

Construction of Blusukan Meaning in the Campaign of Regional Heads

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Abstract. *This study analyzed the Solo Local Leaders Election Campaign in 2010. Blusukan politics allowed candidates to meet face to face with their citizens. This interaction can build community closeness and trust in the candidate. The aim of the study was to analyze the construction of the meaning of blusukan on the Local Leaders Election campaign relating to: blusukan and closeness to the community, blusukan as a form of imaging candidates and a cultural approach through blusukan. The method used is descriptive qualitative method using critical discourse analysis from Norman Fairclough. Fairclough. The discourse analysis becomes three dimensions, namely text analysis, discourse practice and socio-cultural analysis. Each of these dimensions has an area, a process and an analysis model of each and all three are dialectically related. This study uses the literature study approach and documentation studies of the local election news published in Solopos daily in the period March-April 2010. The technique of collecting data is primary and secondary data. Qualitative analysis is carried out by desk study, which is information retrieval and data collection through literature studies. The results showed that blusukan was able to establish a close relationship with potential voters, blusukan was done as a form of imaging candidates and the Javanese traditional approach in the form of language, clothing and attributes used by candidates also determine the candidate's victory.*

Keywords: *Blusukan, Joko Widodo, Election*

1. Introduction

Construction according to the Indonesian Dictionary is a structure (model, layout) of a building or arrangement and relationship of words in groups of words (Education, nd: 590) Whereas according to the communication dictionary, the definition of construction is a concept, namely abstraction as a generalization of special things, which can be observed and measured (Effendy, 1989: 264). Furthermore, the meaning in the Large Dictionary of Indonesian means the meaning, purpose of the speaker or writer. Meaning is an active process that is interpreted by someone in a message (Nasional, 2005: 703) The meaning includes a lot of understanding, aspects of understanding that are shared by the communkator. In the election campaign, especially the *blusukan* made by candidates (political actors), the meaning encoded by individuals or communities based on

their cognitive or emotional abilities. The meaning encoded depends on how individuals or communities deconstruct because each individual has the freedom to determine interpretations. Therefore, the construction of meaning *blusukan* in this study looks more at how the building formed from the process of interpretation *blusukan* made by the candidates for the regional elections.

Blusukan has been known since the days of Javanese kings. *Blusukan* is the style of the Javanese leader in seeing the condition of his people. The term *blusukan* cannot be separated from the King of Surakarta, Paku Buwono V (PB V). The story of *Blusukan* PB V is contained in book *Pakoeboewono V's* by Soemosapoetro (1956). Other Javanese kings namely Prince Sambernyowo or Adipati Mangkunegoro I. Sambernyowo according to the book "Babad

Mangkunegaran" which is a Mangkunagoro I diary, tells that every Wednesday *Legi* (*Legi* is the day name of Javanese)the first week, and Thursday*Pahing*(*Pahing* is the day name of Javanese)the third week Mangkunagoro conducts *blusukan*, looks at the everyday people's situation. After independence in 1945, the Indonesian president in carrying out his government also carried out *blusukan* to see and hear first hand the condition of his community. For example President Soekarno, President Soeharto, President Susilo Bambang Yudhoyono and President Joko Widodo. From the various *blusukan* carried out in the days of the Javanese kings to the current government of Joko Widodo, the term *blusukan* was more popular with Joko Widodo. *Blusukan* is a term that often appears in the public after Joko Widodo became Mayor of Solo in 2005-2010 and *blusukan* has become increasingly popular since Joko Widodo became President of the Republic of Indonesia in 2012. In general, *blusukan* is a way to introduce himself to the public. If in ancient times people came to the king or leader then in the *blusukan* king's or leader who came to the people. This is what attracts the attention of the community because with the presence of the king, the people feel valued and respected. Interpersonal communication that is interwoven, language, clothing, attitudes and behavior contribute to the *blusukan* done by candidates. Although the era has entered the digital era, but the strength of *blusukan* can still be felt up to now. *Blusukan*, first, to introduce themselves to the public; second, conveying vision and mission; third, influencing the society to be willing to vote for the candidate and fourth, to deliver political promises. The actual *blusukan* of strategy also shows a close interpersonal communication pattern between the candidate and the community without any obstacles ((Gama, B, B Sudardi, W Abdullah, 2019).

The election of Regional Heads (Local Leaders Election) in Indonesia has been carried out three times in the year 2005, 2010 and 2015. Local Leaders Election was held to elect mayors and deputy mayors or regents and deputy regents, and various attempts were made by candidates to attract mass attention by conducting campaigns either by using mass media, social media or direct

communication with the community. direct communication conducted candidates during the campaign is to do *blusukan* to various places. in the Java language, *keblusuk* means lost. So *blusukan* means deliberately misleading yourself to know something. *blusukan* a term expression of people ventured into the four-point berkandungan problems that have not been revealed (Kurniawan, 2015a: 23) During the camp period, *blusukan* conducted by the candidates in an effort to support the potential of prospective voters. Candidates approach the potential groups and attendees in areas containing problems such as slums, densely populated villages and so on.

A lot of people said about *Blusukan*, especially when Joko Wdodo became Mayor of Solo City in 2005-2010. Then he was re-elected as Mayor of the City of Solo in 2010-2015 but has not yet finished his term of service Joko Widodo was elected Governor of DKI Jakarta. Just a few years as Jakarta Governor, Joko Widodo and Yusuf Kalla ran for president and were elected president of the Republic of Indonesia in 2014-2019. Starting point from the *blusukan* conducted by Joko Widodo (Jokowi) seemed to raise a big question. Can *blusukan* attract the attention of potential voters during the campaign? In political understanding, *blusukan* refers more to a direct approach to constituents or potential constituents. Direct meeting between candidates and the community is one form of interpersonal communication. This communication allows someone to provide a quick response to the process of ongoing communication both verbal and non verbal.

Communication as a process in which two or more people form or exchange information which in turn fosters mutual understanding (Rogers and Kincaid, in (Cangara, 2004: 19).Whereas interpersonal communication is face-to-face interaction between two or several people, where the sender can convey the message directly, and the recipient can respond directly (Hardjana, 2007: 84). In order for interpersonal communication to work well, skills are needed, namely cognitive skills and behavioral skills. Cognitive skills are skills at the level of understanding of how to achieve personal and relational goals in communicating. According to

(Hardjana, 2007: 92–93), cognitive skills include empathy, social perspective, sensitivity, knowledge of situations, and self monitoring. While behavioral skills include interactive involvement, interaction management, behavioral flexibility, listening, social style and communication anxiety. Both of these skills contain great potential in attracting public attention when *blusukan* political campaigns. If in the past people came to a king or leader, then the king or leader came to the people. It is this behavior of a leader that makes people feel agitated and respected. This also makes it a factor where someone will vote for a particular candidate voluntarily. Of all the components of communicative action, the most important is self (self). Who we are and how we perceive ourselves to others will influence the results of communication obtained. Self-awareness is the foundation for all forms and functions of communication. Self-awareness makes interpersonal communication run as expected. The characteristics of interpersonal communication according to Kumar in (Wiryanto, 2005: 36), namely openness (openness), empathy (empathy), support (supportiveness), positive feeling (positiveness) and equality or equality (equality). If the concept of interpersonal communication used in *blusukan* the election campaign then this will increase the enthusiasm of the candidate to get votes. Therefore personal branding and the ability of candidates to master the area *blusukan* is one of the determining factors in winning the campaign. So it is not surprising that many people assume that *blusukan* is the formation of a candidate's image to get a good perception of where the constituents are. Moreover, candidates understand the culture of the community such as customs, religion, language and so on. Socialization needs to be done during the regional head election campaign by committing *blusukan*. Interpersonal communication between prospective leaders and the community is a synergy that is able to remove the dividing walls, unite the vision and mission, and is able to raise awareness of constituents to choose with full trust or heartfelt. In the context of the regional head election campaign (Local Leaders Election), *blusukan* is carried out by political candidates aiming to influence the votes of potential voters or to win

campaigns. The public as voters have an active role in making the election as a critical voter. Critical voters are the ones who always base their critical considerations on fulfilling political rights (Age, 2016a: xx). Critical voters must ensure that they are registered, recognize candidate pairs such as track records, vision-missions, work programs and voice choices at the time of voting.

Local Leaders Election is competition and political participation. It is said competition because the competing parties are election participants (political parties and candidate pairs) while those who participate or who judge and determine the winner of the competition are citizens who have the right to vote. According to Kotler and Roberto in (Cangara, 2009: 284) political campaign is an organized effort carried out by a group (agent of change) that aims to persuade the other party (target) to accept, or reject ideas, attitudes, actions- practical actions, and certain behaviors. Whereas Dan Nimmo (Nimmo, 2006: 195) said the campaign was an attempt to propagate potential voters. The purpose of political campaigns is first, to persuade other parties (targets) to accept, modify or reject ideas, attitudes, practical actions, and certain behaviors. Secondly, propaganda efforts against potential voters. Third, creating certain effects on a large number of audiences and fourth, affecting the target audience (Wahid, 2016: 165).

Interaction between candidates and the community occurred during the *blusukan* to various regions in the city of Solo. Candidates also make promises to attract public attention. The political dynamics of the Solo City Election are part of social facts which can be explained by George Caspar Homans's social exchange theory which views social behavior as an exchange of activities and interests of each individual (Ritzer, 2009). For Homans, the basic principle of social exchange is "*distributive justice*" - a rule that says that a reward must be worth the investment. A well-known proposition with respect to this principle reads "a person in an exchange relationship with another person will expect the reward received by each party to be equal to the sacrifice he has made - the higher the sacrifice, the higher the reward - and the profit received by each party must be proportional to the investment - the

higher the investment, the higher the profit ". Solo City Election Candidates give promises to the public if elected as mayor and deputy mayor. The partner of Joko Widodo-FX. Hadi Rudyatmo gives free school appointments for elementary school. The Eddy Wirahbumi-Supradi Kertamenawi couple promised to provide skills for street children through the vocational training center (BLK). The meaning contained in campaign promises is an attempt by the candidate to try to realize the political promises made.

Local Leaders Election as a political arena seeking power to occupy positions as mayor and vice mayor is also inseparable from the attributes of political campaigns carried out by elected candidates. One way to carry out political communication is to do *blusukan* in various areas of power. Through *blusukan*, various information from the public regarding complaints, hopes and desires conveyed to candidates for political actors can be used as a framework in developing vision and mission. *Blusukan* is a Javanese culture that has long been developing since the days of King Amangkurat (1646-1677). Meanwhile political communication (*political communication*) is communication that involves political messages and political actors, or related to power, government and government policies.

Political participation as an activity of a person or group of people to participate actively in political life, namely by choosing the leader of the country, which directly or indirectly influences government policy. Political participation is the act of society to achieve good and common interests to realize a bond (social contract) in a country (Budiarjo, 1998; Zaman, 2016: 138–139). Citizen participation is very important in the political system related to regional head elections because it is the best form of leadership recruitment at the local level by involving the community as the determinant and owner of sovereignty. In Local Leaders Election not only a matter of cost and time, but more essential is about improving the quality of democracy.

Blusukan and interpersonal communication are two things that are inseparable. *Blusukan* requires a relationship between interpersonal communication

between candidates and the community. Meanwhile interpersonal communication carried out by regional election candidates must be able to understand the condition and character of the community in order to get a positive result during *blusukan*. Therefore the role of language is very important in conveying political messages to the public. In political communication, language is a tool for creating power (Latif, 1996: 43). Each communicator will package and send different forms of message because of their mindset, values, belief system, goals and even different ideologies. This directs a person's behavior to emerge in political communication interactions that take place. In addition, the communication style of each communicator is different. Joko Widodo, known for his *blusukan* style, is able to communicate communicatively, easily accepted and understood by all levels of society.

One of the purposes of political communication is to create, build and strengthen political image in the community, especially voters. Political imagery can also be weakened, faded and lost in the cognitive system of society. Political imagery has the power to motivate actors or individuals to do something. The political image is formed based on information received by the community, both directly and through the mass media. Political image is related to the formation of public opinion because basically political public opinion is built through political image. Political imagery manifests as a cognitive consequence of political communication (Joko, 2010). Whereas imaging politics is politics that is made to describe a person, official, party, mass organization, etc. is good or bad. Positive imaging politics are used to elevate self-reliance and class, while negative imagery is to bring down enemies/opponents (Heri, 2015).

2. Method

This content analysis study uses a qualitative approach based on critical discourse analysis. The object of the research was in the form of a campaign for the election of the Regional Head of the City of Solo which was published in the Solopos newspaper in the period March-April 2010. The subjects and at the same time the research data were the Solopos newspaper. Data sources are

primary and secondary data. Primary data was obtained through blusukan news carried out by candidates for the elections that were published on Solopos in 2010. The implementation of the elections on April 26, 2010 with the participation of Ir. H. Joko Widodo and FX. Hadi Rudiyatmo (carried by the Indonesian Democratic Party of Struggle (PDIP), and the pair Dr. KP. Eddy S. Wirabhumi, SH. MM. And Supradi Kertamenawi, SH., M.Sc. (promoted by the Democratic Party, Golkar and Hanura) Secondary data in the form of election election campaign news published in Solopos

Analysis of data using discourse analysis contained in communication messages both textually and contextually (Pawito, 2007) Analysis techniques using discourse analysis from Norman Fairclough Fairclough divides analysis discourse in three dimensions of text, discourse practice and socio-cultural analysis Fairclough sees text in a variety of actions A text not only shows how an object is displayed or illustrated but also how relationships between objects are defined Three basic elements of Fairclough models include: representation, relations and identity Representation basically wants to see how a person, group, action, activity is displayed in clauses and combinations or series of clauses. Whereas the relationship related to how participation in the media relates and is displayed in the text and identity in question is how the journalist's identity is displayed and constructed in the news text

3. Results and Discussion

3.1. Research Results

Based on the results of the study, it can be explained that the construction of the meaning of *blusukan* built by the Local Leaders Election candidates is intended to build a political image and self-image. The aim of the study was to find out whether *blusukan* was able to establish closeness with the community, whether the *blusukan* was done as a form of imaging the candidate, and whether the candidate did a cultural approach through *blusukan*. The results of the study were analyzed using discourse analysis from Norman Fairclough. While the news text analyzed was in

the form of a 2010 Solo Regional Head Election campaign which was found in the Solopos newspaper.

3.2. Discussion

3.2.1. Blusukan and Proximity to the Society

Blusukan have been known since the days of the Javanese kings. At that time *blusukan* was carried out to determine the condition or condition of a particular community. In today's world, especially during the local election campaign *blusukan* made by candidates to attract the attention of potential voter. One of the candidates who often made *blusukan* during the campaign and even after winning the Local Leaders Election and Presidential Election continued to make *blusukan* namely Ir. Joko Widodo. Joko Widodo is a Javanese human being who is considered gentle, polite, respecting older people and so on.

Blusukan is an action taken by someone to get to know and know the real conditions in the field (Khaerah, 2015). In the context of political communication, *blusukan* is better known as an effort to introduce oneself to the community, convey the vision and mission and work program, look for problems in society, supervise and evaluate work programs that will be implemented if elected as mayor. According to (Nimmo, 2000), there are three types of political campaigns, namely mass campaigns, interpersonal campaigns and organizational campaigns. Mass campaigns include face-to-face campaigns, and using electronic and printed media as intermediaries such as radio, television, newspapers. Interpersonal campaigns use individuals who are close to candidates or establish relationships with local leaders in setting a relatively informal. Organizational campaigns are carried out by organizations that support candidates, organizations that have special interests, support groups and political parties. The three types of campaigns, *blusukan* belongs to the category of interpersonal campaigns.

Interpersonal communication that is built will bring the elected candidates closer to the constituents or the community who cast their votes or at least emotional closeness. Speaking or public speaking skills, understanding the state of the territory,

attitudes, behavior and so on also support the presence of candidates when *blusukan*. Therefore it was *blusukan* when the campaign needed to be carried out because it provided benefits for both parties. Many benefits were obtained through *blusukan* but many parties also hastily considered *blusukan* as an imaging effort. Joko Widodo, who is famous for his *blusukan*, said that his activities took to the field as a form of management planning and control or control management. See problems in the field, meaning to master the field (Kurniawan, 2015b: ix). The last president, Ir. Joko Widodo, very often carried out *blusukan* in various places and regions, especially in slums and contained problems. This was done since Joko Widodo served as Mayor of Solo in the first period 2005-2010 and the second period 2010-2015. In this second period Joko Widodo carried out his obligations for two years because after that he was appointed as President of Indonesia 2014-2019. Even though he has become president, his habit of carrying out *blusukan* is still done.

Based on the explanation above, it can be concluded that the candidates' *blusukan* during the general election campaign is a form of introducing themselves to be accepted by the community, conveying the vision and mission and work program with the intention of obtaining vote support during the election. One of the 2010 regional election candidate candidates, Eddy

Wirabhumi and Supradi K, conducted socialization in the form of public meetings to various regions such as Kliwon Market, Serengan and Laweyan. Besides that, he also held a friendly meeting with the Surakarta Keraton Surakarta Society (Pakasa), a resident of RW XXII and RW XXIV, Kadipiro Banjarsari Village. Meanwhile Jokowi - Rudy use the campaign period to do *blusukan* to a number of traditional markets such as Pasar Sidodadi in Kleco, Market Jongke and Markets Harjodaksimo

"Roadshow or the relationship with the various components of the community is part of an effort to disseminate to the public to better know each Wi-Di" (Ehsan, 2010).

Meanwhile Jokowi - Rudy use the campaign period to do *blusukan* to a number of traditional markets such as Sidodadi Market in Kleco, Jongke Market and Harjodaksimo Market. Then conducted a survey of decent living needs (KHL) in Joglo Sriwedari and immediately signed the minutes of the KHL survey with a number of trade unions. On this occasion Rudy promised to strive for the minimum paid labor union of Solo to be in harmony with the KHL value and not far below the salary of civil servants if elected later (Solopos, 2010). *Blusukan* not only comes to places that contain problems but *blusukan* is also intended to expand new networks and expand new influences even though the logic is still speculative (Interview with Mr. Charles Suharto, 12 November 2018).

Table: Benefits of Blusukan for Candidates and Communities

No	Information	Candidate	Community
1.	Self-identity	Introducing oneself to the public	Knowing the candidates who will occupy positions as mayors and deputy mayors
2.	Socialization	Delivering the vision and mission of the work program	Understanding the mission vision and work program
3.	Promise	Giving promises in the field of social, education, economics	Collecting promises and demanding improvements in various sectors of life
4.	Mass support	influencing the community to get support and so as to make choices for the candidate	Not easily affected and actually utilizing the arrival of candidates to submit demands and improvements
5.	Formation of image	Blusukanas personal branding	Candidates are assessed for activities carried out
6.	Electability	Increases self-confidence in vote acquisition The	belief that candidates are the right figure

Socialization is carried out both internally and externally. Internally intended socialization carried

out within the party including the bearer party of candidates or political actors for elections, while

external socialization is the socialization carried out for the wider community, for example by visiting various community groups and community leaders in the city of Solo to attract the sympathy of citizens. Socialization needs to be done because there are indeed many people who do not know, including the *track record* of candidates who have just competed. Whereas for many candidates *incumbent*, many people already know first. In the 2010 Regional Election Joko Widodo was the *incumbent* of Solo mayor from 2005 to 2010. The nomination of Joko Widodo in the second period was greeted enthusiastically by the people of Solo because in the previous period Joko Widodo was considered to have shown remarkable achievements for the progress of Solo City. His leadership style which often goes to various places makes this number one person in Koto Solo widely known to his citizens. Local media Solopos (March 5, 2010, p. 1) through the news title *Jokowi-Rudy wants to restore the cultural spirit of Solo* (Anggoro, 2010) explains:

Joko Widodo, is a figure who has been very familiar to Wong Solo. His famous name which is often referred to as Jokowi has graced the corner of the city since almost five years ago. This 49-year-old man, born, lived and grew up in Solo. The first time he took steps to fight politically leading Solo about five years ago began with the intention of serving. Now, almost his term is over, however, he is back in the fight.

Blusukan is interpreted as an activity carried out by someone entering a place to find out the condition of the place. *Blusukan* is able to establish closeness between candidates and the community. This emotional closeness is indirectly able to establish closeness between candidates and citizens. Activities *blusukan* undertaken candidates always attracted the attention of many people. On the other hand, the public also ceaselessly states to support one particular candidate. Interpersonal communication will work well when between communicators and communicants get to know each other. Likewise, what happens in *blusukan*. Even though the candidates and the community members were not familiar, the echoing *blusukan* made by Joko Widodo and other candidates had a

positive effect. Besides that, the news in the mass media such as the Solopos, Suara Merdeka and Kedaulatan Rakyat newspapers and electronic media such as radio and television added knowledge about the activities carried out by the candidates. Media provides an important role in delivering various campaign activities carried out by candidates. The candidate's personality is the main attraction for prospective voters. As is the case with Joko Widodo. The reason why Joko Widodo was elected as mayor of the city of Solo because of the mismanagement that was built showed no distance from the communicant or in other words Joko Widodo showed that there was no high power distance between leaders and subordinates or the community. The Solo community which still upholds Javanese culture feels valued and respected through the figure of the prospective leader. Therefore many people voted for him voluntarily and mindfully without looking at the supporting party.

Joko Widodo is considered successful in being a good leader. Foreign media nicknamed "the street democracy". The name was given because Joko Widodo used more time on the road through his *blusukan*. Getting around meets people, hears all kinds of hopes and lawsuit from the people. BBC News Agency UK calls Jokowi Obama from Jakarta through an article posted on BBC Asia entitled Jakarta's Flooding tests. The term "Mr Fix" was obtained from the Asian edition of The Economist magazine. Next is the term "The man in the Madras Shirt" from TIME magazine. This identity arose because Jokowi was considered successful in using checkered clothes during the campaign in the Jakarta Pilgub (Zulkarnain, A and Syamsuddin Harris, 2017)

3.2.2. Blusukan as a Form of Imaging Candidates for Political Actors

Blusukan was done by political actors is often called an effort to improve the image. Perform imaging everywhere and promise something to boost popularity and electability. Therefore imaging is often connoted as a negative thing. In the case of the actual purpose of the *blusukan* is to communicate directly with the community members, see the situation directly on the field and

listen to public complaints. In the context of political communication ahead of the presidential election and regional head elections, blusions carried out by political candidates aim to influence the voice of potential voters or to win campaigns. Meanwhile, the track record is believed to be an important capital in the imaging of the candidates. Political communication observer, Gun Gun Heryanto, sees the track record in imaging as part of reputation management that has important value. Even so, a positive track record is not necessarily guaranteed to be a winner (Loisa and Yugih Setyanto, 2012)

Blusukan became a new culture that was carried out by candidates for mayors and deputy mayors ahead of the elections. As one form of socialization to introduce oneself to the community, *blusukan* is more seen as part of imaging. While imaging often connotes negative things. *Blusukan* politics is done so that it looks concerned with the problems found in the community, listens to complaints and helps solve problems. *Blusukan* is not just doing *blusukan* in slums or containing problems or just doing imaging alone. If that happens then trust in the political leadership will fade and that of course will have fatal consequences in the election campaign. Therefore *blusukan* politics can become imaging politics when political leaders only tour the city area to appear concerned but no decision is able to solve the problems faced by society. The positive side of *blusukan* is attracting attention to get mass support. Political communication between candidates and the community, promises made, changes and improvements in people's lives, the vision and mission that were conveyed all attracted the attention of the public to make choices for one particular candidate. In the political year (elections and regional elections) *blusukan* is imaging and imaging is *blustery*. *Blusukan* is done by candidates to be considered close to the community. Seeing these symptoms is *blusukan* able to attract the attention of the masses? Based on interviews related to efforts to get mass support during *blusukan*, a resource person named Eko Prasetya explained:

"Not necessarily the *blusukan* will get sound support because it all depends on the candidate

himself. If the candidate is arrogant and does something wrong, of course he is not fed. Jokowi's victory was there, he wanted to listen and understand ... "(Interview, November 17, 2018).

Blusukan at the time of the campaign is not just imagery but it contains the intention to see the actual conditions found in the community. As stated by Eko Prasetya, that Jokowi did a *blusukan* to find out with his own head the events that occurred in the community, did not give promises but solutions. Jokowi was chosen because of his own willingness.

3.2.3. Cultural Approach through *Blusukan*

The essence of symbolic interaction theory according to (Mulyono, 2006) is an activity that is a characteristic of humans, namely communication or exchange of symbols given meaning. That individual can be studied and analyzed through their interactions with other individuals. Thus, this theory uses the individual paradigm as the main subject in social reality. Meanwhile in Herbert Blumer's view the concept of symbolic interaction rests on three main premises, namely: (1) humans act based on the meanings of something for them; (2) the meaning is obtained from the results of social interactions carried out with other people; (3) the meaning of the meaning is enhanced when the process of social interaction is taking place (Soeprapto, 2002). While Herbert Mead figures from symbolic interactions say that human interaction uses symbols, how to use symbols to present what they mean to communicate with each other.

Blusukan made by the Local Leaders Election candidates is not accidental. His introduction to society has a purpose. The use of cultural identity is one factor that is firmly held to attract sympathizers. So, the candidate needs to pay attention to the position of the culture he is in. The characteristics of a pluralistic Indonesian society must of course be criticized with unequal attitudes. Language, manner of speech, clothing, verbal symbols and other non-verbal symbols attached to candidates are very meaningful to potential voters because they are meaningful. It is no exaggeration if the culture strongly influences a

person's perception in evaluating candidates. The results of the Prisma-MNC exit poll written in the Suardi Suyadi article (Kompas, Thursday, July 26, 2012, p.6) explain that the majority of voters are based on personal and emotional motives and few choose based on the program offered by the candidate. Traits that re-characterize the cultural dimension emphasize femininity. Then naturally when in a campaign candidates need to build imagery based on cultural values.

In political campaigns symbols and attributes used by candidates for political actors are non-verbal forms of communication that are able to shape people's perceptions. Local cultural identity (Javanese culture) that is used by candidate pairs when the campaign has certain meanings. Such as Joko Widodo and FX Hadi Rudyatmo who use Javanese clothing in the 2010 regional elections were able to create certain meanings so as to direct the public opinion and opinion. Symbols can create the perception and closeness of candidates for political actors with their constituents. Symbols and attributes in politics are very important because they are able to create meaning as the interests of politicians and political candidates. The symbol is not just a form of words, images and artifacts, but also symbols that function more than that. The symbol functions as a messenger, information in the group. According to Mulyana and Rachmat (1996; 277-287) an understanding of meaning is created because it is in the minds of audiences or also called intentional meaning, namely the meaning perceived by the wearer of the symbol. The meaning cannot be empirically validated. The meaning is in people's minds. " Words don't mean, people means ".

Cultural identity in the form of clothing and language was seen when the candidate Joko Widodo-FX Hadi Rudyatmo conducted a campaign. The clothes used are in the form of batik clothes, lurik and blangkon clothes, while the language in question is using the local language (Javanese). Clothing is a sign of identity. Clothing is a mirror of identity, status, gender, having symbolic value Clothing also reflects power relations and differences in social, political and religious views. The form of clothing used by the

two pairs, namely the lurik shirt, batik godhong kates and beskap, is often done by the couple Joko Widodo - FX. Hadi Rudyatmo. *Godhong kates* or papaya leaves since ancient times are known as raw materials for bitter herbs but have extraordinary health effects. *Godhong kates* batik worn by the Jokowi-Rudy pair was chosen as branding election campaign. *Godhong kates* pattern (papaya leaf) is a very eye-catching outfit. Easy to see and easily known. Something that describes optimism among voters (Arum, 2010). *Godhong kates* batik worn by Jokowi-Rudy while attending the Special Plenary Session of the Solo DPRD with the agenda of submitting the Vision and Mission of the Candidate Pair of Mayor and Deputy Mayor on September 9, 2010 and imposed on the visit to the Solopos Editorial Office. Whereas political opponents, Eddy Wirahbudi-Supradi Kertomenawi, were present on the agenda of delivering vision and mission using coat clothes. The use of clothing with a suit model shows the characteristics of western culture. Suits and trousers and ties are worn for men for formal occasions.

In addition to using batik with a *godhong kates* motif, Jokowi-Rudy also uses Javanese identity clothing, lurik clothing. Clothing is one of the communication tools as expressed by Umberto Eco, that humans can communicate through various mediums (Vera, 2014). Lurik clothing is used by Jokowi-Rudy when registering as a candidate for mayor and deputy mayor in the KPU (General Election Commission) Surakarta. In one of the news stories, Solopos presented the title (March 4, 2010): Procession for Registration to Be Festive Bride and Groom, Jokowi-Rudy Diarak Towards KPU.

"Registration of the candidates for the regional head of Joko Widodo - FX Hadi Rudyatmo for the 2010 Regional Head Election took place lively. Wrapped in the nuances of Javanese customs, the couple used lurik motifs and black headbands, to the KPU Secretariat Office in the Manahan Stadium complex. While the supporters, from the coalition partners participated in the incumbent couple. "(Solopos, March 4, 2010)

Language is a system of symbols that allows people to share meaning. In verbal communication, the

language symbol used is verbal language, both oral and written. The language of a nation or tribe comes from the interaction and relationship between citizens with each other (Hardjana, A., 2003). The implementation of the Surakarta Local Leaders Election campaign is inseparable from the Javanese cultural identity, namely using the Javanese language. Javanese is one of the cultural identities that exist in Indonesia. Candidates for mayors and deputy mayors as Javanese (Surakarta) people in conducting campaigns in addition to using Indonesian national language also use regional languages. As was done by the pair of Jokowi-Rudy using Javanese when asking for community support for his candidacy as a candidate for elections (Solopos, March 5, 2010).

“Kula saget. Namung kula nyuwun dukungan sedaya brayan agung Kutha Sala amrih saenipun. Mangke tanggal 26 April 2010, sumangga kita sedaya sareng-sareng rawuh dateng TPS, nyoblos Jokowi-Rudy”

That is, I can. But I ask for the support of all Solo residents to be better. On April 26, 2010, let's all come together to vote at the polling station Jokowi-Rudy).

The Javanese language used by the two political candidates is very easily understood by the people of Surakarta who indeed have a Javanese identity. Language as a communication tool will be easy to understand if between communicators and communicants have the same language. Language is a combination of words arranged systematically, so that they can be used as communication tools. The word itself is an integral part of the symbols used by its community groups. Solopos was a very good candidate in the campaign by the political candidate couple of Jokowi-Rudy. Cultural issues have an important culture. The language, attitudes, behavior and outfit used by Jokowi-haves Described Rudy Rudy Jokowi, who has a *daya linuwih* (extrasensory power), a force not shared by other candidates (Gama, B, Bani Sudardi, Wakid Abdullah, 2017)

4. Conclusion

The progress of communication and information technology allows one to multiply messages in quick time and simultas. Even so, during political campaigns ahead of the presidential election and regional head elections, the physical presence or figure of a candidate is expected to be even anticipated by certain people. *Blusukan* is an opportunity for meeting candidates with a particular person or group. This form of interpersonal communication is able to establish the closeness between candidates and the community, especially before the public already knows the person and performance of the candidate. This is what makes the community become determined in choosing the choice at the time of voting. Even though digital technology is progressing, the power of *blusukan* cannot be ignored. *Blusukan* when the campaign is able to influence the behavior of voters or voters. Through *blusukan* the community knows who the candidates will be mayors and deputy mayors.

Blusukan political communication needs to be carried out by candidates during the regional head election campaign. Although many people judge that *blusukan* is one form of imaging, but it is just the opposite. There are hopes to be achieved by the candidate, namely that the community provides sound support during the election. Even the candidates openly asked the public to support their candidacy as mayor and deputy mayor. The community chooses candidates based more on the candidate's personality and not because it is carried out by certain parties. Meanwhile the community will not just vote without any demands or desires to be granted when the candidate wins. The interesting thing at the time of the campaign was to use Javanese cultural identity in the form of clothing, language and ways of speaking. The Javanese cultural identity imposed by the pair Jako Widodo and FX Hadi Rudyatmo increasingly gave confidence to the Javanese people that the two pairs were the couples who deserved to lead the City of Solo.

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