millennials as productive generations, is the target of their political information.

IDN Research Institute (2019) explained that the millennial generation is very active on social media; on average, they have two social media actively used. They are swamped sharing statuses and commenting on the state of others. Some social media owned and most often used by millennials are Facebook, Instagram, and Twitter.

Social media is a strategy of using political channels or media to convey political information to voters, similar to how candidates for governor touch the voter base in 27 cities or regencies. West Java is comprehensive, and voters are scattered, so instead of putting up a billboard, it is better to convey information about how to build West Java in the future on social media (Interview with Ridwan Kamil, Candidate for West

Java Governor/Elected Governor, 2019).

The development of new media marks the use of political communication channels to open information on the selected policy candidates to voters spread across 27 regencies or cities by the candidate for Governor. The strengthening of using social media is no longer one-way. The presence of new media provides a more interactive direction of political communication. Political information in social media as one of the new media transferred to CMC. Conversations that occur at the desired location of individuals (not necessarily the same dialogue), separated by space, two-way media can be used for rapid interaction. All goals (learning, relating, influencing, playing, and helping) are achieved; some goals are more easily obtained through CMC through information (Heryanto, 2018)

The percentage of social media users in 17 regions of the governor election 2018 follows (Figure 5).

The firm Beritagar, which subsequently changed its name to Loka Data, a social media user in the West Java Governor Election, is one of the top provinces in which Governor Candidates utilize social media to convey political information.

The phenomenon of the use of

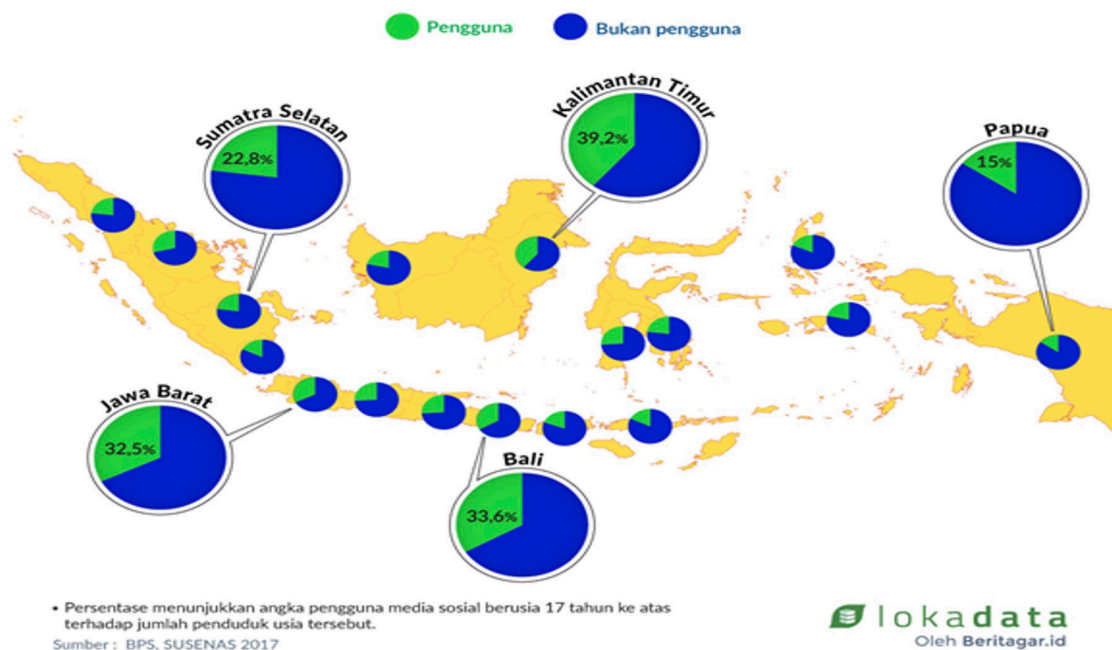


FIGURE 5. Social Media Users in 17 Regions of the Governor Election in 2018
 Source: Hampir Sepertiga Calon Pemilih Pilkada Pengguna Media Sosial (Beritagar 2018)
<https://beritagar.id/artikel/berita/hampir-sepertiga-calon-pemilih-pilkada-pengguna-media-sosial>

social media occurred in the election of the West Java Governor and Vice Governor in 2018. All pairs of candidates utilize social media content to convey political information to voters to target millennial voters in urban areas or cities that are relatively literate towards social media. Social media promotes oneself in the hope of arousing sympathy and empathy from the community (Golbeck, Grimes, and Rogers 2010).

It is different from Ridwan Kamil and Uu Ruzhanul Ulum. They utilize social media through scientific research so that political information from social media channels touches the millennial voter base with different information and styles.

The pair of candidate number 2 has a tagline “Jabar Terjamin” (Guaranteed West Java): Terjamin Sejahtera dan Terjamin Tenteram (Guaranteed Prosperous and Guaranteed Peaceful). The programs of Terjamin Sejahtera

(Guaranteed Prosperous) consist of boga gawe (have a job), Jabar seubeuh (West Java free from hunger), and sakola gratis (free school fees). The programs of Terjamin Tenteram (Guaranteed Peaceful) consist of imah rempeg (decent house), Jabar cageur (Healthy West Java), turkamlingbud (infrastructure, security, environment, and culture), and also Jabar molotot.com (West Java Internet literacy). The prospective policy choices of TB Hassanudin and Anton Charliyan posted on Instagram as shown in Figure 6.

The importance of new media for disseminating political information by candidates for governors and voters as recipients of information in the election of governors is one of the implementations of popular sovereignty in democracy.

There is an exciting finding that all the gubernatorial candidates who use social media channels provide political information in the form of prospective policy choices. However, Ridwan Kamil



FIGURE 6. Perspective Policy Choice of TB Hassanudin and Anton Charliyan on Instagram Post

Source: Instagram Account (Kanghasan Center 2018)
https://www.instagram.com/kanghasan_center/?hl=en

utilizes social media channels to convey political details in the way of a potential policy choice with great detail, not sporadic, all messages and sentences he arranged, when to post, and when to disseminate. It means that Ridwan Kamil conducted scientific research first before using social media to convey political information. The form of messages using language that is suitable for millennial generation segmentation, such as innovative, creative, and participatory, in addition to jokes such as being single, ex-boyfriend or girlfriend, and also about the delivery time, the leisure hours of social media users is 12 PM, 3 PM, and 7 PM.

The Dissemination of Political Information Related to Prospective Policy Choice through Islamic Boarding Schools

The dynamic and competitive West Java Governor Election in 2018 encouraged all candidates for governor to convey political information. They use social media channels because the voters in West Java are geographically spread in 27 regencies or cities. The most significant number of voters in Indonesia reaches 31.375.133 million. The four pairs of candidates should actively

approach several parties, one of which uses the boarding school professional organization channel. As a channel for religious professional organizations and theological education institutions that are socially strong in rural areas, Islamic boarding schools are the target of disseminating political information through prospective policy choices to obtain electability in the 2018 Governor Election of West Java.

Islamic boarding schools in West Java have become a target for disseminating political information, which is promising for how candidates for Governor get support. There are Kiai and santri (students) who can generally influence the public. Especially in rural areas, according to the Islamic Boarding School database, the most significant number of Islamic boarding schools in Indonesia is in West Java; there are 8.340 Islamic boarding schools (Ditdpontren Kemenag, 2018).

By voting regional leaders as central, the party merely serves as a political vehicle for getting acceptance as a candidate locally. Furthermore, it no longer substantially impacts the number of votes collected; the candidates used forum channels of political

communication as a more unified power than political parties. Organizations in large numbers. Religious organizations seem to play a more dominant role in the process of mass mobilization for voting (Muhtadi, 2004)(Muhtadi, 2008)

Islamic boarding school is a separate community in which many people with a commitment of heart and willingness to bind themselves with Kiai, master teacher, Buya, Ajengan, or other names to live together with specific moral standards. A community called Pondok Pesantren must have at least a Kiai (master teacher, Buya, Ajengan, Abu), mosque, dormitory, and the study of salaf texts on Islamic sciences (Indonesia, 2003).

Islamic boarding schools have political power in the Election of Governors and Vice Governors in West Java and were also the target of Deddy Mizwar as a Candidate for West Java Governor:

Islamic boarding schools represent Islamic institutions that influence the social development of Muslims and also because they are essential institutions where the Kiai exercises his power. Indeed, not all Kiai have pesantren (Islamic boarding schools), but it is clear that those who have Islamic boarding schools have more influence than those who do not (Turmudi, 2004).

Islamic boarding schools are divided into two types: traditional and modern. In terms of numbers, there is more traditional pesantren than modern pesantren. Not only the large number of traditional pesantren but also candidates for governor also see that central figures in traditional pesantren are respected religiously and socially as Kiai.

According to Zaini Tamim, Kiai's leadership in the pesantren is unique because it uses a pre-modern leadership system built on trust and social relations between the Kiai-Ulama-Santri are built on a foundation of trust, not because

the patron-client like in the public. The students' obedience to the Kiai-ulama is more due to hope for blessing (Abd Rohim, 2015).

Submission of political information in the form of a prospective policy choice conducted by the candidate for West Java Governor is a symbolic activity. Symbolic transactions assumed in political communication are political talks that are symbolic activities (Nimmo, 2005).

It means that political symbols in the perspective of political communication become meaningful when they become one of the instruments used by politicians, in this case, candidates for West Java Governor. Assumptions in the view of interaction, for example, that using agreed political symbols as created meanings can be a decoy to achieve political goals. In the end, they were able to represent the politician in delivering messages from political actors to the public.

The governor candidate interacts with the rural base voters in the Islamic boarding school. The pesantren represents the power of Kiai, in conveying information in the form of a prospective policy choice; the candidate exchanges symbols and meanings between Kiai and santri (students). There are three aspects. First, the West Java Governor candidates convey political information through interpersonal communication with Kiai. They equally do symbolic activities with political talks so that the candidates for the Governor and the Kiai both give meaning to what was said so that it can bring up a prospective policy choice. Candidates consider that pesantren in which Kiai is essential to get support in the election of West Java Governor in 2018. this symbolic transaction becomes equally crucial so that the candidate for Governor submits the political information as a prospective policy choice regarding the sustainability of the Islamic boarding schools and strengthening its economy.

One Islamic boarding school and one product to strengthen Islamic boarding schools, local Islamic boarding school rules, and one billion dollars for each.

Political talks were conducted by the West Java Governor Candidate with Kiai, for example, so that Kiai could interpret the prospective policy choice as necessary for the continuity of Islamic boarding schools. Second, the interaction process between the Governor Candidates and Kiai becomes an action for the Kiai to provide essential, meaningful information. In the form of symbols in political news to students and the community around the Islamic boarding schools to confirm how students can support candidates who are interpreted together with Kiai and students. This candidate has a benefit from boarding schools. Third, candidates for West Java Governor perfected the political communication process in conveying political information by conducting direct dialogue with students in Islamic boarding schools. It confirms that the prospective policy choice carried out to students becomes vital for continuing Islamic boarding schools, which Kiai and Santri (students) reach as a basis for empowered Islamic boarding schools. The political talk must be an exchange of what George Herbert Mead called symbolic meaning (significant); for Mead to think always involves symbols, any symbol is essential if it causes the same response to others. So, a significant symbol is a symbol with the same meaning or understanding for all parties in the conversation (Nimmo, 2005).

Kiai is a charismatic figure and a leader in his community. Kiai is a religious elite. M.C. Ricklefs in *Pribadi* defines religious elites as those identified, legitimated, and inspired by their spiritual standing. They are essential in Indonesia. Their community recognizes the scholarship of faith as such (*Pribadi*,

2018). Because Kiai is a religious elite, Kiai can be an opinion leader. Further, Karlsen said that one of the defining characteristics of opinion leaders is that they are active in networks, pass on information, and influence others (Karlsen, 2015).

The pair of candidates for governor and vice governor of West Java, Ridwan Kamil, and Uu Ruzhanul, provided political information through perspectives on the pesantren's choice of sustainability. Furthermore, they bolstered the economics of Islamic boarding schools, one boarding school, and one product that pioneered empowerment for Islamic boarding schools. Ridwan Kamil and Uu Ruzhanul Ulum also make Regional Regulations through their political promises related to Islamic boarding schools. Continuing education in Islamic boarding schools, strengthening the role of regional public hospitals and local facilities, developing thematic villages, developing village funds for the infrastructure of the communities, building and improving the village economy, the accelerated program of disadvantaged areas, the information delivered by Ridwan Kamil and Uu Ruzhanul Ulum, including when they visited Alhikmussalafiyah Islamic Boarding School, Cipulus Village, Wanayasa, Purwakarta, West Java on February 15, 2018. In addition to delivering political information, in the observation conducted by the researcher, Ridwan Kamil also held a dialogue to hear the aspirations of the Al Quran teacher, Kiai, and santri (students). Historically, the primary function of Islamic boarding schools is as an Islamic educational institution. However, Islamic boarding schools also have a significant political influence and role in traditional society (Ernas & Siregar, 2010).

As a vice governor candidate who is paired with Ridwan Kamil, Uu Ruzhanul Ulum received the blessing from

Miftahul Huda Islamic Boarding School because he is also the grandchildren of Khoer Affandi, founder of Miftahul Huda Islamic boarding school.

Even though legislation 7 of 2017 article 280 paragraph (1) letter H of the general election campaign. It states that boarding schools, in addition to educational institutions, are not permitted to use government facilities, houses of worship, or places of instruction; boarding schools are also religious professional groups. Still, all governor and vice-governor candidates submit political information under the pretext of asking for prayers and staying in touch. However, the content even asks for support from Kiai, who is in boarding school.

The dominant role of the Kiai or ulama 'in the social system in Indonesian society makes the position of Kiai very important. People often use Kiai as a reference in matters of daily life, such as matters of worship, work, and even household matters (Muhtadi, 2004).

At the same time, TB Hasanuddin and Anton Charliyan came to the Ma'baul Ulum boarding school in Purwakarta. They were immediately welcomed by the Head of the Islamic Boarding School, Kiai Anhar, with political information to win the sympathy of the Islamic boarding school. TB Hasanuddin and Anton Charliyan promised to allocate a different budget. They promised a funding program of 1 trillion rupiahs per year for mosques, Islamic boarding schools, religious teachers, clerics, marbots, and scholarships for the santri (students) if they succeeded in winning the gubernatorial election in 2018.

In selecting the West Java Governor, the boarding school as a channel for religious professional organizations and educational institutions to get support is a necessity that governor candidates must use in West Java rather than in the Islamic boarding school. There are Kiai

as the communication actors who can convince their followers; the candidate for governor also uses interpersonal communication to persuade the Kiai to get support—the importance of interpersonal communication channels in disseminating political information by candidates to spread political information to voters.

Furthermore, Kiai persuaded the students at the boarding school and the surrounding community that Kiai's decision became a reference in the election of the regional head in West Java. Using boarding schools as a political channel to disseminate political information to rural people is an intriguing discovery of the candidates for Governor of West Java. On the other hand, Ridwan Kamil and Uu Ruzhanul Ulum are the candidates who can make the most of it. Their policy option promotes continuing the Islamic residential school, which Kiai and Santri attended. Moreover, they know that Kiai has become a communicator with charismatic capital to convince santri and the surrounding community.

Besides, an exciting finding in this research is that Ridwan Kamil brought up his identity as the grandchild of the founder of Pagelaran boarding school, Kiai Muhyidin, in Subang, West Java. Whereas Uu Ruzhanul Ulum was a descendant or grandchild of Kiai Khoer Affandi, founder of the Miftahul Huda Islamic boarding school, that spread across 27 cities or regencies in West Java, both of which are boarding schools based in rural areas. Symbolic activity in the delivery of political information also raises a historical symbol that the prospective Governor is an individual who places themselves as part of the organization of the religious profession of the Islamic boarding school. Being accepted in the boarding school environment means that the candidate for Governor equates characteristics with

individuals in the Islamic boarding school originating from symbolic activities in the social interaction of the candidate for Governor with Kiai and santri.

CONCLUSION

The findings of this study concluded that the election of the West Java Governor resulted in a shift in the use of political channels to disseminate political information in the form of a prospective policy choir, which had previously used mainstream media such as newspapers and radio, but in West Java's Governor's election in 2018.

All candidates use social media channels to disseminate political information related to prospective policy choices on the segmentation of millennial generation voters, particularly in urban areas. The use of social media channels is something new in the West Java Governor's election in 2018. However, only Ridwan Kamil and Uu Ruzhanul Ulum can use social media channels in great detail.

The candidates undertook a scientific study to determine the language most suited for segmenting millennial voters, particularly in metropolitan regions. It also selects the ideal time to deliver political information through a potential policy decision. Because social media is a tool to achieve their goals, these findings have relevant research to produce as a policy sample for future young voters.

Political channels are also inseparable from the use of channels of religious professional organizations and the highest number of Islamic boarding schools in Indonesia. It is because Kiai has strategic positions in the Islamic boarding school. All pairs of gubernatorial candidates take an interpersonal communication approach with Kiai because he is known as a person who has a special place. His opinion becomes the

primary reference in the decision-making process in religious matters and social-political and cultural issues as opinion leaders who influence students and the community in general among rural voters.

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