

# Political Campaign's Music Video As A Strategy For Forming Perceptions

Winy Gunarti Widya Wardani, Ariefika Listya, Rina Wahyu Winarni

**Abstract:** Political campaign's music video not only acts as a medium of information, but has the potential to form perceptions in an entertaining way. As a media campaign, the music video which broadcast through television and social media are considered as a more persuasive strategy towards the target audience. This study discusses the political campaign's music video of candidates for Jakarta's regional head of Gerindra Party during the Election of Jakarta Regional Head 2017 which features three different music video styles, namely pop, rap, and religious. Qualitatively, visual modalities and visual perception approach are used to analyze the formation of perceptions in the political campaign's music video. As a result, music video can effectively build perceptions through elements of text, image, and music, as an informative and entertaining campaign spectacle.

**Key Words:** Political campaign, music video, modalities, perception.

## 1 INTRODUCTION

THE formation of image perception can be formed through mass media. Political campaign's music videos became one of the propaganda tools which often used as a form of image figures in an effort to build a perception of a leader of the people. Danesi said [1], the model of political-social advertising through mass media is commonly exploited by groups with special interests and politicians to advertise their views. In this study, political campaign's music video became one form of perception-forming strategy in the context of community life with social and cultural values. During the elections of Jakarta Regional Head 2017, Indonesia, there are many video campaigns aired on television and social media. The music video strategy for political campaigns is interesting to study because it seeks to convey political messages in a more entertaining way. Among the party candidates in the regional head election, Gerindra Party includes the most widely launched political campaign's music videos with varied styles. This study discusses the music video of Gerindra Party with the candidate of Anies-Sandi who has won elections of Jakarta Regional Head 2017. The music video for the political campaign include three styles, namely pop, rap, and religion. The research question in this study: how is political campaign's music video can build perception through its design elements? This research is expected to encourage understanding and the ability to read visual language in political campaign advertisements and add insight into visual perception, including encouraging sensitivity to visual languages in audiovisual media.

## 2. LITERATURE REVIEW

### 2.1 Music Video

In general, music video showcasing songs and music performances performed by singers or artists. In the context of political campaigns, music videos can be designed more persuasively and creatively, using either famous artists or ordinary people by presenting songs that are pleasant to the market. In this study, the discussion includes three samples political music video campaigns that lead candidat leader Anis Baswedan and Sandiaga Uno or abbreviated Anies-Sandi. The first sample is a music video of a pop-style political campaign entitled "Progressing City, Happy Citizens – Anies-Sandi" ("Maju Kotanya, Bahagia Warganya – Anies-Sandi") [2]. This 4 minute 33 second video portrays the life of the city community with all its activities, ranging from working class to young executives, from lower middle class to upper middle class. Visualization is portrayed full of happy smiles of its community. The second sample is a music video of a rap music-style political campaign entitled "Greetings Together, Foward Together Anies-Sandi" ("Salam Bersama, Maju Bersama Anies-Sandi") [3]. The 2 minute 54 second video featured a young man singing on a car and walking around the capital to sing along with the other youngsters in an excited mood as an effort to visualize the happy lives of young people in welcoming the future. The third sample is a music video of a religious style political campaign entitled "Thala'al badru"[4]. This 2 minute video visualizes muslim communities praying together as a form of support to move forward with new leaders. These three music videos campaign designed to advertise the political figure of the party.

### 2.2 Perception

The human subconscious mind forms a diverse visual perception. Perceptions are bound by culture. Political campaign's music video can build perception and meaning. The meaning of messages, objects, or environments depends on the value system held by the community in which the product of the campaign is created and disseminated. Perception of the human being also known as social perception, contains important principles, including selective perception and contextual perception. Selective perception is formed because of human attention on a sensory stimulus influenced by internal factors and external factors in accordance with their needs. Contextual perception is formed because the meaning of a relationship can be obtained by

- *Winy Gunarti Widya Wardani is a lecturer in visual communication design major, Indraprasta University, PGRI, Jakarta 12530, Indonesia. E-mail: winnygw@yahoo.com*
- *Ariefika Listya. and Rina Wahyu Winarni as Co-Author are also lecturers in visual communication design major, Indraprasta University, PGRI, Jakarta 12530, Indonesia. E-mail: ariefikalistya@gmail.com, rinawahyuwinarni66@hotmail.com*

placing it in a context. Context is the background of the object we perceive [5]. Thus, our ability to translate what the eye sees is fundamentally influenced by previous experience and knowledge rather than just watching “what video”, but meaning “how the video is”. Political campaign’s musik videos through electronic media are considered as one of the most effective tools for influencing the human mind. The substance of the message that supports the image of the political figure in the campaign video can be translated into a visualization of human life that is responsible for the future of its nation.

### 3 METHOD

In music videos, political campaign messages are presented through visible visual elements that can be read or interpreted clearly. Qualitatively, this study uses a visual modalities approach, the modalities represent images of different objects. Visual modalities consist of identifiable signifiers through visual texts and visual images that each have different functions [6]. In relation to the meaning of the image, Kress and van Leeuwen [7] mention the existence of a relation between verbal texts – text – and nonverbal that can expand the meaning of images, thus helping the process of watching and understanding the meaning of spectacle, and music can support. The visual modalities of text as text on the screen serve to reinforce the campaign message. Visual text can show at the beginning, in the middle, and at the end of view, or selected in a particular sequence. During display, visual text is a short message that carries important information, especially campaign messages. The visual modalities of an image can be arranged by type, ie: A narrative image, to tell an event, as a series of event images. Descriptive images, to support the information that became the background of the event. Then explanation images, to explain about matters relating to facts as current issues. Both of the visual modalities are intertwined as a significant and documentable visual relation. Music audio modalities become supporting visual element that also important to strengthen image visualization and message delivery. A music element can be used as a video opener, a transition, a cover, or fill an entire impression, and given the nature of its emphasizing political campaign as a music video.

### 4 DISCUSSION

Advances in information technology today make electronic media as a potential campaign tool to form the perception of political figures in persuasive and creative ways. The music video design of political campaigns is considered able to build a picture of community life that is closer to reality and in line with the expectations of the community as a form of entertainment that is both entertaining and fun. Through music videos, the audience does not feel overwhelmed by the patronizing political messages. Desiderato [9] said, interpreting the meaning of sensory information involves not only sensations, but also attention, expectation, motivation, and memory. This meaning which then forms perception. Discussion of visual strategy in political campaign’s music video here can be seen from three elements, namely visual elements of text, visual elements of images, and audio music elements.

#### 4.1 Visual Elements of Text

Text messages in the campaign’s music video are presented in at the beginning, in the middle, and at the end of the video. In the first video, the message text is displayed as the text of the

song lyrics that emphasize the words “Greetings Together”, and “Progressing City, Happy Citizens”, and “We Must Be Happy”. In the second video, the text is just put on the opening of the video and closing which is “Greetings Together, Choose No. 3 For Jakarta”. While on the third video, the text is only placed at the end of the video in the form of a message “Foward Together, Anies-Sandi, Progressing City, Happy Citizens”. Based on the style of the text displayed, the consistency to display the main message is about progress, togetherness, and happiness. This campaign video features a strong humanist side about the basic human needs that want to achieve true happiness through a prosperous life. Although the emphasis of the text is not uniformly placed on the video, each text appearance has its own power in messaging with a pleasant music accompaniment.

#### 4.2 Visual Elements of Images

The music video of this political campaign through its visual modalities depicts an atmosphere close to people’s lives. This indirectly explains socio-cultural factors, such as the image of an educated society, the society with its various scope of work, society with its daily routine, social status, and also the religion it embraces. The portrayal is combined with all socio-cultural activities of the community, accompanied by expressions that represent the motivations, desires, hopes, and feelings of society. According to Sarup [10], in postmodernism cultural practice, the signifier is more figural where the sensibility of figural is more likely to give priority to visual than writing. This sensibilities no longer question the meaning of cultural texts but what the text does, because everyone can access information and interpret visual texts quickly and easily. In the visual element of the image, the music video shows the number of motions that attract attention. The expression of happy faces from the actors who play a role in the video appear dominant to fill every distance and perspective on the space displayed on the screen. The eyes of the audience are consistently invited to move while still enjoying the rhythm of entertaining music. Important messages as campaign messages are inserted almost in each scene, so the repetition of the message is indirectly acceptable to the audience.

#### 4.3 Music Elements

This political campaign’s music video uses a kind of rhythm that adjusts people’s tastes. The use of variations of this rhythm to form a perception of the image of leaders who can meet the needs of various layers of society from various groups. Pop music is music that can be accepted by all circles, therefore can meet the needs of various layers of society. Rap music is a music that many young people love, so this video campaign can be considered to represent the younger generation of millennia. Religious music in the form of humming *Sholawat* combined with campaign messages is for the Muslim community who became the majority of the population in Indonesia. Briefly, the discussion of the elements that build perception can be seen in the following table:

**TABLE 1: ELEMENTS THAT BUILD PERCEPTIONS IN POLITICAL CAMPAIGN'S MUSIC VIDEO**

Music Video	Element of Text	Element of Images	Music	Perception
"Progressing City, Happy Citizens – Anies-Sandi"	Text elements are present throughout the video view	Visualize the daily activities of the community from various layers	Pop	The developed city is identical with the happiness of its citizens
"Greetings Together, Forward Together Anies-Sandi"	Text elements are only in the opening and closing parts of the video	Visualize the passion of excited and joyful young people	Rap	The cohesiveness of citizens will promote mutual progress
"Thala'al badru"	Text elements are in the closing parts of the video	Visualize the daily activities of people with devotion	Religious	The progress of the city and the happiness of citizens is also inseparable from the devotion of its citizens

Based on the above discussion, political campaign's music video through electronic media such as television and internet can play an important role in forming people's perceptions and can be designed according to their goals.

## 5 RESULTS

### 5.1 Strategy Through Text Elements

In each end of the music video, there is the same primary message, "Forward Together, Anies-Sandi, Progressing City, Happy Citizens", so the video viewers can clearly capture the main message of the campaign. Subconsciously, the music heard by the audience leads to an expectation of having a better life and happiness, as if the spectacle and the message contained in the video can satisfy the psychological needs of the human being. This strategy build the perception that the developed city is identical with the happiness of its citizens.

### 5.2 Strategy Through Image Elements

The actors in the political campaign's music video are ordinary people, even if there are famous actors, they only supportive. They display common behaviors in everyday life, so the audience feels part of the cast. The displayed visualization indirectly represents the needs of the audience as a regular audience which also has a variety of life issues, complete with physiological needs, security and safety needs, social needs to love and be loved, need for rewards, and self-actualization needs. This strategy build the perception that The cohesiveness of citizens will promote mutual progress.

### 5.3 Strategy Through Music Elements

The use of three popular music rhythms that are close to the tastes of society making it easy to remember. Every time the rhythm of the music is re-played, then people can easily remember that the music is the rhythm of the political campaign's music video Anies-Sandi. This strategy also build the perception that The progress of the city and the happiness of citizens is also inseparable from the devotion of its citizens. The results of this study proves that electronic media, whether it is television or the internet has become an integral part in modern human life. As a form of visual culture, the electronic media is considered to form a significant audiences perception. The visualization of the people's leaders who are featured through political campaign's music video in comforting ways is proven to bring cultural messages.

## 6 CONCLUSION

It can be said that political campaign's music videos are quite effective campaign tools as a strategy for influencing human thoughts and feelings. The sensory stimuli received by people through their sight and hearing are capable of forming perceptions according to the message they receive. Therefore, electronic media as a tool of political campaign not only acts as an information media, but potentially form the audience's perspective in ways that entertain through elements of text, image, and music. Political campaign's music videos that are designed to give a certain visual perception to the process are also inseparable from the cultural values of society.

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