The use of hybrid media system in a permanent campaign: Multi modalities study on presidential vlog of the president of the Republic of Indonesia Joko Widodo

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Abstract

This article analyzes how permanent campaign in a hybrid media system works in Indonesia political context. It describes the application of personal Vlog in Youtube, as a hybrid media platform, used by President of The Republic of Indonesia Joko Widodo during his presidency as one of his communication tools to Indonesian people. With multi modalities analysis, the study showed that the usage of 'Vlog' President Joko Widodo is considered as a form of a permanent campaign to reach younger audience for the 2019 presidential election. The author discusses how the hybrid media platform is used during permanent campaign and describes the problems with the hybrid media approaches in a permanent campaign.

Keywords: hybrid media system; Joko Widodo; vlog; permanent campaign;

1. Introduction

Information technology development obviously has been affecting many of social life aspects. The development has also changed the landscape of information flow between the government and the people. The Indonesian President, Joko Widodo has been using Youtube as one of his media platforms to the people in order to keep up with said development. One of the most popular types of video spread across Youtube is Vlog which has been infecting the world, especially the youngsters both as content producers and watchers. It seems that the Indonesian President wants the attention from younger audience in his political communications, hence making Vlogs frequently which makes it easier to be accessed and watched by the netizens whom mostly around 18-45 years of age. As stated by Sam Popkin (2006) that political actor compete to respond to media development as well as possible, whereas media actors compete to respond to political changes. However, in conventional political practice, the media and political actors have interrelated relationships, so the disruption caused by the emergence of new media influences the status and strength of both the media and the political elite. That way, the media and political actors must be able to adapt to the new media in order to claim influence on each other. This adaptation is not only in the form of a political campaign in a general election, but can also be in the form of a permanent campaign. Permanent campaigns are often defined as long-term communication efforts by political actors who are serving their constituents or potential voters to be re-elected in the next period.

The objective of this paper is to try to describe how the use of hybrid media system logic in political communication of public officials, in this case President RI Joko Widodo and his utilization of Video Blog (Vlog) as one of his strategy in conducting a permanent campaign.

1.1. Hybrid Media System

All old media used to be new and all newer media will grow older. But older media are rarely abandoned by newer media. Even telegraphs and cassettes, for example, still exist today, sharing with newer media on the provision of representation and transmission, although they are no longer the main tools, except by a small group of fans or hobbyists. Many things have become difficult with the ongoing evolution of new media,

because once new forms will continue to accumulate and hybridize newer capabilities, a great example is the current cellular phone metamorphism is now a multifunctional computing device. Newer media are always regarded as improvements to their predecessors, in terms of their ability to convey what media theorists, as Jay David Bolter and Richard Grusin called it "immediacy". The "novelty" of newer media, not from the novelty of the technology itself, but from the way in which the newer media "renews the old media and the ways in which the older media adapts itself to responding to new media challenges" (Bolter & Grusin, 1999: 15). Roger Fidler, who had predicted the emergence of tablet computing while working as an adviser to the Knight-Ridder news organization in the early 1990s, called "mediamorphosis" this: "a series of changes and adaptations ... Due to the complex linkage between perceived need, competition and political pressure, as well as social and technological innovation "(Fidler, 1997: 16, 23). As newer media emerge, they simply abandon the existing hybridization into a new, sharper form of hybridization.

1.2. Media Logic to Hybrid Media Logic

In order to know how to use the older forms of media and even involves some basic assumptions about how the practice of media interaction with the practice of other social fields. In practice in politics, a useful concept here is "media logic" first put forward by David Altheide and Robert Snow (1979), the concept of media logic was originally developed to identify how the assumptions, norms, and artifacts are visible from the media, such as templates, formats, genres, and narratives have entered other areas of social, economic, cultural, and political life. Peter Dahlgren has condensed the notion of media logic as "the necessity that shapes attributes and certain ways of doing things in certain media and even in certain genres." This according to him "relates to the procedure of selection, form, tempo, density of information, aesthetics, content, message delivery, and production schedule" (Dahlgren, 2009: 52).

Media logic provides a useful approach to understanding the power of the media and its relation to power within the media. This leaves us with an old perspective that states that the media system and the political system are two separate things. Media logic leads us to different approaches, focusing on how discrete interactions between media elites, political elites, and the public create a shared understanding of what information and communication are valued by the public. Who, when, how, and why are questions that inform the practice of political actors and the media every day evolve over time to create a common media culture based on the underlying media logic (Altheide, 2004: 294).

Although it has some advantages, the logic media approach has some limitations. Media logic was developed in the era of mass communication, when the dominance of electronic broadcast media more rooted than today. Nowadays, the media environment is much more diverse and fragmented, and many new practices evolve from the increasing intensity of digital communications. As Lance Bennet has pointed out, the theoretical challenge begins with "the core question of just what we mean by 'media' these days" (Bennett, 2003a: 18). This requires a reassessment of the idea of media logic into competing logic and different interrelation. Mark Deuze argues that the new logic of "multimedia journalism" emerged in the early 2000s (Deuze, 2004). The next point is that "non-media" fields such as politics may be shaped by media logic, they will in turn act back into the media as part of a process of adaptation and interdependence on an ongoing basis. In the end, as Chadwick (2014) puts it, hybrid media logic is about how political and media actors shape and are shaped by older and newer media logics, and the extent to which they mobilize, transverse and integrate these logics to exercise power.

1.3. Youtube & Vlog

YouTube is an video sharing website, originated from the U.S, headquartered in San Bruno, California. This service was created by three former PayPal employees - Chad Hurley, Steve Chen, and Jawed Karim - in February 2005. Google bought the site in November 2006 for US $ 1.65 billion; YouTube now operates as one of Google's subsidiaries. This site allows users to upload, view, rate, share, add favorites, report and comment on videos, subscribe to other users, and use WebM, H.264 / MPEG-4 AVC technology, and Adobe Flash Video to display a variety of user-or-corporate-made videos. Available content includes video clips, TV show clips, music videos, short films and documentaries, audio recordings, movie trailers and other content such as video blogging, short original videos, and educational videos.

Google Indonesia Managing Director Tony Keusgen, revealed that for one year, from January 2016 to January 2017, YouTube's watching duration from Indonesia increased 155 percent. While the amount of content uploaded from Indonesia rose to 278 percent from last year. As reported by Kumparan.com in March, "This year there are about 100 million people online, and next year it is predicted there will be about 150 million people then the video consumption will also increase sevenfold by 2020," said Keusgen on the sidelines of the opening event of YouTube Space Jakarta at Rumah Maroko.

Most of the content on YouTube are uploaded by individuals, but some media companies also offer some of their material through YouTube as part of the YouTube partnership program. Unregistered users can only watch videos on this site, while registered users are allowed to upload an unlimited number of videos and add comments to the video. Videos considered potentially offensive are only available to registered users claiming to be at least 18 years of age.
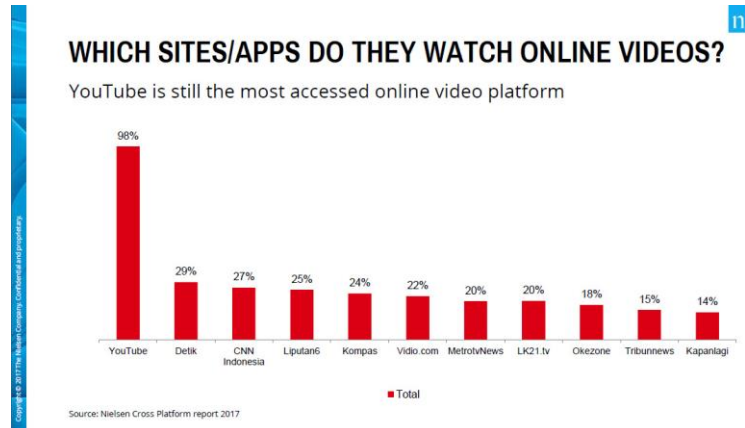

Figure 1. Online Videos Chart, Indonesia 2017

YouTube is currently among the three most visited sites on the web. As the results of a study released by Nielsen in 2017 (Fig 1), Youtube became the main site for Indonesian people in watching videos online. Moreover, according to the data that Get Craf has processed from various sources states that Youtube becomes the most active social media platform in Indonesia in 2017. As a high traffic area for video bloggers, or vloggers, YouTube has created a platform to present their personal videos, which are often filmed using smartphones and cameras.

A video blog or video log, usually abbreviated as vlog, is a blog through video, and is a form of web television. Vlog entries often incorporate embedded videos (or video links) with supporting text, images and other metadata. Entries may be recorded in a single shot or multiple parts. Vlog categories are highly popular on YouTube.

The popularity of vlogs in the YouTube community is significantly improved. Many of these vloggers work closely with YouTube, which then professionalize the industry and provide the financial benefits of video production. In addition, this new profession as a 'vlogger' allows content creators to be considered a trusted source where their viewers can get information or entertainment. Furthermore, many vloggers have successfully transformed their channel into a sustainable career; In 2013, the highest paying vlogger earns a minimum of $ 720,000 per year.
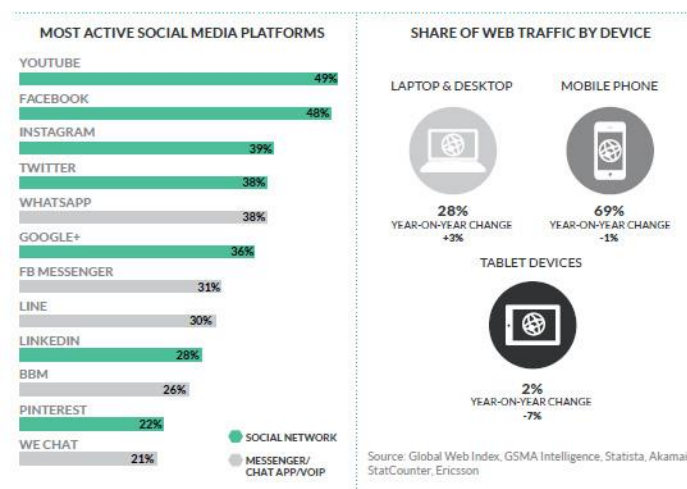

Figure 2. Social Media Platforms in Indonesia 2017

1.3. Permanent Campaign

Once a candidate is elected, the same concepts and principles of political marketing can be applied to his role in government. When in office, the President must understand that there are a number of new challenges and changes in the market. A campaign is a time when a candidate develops his product, tests it and delivers at a 'contract' with the people he promises to fulfill when elected and takes office. However, after the candidate wins the election, as it inclines to see the President to carry out his promise (Blumenthal, 1980; Maarek, 1995; Nimmo, 1970, 1996, 1999; O'Shaughnessy, 1990).

Although the methods and techniques are almost identical, the marketing strategy undertaken in election campaigns will be very different from the strategy of the campaigns performed at the time of office. The first change centered on the needs and profiles of voters. The level of interest in politics after elections will drastically decrease and it gives full power to the media to shape the image of the elected president to take office. Another perspective for marketing strategy at the time of office is refocusing on competitors who are different from previous elections. Once a candidate is elected, competition can increase significantly, including opposition politicians working to stamp out legislation proposed by the president, world leaders eager to see the president step down, and sometimes from the presidential elite of the president himself, who Often opposed to the president and positioned himself as a worthy candidate elected in the future (Nimmo, 1999).

With these new challenges, the elected president is forced to find a way to get beyond the mass media and his political opponents to gain public attention. New media forms can be a solution to this problem. This could lead to one of campaign strategies in political marketing, e-marketing network. Online communication is rapidly developing to apply the concepts, not just the tools, of marketing. Facebook, Youtube and MySpace (nowadays include Twitter and Instagram) share the same principle of being positive and action-oriented. Such initiatives are particularly suited to younger voters, whose disengagement from politics is a big concern for political elites and political science (Marshment, 2009).

2. Method

This research uses semiotic social approach with multimodality method. The starting point for the social semiotics approach to multimodal is to broaden the social interpretation of language and its meaning in the overall mode of representation and communication used in a culture (Kress, 2009; van Leeuwen, 2005). This approach has three theoretical assumptions.

First, social semiotics assumes that representation and communication always refers to the multiplicity of modes, all of which contribute to meaning. It focuses on the analysis and depiction of the entire resource of making meaning that people use in different contexts (actional, visual, spoken, gestural, written, three-dimensional, etc., depending on the domain of representation), and on the development of the means it shows How this is structured to give meaning. Second, multimodality assumes that all forms of communication (mode) have, like language, shaped through their cultural, historical and social use to realize social functions. Third, the meaning realized by any mode is always intertwined with the meaning made with the other modes simultaneously and work together in a communicative event. This interaction produces meaning. Multimodality focuses on the process of making people's meaning, a process in which people make choices from an alternative network: choosing a source of capital (meaning potential) over another (Halliday, 1978). Social semiotics assumes that resources are socially shaped over time, which means creating a resource that articulates the meaning (social, individual / affective) demanded by different society requirements. This collection of organized semiotic sources to make meaning (with) that is called mode.

2.1. Collecting and analyzing multimodal data

The following describes the steps taken in this study using a semiotic social approach on multimodality research. These steps are put forward by Bezemer & Jewitt (2010). First data is taken from the official Youtube channel of the President Joko Widodo. The data taken is Vlog-formatted data, and found around 12 Vlogs by President Joko Widodo from January 2017 until July 2017. The 12 Vlogs are then watched repeatedly for complete observation. After watching all of them, then researchers took a sample Vlog that has the most viewers, which is Vlog President Joko Widodo with the Arab King. Then, conversations and speech that occur in the two Vlogs will be written into transcripts which will then be analyzed. The analysis in this case includes color selection and font selection on the title graph of President Joko Widodo's Vlogs, the use of camera angle that is highlighted, and the use of the language.

3. Result and discussion

3.1. Youtube as a Hybrid Media Form

Youtube becomes a hybrid form of media in terms of integration of some technologies. Audio, visual, and Internet technologies make Youtube one of the latest Audio-Visual media hybrids that can be used to disseminate information, messages, and ideas. Audio-visual must be a very effective merger in spreading information, as proved by the emergence of the television era. Various types of broadcasts, news, events, or commercial programs attract the attention of the audience because it can meet the needs of people to engage not just one sense, namely audio and visual. Whereas the internet has changed everything. If television is limited space and time, the internet makes access to information no longer dependent on space and time, and people can access many things anytime and anywhere. Youtube is definitely a platform that is currently the most perfect and became one of the pioneers in integrating various aspects of technology. With Youtube, Internet-connected users can easily access and watch an impressive product anytime and anywhere.

A hybrid media system is not limited technological aspects, but can also integrate aspects of different genres. For example the presence of public officials in a entertainment talk show, also intertwined to the function of Youtube as a media that has entertainment contents and the users on Youtube are competing to create an exciting entertainment content in order to reach many viewers.

3.2. Vlog Lunch with King Salman (Duration 2:26 minutes)

3.2.1. Content/Narration:

a. Jokowi:
   - *Assalamualaikum warahmatullahi wabarakatuh..*
   - *Right now, I'm having a lunch break with your majesty King Salman bin abdulaziz al saud, he just ate*
   - *This visit is a reply visit two years ago, when I submit an invitation so he King Salman can visit Indonesia*
   - (repeated narration duration 00:53) *and this visit is reply visit when I came to Saudi Arabia in 2015*
   - *This visit also historical moment since the Saudi Arabia's King visit to Indonesia after 47 years ago*
   - *Your majesty could be want to say something to us all, please your majesty* (giving the camera to King Salman)

b. Raja Salman:
   - (brief from the interpreter to King Salman in Arabic language) *its my pleasure, I am very happy being here in Indonesia, glad with the people of indonesia, and I'm here with your honour the president of Indonesia*
   - (While tidying up the keffiyeh) *and for us, Indonesian people is like our brothers and also noble people,*

c. Jokowi:
   - (laughing, eye movement to the left) *thank you your majesty, thank you*
   - (editted, the position has already in the center of the camera's focus, eye movement to the bottomside of the camera) *hope this visit, can enhance our good relationship, between the kingdom of Saudi Arabia, with our country Indonesia, mutually beneficial relationship,*
   - (editted, the president straight to the camera) *wassalamu alaikum warahmatullahi wabarakatuh*

3.2.2. Visual :

Figure 3. Vlog Presiden Joko Widodo lunch with King Salman

3.3. The Use Hybrid Media System Logic on President Joko Widodo's Vlog : Multimodal Analisis

The use of color (Fig 3.), graphic design and font selection on the graphical opening of the vlog are to be noticed. As we can see, the graphics using red with white writing that can be associated with the color of the Indonesian flag. Interestingly, however, the unusual use of fonts that are less formal, as well as the use of hashtags or hoards commonly used by netizens as a metadata marker for netizens in search of a particular topic. The use clearly shows that the vlog aims to be easily searched and accessed in cyberspace. In addition, the use of informal graphics is intended to grab the attention of the netizen especially young ones.

Gestures, speech and camera shooting angle in the vlog, the president tries to show the informal or relaxed side. Spontaneous speech, and camera-taking angle as if President Joko Widodo himself holding the camera wants to show a natural impression that can also be intended to show the intimacy of President Joko Widodo with King Salman. There is a political content that also wants to be asserted here that as President Joko Widodo is a figure supported by King Salman as head of state.

The use of Youtube to upload vlogs also confirms that President Joko Widodo is using Hybrid Media logic which according to Dahlgren is a "necessity that shapes attributes and certain ways of doing things in certain media and even in certain genres." This, he stated, "deals with election procedures, forms, tempos, information density, aesthetics, content, message delivery, and production schedules" (Dahlgren, 2009: 52).

In general, other videos shared by President Joko Widodo in his Youtube account imply that he wants to stay close to the community and provide access for the public to know the progress of the State and government programs, but if seen further the use of Youtube as a media of presidential communication also implies permanent campaign by President Joko Widodo during his term as President. Continuous image development through each YouTube video uploaded can be seen from the video content that often shows the President's activities and the success of the government in various ways.

4. Conclusion

Surely these Vlogs of President Joko Widodo have become a new breakthrough in the concept of hybrid media and politics, where the President is one of a handful of state leaders who use social media, primarily Youtube, and the only president who uses Vlog in his communications to the public. The Vlog forms not only blur the boundaries of the technological aspect, but also blur the boundaries of the genre aspect, in the sense that the President as a State official possessing the Political genre in the news in other media forms can touch the genre of entertainment normally accessed and favored by young audience. The obvious advantage for the President in developing this Vlog also is that if it is able to reach the attention of more people, this can be the main resource in the political battle of the Presidential Election in 2019. Also, the use of this Vlog may be able to change its function as a tool in a permanent campaign.

However, quantitative research is still needed on the effectiveness of the use of Vlogs or other forms in this hybrid media system in order to get a full picture of the effective ways for State officials to communicate to the public.

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