



Jurnal Review Pendidikan dan Pengajaran
<http://journal.universitaspahlawan.ac.id/index.php/jrpp>
 Volume 7 Nomor 3, 2024
 P-2655-710X e-ISSN 2655-6022

Submitted : 29/05/2024
 Reviewed : 01/06/2024
 Accepted : 14/06/2024
 Published : 29/06/2024

Azhar Hutomo¹
 Robbikal Muntaha
 Meliala²
 Romi Syahril³
 Priatna⁴

THE EFFECTIVENESS OF INTERPERSONAL COMMUNICATION IN THE 2024 ELECTION CAMPAIGN

Abstrak

Penelitian ini mengkaji efektivitas komunikasi interpersonal dalam kampanye Pemilu 2024 di Indonesia. Komunikasi interpersonal, yang melibatkan pertukaran pesan antara dua atau lebih individu, memainkan peran penting dalam membentuk opini publik, mempengaruhi keputusan pemilih, dan menentukan hasil akhir dari proses demokrasi. Melalui pendekatan kualitatif yang melibatkan observasi, wawancara acak dengan pengunjung, dan studi literatur di Kopi Kecil Stonewell, Jakarta Pusat, penelitian ini menemukan bahwa komunikasi interpersonal memiliki dampak signifikan dalam mempengaruhi persepsi dan sikap pemilih. Hasil penelitian menunjukkan bahwa interaksi langsung antara calon pemimpin dan pemilih dapat membangun hubungan personal yang lebih dekat, meningkatkan kepercayaan, dan memotivasi partisipasi aktif. Meskipun demikian, tantangan seperti keterbatasan waktu, sumber daya, dan risiko distorsi pesan tetap ada. Penelitian ini memberikan kontribusi penting dalam studi komunikasi politik di Indonesia, dengan implikasi praktis yang signifikan bagi perancangan strategi komunikasi yang lebih efektif dan inklusif di masa depan.

Kata Kunci: Komunikasi Interpersonal, Kampanye, Pemilu, Strategi Komunikasi.

Abstract

This study examines the effectiveness of interpersonal communication in the 2024 election campaign in Indonesia. Interpersonal communication, which involves the exchange of messages between two or more individuals, plays an important role in shaping public opinion, influencing voter decisions, and determining the final outcome of the democratic process. Through a qualitative approach involving observations, random interviews with visitors, and literature studies at Kopi Kecil Stonewell, Central Jakarta, this study found that interpersonal communication has a significant impact on influencing voter perceptions and attitudes. The results of the study show that direct interactions between potential leaders and voters can build closer personal relationships, increase trust, and motivate active participation. However, challenges such as time constraints, resources, and the risk of message distortion remain. This research makes an important contribution to the study of political communication in Indonesia, with significant practical implications for designing more effective and inclusive communication strategies in the future.

Keywords: Interpersonal Communication, Campaign, Election, Communication Strategy.

INTRODUCTION

General Elections (Pemilu) are an important milestone in a country's journey towards a mature democracy. In it, the communication process plays a central role in shaping public opinion, influencing voter decisions, and ultimately determining the final outcome of the democratic party. The 2024 election in Indonesia, with all its inherent political, social and technological dynamics, places interpersonal communication as an inevitable focus point (Surbakti, 1992).

Interpersonal communication according to Judy C. Pearson (2011) is an interaction that involves the exchange of messages between two or more individuals, with the aim of achieving

^{1,2,3,4}Fakultas Komunikasi dan Bahasa, Universitas Bina Sarana Informatika
 Email : azhar.aoz@bsi.ac.id

understanding and shared meaning. This occurs in various situations where there is an opportunity for speakers and listeners to share information, ideas and emotions, as a form of direct communication between individuals, has the power to significantly shape voter attitudes and behavior (Linovita & Syafriani, 2023). In a political context, interpersonal communication includes various activities, ranging from face-to-face meetings between candidates and potential voters, small group dialogue, to interactions on social media. This indicates that interpersonal communication is a vital bridge connecting leaders and citizens (Siagian, 2015).

Despite its great potential, the effectiveness of interpersonal communication in election campaigns often faces various challenges. Differences in culture, level of education, and political preferences between the sender and recipient of a message can become obstacles in the communication process. Apart from that, the phenomenon of disinformation and polarization of opinion on social media can also make it difficult to have a deep understanding between the two parties (Sikumbang et al., 2020).

In this context, research on the effectiveness of interpersonal communication in the 2024 election campaign becomes relevant and important to carry out. By understanding the dynamics of interpersonal communication that occur in the context of political campaigns, it is hoped that we can provide a clearer picture of how political messages are delivered, received and understood by the public. Apart from that, it is also hoped that the results of this research can provide input for political stakeholders in designing communication strategies that are more effective and responsive to community needs. Thus, this research not only has academic relevance, but also significant practical implications in the context of Indonesian politics (Barus et al., 2020).

In an effort to understand this phenomenon, this research will use qualitative methods. The qualitative approach was chosen because it allows researchers to explore an in-depth understanding of various aspects of interpersonal communication in the context of election campaigns. Through in-depth interviews, participant observation, and content analysis, it is hoped that the data obtained can provide rich and complex insight into the effectiveness of interpersonal communication in Indonesian political reality (Sugiyono, 2016).

It is hoped that this research will provide a significant contribution to the development of political communication studies in Indonesia. Thus, a better understanding of the dynamics of interpersonal communication in the context of election campaigns can provide a basis for developing more effective and inclusive communication strategies in the future.

METHOD

This qualitative research was conducted at Kopi Kecil Stonewell, Central Jakarta, with the aim of examining the effectiveness of interpersonal communication in the 2024 Election campaign. Data collection was carried out through observation, random interviews with visitors, and literature study. Observations were carried out by visiting Kopi Kecil Stonewell to obtain direct data from respondents regarding their opinions about the effectiveness of campaign communications (Mappasere & Suyuti, 2019).

Random interviews with some visitors were also conducted to get their views on the election campaign undertaken by the leadership candidates. Literature study involves in-depth research into various sources such as books, scientific journals, and internet sources to obtain comprehensive information. This approach allows for in-depth and accurate analysis, combining classic and contemporary literature as well as the latest information from the internet, thus supporting research objectives with rich and varied data (Suwendra, 2018).

RESULTS AND DISCUSSION

The effectiveness of interpersonal communication in the 2024 election campaign can be seen from several aspects related to the ability of potential leaders to build personal relationships with voters, increase trust, and motivate active participation. Research conducted through observation methods and literature studies shows that interpersonal communication has a significant impact in influencing voter perceptions and attitudes.

Interpersonal communication allows potential leaders to build closer and personal relationships with voters. In face-to-face interactions, candidates can show empathy and attention to the problems faced by voters. Not only does this make voters feel heard and valued,

but it also allows candidates to convey their message in a more direct and personal way. Research shows that these personal relationships are very important in building voter trust and loyalty. Voters who feel they have a personal relationship with potential leaders tend to trust and support them more compared to those who only know the candidates through mass media or social media (Muhammad, 2005).

Furthermore, interpersonal communication is also effective in reducing misunderstandings and increasing message clarity. In direct interactions, aspiring leaders have the opportunity to explain their programs and vision in detail, as well as respond to voters' questions and concerns. This helps reduce ambiguity and ensures that the message conveyed is well understood by voters. In addition, the ability to adapt the message according to the audience is also an advantage of interpersonal communication. Prospective leaders can adjust the way they deliver their messages based on direct responses and feedback from voters, so that communication becomes more effective and relevant.

Interpersonal communication can increase voter participation and involvement. Research shows that voters who engage in direct communication with potential leaders feel more motivated to participate in the political process. They feel more responsible and have a stake in the election results. This is also because they feel that their voices are really considered and can influence political decisions. As a result, campaigns that involve interpersonal communication tend to generate higher levels of participation compared to campaigns that rely solely on mass media or social media (Pureklolon, 2016).

However, although interpersonal communication has many advantages, there are several challenges that must be faced. One of them is limited time and resources. Carrying out face-to-face campaigns requires a significant investment of time and effort. Aspiring leaders must be able to reach diverse groups of voters in various locations, which often requires travel and complex logistical coordination. Apart from that, not all potential leaders have effective communication skills. Skills in speaking and listening are very important in interpersonal communication, and deficiencies in these aspects can reduce the effectiveness of campaigns (Caropeboka, 2017).

In the communication process, a significant challenge that is often faced is the risk of message distortion. This distortion occurs when the message conveyed by one party is not received correctly by the other party, so that the intended meaning is changed or misunderstood. In the context of interactions between potential leaders and voters, this risk is even higher due to various factors that influence the understanding and interpretation of messages. Differences in the background, level of education, culture and experience of each individual can be the main cause of distortion. For example, words or terms that are considered common and easy to understand by one group, may have different meanings or are even unknown to other groups. In addition, body language, intonation and facial expressions that accompany verbal communication can also be interpreted differently by people who have different perceptions or experiences.

Recognizing these risks, an aspiring leader must have excellent communication skills. Good communication skills do not only mean being able to speak clearly, but also include the ability to listen actively, understand other people's perspectives, and adapt the way the message is delivered to suit the audience. Consistency in conveying messages is also important so as not to cause confusion or conflicting perceptions. Aspiring leaders need to ensure that they always communicate in a way that is easy for all voters to understand, using inclusive language and avoiding jargon or technical terms that could give rise to misunderstandings. Apart from that, they also need to utilize various existing communication media to reach more voters and ensure that their message is conveyed appropriately. In this way, the risk of message distortion can be minimized, and communication between potential leaders and voters can run more effectively and efficiently.

Interpersonal communication has great potential to increase the effectiveness of the 2024 election campaign. By building personal relationships, increasing message clarity, and encouraging voter participation, interpersonal communication can be a very effective tool in winning the hearts and minds of voters. However, success in using this strategy is highly dependent on the potential leader's ability to overcome existing challenges and utilize the advantages of interpersonal communication to the maximum.

CONCLUSION

This research shows that interpersonal communication is a very effective strategy in the 2024 election campaign. Through personal relationships, face-to-face interactions increase trust, message clarity and voter participation. Observations and literature studies support these findings, although challenges such as limited time, resources, and potential message distortion remain. The success of interpersonal communication depends on the potential leader's ability to interact effectively with and understand their audience. By addressing these challenges, interpersonal communication can significantly increase voter engagement and support, making it a crucial element in successful political campaigns.

REFERENCE

- Barus, R. K. I., Dewi, S. S., & Khairuddin, K. (2020). Komunikasi Interpersonal Tenaga Kerja Indonesia dan Anak. *Journal of Education, Humaniora and Social Sciences (JEHSS)*, 3(2), 369–376.
- Caroeboka, R. M. (2017). *Konsep dan aplikasi ilmu komunikasi*. Penerbit Andi.
- Linovita, Y., & Syafriani, D. (2023). Komunikasi Interpersonal Antara Orang Tua Dan Anak Pengemis Di Pantai Muaro Lasak Kota Padang. *Jurnal Riset Rumpun Ilmu Sosial, Politik Dan Humaniora*, 2(1), 124–138.
- Mappasere, S. A., & Suyuti, N. (2019). Pengertian Penelitian Pendekatan Kualitatif. *Metode Penelitian Sosial*, 33.
- Muhammad, A. (2005). *Organizational Communication*. Earth Script.
- Pearson, J. C. (2011). *Human Communication*. McGraw Hill.
- Pureklolon, T. P. (2016). *Komunikasi politik*. Gramedia Pustaka Utama.
- Siagian, H. F. (2015). Pengaruh dan efektivitas penggunaan media sosial sebagai saluran komunikasi politik dalam membentuk opini publik. *Jurnal Al-Khitabah*, 2(1).
- Sikumbang, A. T., Ritonga, M. H., & Syahri, A. (2020). Efektivitas Komunikasi Politik PPP Dalam Menjalinkan Hubungan Dengan Konstituen Di Kota Medan. *MEDIALOG: Jurnal Ilmu Komunikasi*, 3(2), 208–226.
- Sugiyono. (2016). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta.
- Surbakti, R. (1992). *Memahami Ilmu Politik*, Jakarta: PT. Gramedia Widiasarana Indonesia.
- Suwendra, I. W. (2018). *Metodologi penelitian kualitatif dalam ilmu sosial, pendidikan, kebudayaan dan keagamaan*. Nilacakra.