

## Communication and Political Image of Giring Ganesha in PSI's 7th Anniversary Speech

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### ABSTRAK

*Penyampaian pidato merupakan salah satu bentuk keterampilan komunikasi yang bertujuan untuk menyampaikan pesan tertentu kepada masyarakat. Dalam berpidato atau berpidato, khususnya dalam pidato politik, seorang tokoh partai politik menjalankan tugas dan menjalankan fungsi partainya. Tujuan penelitian adalah membedah pesan komunikasi yang disampaikan Giring Ganesha dalam Pidato Politik HUT ke-7 PSI. Penelitian ini merupakan penelitian kualitatif eksploratif yang digunakan untuk menggali data sehingga dapat memberikan pengertian dan pemahaman yang mendalam terhadap objek penelitian. Penelitian ini diarahkan untuk mendeskripsikan secara gamblang gambaran yang dibentuk oleh Giring Ganesha yang juga Ketua Umum Partai Solidaritas Indonesia dalam pidato politiknya di HUT ke-7 Partai Solidaritas Indonesia pada tanggal 22 Desember 2021. Metode penelitian yang digunakan dalam penelitian ini adalah analisis wacana oleh Roger Fowler dkk. Menurut Foucault, wacana adalah suatu bidang dari semua pernyataan, terkadang sebagai individualisasi dari sekelompok pernyataan, dan terkadang sebagai praktik regulasi yang dilihat dari sejumlah pernyataan. Pidato tersebut merupakan bentuk atau representasi dukungan terhadap Presiden Joko Widodo. PSI dengan tegas menyatakan bahwa PSI merupakan partai yang mempunyai tujuan yang sama dengan Presiden Joko Widodo, antara lain: Mewujudkan Indonesia Maju dan menjadi negara yang diakui dunia internasional. Dalam sambutannya juga menyoroti beberapa prestasi PSI sebagai Partai Pemuda, Partai Digital dan Partai yang menghargai perempuan.*

**Kata Kunci:** Komunikasi Politik, Citra Politik, Partai Solidaritas Indonesia

### ABSTRACT

*Speech delivery is a form of communication skill that aims to convey certain messages to the public. In giving speeches or giving speeches, especially in political speeches, a political party figure carries out the duties and carries out the functions of his party. The purpose of the research is to dissect the communication message conveyed by Giring Ganesha in the Political Speech at PSI's 7th Anniversary. This research is a qualitative exploratory research, which is used to explore data so that it can provide in-depth understanding and understanding of the object of research. This study is directed to clearly describe the image formed by Giring Ganesha who is also the General Chair of the Indonesian Solidarity Party in his political speech for the 7th Anniversary of the Indonesian Solidarity Party on December 22, 2021. The research method used in this study is discourse analysis by Roger Fowler et al. According to Foucault, discourse is a field of all statements, sometimes as an individualization of a group of statements, and sometimes as a regulatory practice seen from a number of statements. The speech is a form or representation of support for President Joko Widodo. PSI stated firmly that PSI is a party that has the same goals as President Joko Widodo, including: Creating an advanced Indonesia and becoming a country recognized internationally. In his speech, also highlighted some of PSI's achievements as a Youth Party, Digital Party and a Party that respects women.*

**Keyword:** Political Communication, Political Image, Indonesian Solidarity Party

## A. INTRODUCTION

Everything that politicians and activists do has a certain meaning and purpose. Likewise with politicians who carry out political communication practices. Tandjung stated that political communication has a very important meaning, especially in the current era of reform. The climate of openness and democratization that is built in the direct election of the president and vice president will increase the importance of political communication in Indonesia.

One form of political communication is rhetoric in speeches. Rhetoric in speeches is an inseparable part of political communication. The essence of rhetoric in a speech itself is the effort of a group of people who have a certain political or ideological thinking orientation in order to convey messages, ideas (thoughts), contents of the heart or feelings, plans for a program to the listening audience. Political communication through speeches becomes an effective tool if each candidate can make the best use of it and use good rhetoric too.

Political communication through speeches tends to have certain political motives or objectives. Talking about the motives and objectives in a

speech text, we are actually talking about the axiological aspect. Axiology is another name for the philosophy of values and is a branch of ethics. Axiology is a science that talks about the purpose or benefits of something. The axiological aspect at the level of speech analysis is limited as a scientific concept that studies the true nature and benefits of delivering a speech in political communication.

This study analyzes the message conveyed by the Chairman of the Indonesian Solidarity Party (PSI) at the 7<sup>th</sup> PSI Anniversary Commemoration. The message delivered at this event is interesting to study because PSI is one of the parties known as a party that is synonymous with young people and in the speech, several times praised President Joko Widodo's performance. The 10-minute speech was filled with political messages and meanings to build the image of the Indonesian Solidarity Party (PSI). The event, which was also attended by President Joko Widodo, also served as a momentum for the support given to the Indonesian Solidarity Party.

## B. LITERATURE REVIEW

### Political Communication

Political communication is an inseparable part of political culture and political socialization. If we talk about political culture and political socialization, then we will also study political communication, therefore, political communication is a function of political socialization and culture. In the analysis of the political system, what is of concern is the structures that carry out political functions, and how this communication is carried out.

Structures that carry out political communication can be divided into five types. First, face-to-face communication which is informal, which is the main form of communication. Second, non-political social structures, such as family, economic or religious groups. Third, the structure of political input, such as political parties, interest organizations or civil society. Fourth, the structure of political output, such as executive, legislative and bureaucratic institutions. Fifth, the mass media, such as weekly daily newspapers, radio and television. The five kinds of structures that carry out this communication function have their own roles and it is difficult to say

that one is more important than the other.

According to Nimmo, political communication as a political communication activity is based on the consequences (actual and potential) that govern human actions in conditions of conflict. Nimmo's explanation views political communication as all communication activities related to political issues. (Mughtar, 2016)

### **Political Speech**

Delivering a speech is a form of communication skills that aims to convey certain messages to the public. In giving speeches or speeches, especially in political speeches, a political party figure carries out the duties and functions of his party. The use of language in political speeches is also influential in carrying out this function. Because language is not neutral, but depends on who uses or conveys it. The use of language is closely related to party ideology.

Speeches can be used to gain support from various parties who are the target of the speech. This support can be created with the trust of the public. To obtain a belief that is believed to be a truth or reality,

language skills are needed in composing speech texts. From a linguistic point of view, the use of words, sentence structure, and sentence forms in utterances is not seen solely as a matter of technical grammar or linguistics, but rather as an expression of ideology. These expressions are an attempt to form public opinion, affirm and justify one's own side. The use of language is not neutral because it carries certain ideological implications. Speech is also used to form self-image by using language.

For Aristotle, speech is the art of persuading, influencing and convincing audiences. In the speech itself it can be interpreted as the beauty of language which is corrective, instructive, suggestive and defensive. Rhetoric as the art of speaking is not only defined as the ability to speak fluently and clearly, but rhetoric is the ability to speak and make speeches in a short, clear, concise and impressive manner. Rhetoric as an art of speech is a form of communication that is directed at conveying messages with the intention of influencing audiences to pay attention to the messages conveyed properly. (Mozefani et al.,

2020). Rhetoric is often equated with public speaking, which is a form of oral communication delivered to a large group of people, but in fact rhetoric is not just public speaking, but is a combination of the art of speaking and knowledge of a particular issue to convince large numbers of people through persuasive approach. (Mozefani et al., 2020)

Speech can be used as a tool to construct reality, self-image, public opinion, new meanings from certain experiences. In political speeches, a political party figure assumes the duties and functions of his party. The use of language in political speeches is also influential in carrying out this function. Because language is not neutral, but depends on who uses or conveys it, research on the use of language in political speech is interesting and important to do. The use of language is closely related to party ideology. (Ikawati Ayuningtias & Citra Sari Hartanto, 2014)

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language skills are needed in composing speech texts. From a linguistic point of view, the use of words, sentence structure, and sentence forms in utterances is not seen solely as a matter of technical grammar or linguistics, but rather as an expression of ideology. These expressions are an attempt to form public opinion, affirm and justify one's own side. The use of language is not neutral because it carries certain ideological implications. Speech is also used to form self-image by using language. (Kusumawati, 2016)

Public perceptions and opinions regarding the existence of political parties in carrying out their functions are dominantly formed through the use of language in a speech or political oration. As already mentioned, language is not neutral, so from the use of this language, ideological elements can be seen. If ideology is defined as a construction of reality which is built through various forms of practical discursive, then language will become discursive. (Ikawati Ayuningtias & Citra Sari Hartanto, 2014)

### **Public Opinion**

Public opinion in a democratic system. Opinion seems to be a

struggle. It becomes a luxury item for political parties in order to gain support. In a democratic system of power, democracy places public opinion as the voice of the people. Because expressing opinions for citizens is a vital need to realize their political rights. (Lampe, 2010) In the political context, the process of forming and processing public opinion is the core of all communication efforts carried out by parties or political figures. Public opinion is the result or effect of the communication message conveyed by the communicator. Messages are conveyed using political channels and media to audiences in order to achieve a certain goal. Like political communication in general, public opinion is also expressed as something that is always changing and developing dynamically, not something static. That is, the formation of public opinion is a continuous process that must be carried out in an effort to compile and create meaningful perceptions of political phenomena (political image) and express beliefs, values, and expectations that mutually encompass their opinions. (Wahid & Luhur, 2020)

Public opinion is an action in political communication to win the hearts, minds, and behavior of the people as a political public. Every political process includes the formation and change of public opinion. This is because political audiences have the power to determine the success or failure of political communicators in the political process by means of publicity, outreach, campaigns and political propaganda. The process of winning public opinion is carried out in a systematic, structured and massive manner. That is, all processes and actions in opinion formation are planned and controlled actions. (Wahid & Luhur, 2020)

First, pure publicity, namely popularizing oneself through community activities in natural social settings or as they are. For example, moments of big days, Independence Day celebrations and others. In general, parties and candidates take advantage of this opportunity to create an image of what Nimmo (1993) calls the "political self" of the politician. Second, free ride publicity, namely publicity by utilizing access or "riding" other parties to popularize themselves. Appearing as a speaker

at a forum, participating in sports events, sponsoring social activities and others. Third, tie-in publicity, namely utilizing extraordinary news-very extraordinary events. (Hasan, 2009)

### C. METHODS

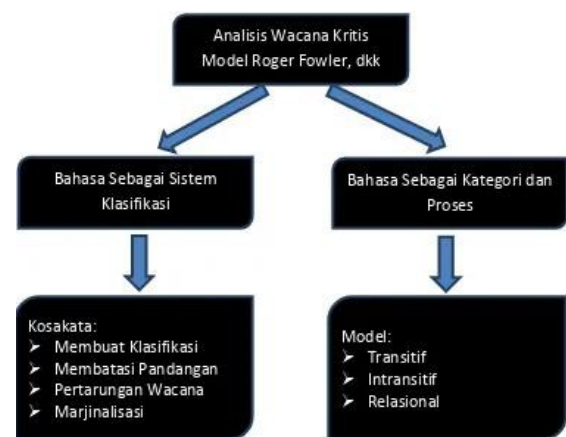
This research is a qualitative exploratory research, which is used to collect data so that it can provide an in-depth understanding and understanding of the object of research. Exploratory research seeks to explore or describe what happened, including who, when, where, or related to the characteristics of a social phenomenon or problem, both in pattern, shape, size, and distribution. This research aims to deepen knowledge about a particular symptom or get new ideas about the symptom. (Mozefani et al., 2020b)

This research is directed to clearly describe the image formed by Giring Ganesha who is also the Chairperson of the Indonesian Solidarity Party in a political speech for the 7th Anniversary of the Indonesian Solidarity Party on December 22, 2021. The research method used in this research is discourse analysis by Roger Fowler et

al. According to Foucault, discourse as a field of all statements, sometimes as an individualization of a group of statements, and sometimes as a regulative practice seen from a number of statements. The subject of this study was Giring Ganesha's speech at the 7th anniversary of the Indonesian Solidarity Party, while the object studied in this study was the political message and imagery built by Giring Ganesha as General Chair of the Indonesian Solidarity Party. In this study, the video recording of Giring Ganesha's speech on the 7th anniversary of the Indonesian Solidarity Party was examined, which was then converted into a script for analysis. The unit of analysis in this study is divided based on the level of words and sentences, so that the researcher will see and analyze the words used and the sentences that are arranged in the speech text.

The researcher uses Roger Fowler's discourse analysis because through this method the researcher can find out the forms of power and ideological practices by a group of people, a person, events or activities displayed in a public discourse. The researcher conducted data analysis based on the two elements in the

analysis by Roger Fowler and friends, namely based on the vocabulary and grammar used in the text. Vocabulary according to Fowler and friends is divided into several parts, namely vocabulary for classifying, vocabulary for limiting views, vocabulary for discourse battles, vocabulary for marginalization. Fowler and his friends view language as a set of categorizations and processes. An important category is called a model that describes the relationship between objects and events. In general, there are three models introduced by Fowler et al, namely transitive, intransitive, and relational.



If you want to analyze the text of the speech using the framework created by Roger Fowler et al., then the focus is on the practice of using the language used. There are two things to note. First, at the word level. How will the event and the actors

involved in the event be discussed. The words here are not just markers or identities but are linked to certain ideologies. What meaning do you want to communicate to the public? Which parties or groups benefit from the use of these words or which groups are disadvantaged and their position is marginalized.

Second, at the level of arrangement of words or sentences. How words are arranged into certain sentence forms is understood and understood not merely as a matter of technical language, but of language practice. What is emphasized here is how the pattern of arrangement, merging, arrangement creates a certain effect: making one party's position more advantageous than the other, or certain events are understood in a category that is more profitable than other categories of understanding.

#### **D. FINDING**

In developing their analytical model, Roger Fowler et al mainly used Halliday's explanation of the structure and function of language as a basis. The functions and structures of this language form the basis of grammatical structures, where grammar provides tools to be

communicated. What Fowler et al did was put grammar and its usage practices to find out ideological practices

#### **Vocabulary makes Classification**

Language is seen as a classification system. Language describes how the reality of the world is seen, giving a person the possibility to control and regulate the experience of social reality.

in his speech, Giring said that President Joko Widodo had managed to unite Indonesia with infrastructure development so that there was no distance between the development of one region and another.

*The dream of seeing Indonesia become a great country is getting closer. Infrastructure in the form of roads, bridges, ports, airports and internet networks breaks up isolation and connects us to each other. (Mimpi untuk melihat Indonesia menjadi negara besar semakin dekat. Infrastruktur berupa jalan, jembatan, pelabuhan, bandara udara dan jaringan internet membuka isolasi dan menghubungkan kita satu sama lain.)*

In his speech, Giring also conveyed the success of President



Joko Widodo in gaining international recognition.

*There is no greater pride, when you see Pak Jokowi being increasingly seen on the international stage. see the gestures of world leaders who respect Pak Jokowi. ( Tidak ada kebanggaan yang lebih besar, ketika melihat pak Jokowi semakin dipandang di panggung panggung internasional. melihat gestur pemimpin dunia yang respek dengan pak jokowi.)*

#### **Vocabulary: Limiting Views**

*Giring Ganesha's view is reinforced by media coverage, among others, regarding price stability. President Joko Widodo has succeeded in controlling inflation and has a one price fuel oil (BBM) policy. This is proof of Pak Jokowi's commitment to infrastructure development and strong leadership. In the field of social welfare. In the era of Jokowi's administration, the unemployment rate decreased. The poverty rate also decreased. The field of economic justice. President Jokowi has realized social justice by continuing Indonesia's development from the periphery. (Pandangan Giring Ganesha ini*

*dikuatkan oleh pemberitaan media, antara lain, tentang Stabilitas harga. Presiden Joko Widodo berhasil menjaga inflasi, dan kebijakan bahan bakar minyak (BBM) satu harga. Hal ini menjadi bukti komitmen pembangunan infrastruktur dan kepemimpinan kuat yang dimiliki Pak Jokowi*

*Dalam bidang kesejahteraan sosial. Di era pemerintahan Jokowi, menurunnya angka pengangguran. Angka kemiskinan juga ikut menurun. Bidang keadilan ekonomi. Presiden Jokowi telah mewujudkan keadilan sosial dengan meneruskan pembangunan Indonesia dari pinggiran.)*

#### **Vocabulary : Discourse Analysis**

Vocabulary is understood as a discourse context to determine in influencing public opinion. In his speech, Giring Ganesha expressly expressed his support and belief that President Joko Widodo is the best leader who will bring Indonesia forward.

*Sis and bro, our economy is getting stronger, we have democracy, we have economic progress, that is our strong capital to move forward. PSI appreciates Pak Jokowi's hard*

work, especially when overcoming the pandemic, PSI also appreciates Pak Jokowi's success in restoring the economy. Protecting Indonesia, caring for Indonesia so that the Republic of Indonesia can run smoothly in this difficult situation. We believe that Indonesia will soon rise, sir, jump further, run even faster. -- Therefore, with the deepest humility, I would like to invite the brothers and sisters who are in this room and who are watching live to stand up and pay their respects to the best president the Republic of Indonesia has ever had, Joko Widodo. ( Sis dan bro, ekonomi kita semakin kuat, kita punya demokrasi kita punya kemajuan ekonomi, itu menjadi modal kuat kita untuk maju. PSI mengapresiasi kerja keras pak Jokowi, apalagi saat mengatasi pandemi, PSI juga mengapresiasi pak Jokowi sukses memulihkan ekonomi. Menjaga Indonesia, merawat Indonesia agar Republik Indonesia tegak berjalan di situasi yang sulit ini. Kami percaya Indonesia akan segera bangkit pak, meloncat lebih jauh, berlari lebih kencang lagi.--- Oleh karena itu dengan kerendahan hati saya yang paling dalam, ingin mengajak sis dan bro yang ada di ruangan ini dan yang

sedang menonton live, berdiri dan memberikan penghormatan kepada presiden terbaik yang pernah dimiliki oleh Republik Indonesia, Joko Widodo)

### **Vocabulary : Marginalization**

The use of language is seen as not neutral because it carries certain ideological implications.

In his speech, Giring Ganesha also said that Indonesia's conditions would decline again if President Joko Widodo's successor was someone who did not have a vision and mission like President Joko Widodo.

*There is only one thing, sir, this optimistic generation will be threatened by the danger of intolerance, our progress will be threatened if the person who will replace Mr Jokowi is someone who has a track record of using the sara issue, using any means necessary to win the regional elections. Indonesia will be gloomy if the person elected is a liar and someone who was fired by Pak Jokowi for not being able to work.( Hanya satu hal pak, generasi optimis ini akan terancam dengan bahaya intoleransi, kemajuan kita akan terancam apabila orang yang kelak menggantikan pak Jokowi adalah orang yang memiliki rekam jejak*

*menggunakan isu sara, menghalalkan segala cara untuk menang dalam pilkada. Indonesia akan suram jika yang terpilih kelak adalah seorang pembohong dan orang yang pernah dipecat oleh pak Jokowi karena tidak becus bekerja.)*

**First,** Language as a category and process is understood as the context of language use. Sentences have Transitive, Intransitive and Relational forms. The speech can be analyzed at the word level, namely: How are the events and the actors involved in these events being discussed? The words here are not just markers or identities but are linked to certain ideologies. What meaning do you want to communicate to the public? Which parties or groups benefit from the use of these words or which groups are disadvantaged and their position is marginalized.

**Second,** at the level of word or sentence arrangement. How words are arranged into certain sentence forms is understood and comprehended not merely as a matter of technical language, but of language practice. What is

emphasized here is how the pattern of arrangement, combination, arrangement produces certain effects: making one party's position more favorable compared to another party, or certain events are understood in a category that is more favorable compared to other categories of understanding.

*I am Haji Giring Ganesha Jumario, general chairman of the Indonesian Solidarity Party, together with all administrators, cadres and legislative members ready to work hard to pass PSI into the central parliament. PSI will multiply, bringing our best cadres to sit in legislative seats. I ensure that PSI is present and working for the people and we will continue what was built by Mr. Jokowi.( Saya Haji Giring ganesha Jumario, ketua umum partai solidaritas indonesia, bersama seluruh pengurus, kader dan anggota legislatif siap bekerja keras meloloskan PSI ke parlemen pusat. PSI akan berlipat ganda, mengantarkan kader kader terbaik kita untuk duduk di kursi legislatif. Saya pastikan PSI hadir dan kerja untuk rakyat dan kita akan melanjutkan apa yang dibangun oleh bapak Jokowi.)*

In the message of the speech, Giring Ganesha stated clearly that identity and PSI as a party will always follow the direction and vision of President Joko Widodo.

PSI will convince the people of the hard work carried out for the people, this is reflected in:

### **1. PSI as a Youth Party**

In this context, the image of being a Youth Party is the selling point of the Indonesian Solidarity Party (PSI) by targeting the younger generation, including first-time voters in the face of the 2024 election. PSI has openly stated that it will continue President Joko Widodo's vision. working to build a (young) generation who is optimistic that Indonesia will be increasingly successful.

*We believe that Indonesia will soon rise, sir, jump further, run even faster. And the motor of that awakening is millions of young people who work hard, millions of minds who think intelligently every time, millions of hearts that are clean and full of optimism looking towards the future. (Kami percaya Indonesia akan segera bangkit pak, meloncat lebih jauh, berlari lebih kencang lagi. Dan motor kebangkitan itu adalah jutaan anak*

*muda yang mengayun dalam kerja, jutaan akal yang setiap kali berpikir cerdas, jutaan hati yang bersih dan penuh optimisme menatap masa depan.)*

### **2. PSI as a Digital Party**

PSI's innovation calls itself a digital party by using the Solidarity Application, PSI monitors the performance of parliament members throughout Indonesia. Online meetings for consolidation are held 5 times a day, Using Twitter to monitor people's problems, Holding socialization using online media which is attended by more than 500 million listeners, Creating an Online Cadre School so that it can increase youth knowledge and competence.

*the pandemic has actually driven more innovation at PSI, we can now call ourselves a digital party. PSI is the first party to fully utilize digital technology for cadre schools.*

.....

*we use the solidarity application to monitor the work of our members in the DPR, meetings with regional administrators and cadres are conducted online, more efficiently. (pak Jokowi, Ijin pak,) pandemi justru lebih mendorong banyak inovasi di PSI,*

*kami sekarang bisa menyebut diri kami sebagai partai digital. PSI adalah partai pertama yang memanfaatkan full teknologi digital untuk sekolah kader.*

.....

*kami menggunakan aplikasi solidaritas untuk memonitor kerja anggota kami di DPR, rapat dengan pengurus dan kader daerah dilakukan secara online, lebih efisien)*

### **3. Respect for Women represented on Mother's Day**

In his speech, Giring Ganessa expressed his concern and appreciation for women. Women are represented as mothers who provide support to President Joko Widodo's government.

*Today is Mother's Day. Happy Mother's Day, to all the great women, especially my mother, I beg your permission, sir.. Whose prayers and prayers are the longest every day for Pak Jokowi and Indonesia. (hari ini juga pak, adalah hari ibu Selamat hari ibu, kepada seluruh perempuan perempuan hebat, apalagi ibu saya, mohon ijin pak.. yang setiap hari doanya dan sholatnya paling panjang untuk pak Jokowi dan Indonesia).*

## **E. DISCUSSION**

One of the aims of political communication is to build a positive image for the public. Political images are formed based on information received, either directly or through political media, including mass media which works to convey general and actual political messages. Political image is also related to the formation of public opinion, because basically public opinion is built through political image, while political image is realized as a cognitive consequence of political communication.

Speeches are part of political rhetoric, speeches can be interpreted as a form of communication carried out through public speaking by utilizing public speaking skills. Speeches are one of the means for a president to build personal relationships with his people in one direction. A good speech will give a positive impression to the president's self-image in building public opinion. Keraf states that rhetoric is a technique of using language as the art of speaking, both orally and in writing with the aim of influencing attitudes and feelings (persuasively) and a form of beauty (exhetically) (Ayunda et al., 2021).

To build a political image from the speech delivered by Giring Ganesha, there are several important things, namely by bringing out the figure of President Joko Widodo and success in development, this becomes an attraction, inspires and shapes public opinion, which in turn can strengthen a positive image. from Giring Ganesha as a representative of the Indonesian Solidarity Party.

The issues presented are a form of understanding and concern for the needs and aspirations of the public, while still prioritizing the figure of President Joko Widodo as the central figure who is PSI's role model.

The narratives built by Giring Ganesha are to show openness and transparency in communicating with the public. Conveying honest and open information through speeches can build trust and improve the political image, so that public responses to politicians' speeches can influence PSI's reputation as a party

participating in the 2024 Election. Speeches that receive positive responses and provide solutions to problems faced by society can improve the political image.

## **F. CONCLUSION**

The speech delivered by Giring Ganesha at the 7th Anniversary of the Indonesian Solidarity Party was a political speech delivered in front of Indonesian Solidarity Party cadres. The message highlighted in the speech is a form or representation of support for President Joko Widodo. PSI stated firmly that PSI is a party that has the same goals, ideals and ideas as President Joko Widodo, including: Creating an advanced Indonesia and becoming a country recognized internationally. In his speech, Giring Ganesha also highlighted some of PSI's achievements as a Youth Party, Digital Party and a Party that respects women.

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