

The Existence of Video Debate Final Pilkada DKI 2017 on The Youtube

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Abstrak

The purpose of this research is to know the existence of video Debat Final Pilkada DKI 2017 on the channel YouTube, viewed from TV station which uploading video Debat Final Pilkada DKI 2017 in the channel YouTube, and netizen comment related to video Debat Final Pilkada DKI 2017 in the channel YouTube. The method used in this research is qualitative method with virtual ethnography approach to know the existence of video Debat Final Pilkada DKI 2017 in the channel YouTube. The main object of this research is video Debat Final Pilkada DKI 2017 in the channel YouTube. Data collection techniques are conducted through participatory observation and literature studies. The results of this study indicate that some television stations uploaded video Debat Final Pilkada DKI 2017 in the channel YouTube. The television stations are CNN, Kompas TV, and Metro TV. Then netizen comments related to the contents of the video Debat Final Pilkada DKI 2017 in the channel YouTube are: 1) netizens often insult the candidate pairs that are not his choice, 2) netizens mutually insulting other netizens who support one of the candidate pairs, 3) netizens boast of candidate pairs of their choices, 4) netizens describe program the candidate pair of their choices, 5) netizens questioned the candidate pair program that is not their choice, and 6) netizens argue with other netizens who have different options with them.

Kata kunci: video, Pilkada DKI, YouTube, virtual ethnography

Abstract

Tujuan penelitian ini adalah untuk mengetahui eksistensi video Debat Final Pilkada DKI 2017 di saluran YouTube, dilihat dari stasiun TV yang mengunggah video Debat Final Pilkada DKI 2017 di saluran YouTube, dan komentar netizen terkait video Debat Final Pilkada DKI 2017 di saluran YouTube. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dengan pendekatan virtual ethnography untuk mengetahui keberadaan video Debat Final Pilkada DKI 2017 di saluran YouTube. Objek utama dari penelitian ini adalah video Debat Final Pilkada DKI 2017 di saluran YouTube. Teknik pengumpulan data dilakukan melalui observasi partisipatif dan studi pustaka. Hasil penelitian ini menunjukkan bahwa beberapa stasiun televisi mengunggah video Debat Final Pilkada DKI 2017 di saluran YouTube. Stasiun televisi tersebut yaitu CNN, Kompas TV, dan Metro TV. Kemudian komentar netizen terkait konten video Debat Final Pilkada DKI 2017 di saluran YouTube adalah: 1) netizen sering menghina pasangan calon yang bukan pilihannya, 2) netizen saling menghina netizen lain yang mendukung salah satu pasangan kandidat, 3) netizen membanggakan pasangan calon pilihan mereka, 4) netizen menjelaskan program pasangan kandidat pilihan mereka, 5) netizen mempertanyakan program pasangan kandidat yang bukan pilihan mereka, dan 6) netizen berdebat dengan netizen lain yang memiliki pilihan berbeda dengan mereka.

CoverAge:

*Journal of Strategic
Communication*

Vol. 8, No. 1, Hal. 39-44.

September 2017

Fakultas Ilmu Komunikasi,
Universitas Pancasila

INTRODUCTION

Institutions e-Marketer market research revealed that the population of the country netizens reached 83.7 million people in 2014. This figure has meaning at least once a month every Indonesian people access the Internet. eMarketer estimates that netter Indonesia will reach 112 million people by 2017 (kominfo.go.id)

The fact that one of them can be seen from the increasing number of YouTube viewers and a reduced number of television viewers.

Based on the results of research firm Millward Brown is known that 30 percent of the population in Indonesia, 52 percent of them watch a video on the Internet - the behavior of smartphone owners in Indonesia, more watching video on the Internet than watching the show on television.

Indonesia is now more people watch videos on the Internet than watching the show on television. It was revealed from the research firm Millward Brown about the behavior of smartphone owners in Indonesia. More specifically, 30 percent of the population in Indonesia, 52 percent of them watching videos on the Internet, one of YouTube, via smartphone, tablet, or laptop (Bohang, 2015).

YouTube party itself states that the number of viewers they are now much more than TV viewers.

YouTube party claimed that Interpublic Group, one of the biggest advertisers in the world, plans to transfer funds of \$ 250 million on advertising for television into an ad for YouTube (Amalia, 2016).

These facts imply that the existence of YouTube became the media chosen by audiences. It is not surprising that eventually there are some television stations that upload certain impressions into a YouTube channel. One of the impressions uploaded by several television stations is the 2017 Final Pilkada DKI debate. The video gained netizen attention, and invited various comments.

To this end, the authors became interested in knowing the existence of the 2017 Debate Final Pilkada DKI video on the YouTube channel, viewed from television stations uploading on YouTube channels, as well as netizen comments related to the video content.

To answer these questions, the authors use qualitative research with virtual ethnographic research tradition. Qualitative research is research that is empirical (observable by the senses correspond to reality), with observation of the data is not based on measures of mathematical first set of researchers and must be agreed upon (replicated) by other observations, but by the expression of research subjects, as desired and understood by research subjects. The qualitative approach uses the concept of naturalness (accuracy, completeness, or originality) the data and what is actually happening on the ground.

A qualitative approach is especially worth to examine the attitudes or behavior in a somewhat artificial environment, such as in surveys or experiments. Qualitative researchers emphasize the process and meaning rather than quantity, frequency or intensity (which mathematically can be measured), although researchers do not proscribe

Table 1. Internet Users (Top 25 Countries)

Top 25 Countries, Ranked by Internet Users, 2013-2018						
<i>millions</i>						
	2013	2014	2015	2016	2017	2018
1. China*	620.7	643.6	669.8	700.1	736.2	777.0
2. US**	246.0	252.9	259.3	264.9	269.7	274.1
3. India	167.2	215.6	252.3	283.8	313.8	346.3
4. Brazil	99.2	107.7	113.7	119.8	123.3	125.9
5. Japan	100.0	102.1	103.6	104.5	105.0	105.4
6. Indonesia	72.8	83.7	93.4	102.8	112.6	123.0
7. Russia	77.5	82.9	87.3	91.4	94.3	96.6
8. Germany	59.5	61.6	62.2	62.5	62.7	62.7
9. Mexico	53.1	59.4	65.1	70.7	75.7	80.4
10. Nigeria	51.8	57.7	63.2	69.1	76.2	84.3
11. UK**	48.8	50.1	51.3	52.4	53.4	54.3
12. France	48.8	49.7	50.5	51.2	51.9	52.5
13. Philippines	42.3	48.0	53.7	59.1	64.5	69.3
14. Turkey	36.6	41.0	44.7	47.7	50.7	53.5
15. Vietnam	36.6	40.5	44.4	48.2	52.1	55.8
16. South Korea	40.1	40.4	40.6	40.7	40.9	41.0
17. Egypt	34.1	36.0	38.3	40.9	43.9	47.4
18. Italy	34.5	35.8	36.2	37.2	37.5	37.7
19. Spain	30.5	31.6	32.3	33.0	33.5	33.9
20. Canada	27.7	28.3	28.8	29.4	29.9	30.4
21. Argentina	25.0	27.1	29.0	29.8	30.5	31.1
22. Colombia	24.2	26.5	28.6	29.4	30.5	31.3
23. Thailand	22.7	24.3	26.0	27.6	29.1	30.6
24. Poland	22.6	22.9	23.3	23.7	24.0	24.3
25. South Africa	20.1	22.7	25.0	27.2	29.2	30.9
Worldwide***	2,692.9	2,892.7	3,072.6	3,246.3	3,419.9	3,600.2

*Note: individuals of any age who use the internet from any location via any device at least once per month; *excludes Hong Kong; **forecast from Aug 2014; ***includes countries not listed*
Source: eMarketer, Nov 2014

(Sumber: www.emarketer.com)

descriptive statistics in the form of a percentage frequency distribution or to complete data analysis (Mulyana, 2007: 11).

While traditional virtual ethnographic research is conducted ethnographic methods to see social and cultural phenomenon in the cyber space (Nasrullah, 2014: 171). Ethnography Virtual questioned the assumption that already applies in general about the internet, to interpret as well reinterpretation of the internet as a way of simultaneously the medium used to communicate, an "ethnography in, of and through the virtual" - the interaction of face-to-face, or face to face is not required (Hine, 2001).

LITERATURE REVIEWS

Communication

The word or term "communication" (English "communication") comes from the Latin "communicates" or "communication" or "cumunicare" which means "sharing" or "belonging together", with a contemporary definition stating that communication means "sending messages", the process of delivering messages by communicators to communicants through media that cause a certain effect (Lasswell, 1972).

Communication by Trenholm and Jensen is a process by which sources transmit messages to recipients through multiple channels (Dawn, 2009: 31), where viewed from the number of communicants, communication is classified into three parts:

- a. Personal communication
 - 1) Intra-personal communication
 - 2) Interpersonal communication
- b. Group communication
 - 1) Small group communication, such as: lectures, forums, symposia, discussions, seminars, and others
 - 2) Large group communication
- c. Mass communication
 - 1) Mass media communications print / press, such as newspapers and magazines.
 - 2) Electronic mass media communication, such as: radio, television, and film (Effendy, 1993: 53-54).

Mass Communication

Mass communication according to Bittner is a message communicated through mass media to a large number of people. While mass communication according to Gerbner is a production and distribution

based on technology and institutions of the continuous stream of messages and the most widely owned people in industrial society (Ardianto, 2004: 4), with the effect:

- a. Cognitive, where mass communication messages cause audiences to change in terms of knowledge, views, and opinions on something they get, with regard to the transmission of knowledge, skills, beliefs, or information.
- b. Affective, where mass communication messages lead to a change in certain feelings of audiences - related to emotions, attitudes, or values.
- c. Conative, in which mass communication messages lead people to make decisions to do or not to do something - with regard to observable real behaviors (patterns of action, activity, or behavioral behavior). (Ardianto, 2004:39).

The media communications included in the mass media are newspapers and magazines, referred to as print media; Film media; Radio broadcast, and television, referred to as electronic media (Ardianto, 2004: 3).

Televisi

Television comes from the word tele - far and vision means vision. Televisi means seeing further (Setyabudi, 1998: 2). These include:

- a. Transmitters that function to convert and transmit image signals along with the sound, so that it can be received by the receiver television at a considerable distance
- b. Television receiver that serves to capture the images and sound signals and then change it again, so that what transmitted by the television transmission can be seen and heard as the original state.

Furthermore, television is said to be a tool to see and hear from distant places - audio visual media, media view of hearing.

Video

According to the Indonesian big dictionary, video means:

- a. section that emits the image on your television set;
- b. recording a live picture or television programs for broadcast over television air

While Wikipedia is mentioned that the video is the technology of electronic signal transmission from

a moving image. Common applications of the video signal is a television, but it can also be used in other applications in the fields of engineering, scientific, manufacturing and security. The word video comes from the Latin word, "I see".

YouTube

Wikipedia mentioned that YouTube is a video sharing website that was created by three former PayPal employees in February 2005. The site allows users to upload, watch and share videos. The company is headquartered in San Bruno, California, and use the technology Adobe Flash Video and HTML5 to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos. There are also amateur content such as video blogging, short original videos, and educational videos.

Most of the content on YouTube uploaded by individuals, although media corporations including CBS, the BBC, Vevo, Hulu, and other organizations already upload their material to this site as part of the YouTube partnership program. Unregistered users can watch videos, while registered users can upload an unlimited amount of video. The videos are considered to contain offensive content can only be viewed by registered users 18 years of age or older. In November 2006, YouTube, LLC was bought by Google for US \$ 1.65 billion and officially operates as a subsidiary of Google.

Debate

In Big Indonesian Dictionary, debate means discussion and exchange of opinion on a matter by giving each other reason to defend their opinion. Meanwhile, according to Wikipedia, debate is an argument between two or more parties, either individually or in groups, in discussing and deciding on issues and differences. Formally, debates are mostly done in legislative institutions such as parliament, especially in countries that use the opposition system. In this case, the debate is conducted according to clear rules and the outcome of the debate can be generated through voting or jury decisions.

Another example of a formally-organized debate is the debate between legislative candidates and the usual presidential / vice presidential debate ahead of the general election.

Pilkada DKI 2017

In Wikipedia mentioned that the General Election of Jakarta Governor 2017 (abbreviated

Pilgub Jakarta 2017 or Pilgub DKI 2017) was conducted on February 15, 2017 and April 19, 2017 to determine the Governor and Vice Governor of DKI Jakarta period 2017-2022. This is the third regional head election for Jakarta conducted directly by the voting system.

The election schedule for this period is forwarded from the election schedule of the previous period, which is July 11 for following the second rally elections in 2017. By law, only political parties with 22 or more seats in DPRD Jakarta can nominate candidates. Political parties with less seats may nominate candidates only if they have gained the support of other political parties.

Governor Basuki Tjahaja Purnama (known as "Ahok") ran for petahana along with Djarot Saiful Hidayat. In addition, former TNI officer Agus Harimurti Yudhoyono along with Sylviana Murni, as well as academics and former Minister of Education and Culture of Indonesia Anies Baswedan also ran with Sandiaga Uno.

METHOD

Qualitative research is research that is empirical (observable by the senses correspond to reality), with observation of the data is not based on measures of mathematical first set of researchers and must be agreed upon (replicated) by other observations, but by the expression of research subjects, as desired and understood by research subjects. The qualitative approach uses the concept of naturalness (accuracy, completeness, or originality) the data and what is actually happening on the ground.

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Virtual Ethnography

Virtual ethnography is done to see the social and cultural phenomenon in cyberspace (Nasrullah, 2014: 171). Ethnography Virtual questioned the assumption that already applies in general about the internet, to interpret as well reinterpretation of the internet as a way of simultaneously the medium used

to communicate, an “ethnography in, of and through the virtual”, the interaction of face-to-face, or face to face is not required (Hine, 2001).

Tom Boellstorff, anthropology professor at the University of California, US states that virtual ethnography study, basically have the same principles with ethnographic research, in which the process of doing and build ethnography using online virtual environment as a location for research.

Boellstorff stated that the research data collection offsite (virtual world) research is tantamount to violating the principle of “in their own terms”, because after all everything has a meaning within its own context.

In the virtual ethnography, interviews and surveys can be replaced by collections/ archives existing derived from abundant information in online environments such as social networking sites and Internet forums. Information can be found and archived on the Internet without having recorded and written like a traditional ethnographer (Evans, 2010: 2).

FINDINGS AND DISCUSSION

Based on the video of DKI 2017 Final Election Debate on YouTube channel, there are some things that can be discussed:

Television Station

At the time of the 2017 Final Pilkada 2017 election, many netizens as well as television viewers are paying attention to the debate. This is evident from the tagar-tagar that popping in social media, especially twitter who informed that the existence of the 2017 Final Debate DKI Jakarta’s election into an interesting conversation and a trending topic on twitter at that time. Not surprisingly, many television stations broadcast live in connection with the debate. Furthermore, the television also uploaded impressions on YouTube channel that has been owned.

The television stations that upload video Final Election Pilkada DKI 2017 is CNN, KompasTV, and metronews. Known three tv stations are news tv stations, which are full of information, and actual in preaching something. And to strengthen its existence, the video is uploaded Final Election Pilkada DKI 2017 which will certainly invite the attention of netizens.

As a result, uploaded videos are getting netizen attention, high number of views, and also various comments.

Netizen Comments

The comments provided by netizens related to the 2017 Final Pilkada DKI 2017 on the YouTube channel are:

- 1) Netizens often insult the candidate pairs that are not his choice

This is unfortunate because when netizens insult other prospective couples, netizens use abusive and inappropriate language, even dirty. This is very unfortunate because the words conveyed do not reflect the values of Indonesian culture that upholds the value of politeness and hospitality. Netizens should be able to restrain themselves by asking or critiquing the program and answers of candidate pairs by using polite and polite language.

- 2) Netizens mutually insult other netizens who support one of the candidate pairs

This is even more alarming because the target netizen is no longer a candidate pair who are fighting in elections, but netizen supporters of candidate pairs. And they can continue to reply in social media related to mutual insults. They did not know each other, but they mocked each other, insulted in harsh, dirty, and disrespectful language. The object of insult, innuendo is no longer the program or answer of candidate pairs in election debates, but the related personal matters they display in social media - the name or profile of the picture.

- 3) Netizen boasted the candidate pair of his choice

This is a reasonable thing to do netizen as long as not offend other candidate pairs. Supporting or boasting the candidate pairs of his choice is a normal thing, it is reasonable to happen in Pilkada.

- 4) Netizen explained the candidate pair program

This is a healthy thing, netizens explain something to other netizens who do not understand or understand less related to the candidate pair program. And it should be a good netizen comment and educate is to explain the ignorance to other netizens so that netizens can digest and understand the programs of each candidate pair. Netizens can choose candidate pairs that suit their desires.

- 5) Netizens questioned the candidate pair program that was not his choice

This is a good thing to do when you do not understand other candidates’ pairs. The comment column will be the enlightenment column that

educates the citizens of Jakarta to find out the candidate pair programs running for governor and deputy governor in DKI Jakarta. Netizens are getting familiar with the programs offered, which will be realized by the candidate pairs.

- 6) Netizens are arguing with other netizens related to their candidate pairs.

This becomes unhealthy when netizens feel that their candidates are superior to other netizens' choices. Coachman's debate will surely happen, and disputes in the comment field continue to occur. The debate stops if one of the netizens stops commenting, and does not reply to other netizen comments whose choice is different from her.

Findings

- 1) Television stations uploaded a video on the YouTube channel, one of them because the impression when it aired on the television seized the attention of social users. When the show becomes a trending topic, the television station feels the need to upload it.
- 2) The TV station that uploaded the 2017 Final Pilkada DKI Final Video on the YouTube channel is a news tv station.
- 3) Videos uploaded on social media certainly have a mixed effect - diverse comments from netizens. Based on the comments that appear, the authors divide the three netizen comments for the 2017 Final Pilkada DKI Debate: 1) healthy comment, 2) unhealthy commentary, and 3) reasonable comment.

CONCLUSION

1. Some television stations uploaded the 2017 DKI Jakarta Election Final Debate on the YouTube channel. The television stations are CNN, KompasTV, and metronews.
2. Television stations uploaded a video on the YouTube channel, one of them because the impression when it aired on the television seized the attention of social users. When the show becomes a trending topic, the television station feels the need to upload it.
3. Television stations that uploaded the 2017 Final Pilkada DKI Final Video on the YouTube channel are news tv stations
4. Videos uploaded on social media certainly have a mixed effect - diverse comments from netizens. Based on the comments that appear, the authors divide the three netizen comments for the 2017

Final Pilkada DKI Debate: 1) healthy comment, 2) unhealthy commentary, and 3) reasonable comment.

5. The netizen comments related to the content of the 2017 Final Election Debate videos on the YouTube channel are: 1) netizens often insult the candidate pairs that are not his choice; 2) netizens mutually insulting other netizens supporting one candidate partner; 3) netizens boast of candidate pairs, 4) Netizens describe the candidate pairs of candidates, 5) netizens questioned the candidate pairs of non-voting programs, and 6) netizens argued with other netizens about the candidate pairs.

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