The Importance of Communication in Political Campaign

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Abstract
Political communication is not enough just by combining two definitions, communication and politics. It has its own concept, although it is simply a combination of the two concepts. Communication and politics in the discourse of human science are two areas of search that can each be said to be relatively independent. But both have similarities because they have the same material object, namely humans. The similarity of these material objects makes the two disciplines cannot avoid the meeting of the field of study. The main goal of political communication is to convey political information, shape the political image of the candidate, form public opinion and repel ridicule and accusations from the opposition. An election candidate who masters political communication effectively will get the support of the next voters to win the election. Mistakes in political communication will tarnish the image of an election candidate and erode his political career. An election crisis occurs when the election outcome is unclear, particularly when there is no reliable and agreed-upon mechanism for determining the winner. This paper uses agenda-setting theory (agenda setting) as the basis of the study. Study data were collected through content analysis methods. This paper examines political communication stages before the election, which includes research, goal setting, developing campaign messages, and voter relations plans.
Keywords: Political Communication, Elections, Campaigns, Agenda-Setting Theory

Introduction
Political communication studies the link between communication and politics or the methodological bridge between the disciplines of communication and politics. However, if you listen to various literatures, political communication has become a separate study since it was recognized by the International Communication Association with other divisions, such as interpersonal communication, mass communication, organizational communication, intercultural communication, instructional communication and health communication. Political communication is the message activity of those who engage in political activities, in the form of influencing and stimulating others to engage in political activities, both at the level of the relationship between superstructure and infrastructure. The message takes place to keep abreast of changes and developments in desired information in society. The political

actor or communicator and can also be called a political participant can understand that the content, purpose and desire of the political message conveyed is to influence and shape public opinion.

Political Communication

Experts, theorists of political science and communication science, seek to provide an understanding of what political communication is. It may be difficult to come up with an understanding because it is influenced by the discipline behind it. However, the maximum efforts of experts have made a very valuable contribution in enriching scientific references, especially about political communication. However, if the communication in the message process can be understood as a study of political communication in the development of communication to various axioms that develop. Such political communication shows the following: First, in every political process requires actors who do not show personal interest in any delivery of information that is moral or material, because political actors become the field of study of political communication.

Second, the delivery of information can be developed by opening a network of interpersonal information to influential figures in society as political symbols. The message of political communication can touch the target by paying attention to various political patterns in society. This theoretical view sees politics as a tool possessed by every layer of society, to explain the behavior that grows and develops in various components of life, whether individually, group or period. In other words, personal political behavior will have an impact on various levels of society, as happens in the political messages developed by the mass media. This view illustrates that the influence of electronic media as a means of political communication on behavior in traditional societies is better, more effective than print media. Electronic media messages, more easily understood by those (society) with low education. Messages through the print media are more pressing and more difficult for these groups to understand, especially in shaping their mindset towards the reporting of messages that affect people's perceptions of political concepts.

The influence of the media on the mastery of political orientation and find that we are influenced by the media in many ways other than changes in attitudes and behaviors. Some of the findings are the media effectively informs us about political problems and influences our perceptions of the importance of political problems, a number of types of political media content cause an increase among audiences about political beliefs, effectiveness, support, political activity, while others cause dissatisfaction, political cynicism and emotions of support; and two critical factors determining the influence of the mass media on political influence and behavior are individual reference groups and motivations obtained through political materials. Things that touch the life of the community to reject or support the political interests that are developing in the community. Political communication has a strong relationship in the use of news media, including forms of interpersonal media in politics. Political communication also shows the close relationship between political communication and the masses. In his discussion, he showed that the role of communication in political goals is influenced by the interests of the mass media, as a messenger to society.

Political interests will grow in society, if political communication is able to play the role of mass communication as a political medium in a positive system and state order with objective political behavior and norms in accordance with the demands of political ethics. The phenomenon of the theory, has confirmed that the process of political messages is more easily accepted in society to connect the meaning of each message that is processed between political actors. After that, political messages are expected to be processed easily for people who become political audiences, because political communication processes well in the information system of power and what happens is the mass media as a control tool in the effort to seize political power.

The situation can be seen in the political symptoms that influence each other on the target group. In consideration of the sources of communication influence. Some shifts in previous positions with supporters, as a source of messages that may or may not influence vote owners, for less purposeful interests, but potentially contribute more formatively to public opinion derived from corrected news and political reports. by a professional communicator. The view of political communication above includes several things that need to be considered in the study, namely, political institutions with aspects of communication, media institutions with aspects of political communication, audience orientation towards political communication, aspects of communication relevant to political culture, political communicators who bring political messages to the public as communicants, and the views of political audiences as recipients of messages in society.

Political Communication Theory
Syringe Theory
This theory was raised after seeing the success of radio and print media as a propaganda tool in World War I, as well as the success of Orson Walles' radio drama that tells the story of the descent of Mars creatures to the earth that is dramatized so that the population in a number of cities in the United States. Syringe theory argues that audiences have absolutely no power to reject information after it has been shot through communication media. Audiences fall asleep like the injection of anesthetic through a syringe, so they can have no alternative to determine other options except what is broadcast by the media, this theory is also known as bullet theory (Khan et al., 2015)

Uses and Gratification Theory
This theory was introduced by Herbert Blumer and Elihu Katz in 1974, this theory has a lot to do with the attitudes and behaviors of consumers, how they use the media to find information about what they need. In political practice, this theory is often used by politicians. In addition, in parliament, many members of the Representatives read and followed information from media coverage by journalists. Politicians use their eyes and hearts to know what is happening in society, as well as making the media a substitute for the party to connect with the people and their constituents. However, behind that people can learn and benefit from the media.

Spiral of Silence Theory
This theory was introduced by Elizabeth Nuelle Neumman. Many theories are related to the power of the media to create public opinion, but behind it there are latent opinions that develop at the lower level that are hidden because they are not in line with the majority public

opinion that is manifest real on the surface. The hidden public opinion is called the opinion that is in the circle of silence the spiral of the silence.

Cultivation Theory

Cultivation theory describes the greatness of the media, especially television, in instilling something in the soul of the audience, then implemented in their attitudes and behavior. night unaccompanied by others. The many cases of criminal acts committed by young people in the United States have been studied by politicians and psychologists. From the results of the research, data were obtained that many criminal acts were caused by the actions of children who had been addicted to violent films in their childhood. In politics, for example, this theory has a great influence on viewers by portraying in their souls and attitudes and behavior that many political parties appearing on television are associated as large and influential political parties, even though in their campaign's television cameramen engineer by covering only crowded places. time. This shows that the media has a significant influence on voters.

Agenda Setting Theory

Setting agenda theory was first introduced in 1973 by Maxwell Mc Combs and Donald L. Shaw. They were interested to see if voters' strong opinions on issues that were considered very important were shaped by the amount of coverage on those issues. From the results of research to find that there is a significant correction between the issues raised by the media with issues considered important by the restorer. This theory acknowledges that the media influences the public in the recovery of the president through the publication of news, issues, images and the appearance of the candidates themselves. Increased prominence on different issues can have a significant influence on public opinion. in the political context, political parties and political actors will try to influence the media agenda to influence public opinion in the formation of the image. By highlighting certain issues, images and characteristics of candidates, the media contributes significantly in constructing public perception in decision - making, whether to vote and what to vote for.
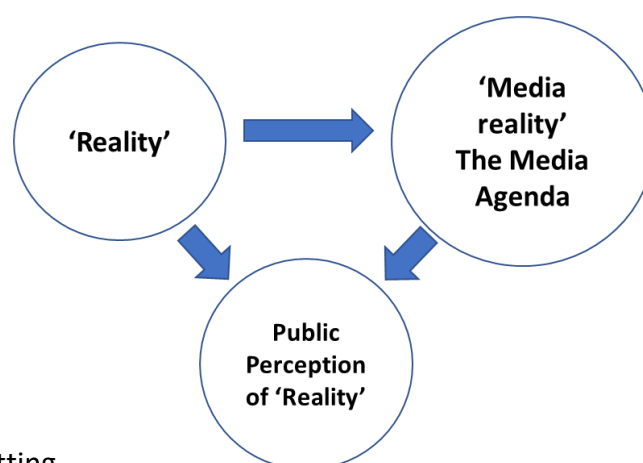
Figure 1: Agenda Setting

Nevertheless, this agenda-setting theory has also created some polemics among scholars. Some scholars believe that the mass media has very strong power and can leave a deep impression on the people. This portrays the mass media as the determining agent of the

election candidate's agenda on voters. The people not only rely on the mass media to get information about the election candidate, but they also listen to the talk or speech of the election candidate face to face and are able to make logical judgments based on the things presented by the candidate. In addition, the public is also easily influenced by rumours or fake news heard from friends and family members. Besides, the mass media should ethically provide equal coverage for all parties contesting elections. However, the reality is different when most media are not biased by supporting the party that rules a country. This causes the news broadcast to be unbalanced and violates the ethics of mass media professionalism. A group of scholars argues that the media cannot influence the audience because the mass media only publishes news that is the topic of choice.

The mass media for business survival purposes will present news that has already spread among the audience. The level of influencing the audience is at the second stage because the audience has already received initial information about an issue. These scholars believe that the mass media only plays a role in strengthening the public's perception of an issue. They argue that "news does not select itself". News does not choose itself to be news. Instead, certain parties decide what should be the news. Usually, current issues among the audience will be made the news. This theory is widely used in electoral studies because people rely on the media to make their choice in elections. Dependence on media is influenced by several factors, such as easy access to media via the internet. Today, many newspapers and magazines can be read online. Besides, in this country, multilingual newspapers are readily available in public places. Also, the distance between the people and the election candidates causes the election candidates unable to channel information face to face to the people.

The above theory explains that the role of the media in the delivery of political message information is influenced by three basic views, namely, through the use of media, political message information will easily inform political news that develops in political activity, the use of the media in conveying political messages to opinion will be effective for analysing in supporting or rejecting any message conveyed, the media of political communication can influence the behaviour of the audience to act on the political desires of the person who is the communicator. Political communication media can play a role in balancing the information of political messages, to the meaning of various paradigms of political processes.

Election Campaign Strategy
Each election campaign is unique and special. This is because each election campaign uses a different approach in highlighting an issue to influence voters. The main goal of the election campaign is to lobby and influence the voters because the voters are the determinants of the fate of an election candidate. The time allotted for the campaign is very limited and in this limited time, the election campaign needs to be carefully planned. The first step in an election campaign is research.

i.   Research Candidates for election must ensure that they either contest the Dewan Rakyat or State Legislative Assembly seats. Research needs to be done to prepare an election plan. Among the factors that should be examined before preparing an election plan are:

a. What are the election rules?
b. What are the characteristics of a voter?
c. What were the results and issues in the previous election?

d. What are the factors that will affect the election this time?
e. What are the strengths and weaknesses of the candidate?
f. What are the strengths and weaknesses of the opposing candidate?

Candidates need to gather information about the constituency contested as well as the information of the voters. Voter information is very important to determine the aspects that need to be focused on when contesting. Influential figures in the area such as village heads, tribal leaders, religious figures, business figures, local journalists, media practitioners and Non-Governmental Organization leaders need to be identified. The support of this group can be achieved because this influential group will bring the election candidates closer to the voters because this group certainly has many loyal followers. Voter composition demographics containing information such as income level, education, profession, religion, age, gender and ethnic background should be collected. The number of voters by placement such as voters living in urban and rural areas, type of residence, family or bachelor is important information for the study's findings. Last election information such as the candidates contesting in the constituency, the percentage of votes, the factor of victory or defeat, the number of votes required to win, and the opposing candidates' campaign methods are also significant to organize political campaigns.

ii. Setting Goals, the main goal of every candidate in an election is to win the election. Often election candidates spend time and money to reach out to voters without focusing on the group of voters that determines their success. This group is usually a group known as "above the fence" which is a group that has not yet decided to vote for any candidate. In addition, candidates also need to approach marginalized groups or groups that are fighting for issues of land, water, houses of worship and other basic facilities. Perhaps this group's demands have not been met by the candidates of their choice in the last election. Expectations of voters who go to the polls also need to be evaluated. The factors that influence a voter who goes out to vote, such as rain, traffic congestion, disease outbreaks and haze, need to be analysed.

Typically, the percentage of voters who go to Malaysia's polls is 75% and 80%. Candidates also set a goal of how many votes it takes to win. In Malaysia, a candidate needs a majority vote to win. A candidate needs to be conservative to set high vote targets to ensure his victory. Election candidates need to interact to convince voters. Candidate interactions need to be conducted honestly and sincerely. Candidates need to be aware that speech and body language are the focus of public attention and camera lenses. Candidates who spend more time interacting with the target audience have a higher probability for the audience to vote for them. Candidates need to be sensitive to religious, racial and cultural issues. The questions of racist voters are better answered safely.

iii. Develop a Campaign Message Election candidates need to develop a clear campaign message. Election candidates need to explain to voters why they are contesting and why they need to elect themselves as their representatives. The campaign message is a simple and concise statement repeated many times, leaving an impression on voters' hearts and minds. Often the candidate recounts what they did when they were elected in the last election or what they will do compared to the previously elected representatives. This is not an election message. In our country, most election candidates create slogans and these slogans are

considered election messages. Slogans are only a small part of the message and not the main message in the election campaign.

Election campaign messages must meet the needs of voters. For example, what are the needs and wants of the residents in the candidate area? Do voters need new schools, bridges, roads that shorten travel distance to the city, employment opportunities in the countryside, or hospitals? Voters' wishes should be the campaign message. The campaign message must be something that can be achieved within a period of time serving as elected representatives. The campaign message formed must include the needs of all walks of life, such as children, teenagers, adults, men, women and senior citizens. Although children are not yet eligible to vote in the election, their needs, such as the construction of Child Care Centers (TASKA), Kindergarten (TADIKA) and safe playgrounds, need to be given attention.

Voter Relations Plan Voter relations plans are a method of approaching voters. An election candidate should be aware that resources are very limited. These resources include time, energy (volunteers) and money. Therefore, these limited resources should be used as much as possible to reach out to voters. Careful planning can prevent the waste of resources. The available resources need to be planned according to the initial phase, the intermediate phase, until the final phase on polling day. For example, if a candidate has 50 volunteers, all those volunteers cannot be mobilized to distribute campaign leaflets in public places. Instead, some volunteers should be stationed at the movement centre for public reference. Similarly, with money, it is unwise to spend on campaigns in the mass media such as advertisements on television because such campaigns go beyond the target group of voters in the constituencies.

Volunteers can be mobilized to the door of voters' houses to lobby for votes. This method is more economical and efficient than the advertising method in the mass media. Printed materials are the best way to build the foundation of the candidate's relationship with the voters. Campaign printed material can be sent in the form of a letter to the voters' house. Letters will create a perception of respected and valued voters as election candidates take the initiative to get to know voters' names and addresses. Letters can also be inserted with small gifts such as car stickers or bookmarks. These small prizes will leave an impression and create awareness in voters' hearts for the candidate voters who give the prizes. Election candidates can also contact voters to collect votes from door to door. An election candidate needs to be active to move from house to house, apartment to apartment, door to door to reprimand the same voters. Candidates also need to introduce themselves and shake hands with the voters.

In Malaysia, a candidate who is actively campaigning will talk to 50 voters while campaigning from house to house and spend less than a minute with voters while campaigning from door to door. A voter remembers more of the candidate's message conveyed to him while shaking hands than the posters raised by the side of the road.

Conclusion
Political communication is very important for the victory of election candidates. Proper political communication will enhance a candidate's image in the eyes of voters and reprehensible political communication will tarnish a candidate's credibility. The candidate's

political communication is not only seen in the communication of the contesting candidate, but the voters will observe the communication of the entire electoral machinery. Therefore, every election candidate should formulate, apply and examine political communication from time to time. An election candidate's political communication begins when his name is announced as an election candidate and ends the first phase after the end of the voting process. The second phase of political communication in a new dimension with a different approach will begin if the candidate is elected as the people's representative.

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