

# Analysis of the Role of Serambi Indonesia Media in Improving Political Education in the 2019 Legislative Elections in Bireuen District, Aceh

Chaidir Ali<sup>1\*</sup>

<sup>1</sup>Department of Government Affairs and Administration, Universitas Muhammadiyah Yogyakarta, Indonesia

\*Email: [chaidir.ali.psc22@mail.umy.ac.id](mailto:chaidir.ali.psc22@mail.umy.ac.id)

**Abstract:** The role of the Serambi Indonesia media is urgently needed to have a positive effect on increasing political education for the public as voters in general elections because the media has a strong influence in shaping one's cognition, where the media provides information and knowledge that ultimately shapes perceptions, and perceptions will influence attitudes and behavior. The Serambi Indonesia media was chosen because the media contains a lot of political news and can keep up with the times. Serambi Indonesia is one of the largest print media spread across Aceh Province. This study aims to find out the role of the Serambi Indonesia media in increasing political education among the public in the 2019 legislative elections in the Bireuen Regency. This study uses a qualitative method. Qualitative research focuses on collecting data that is descriptive and analytical on the Serambi Indonesia website, intending to uncover more specific phenomena that can provide a more in-depth picture of Indonesian Serambi media in improving political education in the 2019 legislative elections in the Bireuen Regency. With that, Serambi Indonesia provides information or political news published by Serambi Indonesia which is very important and very influential. the reader in receiving the message conveyed.

**Keywords:** Media role, Serambi Indonesia, political education, 2019 election, Bireuen Regency.

## INTRODUCTION

The media has made very rapid progress in providing information to the public. Information is one of the things that people look for to improve what they know, and one of the places to get this information is through social media (Lash et al., 2020). Most Indonesian people currently spend their time digging for information through media that have experienced many developments, such as information media via the internet, television, and print media, such as magazines and newspapers as well (Santosa, 2017).

All the information media mentioned above have the same respective roles to provide information to the public and shape public opinion so that they can choose the media (Ticoalu et al., 2015). Everything can be obtained through the media, both information about the world of entertainment, education, and foreign news, to the world of politics that is developing in Indonesia and the regions so that the media has a social responsibility to the community because it has influenced changes in certain knowledge from the news that is consumed (Hasanuddin et al., 2015). The community is the part that is affected by the news from the media, both electronic media and print media. Society needs a lot of information about things that are currently developing in the social, cultural, and even political environment. The



community is in dire need in terms of increasing knowledge about what is developing (Manik & Suharno, 2019).

Talking about the media cannot be separated from political content and vice versa, politics cannot be separated from the media that contains it. In this increasingly developing era, political news is no longer taboo. Now politics is part of society (Ticoalu et al., 2015). Those politics is society itself, meaning that every community's life is not far from politics, in which some activities affect, and the rules and norms that bind every activity in society (Andrianti, 2015).

Politics and the media are intertwined in a relationship that requires and influences each other and can even be beneficial. The media can form public opinion and can influence public opinion on political events and issues that are happening or developing. The media depends on the press system, and the press system also depends on the political system that exists or applies in a country (Sukendar, 2017). So the media in providing information to the public or in conveying messages in an event that occurs, the media in this case, newspapers must be within the circle of regulations or rules that apply and are determined by the country concerned (Hariyanti et al., 2018).

Politics can be said to be part of the media and politics cannot be separated from the media, because the media, as stated above, that one of the advantages of the media is to form opinions and general views regarding various events that occur, even political events that are currently being discussed (Diah, 2016). When public opinion and views can be arranged as desired by the media in their reporting, then that is the thing that becomes a reference for the success of a media in conveying political messages or information (Astari, 2021).

The public generally knows the political behavior of the government as well as political events from various media that can be obtained anytime and anywhere, both the internet, television and print media such as magazines and newspapers. The information offered by the media, especially print media, namely newspapers regarding up-to-date political issues, attracts the attention of many people, and the issues offered by the newspapers themselves to the community are also very diverse, especially when there is something about politics such as general elections.

The media also has the power to shape people's opinions, attitudes, and behavior in response to developing information. How can a media, specifically print media, be able to provide interesting information so that readers can decide to respond to that information (Sukendar, 2017). The way the mass media displays political events can influence the views of the public and political actors regarding the political developments that occur. With the presence of the mass media in changing one's views on politics by forming public opinion, the mass media seeks to shape one's knowledge, attitudes, and actions regarding an event or political problem and the political actors involved in the reporting. The media has a very strong influence on the formation of one's cognition. The media provide information

and knowledge that can ultimately shape perceptions. And perception affects one's attitude and behavior. Various media reports provide input to individual cognition, and cognition will shape attitudes (Amina, 2018).

One of the interesting things displayed in the print media as stated above is regarding the 2019 General Election. The General Election, which was held on April 17, 2019, became hot news used by the print media, including Serambi Indonesia to provide important information that will be provided can be political knowledge for the community.

The General Election in 2019 received an enthusiastic welcome from the public to see how the success of the democratic party and the efforts of the candidates or legislative candidates in terms of running the democratic party, the General Election has a very big meaning for the community because it can provide complete authority in the context of political recruitment as a whole democratic.

All regions will take part in the elections in 2019, and Bireuen Regency is no exception. Geographically, the northern part of Bireuen Regency is directly adjacent to the Malacca Strait, the Southeastern border is with Bener Meriah Regency, the South is with Central Aceh Regency, the eastern part is directly adjacent to North Aceh Regency, while the western part is bordered by Pidie Jaya Regency and the southwest is bordered by Pidie.

Bireuen Regency has 17 sub-districts with a total population of 471,635 people, the male population is 231,005 people, while the female population is 240,630 people. The taking of Bireuen Regency as a research sample was due to the political dynamics in Bireuen Regency which were noted to be interesting to study where in the previous election, namely the regional elections in 2017 in Bireuen Regency, it became a public discussion due to the action of money politics which tarnished the regional elections in 2017, therefore the researcher wanted to research Is there a role for the media (in this case, the Serambi Indonesia media) in increasing the political education of the people in Bireuen Regency so that they are not affected by fraud in the election.

To see how effective Serambi Indonesia's role is in reporting on political education, one has to look at the level of education of the people in the local district, in that case, the people in Bireuen Regency have completed 46,201 elementary school level education and 42,291 junior high school graduates. , and those who completed the high school equivalent were 11,660 people, and those who completed Diploma I/II/III were 11,349 people, while those with an undergraduate education level (S1) and above were 26,598 people.

Choosing the Serambi Indonesia media because the media contains a lot of political news and can keep up with the times. Serambi Indonesia is one of the largest print media spread across Aceh Province and enters remote villages in Aceh. Serambi Indonesia has the strength of the concept of reporting which is

contained in each of its publications. The news that appears in Serambi Indonesia puts forward issues specifically that are regional, at quite affordable prices. That is what makes it easier for Serambi Indonesia to be accepted in the Aceh region and society, especially in Bireuen District where this research will be conducted.

Therefore, it is necessary to see how Serambi Indonesia reports on politics in Bireuen Regency regarding the elected Acehnese People's Legislative Assembly (DPRA) legislator from Bireuen district, namely Ilham Akbar ST from the Golongan Karya Party, dr. Purnama Setia Budi Sp. OG from PKS, Dr. Amiruddin Idris, SE MSi from the United Development Party (PPP), Zulfadli AMd, and H Khalili SH from the Aceh Party, Samsul Bahri (Tiyong), and Tgk Haidar from the Aceh State Party (PNA). Therefore, it is necessary to see whether some of the members of the Aceh People's Legislative Assembly use Serambi Indonesia media to provide political education so that it can be consumed by the wider community in Bireuen Regency.

Serambi Indonesia has several advantages compared to other mass media, namely: the language used in Serambi Indonesia is quite light but has weight so that it does not make it difficult for the reader to explore the intent of the writing, the news displayed is packaged in cool and non-provocative language.

## LITERATURE REVIEW

### Role

The role means something that is played or carried out. A role is defined as an activity that is played or played by someone who has a position or social status in the organization. Role according to terminology is a set of behaviors that are expected to be owned by those who are in the community (Suryo & Aji, 2019).

The role is also individual behavior that determines a certain position; thus, the role concept refers to the pattern of behavior expected of someone who has a certain status/position in an organization or system. The role, attitude, or behavior expected by many people or groups of people towards someone who has a certain status or position. Based on the above, it can be interpreted that when it is connected with online media, especially in the media that the author is researching, namely sripoku.com, the role does not mean an individual right and obligation but rather is the duty and authority of the media itself (Hajar, 2022).

### Media

The media is an integral part of people's lives and has had a very real influence on changing people's mindsets. Various forms of impressions in the mass media can display social reality in life, the mass media is also able to display public opinion.



In communication theory, mass media such as television, radio, and newspapers (newspapers) have enormous power in changing the views, insights, and perceptions of news recipients. One of the functions of the mass media is to become a discourse for the formation of public opinion. The mass media can set an agenda and can attract the attention of the general public to state whether they agree or disagree with an idea put forward by the mass media. (Canary et al., 2022). Media can convey messages from communicators to audiences in the form of entertainment, politics, and so on, media that are broad in conveying messages quickly to the public in the form of tools such as radio, newspapers, and so on (Mospan & Gillette, 2021).

### **Media and Press**

News is the basis for much of the political information that society receives. Another approach defines that news is simply what the press publishes, transmits, or disseminates in other ways (Manik & Suharno, 2019). Siebert, Peterson, and Schramm group the press into four systems based on the style of the political system, namely:

1. Authoritarian press system. This kind of press appeared in the fifteenth to sixteenth centuries, when many countries still adhered to an authoritarian royal government. The media, in such a press system, functions to support the state. Consequently, the government directly controls and supervises various mass media activities.
2. Liberal press system. This press system began to develop in the seventeenth and eighteenth centuries. Within the framework of a liberal press system, the press must be given the widest possible freedom, as an arena to seek the truth. Here, the truth is not absolute and controlled by certain groups but exists in various groups in society.
3. Communist press. Such a press system developed in countries controlled by communist regimes. In this system, the mass media is a tool of the government or the ruling communist party and is an integral part of the state.
4. Social responsibility press. This system emerged in the twentieth century, as a reaction against previous systems, especially the liberal system. Because of this system, the press does have freedom. However, freedom is not absolute because the press is required to have a social responsibility to society.

### **Political Education**

Political education is an absolute requirement, considering that political education educates awareness of the state and nation. Political parties in countries that are not yet independent give priority to this political education so that members of political parties have high cadres to create an independent country. (Hariyanti et al., 2018). In an already independent country, political education must continue



to be carried out so that the independence of the nation and state is not lost or re-colonized in a more refined form of colonialism (Agustin, 2016).

Political education can be interpreted as a conscious effort to change the process of political education in society so that they truly understand and appreciate the values contained in an ideal political system to be built. The results of this appreciation will give birth to new political attitudes and behaviors that support the ideal political system along with the birth of a new culture (Basori, 2018).

Thus, the political education of the people is a series of efforts to realize a just and prosperous society based on Pancasila, which has so far experienced extraordinary ups and downs. Political education is also part of the process of renewing the Indonesian nation's political life which is being carried out today to create a truly democratic, dynamic, and efficient political system.

### **General Election**

A general election (Election) is the process of electing to fill certain political positions. The general election is one of the efforts to influence the people persuasively by conducting retrieval activities, public relations, mass communication, lobbying, and other activities (Soeprapto et al., 2015). General elections are also a form of political education for the people, which is direct, open, and mass, which is expected to educate political understanding and increase public awareness about democracy. Elections are the ways and mean available to the people to determine their representatives who will sit in the people's representative council to exercise the people's sovereignty, then by itself, there is election system (Juditha & Darmawan, 2018).

Article 1 Number 1 of Law Number 15 of 2011 explains that General Elections are a means of implementing people's sovereignty which is carried out directly, publicly, freely, confidentially, honestly, and fairly in the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution. According to Miriam Budiarjo general election functions, namely:

1. Maintain and develop the foundations of democracy in Indonesia.
2. Achieving a just and prosperous society based on Pancasila (social justice for all Indonesian people).
3. Ensuring the success of the New Order struggle, namely maintaining Pancasila and maintaining the 1945 Constitution of the Republic of Indonesia.

Therefore, general elections aim to allow for a safe and orderly transition of government, exercise people's sovereignty, and exercise the rights of citizens. where leaders are elected by majority vote.

## RESEARCH METHODS

This study uses a qualitative method. Qualitative research focuses on collecting data that is descriptive and analytical, which aims to understand the phenomena that occur. The descriptive approach focuses on an intensive analysis of one or several selected cases, intending to uncover more specific phenomena which can provide a more in-depth description of the analysis of the role of Indonesian Serambi media in improving political education in the 2019 legislative elections in Biereuen Regency, Aceh. The data collection technique used is documentation analysis. Documentation analysis was carried out to collect data from secondary sources such as reports, journals, and the Serambi Indonesia website which is related to the role of Serambi Indonesia media in improving political education in the 2019 legislative elections. The data generated is descriptive and data analysis is carried out inductively. This study emphasizes meaning rather than generalization. Furthermore, it can provide data effectively and efficiently, so that conclusions can be drawn.

## RESULT AND DISCUSSION

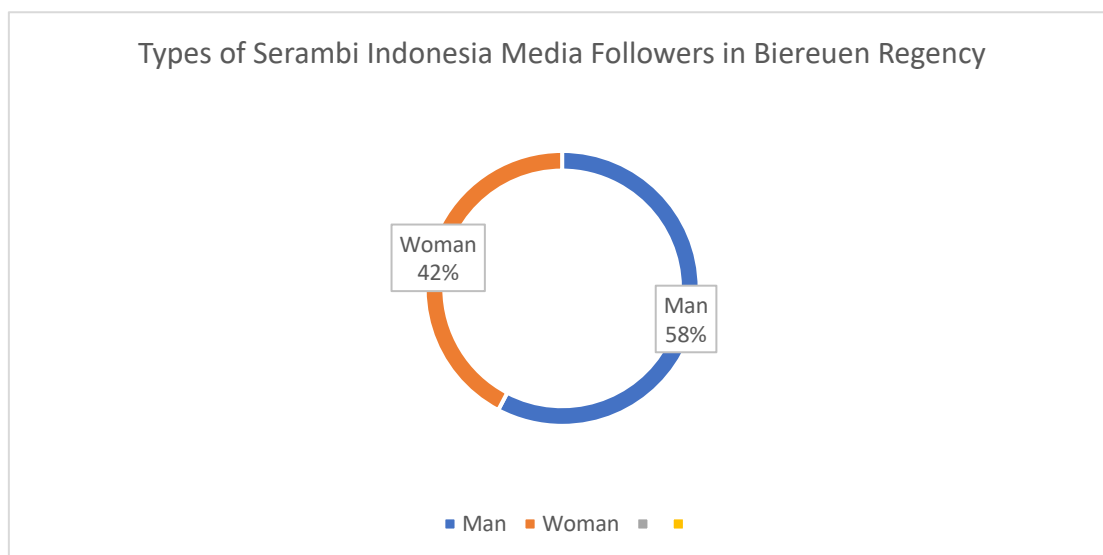
### Serambi Indonesia

As a local daily, Serambi Indonesia is a mass media that ranks at the top as a mass media read by many people in Aceh. The news and information presented by Serambi Indonesia are the results of a concocted report on what, who, where, when, why, and how an incident occurred. Through the data that has fulfilled these elements, Serambi Indonesia's editorial team can then determine the type of news to be produced. The type of news in question is Straight News, namely direct news, which is written briefly. This type of news itself is divided into several types, namely:

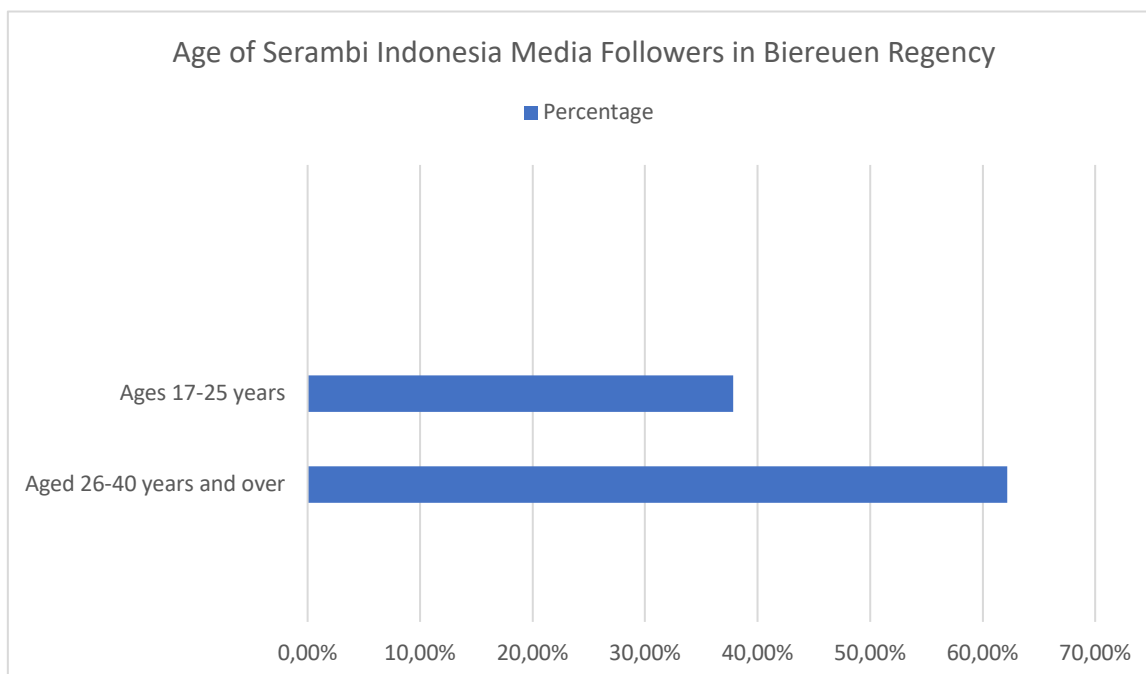
1. Hard news: news that has actual value or importance that requires that news must be read by the public/readers.
2. Soft news: news that has value as supporting news.
3. Depth news: news of in-depth reporting results, this type of news explores in detail the aspects of the causes of an event that occurred. In this type of news, the reader will be presented with an explanation of how and why the incident occurred.
4. investigative news: news that is usually made to show the who and what of an event.
5. Interpretive news: news from straight news development. In this news, there is additional information in the form of data from journalists' findings or expert opinions regarding the news presented.
6. Opinion news: news regarding the opinions of experts, academics, officials, scholars, and others regarding matters that are important to respond to.

Interesting the type of news from Serambi Indonesia, the writing focuses on the Interpretive news and Opinion news sections, which look at the extent of the role of the Indonesian Serambi media in increasing political education in the 2019 Legislative Elections in Biereuen District, Aceh.

**The Role of Media Serambi Indonesia in Improving Political Education in the 2019 Legislative Elections**



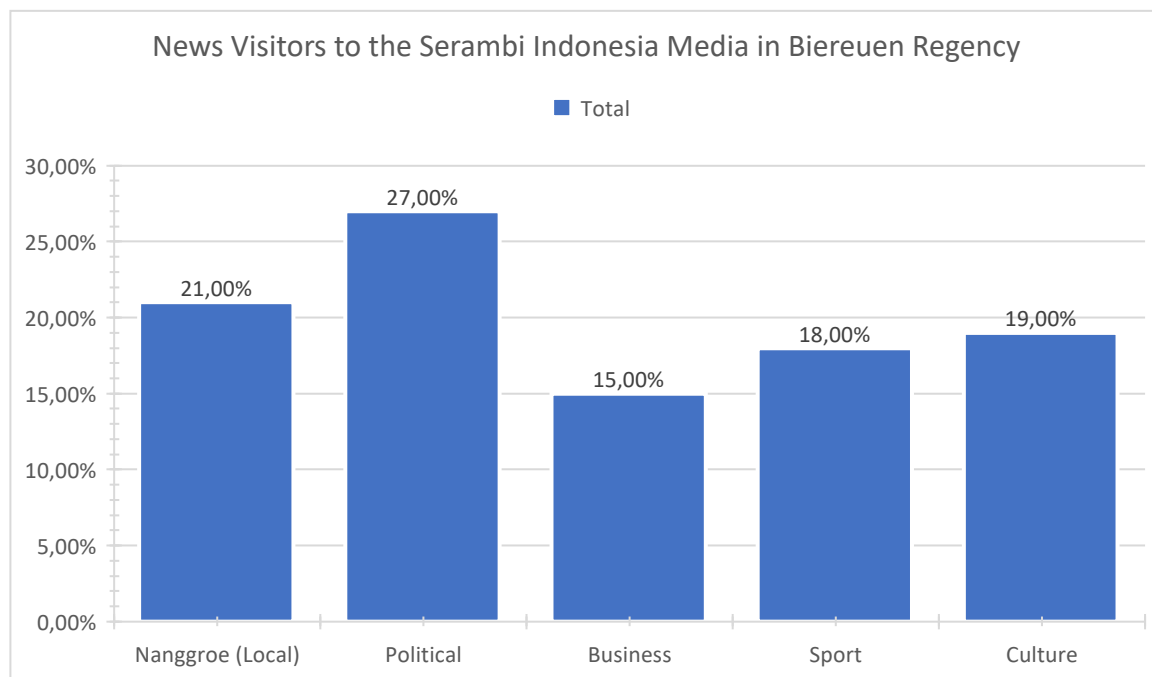
**Figure 1 Diagram of the Types of Indonesian Serambi Media Followers in Biereuen Regency**  
 Source: Web. Media Serambi Indonesia (<https://aceh.tribunnews.com/>)



**Figure 2 Age diagram of Indonesian Serambi Media Followers in Biereuen Regency**  
 Source: Web. Media Serambi Indonesia (<https://aceh.tribunnews.com/>)



The data collected were male as much as 57.7%, while those who were female were as much as 42.3% of the total 100%. Meanwhile, based on age, those aged 17 to 25 years are 37.8% of high school students and college students, while those aged 26 to 40 years are 62.2%.



**Figure 3 Diagram of Visitor News Media Serambi Indonesia in Biereuen Regency**

Source: Web. Media Serambi Indonesia (<https://aceh.tribunnews.com/>)

Based on the data above, it can be narrated that the highest percentage is in the Serambi Indonesia media, with news about politics 27%, Nanggroe news (local news) 21% where local news also reports about local politics, and news about culture 19%. Meanwhile, business news enthusiasts tend to be low on political news. It can be concluded that the Serambi Indonesia media is a forum with a high percentage of political news.

Serambi Indonesia has a fundamental role in political education for the community because Serambi Indonesia is one of the largest print media spread throughout Aceh Province. The reason why Serambi Indonesia has a role in political education is that it contains a lot of political news. Serambi Indonesia is a print media that is very easy to get, because it is spread throughout all areas in Aceh Province, especially in Bireuen Regency.

Furthermore, Serambi Indonesia has one page that contains opinions sent by readers and is open to the public, so anyone who wants their writing to be published by Serambi Indonesia Newspaper can directly send their writing to the address provided. It means that some Serambi Indonesia readers are waiting for opinion columns because this column contains knowledge and explanations of the latest issues.

Opinion columns are provided to the public to convey ideas or opinions, and writings that discuss current issues will get priority for publication by Serambi Indonesia.

Approaching the election, the news in various media will not be separated from the election because the election is one of the discussions that are of great interest to the public, therefore Serambi Indonesia also discusses election matters more deeply. This is where the role of Serambi Indonesia can influence readers in determining their choices in elections. In addition, Serambi Indonesia also provides information and knowledge that can ultimately shape perceptions, and perceptions influence one's attitudes and behavior.

Apart from producing print media, Serambi Indonesia also provides online media which can be accessed on the Serambi Indonesia Media Website <https://aceh.tribunnews.com/>, with the existence of online media also makes it easier for people to access the information they want to get. Serambi Indonesia certainly makes it easy for readers to enjoy the news that is issued. By presenting online media, it is also very easy for the public as readers to enjoy published news. Furthermore, Serambi Indonesia's step in creating a special column about politics in online media is also very, very grateful to the readers because if there are readers who want to access specific news about politics, there is no need to sort out one piece of news that the public will enjoy.

Furthermore, several legislative candidates from Bireuen Regency also used Serambi Indonesia to increase their electability in facing the 2019 general elections. Legislative candidates from Bireuen Regency made great use of Serambi Indonesia in carrying out campaign actions to increase their electability in facing elections. The results obtained by the candidates for the legislature after utilizing Serambi Indonesia are that they are better known by the wider community due to Serambi Indonesia's reporting to support their electability.

## CONCLUSION

Based on the discussion and analysis in research on the role of Serambi Indonesia's media in improving political education in the 2019 legislative elections in Bireuen Regency, it will be explained, Serambi Indonesia provides information about current conditions as well as providing education in the form of knowledge to the public as readers. The submissions of political information or news published by Serambi Indonesia are a very important and very influential readers in receiving the message conveyed. In this case, Serambi Indonesia is quite successful as a means of increasing political education for the people. Political education in Serambi Indonesia also displays balanced news, especially on political messages with other news. And news about various government activities that contain political elements, by displaying the same political figures repeatedly as was done for the campaigns of legislative candidates for the 2019 election. Until now, Serambi Indonesia still retains its vision and mission, where political news is increasingly thick ahead of the 2024 election later.



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