

GIMICS AS A POLITICAL COMMUNICATION APPROACH

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Abstract

The use of political communication through gimmicks to increase candidate popularity continues to emerge, although traditional methods are still partly relevant. However, gimmicks without substance are a challenge for candidates and democratization. This research aims to see the relevance of gimmicks as an alternative to political communication. The method used in this research is descriptive qualitative. The findings show that gimmicks can be used as a political communication approach. Strengthening the gimmick is important, especially when offering the candidate's ideas. The political communication through gimmicks is too focused on entertainment and does not fully address the need for reform ideas in resolving public issues.

Keywords: *Gimicss, Communication, Politics.*

Abstrak

Penggunaan komunikasi politik melalui gimics dalam meningkatkan popularitas kandidat terus mengemuka walaupun cara tradisional sebagian masih relevan. Namun gimics tanpa substansi merupakan tantangan bagi kandidat dan demokratisasi. Tujuan penelitian ini yaitu untuk melihat relevansi gimics sebagai pendekatan komunikasi politik. Metode yang digunakan dalam penelitian ini yaitu kualitatif deskriptif. Temuan menunjukkan bahwa gimics dapat digunakan sebagai alternatif komunikasi politik. Penguatan gimics penting dilakukan khususnya pada tawaran dari gagasan kandidat. Hasil penelitian bahwa gimics dalam komunikasi politik terlalu fokus pada hiburan dan belum sepenuhnya menyentuh kebutuhan ide pembaharuan dalam penyelesaian isu publik.

Kata Kunci: *Gimics, Komunikasi, Politik.*



Lisensi

A. INTRODUCTION

Effective communication is very important for politicians to gain awareness, interest and loyalty from their constituents. Sianturi dan Megasari¹ argued that the effectiveness of communication in politics is very important because it can affect the success of a government program or policy. Programs or policies certainly require political communication either within the internal government (executive) or with the legislature.

Even if someone becomes a legislative candidate, effective political communication is needed because it can increase public participation in an election process. On this side, politicians as candidates in general elections are important to pay attention to how to find, get, and ensure political communication that is operationalized has implications for public support in a general election. This encourages politicians to be innovative to convey their messages to the public regarding the candidate's vision and mission.

Not all politicians are skilled in conducting political communication to constituents, and not all politicians also have sufficient innovative levels, even traditional methods that usually cost a lot of money, require a long implementation time and bureaucracy are still carried out by some politicians to get votes. However, the selection of traditional strategies is certainly the only one option to do, some politicians also try to upgrade campaign models that are at least more relevant so that what is done is not only effective, but also encourages efficiency.

This phenomenon is not a matter of the lack of alternatives that politicians have, but it could be the limited information that politicians have or as if the traditional ways that are upgraded a little are effective and proven ways that rule out new, more progressive ways. Whereas in political communication it is certainly important to pay attention to the dynamics of new ways that continue

¹ Sianturi dan Megasari, "The Effectiveness Of Communication Messages In Politics", *Journal of Social Research*, Vol.2, No.11 (2023), 3988.

to be dynamic, especially how to campaign efficiently but still increase the possibility of getting significant votes.

Changes in the concept of getting voters' votes in reality are adopted by some politicians. This is motivated by the ability of politicians to adapt to the dynamics or shifts in constituent characteristics in seeing the ideal campaign. One of the alternatives to political communication that politicians can use is to apply the concept of games in a campaign.

Simply put, political communication with the concept of gimicss is part of a politician candidate's communication method for campaigning that is not too serious/flexible which is used to attract and increase constituent attention, especially to vote for the candidate or consider their choice. If relevant, political communication through gimicss can objectively correlate in increasing the productivity of political activities. This certainly encourages and spurs politicians to do gimicss communication even with a very simple concept or model.

The use of political communication through gimicss is increasingly popular when this method is accompanied by the value of politician promises that are relevant to the conditions of what constituents feel. However, gimicss that are oriented towards sweet promises are not necessarily relevant when linked to the resources available, especially if the politician is elected. This can encourage political communication through gimicss as a way of joke or charade if the content is not appropriate or impossible to do. This view can certainly be avoided if gimicss communication is combined with the rationality of the promise concept by taking into account the state of resources both during the campaign and fulfilled when the candidate is elected to a political position.

Past research related to gimics communication has been conducted by Putri dan Maria², The research theme relates to the issue of entrepreneurship as a political gimmick or a continuity. The findings show that politicians' narratives focus on building hope and motivation to attract millennials to entrepreneurship.

²Putri Handayani Lubis and Maria Puspitasari, "The issue of entrepreneurship as a political *gimics* or sustainability? (A study on 2019 presidential election campaign)", *Jurnal Entrepreneur Dan Entrepreneurship* Vol. 10, No. 1. (2021), 1.

Unfortunately, the entrepreneurial narratives told do not depict a holistic picture of the entrepreneurial process.

The results emphasize that gimmicks are indeed related to how to shape politicians' brands as if they are the same as constituents in terms of struggle or management of ideas going forward, but still gimmicks tend to be formed less holistically or comprehensively. Gimmicks also do not guarantee that the ideas expressed to the public during the campaign are well implemented and may not even be part of the program.

Relevant or not, the use of gimmicks communication is also now included in the aspect of fashion worn by politicians, namely how the fashion is in accordance with the purpose of the politician's voice needs or just as a differentiator from other politicians. Generally, the use of this fashion is in the form of using clothes that are up-to-date or refer to the purpose of the clothes, for example referring to the voice of young people.

Politicians can also wear clothing that is identical to regional clothing, even though it could be that the politician has not necessarily significantly fought for the region. On this side, it is still not taken into account because generally clothes are used as a differentiator without having a measurable meaning and clearly this is part of a gimmicks identity. Various criticisms of political communication can certainly be ignored because politics is a strategy to gain power, not to accept criticism of the choice of strategy.

Gimmicky political communication does offer interesting and entertaining things so this effort has implications for increasing the positive image of politicians, although gimmicks communication does not encourage formal content which usually contains vision and mission, gimmicks is easier to like than rigid and too formal political communication. Gimmicks are also not necessarily acceptable to all circles and this is important to analyze alternatives, especially on what kind of targets. As Ngai explains "*The gimmick can be an idea, a technique, or a thinglike device. It is sometimes instrumental and other times pointless*".³

³Ngai Sianne, *Theory of The Gimmicks*, (London: Harvard University Press, 2020), 50.

Analyzing political communication through gimics is important to study the application of the concept of gimics as an alternative to political communication. The novelty in this research is that this research focuses on the application of gimics as an alternative to political communication that can be implemented by politicians.

B. RESEARCH METHOD

This research uses a descriptive qualitative method, which is a type of investigation that explains the application of gimik as an alternative to political communication. Referring to Creswell's opinion in Raco⁴ which defines qualitative as a search approach to explore and understand a central symptom. The symptom in this study is the use of games by politicians as an alternative to political communication. The scope of this research is related to the use of gimics by politicians and data collection techniques through interviews, content observation and literature study. Data processing is carried out in several stages, namely reducing, presenting data, verifying and drawing conclusions.

C. RESULTS AND DISCUSSION

The results showed that politicians pay attention to the growing public opinion, public opinion itself continues to change according to developments or social dynamics. Indonesia as a democratic country provides space for people who are free to voice their opinions, even through virtual public spaces. So it is no longer surprising if the various points of view of the community respond to the difficulties that exist in their environment or even their political interests. Discussion, debate or exchange of information between people or people in a group is not the only way to form public opinion.⁵

⁴ Raco, Metode Penelitian Kualitatif, (Jakarta: PT Gramedia Widiasarana Indonesia, 2010), 6.

⁵ Kurniawan, A., F. T. Hasyanah, and D. K. Darmawan, "Shaping A Public Opinion As A Political Communication Challenge In Digital Disruption Era", *Jurnal Khabar: Komunikasi Dan Penyiaran Islam*, Vol. 4, no. 2, (2022), 143.

Public opinion is very important in a democratic country like Indonesia, because no government can achieve success if the government does not care about public opinion, because the purpose of democratic government is entirely for the benefit of the people. A law or decision issued by the government that is in line with public opinion will be more easily accepted and implemented properly by the community. This is supported by Emory S. Bogardus' argument in "The Making of Public Opinion" that public opinion is a product of the integration of perspectives based on conversations in a democratic society.

Public opinion is highly important in a democratic country like Indonesia because no government can accomplish success if the government does not care about public opinion because the objective of a democratic government is fully for the benefit of the people.⁶ A law or decision issued by the government that is in line with public opinion will be more easily accepted and well executed by the people.⁷ This is backed by Emory S. Bogardus's argument in "The Making of Public Opinion" that public opinion is the product of the integration of perspectives based on conversations in a democratic society.⁸

Walgrave dan Soontjens⁹ suggests that politicians studying public opinion and responding to the perceptions it generates is one of the main ways of being responsive. A politician can be on top of the world one minute and at the bottom the next. This phenomenon has encouraged politicians to scrutinize and update their image on various social media sites and even through various ways that have the potential to go viral to help build their political image.

Building an image can certainly be done through proper political communication, which means communication that is or has political implications

⁶ R. Pethe, "Why Should Public Opinion Matter in a Country?", *International Journal of Advance Research and Development*. Vol. 3 No. 7, (2018), 66-69.

⁷ Mollita Rusi, et al, "Strategi Pemerintah Indonesia dalam Membentuk Opini Publik Terkait Pemberlakuan PSBB", *Jurnal Syntax Transformation*. Vol.1 No. 9, (2020), 632-640.

⁸ Helena Olii, *Opini Publik*, (Jakarta: PT. Indeks, 2007), 20. See also, Andri Kurniawan, *Public Relations: Konsep dan Strategi Komunikasi Humas dalam Komunikasi Islam*, (Mataram: CV. Sanabil, 2021), 78.

⁹ Walgrave Stefaan dan Soontjens Karolin, "How Politicians Learn About Public Opinion", *Research and Politics*, (2023), 1.

in which there are various political thought exchange processes between communicators (politicians) and communicants (constituents).

The findings show that political communication is so important to be implemented by political actors because political communication has a political function that aims to convey and receive various political information. It is clear that political communication has an impact that can affect the power or value of politicians. However, public opinion can also cause controversy, for example between the government and the community, or between followers of one political elite and another. Even documentation studies show that opinion has shaped constituents' loyalty to a politician so that in some cases there is excessive fanaticism.

Public opinion can also show the wishes of the people regarding the expectations of future government policies and here politicians play a major role in shaping their own self-image in order to fight for these expectations. Sharlamanov dan Jovanoski¹⁰ explains that image formation can be done on the visual representations of politicians or political parties. This concept describes the creation of photography that provides an objective picture of a politician about how the politician looks and reacts verbally or nonverbally to certain situations.

In this case, a photo on the cover page that can be seen quickly and easily usually means more than just the politicians' speeches. Visuals have a strategic aspect in enriching politicians' alternatives, especially in creating a positive image among constituents. Visuals also make it easier for constituents to remember how the politician's personal physical characteristics, this concerns how the politician has physical reliability in supporting future government activities.

The results show that the image of a politician is so important that the image is not only a natural thing that is truly owned, but also an important image

¹⁰ Sharlamanov dan Jovanoski, "The Role of Image in the Political Campaigns", *International Journal of Scientific & Engineering Research*, Vol. 5, No. 6, (2014), 599.

to be planned, formed and implemented according to the needs or characteristics of constituents. This concept is certainly almost the same as what various companies do in getting an image, this relates to image support that can make politicians more competitive with others including the difference or novelty of the politician. Image encourages the relationship between politics and constituents, an image that matches the characteristics of constituents certainly encourages constituent loyalty in helping politicians reap votes.

While it is not common to view politicians or political parties as brands, there are clear parallels regarding the importance of brand preferability by political consumers. It is clear that in image building, politicians need political marketers who are competent in their field. While Khairiza dan Kusumasari¹¹ explains that political marketing can be viewed as a technique that aims to promote the suitability of voters to potential voters in order to differentiate itself from electoral competition with minimal resources. Most commercial products tend to be tangible so brands are judged by consumers based on the level of satisfaction provided by their products, political products are less tangible so political performance can be judged based on perceptions of brand characteristics compared to specific policy outcomes.

At the core of the political brand is the core ethos of the party, the premises and boundaries of the core ideology are often shaped by their history and synonymous with its key players. Seeing the brand has many layers, one then sees key personnel surrounding and contributing to that core ethos, these individuals and their communication style will play a significant role in shaping the current brand perception of politicians.

The results show that politicians behavior creates impressions and attitudes towards individuals or political party organizations. Elements of politician behavior constitute a brand that is structured or starts from direct aspiration services to politicians to various aspects such as politicians' ethical

¹¹ Khairiza dan Kusumasari, *Analyzing Political Marketing in Indonesia: A Palm Oil Digital Campaign Case Study*, *Forest and Society*, Vol. 4, No. 2, (2020), 294.

policies covered under the broad umbrella of social responsibility, all of which can have a significant impact on the perception of the brand character of politicians and political parties so as to form impressions and attitudes of constituents.

Political parties and political candidates, according to the research, have relied on the mass media to broadcast news to their audiences. McNair¹² explains *"Parties require an outlet for the articulation of their policies and programmes to a mass audience, and thus the media must be open to them"*. Findings show that mass media is their way of advertising, and like many well-known brand names, mass media builds impressions through sustained coverage. Delivering party or candidate messages can become increasingly difficult as they are presented in new genres.

This genre usually includes a lot of mediated political communication, with both politicians and media blending political information with aspects of propaganda, including media or political bias, and presenting it to audiences in an entertaining way. It is used to explain the spin culture that is at the core of modern political communication, but also the framing of political news in discussions of battles between figures, internal and inter-party conflicts, as well as elements of a horse-racing campaign. The results of the documentation study also show that it is not uncommon for media owners to openly support various positive news assistance for politicians, this is certainly part of the results of political communication that helps politicians' electability.

Political communication can also be seen as an organized and directed effort to create change, and must be guided by careful planning. Bruce in McNair¹³ explains *"all effective communications strategies contain what is called a positioning statement, a clear analysis of what the brand (or company, person, political party, etc.) is for: who it is for, and why anyone should be interested in choosing it"*. Therefore, before taking action, successful strategists learn as much as possible about the existing situation, who is affected by the situation, both positively and negatively, what changes can improve the situation and what resources, tactics

¹² McNair, Brian. *An Introduction to Political Communication*, (London Routledge, 2011), 20.

¹³ *Ibid*, 137.

and tools are available to implement political communication steps that can overcome these problems.

In simple terms, Cangara in Munggaran dan Putri¹⁴ explains "Communication strategy is the best combination of all communication elements ranging from communicators, messages, recipient channels to influences (effects) designed to achieve optimal communication objectives". Arifin¹⁵ formulates four steps that must be considered when developing a communication strategy, namely, knowing the audience, determining the message, determining the method and selection and use of media. People use this knowledge to make a way of political communication. The application of political communication pays attention to the meaning as Rosengren in Ruler¹⁶ that explains "*Communication concerns the process of meaning creation: questions concerning how people create meaning psychologically, socially, and culturally*".

The research findings show that there is one alternative to political communication to reach potential voters in order to create a brand and is part of political marketing, namely through strengthening gimics. The purpose of this application is as optimal as possible to seek public sympathy or interest in candidate advertisements. The findings show that the pattern of gimics is as optimal as possible to increase public interest, which is usually not in the presentation of ideas. On this side there is a touch of engineering that can attract public attention and this is still considered relevant if it is not excessive. Political games are ideally adjusted to ethics, although in certain aspects ethics are often ignored for the sake of defense and resistance.

¹⁴ Munggaran dan Putri, Strategi Komunikasi PT. Media Online Bengkulu dalam Proses Penyajian Informasi Melalui Akun Instagram @Bengkuluekspressdotcom, *e-Proceeding of Management*, Vol.8, No.5, (2021).

¹⁵ Anwar, Arifin, *Strategi Komunikasi*, (Bandung: Armico, 1994), 59-87.

¹⁶ Ruler Van Betteke, Communication Theory: An Underrated Pillar on Which Strategic Communication Rests, *International Journal of Strategic Communication*, Vol. 12, No. 4, (2018), 368.

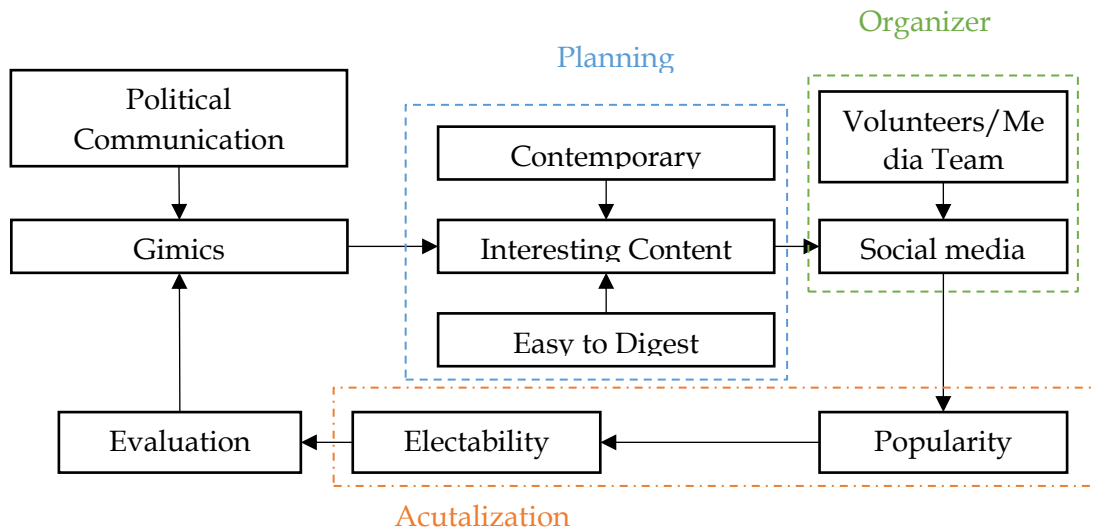


Figure 1: Gimmicky Political Communication Design

The results showed that communication through gimics became a trend when there were still some constituents who were more interested in the similarities of what was experienced rather than the substantive importance in future plans. Gimics are identical to what is liked and interesting, not what is needed. But whether we like it or not, gimics are still an alternative part of political communication that politicians can choose, especially how candidates perform gimics that can become a trend so that they can seem to represent constituents.

Gimmicks are built in order to increase popularity, gimmicks can be applied as if there is a common sense or represent the expectations of the community. Gimmicks in this pattern are more relevant when faced with a background level of formal education or political education that is not sufficient.

As in the world of television entertainment, gimics are created by program creators to capture the attention of viewers. Judging from the pattern, gimics seem to have been set up, have tricks and can contain engineering to display a certain image/brand that is expected. Through various special scenes such as dances, clothes, movements or finger symbols, they can certainly be processed so that the gimics are easy to remember and even encourage the inspiration of sympathizers to follow through similar gimics.

In the implementation of political campaigns, the use of gimics is similar to talk shows, where there is a narrative or a way to lead entertainment but tucked away with interests. It is not uncommon for politicians to hire consultants to find gimmicks so that image strengthening is so strong.

The findings show that gimics are usually processed through mass media coverage and go viral on various social media platforms. This condition makes gimics a way to campaign that is appealing. Through various games of gimics, politicians can play a hidden agenda where it seems as if gimics are a natural result of personality, even though it could be a politician's step to achieve goals without the public itself knowing.

Other findings also show that regardless of the intent or purpose, political gimics are usually entertaining but wrapped in a simple concept and away from the complexity of the message. Gimmicks are also easy to digest and enjoy, perhaps this is what makes gimmicks the choice of various politicians. The simplicity of the political message makes the message easy to convey and usually remembered by constituents. Especially if gimics are done ahead of the election, this is an alternative model that can be done because it increases the attention of constituents. Even though not all constituents like it, it still encourages attention even to people who don't like it.

Whether it contains a substance or not, the findings show that gimic communication is certainly part of the alternative political communication of politicians or political parties, the image is so easily formed through gimic content. Even irrelevant content certainly has fans and this is important in shaping loyalty or participants in increasing popularity. Whether we like it or not, gimics captivate the public's attention even as a tool to incite electoral views in a political competition. In fact, politicians may expect the public to participate in gimics and this encourages the consistency of candidate popularity and is certainly a positive implication for encouraging surveys.

The popularity of the use of gimics has certainly increased the color / way of politicians to get public attention and image, through public attention and

image will be taken to a tunnel that leads to curiosity and this makes constituents remember the figure. The findings show that gimics can enliven various competitions that minimize tensions between candidates so that they are more stable than making critical arguments attacking other candidates. The action will certainly encourage sympathizers to get caught up in blasphemy, including the use of *cebong* and *kampret*, which are derogatory and mocking¹⁷.

Of course, this requires a team that can form creative and interesting gimik content so that it becomes the key to the gimik itself. This means that unique and interesting gimics will get the best respondents rather than understanding the process of "serving" which is considered old-fashioned and boring. Where some people actually consider gimics part of life. Although in reality, gimics have removed the element of humanism as the antithesis of its pragmatic orientation. Not to a more positive paradigm in developing ideas that are more intellectualized.

The findings also show that it is important for politicians to think about how relevant gimics are not only to increase popularity, but also to be used as a tool to divert negative issues against candidates. Of course, as humans, candidates have flaws and these are usually used as sharp knives for attackers to damage their image and influence voters. A leader can invite others to participate in his ideas and projects. A leader needs to persuade others to build an image before him while convincing them of the facts. For this reason, it is important to build gimics through various models that either increase popularity or are used to minimize negative issues so that voters have minimal access to information/interest.

In political competition, candidates generally prepare various gimmicks such as the slepet sarung tutorial. This can certainly provide a positive response and can even encourage laughter. But on the other hand, if the management of the gimic is not well managed and even irrelevant to the candidate's personality,

¹⁷ Junaidi, Eko Hari Susanto & Riris Loisa, *Cebong-Kampret', New Media dan Kualitas Demokrasi Kita*, (Yogyakarta: Mbridge Press, 2018), 1.

then it can backfire when political opponents make the gimic in the same way but have a message that attacks the originator of the previous gimic.

Other examples of gimics include displaying unique dances or words such as Gemoy and dances and guided by contemporary songs. Of course, this is noticed if it is wrapped in fun and the supporting media has a strategic role so that the unique dances and words become popular on various social media platforms. Campaigns like this certainly encourage cheerfulness where the fun dance games and words seem to be rarely done during the previous campaign period.

Gimics can also be done through the visual use of fingers, which is usually associated with movies, song genres and greetings such as 2 (two) finger greetings or 3 (three) finger greetings. This visual pattern of gimics can certainly be identified and even reinforced among sympathizers where such gimics are usually uttered during open meetings or campaigns. It is clear that this increases the distinctiveness of the candidate and this can encourage positive perceptions.

These gimmicks need to be supported by media infrastructure. In fact, gimics should ideally not only be built by candidates and internal teams, but also need the support of political parties. Reveilhac¹⁸ explains that creating engagement and mobilizing supporters is at the core of the party-centric dimension of communication. For politicians, mobilizing social media messages can aim to strengthen citizens' willingness to participate in elections. Politicians varying levels of engagement on social media may lead to over-representation of some topics and calls to action. However, the potential influence of direct mobilization mechanisms on social media may depend, at least in part, on the extent to which politicians are seen as responsive to individual voters.

In general, the potential for social media mobilization may also depend on whether the appeal can reach a wide audience (i.e., not just the most active followers), and echo prominent opinions in society. Political parties and

¹⁸ Reveilhac Maud, "The Influences of Political Strategies and Communication Styles on Political Candidates' Online and Offline Visibility", *Journal of Political Marketing*, Vol. 20. No. 1 (2023), 1.

candidates need to work together to build a good image in the eyes of voters in order to be successful. In fact, they should use social media and other platforms to convey their messages and not just focus on television advertisements. The best way to build an image is to hold events.

The results show that a political party's image is crucial to its success, and it takes more than one person to make a difference. The background of each member plays a role in how society perceives them. A political party is a group that shares the same views and goals. Voters' knowledge of and interest in elections increases as a result of exposure to political advertising. So far, social media has become the main stage in the game to build an image, reinforce messages, and as a platform to interact with voters.

Ugwuanyi et al¹⁹ explains that there is a striking paradigm shift in political communication as a result of the emergence of social media. In contemporary political communication, highly sophisticated software and hardware are used to manipulate text and visuals in a way that best conveys the user's feelings. The presence of various platforms e.g. X, Instagram and TikTok has given candidates the space to expand the gimic effect. Even these platforms can shape the gimics when in operation to become viral. The platform certainly supports the access of gimics and even improves the quality of gimics in terms of penetration of message reach. Social media certainly encourages every candidate to steal attention.

Campaigns with controversial political gimmicks can also increase political polarization. Such campaigns tend to divide society into opposing camps, sacrificing the unity and cooperation needed to achieve effective solutions. Instead of relying on political gimmicks, it would be better if campaigns were filled with substantive and educational displays of ideas. The war of ideas, ideas, and solutions to the nation's problems is eagerly awaited by the public. Political gimmicks can indeed be used to make communication melt.

¹⁹ Ugwuanyi, Igwubuike Innocent Olijio dan Gever Verlumun Celestine, "Social Media as Tools for Political Views Expressed in the Visuals Shared among Social Media Users", *Library Philosophy and Practice*, Vol, 25, No, 9, (2019), 1

The scary impression of the politician and the political message itself can be dismissed. Communication messages delivered will be more easily accepted. Communication barriers in the form of rigid situations can be softened. However, the use of gimics can create the impression that it is not serious and just playing around.

In order to see the effectiveness, of course, candidates need an evaluation regarding the extent of the influence and implications of gimics on electability. Of course, a popular gimic is not enough and important to ensure the level of electability. Evaluation can be done through survey results before and after the game. It can even be done through an internal team to find out which games have less effect, which games have an effect and what games need to be done so that they help increase electability and maintain electability.

Other research findings show that the use of gimic communication is also a support for surveys, this is as research shows Praveen²⁰ who explained that gimics enter the survey where this is usually in collaboration with political actors. Praveen also explained that election surveys have been reduced to media gimics that only predict election results which are often wrong or off the mark. As a result, election surveys are seen as disguised instruments used by political parties to make seat predictions and influence voters in India. It is clear that if this gimicky communication strategy is not in the right hands, it certainly has implications for a setback in the responsibility of democratization.

The dynamics of political communication as gimics have become a new way of how candidates are marketed so that public recognition of candidates strengthens. The end of the gimics is the level of electability and the results of the performance of the gimics gain votes. Regardless of the role of the front and back stage in gimic content, the importance of gimic ethics and the role of gimics to increase education to voters, especially novice voters.

²⁰ Praveen Rai, Status of Opinion Poll: Media *gimik* and Political Communication in India", *Economic and Political Weekly*, Vol. 49, No. 16, (2014), 9

D. CONCLUSION

Gimics are an alternative to campaign communication by focusing on public attention on the figures of candidates/politicians. Gimmicks play an important role not only as entertainment, flexibility and contemporary methods, but also as a trendy way for politicians to continue to be noticed consistently. Thus, gimic political communication in reality is an important part to do because the political market is still available. The effectiveness of the use of gimics is helped by the availability of various social media platforms where this has implications for the affordability of targets and the time efficiency of spreading political messages.

The weaknesses of alternative communication games are related to the lack of offering ideas and temporary messages, meaning that games are like a diversion or agenda setting from politicians to gain votes without having to express the vision and mission that should be the responsibility of politicians in the future. Another weakness is that gimics have a temporary trend towards the messages offered, for that gimics must be redesigned to be fresh and continue to be remembered by constituents.

It is important to realize that political communication games that are not accompanied by the value of ideas certainly have different implications than games that have the value of ideas. Whether we like it or not, political communication through gimics is a quick way to increase popularity among some constituents who are interested in this method. However, it should be noted that gimic communication is not expected to be a tool for lying or hypocrisy from candidates on various public issues both concerning themselves or their past or future responsibilities. In order to operationalize the benefits of political communication in gimik, it is important for politicians to increase content innovation and evaluation by integrating relevant ideas in accordance with the dianamika of public issues.

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