

Towards Communication Channels That Enlighten

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ABSTRACT

Study on the channel of political communication (media) boils down to two things namely, accuracy of channels selection, and utilization of existing channels. This understanding is important and affect the success of political activity that will be executed. Usually the failure of the political influence the choice of a constituent is not only caused by the Communicator or messages to be delivered but also on political communication or media channels. In other words, political communication channel component is as important as the existence of a political Communicator. This means that errors in choosing political influential communication channels significantly to selection or selectivity of society.

Keywords: Channels, Political Communications, Enlighten

Introduction

The reality of the pointed out political communications require channels. Political communication channel serves as a means to convey political messages from a person or group to society a lot. The various messages that are delivered by politicians in the context of political communications lead to the necessity of political communication channels with various forms. Political communication messages are sometimes delivered through certain symbols, such as words, images, or a particular behaviours has to do with political activity. There are enough messages with the cue, but many are more complicated. More important than the political communication channels this is how political messages can reach the intended recipients and understandable so that awakens awareness or in common perceptions about the intended political message.

Political communication channels are not only limited to conditionally on media that is mechanical, technical, or as a means to exchange the coat of arms, but that is not less important to be noticed and understood that any human can indeed serve as a communication channel. Related to this is not redundant if it is mentioned that the real political communication channels have a sense about who can talk to whom, about what, in the circumstances of how, and to what extent can be trusted. Political Communicator, whoever he is and whatever his Office, through the process of communication with the formal structure of message flow and non-formal toward the target located in various walks of life.

Variety Of Political Communication Channel

Based on manifold, political communication channel is divided into three namely media of mass communication, interpersonal, communication and organizational communication.

I. Mass communication Media

In the system of Government, however, communication media (in this case the mass media) always did not escape the attention. Due to their nature are indeed able to reach recipient on a large scale in the region wherever and whenever. Mass media is a tool of political communication, namely two prolific for the Government and for the community.

In the dimensions of the Government, the mass media serves as:

1. To disseminate information-information about:
 - a. the Government's Discretion.
 - b. programs for welfare.
 - c. political conditions in the country.
 - d. the activities of the joint communications with other countries as foreign political wisdom.
2. To shape the character of the nation through the education function.
3. To perform the function of socialization in regard the preservation of the political system (system of values simultaneously).

4. Cultivate the trust of other countries through cereal-cereal news planned and laid out well, (as a promotional tool or propaganda).

While in dimension of society, the mass media serves as a means of social control against the wisdom of the Government does.

II. Interpersonal Communication

Interpersonal communication is a relationship one-to-one; consists of the mutual exchange of words spoken between two or more people. This channel can be shaped face-to-face or through intermediaries. Some communication scientists such as: Joseph Klapper, Elihu Katz, Paul Lazarfeld, Ithil and de La Solapool have noted, how effective interpersonal communication, especially for the developing countries to a higher level of frequency in the use of manpower compared to using advanced technology.

Although there are interpersonal communication flaws, such as the range of target (recipient) too broad or because of restricted geonature (geographical location) that is hard to reach, but on the other hand have more value as follows:

1. Personal Influence in politics

We have known variant of the communicators, namely, political, professional, politician and activist. In the category of activists we talk about leaders of opinion (opinion leader), i.e. the people who paid attention to the mass media, select the message, and deliver information and opinions both to friends, neighbors, or friends working and others through a face-to-face conversation. Through the influence of opinion leaders, is a channel that connects a network of interpersonal communication and mass. Regardless of its role in leading opinion and in spreading information, is actually an awful lot of political talks conducted by political communicators flows mainly through interpersonal channels. This is the most important venues for the talks of power, influence and authority, where the talks are conducted by word of mouth, not to the mass audience. The observer argument correctly, that the talk behind the scenes among the officials gave a more precise picture of what is happening in the Government rather than being said by the officials to mass audiences. "Politics is circulating among the holders of power," wrote Lasswell and Kaplan, "more in line with the realities of power rather than symbols are presented for that field."

2. The characteristics of the Political Conversation

Interpersonal communication about politics, or any communication concerning the matter, the meeting is centered. That is, very few people take part, the parties give each other the right to acknowledge and answer in that Exchange, and the conversation takes place in a way people take turns to say everything. This resulted in the ability of the centralized nature of the koorientasi, as in the game, and negotiation.

a. Coorientation.

The mention of this only shows that the exchange of views on the matter; that Exchange elicited a series of messages and actions, and through a sequence of participants simultaneously orient themselves towards the object being discussed and against each other. The combined orientation towards interpersonal communication messages and participant means that messages are exchanged it has the dimensions of the content nor the dimensions of the relationship. The contents of the message consists of information about the subject matter being discussed. The dimensions of the relationship carries information about how the views of the participants in the conversation it against each other. Smile, wrinkles forehead, tone of voice, body language, view of the meetings--everything is a sign that people read to know what impression they owned about everyone else in that conversation. Even silence can be a communication strategy. In this case the former President Megawati was a "pioneer". Former President Megawati who study communication previous presidents consider that communication of the Presidency of Sukarno and Abdurrahman Wahid does not correspond to the climate of Indonesia who is undergoing the process of democratization. Then, be silent as its communication strategy. Although his strategy making himself President at least communicative throughout the history of the Presidency of the Republic of Indonesia.

b. The conversation as a game

The meaning of the conversation as the game here is a transaction in which the participant communication, (1) have the open and hidden motives and (2) in the process that obtains or suffer losses.

Lyman and Scott posited four typologies in the appropriate game to explain the traits that resemble a game of political communication in interpersonal. Games are distinguished according to the purpose of his action. Game face, for example, reflect the efforts of participants to establish their respective identification in ways that are appreciated. A game could face defensive; in this game the player is trying to protect an identity from the threat.

c. Interpersonal Exchange each other's Contours

Few things affect the given meanings to messages flowing through interpersonal channels. In this regard will be presented three of the most important, namely:

1. The principle of Homofili

Research suggests three propositions which when combined form the principle of homofili in communication; (1) people who are similar and fit one another more often communicate than people who are not of a similar nature and his views. (2) a more effective Communication occurs when the source and recipient of the homofilitik; similar people tend to find the same meaning and recognized together in the messages that are exchanged by them. (3) maintaining mutual communications and Homofili; more and more communication between people, they are the more likely to share views and continue communication.

2. Empathy

The capability of projecting yourself into the point of view of other people's empathy and giving opportunities to the communicators to succeed in conversing. Empathy is a trait that is very close to *asosiasi* with the image of someone about myself and about others, and therefore could be negotiated through interpersonal media.

3. Uncover the Self

Self disclosure occurs when someone tell others what is thought, felt, or she wanted, that's the most direct way to show images and self identification. This condition is quite rare in the political arena. That happened quite the contrary, i.e. the event shut down; communication strategy used to prevent unnoticed by others, is the specificity of the communication interpersonal politics.

III. Organizational Communication

Communication network of the organization combines the properties of mass and interpersonal channels channels. Of course there are other types of organization are very different in politics, whether formal or informal. Is informal group is the family of a person, a group of peers, and coworkers who all play an important role in developing a political opinion that person. While the formal group includes political parties and special interest organisations, such as trade unions, company associations, consumer advocates, civil rights organizations, and women's Freedom coalition. Finally, at the end of the most formal of kontinum is bureaucratic with organization.

Bureaucracy is a large organization composed of full-time workers (full-time) are bound to and dependent on the organization by relying on criteria in assessing the achievements of workers and have relatively little external assessments on products it generates are ongoing process and with the tools that accurately.

In order to make the implementation of these efforts succeeded, in turn, required an organized communication. In communications organizations there are two common types of communication channels, i.e. internal and external channels channels.

The process of internal bureaucratic with communication channel has three aspects. First, people have to have the information as a basis for making decisions. Second, the verdict and the basis of the reason must be deployed so that members of the organization implementing it. Third, there are channels for "organizational talks", the usual daily conversations in carrying out the work; This would create a meaningful membership in the social order that is in progress.

In addition, there is also an external communication channel, for example, it includes media channels to communicate to citizens in General as well as Office-Office Organization other Government.

Utilization of Political Communication Channel

The proper functioning of the political communication channels within a political system depends on how the channels utilization by the public, and whether the public can fully access to those channels. Galnoor emphasize the problem of the utilization of this channel because in his opinion political mobility and problems of access to the communications network is a prerequisite for the growth of political participation. He was referring to political participation as a private citizen activity that aims to influence the actual driving of the political system is concerned.

A political participation in relation to political communication, according to Galnoor, include the following points: 1). the ability of an information message is initiated by the individual who wants something from the political system, or provide a response to something that will or have been implemented. In other words, an attempt to use the network communication and its channels-channels for the purpose mentioned above. 2). The utilization of political communication network autonomously, in the sense of not just a result of mobilization from the top. 3. The informational effort is not just a practice of communicating, but really as an effort to obtain an impact--namely to convey messages of power steering system to influence politics is concerned. He said that the utilization of the political communication channels relate to two democratic political development stage, namely:

1. Participation of responsive, where members of the public voted, deliver the complaint, to the officials, and perhaps identify themselves through a certain identity signs. However in this stage, the conception of the community regarding the political pattern in the subject still participant or participants, principals and their role as autonomous political communicator is still relatively limited.
2. Participation with the attachment or committed participation where the community campaigned and organized theirselves because they'd managed to turn things around. Their commitment with regard to the high efficacy levels (from the joint effort) and proved by investing personal political sources belong to them such as: time, funds, contacts, and reputation. The participants in this stage actually involved in politics both in personal as well as psychological.

Missed The Mass Media That Enlighten

The reality of the pointed out the mass media as a channel of political communication has significant effects in presenting political messages to the community. This was confirmed by the opinion of Melvin de Fleur that States that the mass media were able to change attitudes and behaviour in society. The mass media not only serve as a means of promotion of political activity (read: political actors), but also has become the event of the formation of self-image. Even the media has established itself as the agent of the shaper of public opinion. News coverage of the mass media seems to be a reference or a truth.

Especially when you have associated with the era of direct democracy is being rolled out in the life of nation and State at this time. Elections, presidential elections, and the election of regional heads directly into the land for the mass media to spread our wings at once indicates its existence as a reliable channel. Therefore be interesting when discussing the mass media as a channel of political communication from the standpoint of freedom of the media (press).

Freedom of the press that started since the time of the reform to make the community got a lot of information even frequently flood information. Most information is positive, and most information is negative. Most information is the exposure of the facts, but most of the information is the bending or falsification of facts, even slander. Some information in the form of interpretation of the facts done in a careful, conscientious, and responsible, but many are also the interpretation of the facts done in vain to search for popularity or to impose their wishes.

One of the causes of the flood of information is the presence of social media and citizen journalism. On the one hand, social media and citizen journalism can be positive because it helps people to learn to write without fear of sanction when it gets it wrong. There are many

positive ideas (build) on social media and citizen journalism. On the other hand, social media and citizen journalism can be negative because a lot of people write without care about the norms of journalism. Writing on social media and citizen journalism that enchant the masses often do not follow the rules of speaking in Indonesia that is good and right so that it could be a bad education arena.

Cannot be denied that if in the past (especially on the new order), the paradigm of which is used to describe the relationship among freedom of the media, the public, and the Government is partnership-functional relationship, namely mutual understanding between the press, the Government, and the community, it is in the current state, freedom of the media deserves to find a new definition of indigenous philosophical relevance.

Freedom of the media which initially tend to only be interpreted as freedom to disseminate information and thoughts through the mass media without the restraints of Government, now is growing not only "free from" (freedom from) but "free to" (freedom for).

Freedom of the media covering the external and internal freedom freedom. External assurance is kemerdekaan freedom for the press to broadcast the news without any intervention of the other party. While internal freedom is the freedom of journalists in writing the news without the threat from within, namely the party bureaucracy media itself institutionally.

In countries such as the United States, freedom of the media is not only warranted, but protected. Freedom of the media has been accepted country since colonial times United Kingdom. Formally, the freedom guaranteed by the first amendment of the Constitution. This amendment States, "Congress should not enact laws which will reduce freedom of speech or of the press". Supreme Court of the United States first implement guarantees for freedom of the press in accordance with the first amendment in 1931, when the Agency was canceling the Statute of limitations ("gag-law") that allows the use of censorship for the Publisher releases that contain scandal in the State of Minnesota.

In Indonesia, freedom of the media is considered worthy of existence if it meets several indicators: *first*, the freedom of the media as seen from the lack of State intervention. This means that the country no longer control with strict licensing, content and distribution media. Theoretically, the media are always controlled the country through various instruments-represifnya, was never able to realize the freedom of running the activity of journalism correctly, let alone become a strength supervision for State policy.

Second, freedom of the media is measured from mythology or no pembredelan/penutupan media institutions. Pembredelan has been the problem of the media in our country since the year 1744 when Bataviasche Nouvelles Netherlands colonial Government were banned. With the enactment of law No. Press Staple. 40 in 1999 which stated that "against the national press in order not to do removal, censorship, and the prohibition to publish and broadcast", then up to now not happen again removal the press in the country, although in practice it has not completely lost with many other government rules that overshadow the motion critical of news coverage of the media.

Third, freedom of the media as seen from the quantity or amount of the media more than ever before. Since 1998 happens the significance of an increasing number of mass media. *Fourth*, freedom of the media is measured from the freedom of the media to write any news that emerges from all the parties, including free from internal control media that inhibit expression of the journalists numbness.

Four of the above traits different from the press of development characterized by paradigm: *First*, freedom of the media in education that teaches the existence of important goals, especially about the execution of development, the meaning of development, as well as how the development process takes place.

Second, do the lighting, it means giving the information required by the community, in particular to increase knowledge about development issues. *Third*, encouraging cultural activities in the broad sense, among other things fostering the culture of the nation and meet the modern culture. *Fourth*, do social control in all areas, inter alia by the principle of two-way communication between the Government, the media and the public

Press freedom is the freedom of the media of communication either through printed media or via the electronic media. Thus the freedom of the press is a fundamental and very important in a democracy because it becomes a pillar to 4 after the Executive, legislative and judiciary. So,

the free press serves as the institution of the people's aspirations or media that cannot be articulated by formal institution or official but it can be articulated through the press or mass media.

A free press is not responsible, often creates an impact that is not good for the community. Today, modern communication media such as radio, television and the more easily we can use. Impressions of programs such as crime, war and the things that lead to pornography could pose a negative impact leading to the moral decline of society. It certainly could harm this nation, because of the impact caused will threaten the well-being and prosperity of the people.

We missed the mass media which is enlightening. The mass media are able to exercise his role and duty free but responsible. The mass media are able to exercise the power of two dimensions (ideal dimension and business dimension) in a balanced way. The mass media have a strong character as variables are free and able to exercise its function as a medium of education as well as social control that boast.

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