Dramaturgy of Political Actors on Social Media

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ABSTRACT: *This research aims to analyse the dramaturgy of political actors. The theory used as an analysis knife in this research is Goffman's Dramaturgy theory. The method used in this research is qualitative method with descriptive type. Data were collected through field observations, in-depth interviews and documentation. The research subjects were political actors. While the informants as a whole consisted of 14 people. The results of the study explain that the dramaturgy of political actors, namely: 1. The front stage on social media in contemporary politics is an organised collective effort, not just the spontaneous expression of political actors but the use of a team as a 'stage crew'. Social media has created a new 'stage' with unique characteristics, where greater control over the narrative (through selective content selection), direct interaction with the audience (through responses to comments), and the ability to spread messages widely and quickly. The ability to spread messages widely and quickly. The selection of content in accordance with the desired narrative shows tight political control over the 'show', 2. The backstage of political actors has differences with the front stage, where all symbols used for the benefit of the front stage such as clothing, accessories are not used on the back stage.*
Keywords: Self-presentation, front stage, back stage, political actors.

I.   INTRODUCTION

Indonesia as a democratic country has carried out general elections as a form of upholding democracy for all Indonesian people. The election of the President and Vice President, the election of the Governor and Vice Governor, the election of the Regent and Vice Regent, the election of the DPR and DPRD are forms of democracy that are implemented in Indonesia to elect leaders from the people for the people and back to the people. The continuity of general elections (elections) held every 5 years is a party for all levels of Indonesian society. (Rizki Putra & Nurcholis, 2021). The easy dissemination of information through social media has led to the emergence of content that leads to politics.(Ngom, 2024) Through social media, communication can spread quickly and widely. This provides an opportunity for political actors to utilize social media as a tool to spread content or news that is able to lead and provide a positive image to the audience. The massive political movement using social media, so that novice voters can directly see the values that are disseminated from the activities of actors and political parties through social media.(Rehan Tariq, 2022)

Based on initial observations by observing directly from the tiktok @helmihasanchannel account, where the interactions that occur on tik tok social media are front stage. it is found that every day there will be information disseminated, be it through status, videos and photos of activities and interactions seen in the status on the tiktok @helmihasanchannel account. There are symbols that are always displayed by displaying the character or type of religious leader. This is evidenced by the use of a white turban, or cap. Then koko clothes and white shirts. In addition, the use of sticks and kohl in the eyes. In addition, the use of status or text written at the end of each sentence is "give us guidance ya Rabb". This means that the simulations disseminated on social media accounts are front stage, having the characteristics or type of a leader who emphasizes religion and chivalry. So that from the information disseminated through social media, the audience or the wider community knows every positive activity that is shared.

As well as those in areas such as sub-districts and districts. All activities are publicized through Instagram social media. But there is something interesting about the Front Stage, all of which is neatly and beautifully arranged, starting from taking pictures, the language used in completing the pictures / photos / videos, all published through Instagram social media. It is not uncommon for positive comments to come out every time content is uploaded on social media. Front stage such as in formal events, the subject always urges and invites the public and government to use basurek batik which is the hallmark of Bengkulu. In addition, he tries to create a leader who respects local culture and revives local wisdom. In addition, the subject uses clothes with batik basurek motifs at every formal event, and the dominant color is yellow, which indicates the origin of the subject's party. This

means that what is displayed and becomes content on social media is the best content and has been selected to be uploaded so as to create a positive image of what is narrated by the subject.(Krisnawati, n.d.)

Social media is not only used as a tool to distribute messages or information but also used as a tool to build virtual networks of friends and support. Social media is also used as a front stage to convey political messages on social media to the audience including policies, rules and information through videos, photos and captions and mentions that can bring followers or supporters. Furthermore, social media has a very large role in supporting someone who is in power.(Perelló-sobrepere, 2024). Simulations are carried out by interacting with the audience, through photos, video distribution, with captions and mentions so that information about political actors is widespread. Not only the front stage, but the back stage is also a concern for researchers, because the back stage is a stage that is difficult to reach and know. So that this research analyzes the front stage of political actors on social media.(Efendi et al., 2024)

II. METHODOLOGY

Based on the consideration of objects, problems, approaches and theories. This research uses Max Weber's social definition paradigm. The social definition paradigm does not strictly separate social structure from social institutions. Social structures and social institutions show meaningful and meaningful human actions. In this paradigm, Weber's sociological studies are directed to interpret and understand (interpretative understanding) or verstehen according to Weber both in social action and social relations. Ritzer (2004)In this study, researchers used a qualitative research approach. Where seen from existing social phenomena. In this study, an in-depth approach was used to obtain the data desired by the researcher. (Eliya & Zulaeha, 2017)According to Caswell in Bungin (2015: 302) "there are several assumptions in the qualitative approach. First, in a qualitative approach, the researcher is more concerned with the process than the results, secondly, it is more concerned with understanding, thirdly the researcher is the main tool for data collection, describing data and researchers must go directly to the field, make field observations, fourthly qualitative researchers describe that researchers are involved in the research process, interpret data, and gain understanding through words. This research was conducted on the Instagram and tiktok social media platforms and conducted research in Bengkulu city. The research location was determined with the following considerations: 1.The platform used by political actors who are the subject of research is the social media platform Instagram and TikTok. 2.Subjects RM and HH live in Bengkulu city, and are political actors who present themselves on social media. (Miles, M.B, Huberman, A.M, dan Saldana, 2014)

The technique of determining the research subject is determined purposively, because it is to obtain data that is in accordance with the needs of this research. The subject criteria are regional heads who are currently serving or have been regional heads who use social media. This research lasted less than a year, from November 2023 to now 2024. Starting from interviews, observation and documentation. The data collection techniques that will be used in this study are as follows:1.Observation in this study is an observation made by researchers by directly observing the social media tiktok of political actors Helmi Hasan with the tiktok account @helmihasanchannel. Researchers take notes as well as data that will be processed and analyzed based on the observation guidelines that researchers have compiled to ask the research subjects, namely Helmi Hasan (HH) 2 Interview, Interviews in this study were unstructured where researchers asked questions to Subject HH openly and to informants. Listen well after that just form research questions. In qualitative research is one of the main means of obtaining information. 3 Documentation, Documentation data is used by researchers to document interview activities with subjects and informants. This documentation can be in the form of photos, videos or audio that researchers get from political actors' social media accounts.(Wahyudi, 2016)

Qualitative research is a scientific method that uses conscious and controlled procedures. Data validity means that the data that has been collected can describe the reality that the researcher wants to describe or reveal in accordance with the research objectives (Afrizal, 2014). Furthermore, the issue of data validity in qualitative research must also emphasize the validity of typology or classification. One technique to obtain valid data is the triangulation technique. This research uses data source triangulation techniques. Triangulation with sources is done by: (1) comparing observation data with interview data, (2) comparing what people say in public with what they say in private, (3) comparing what people say about the research situation with what they say over time, (4) comparing the circumstances and perspectives of one person with another, (5) comparing interview results with other related documents.

This research will use the qualitative data analysis method proposed by Miles and Huberman. In his book Miles and Hubermen explain in depth about how data should be analyzed, especially in qualitative research (Miles, M.B, Huberman, A.M, and Saldana, 2014). Data analysis in qualitative research is carried out in a cyclical manner, starting from stage one to stage three, then returning to stage one. Furthermore, the data analysis technique according to Miles and Hubermen which will be used in this study is explained. Broadly speaking, Miles and Huberman divide data analysis in qualitative research into three stages, namely, 1. data codification, 2. data presentation, and 3. conclusion drawing.(Malahati et al., 2023)

III. DISCUSSION

The front stage is where political actors present themselves. The front stage of political actors shows and manages appearance, delivery style, stage selection and interaction with the audience, political actors try to create impressions (impression management). there are several things that will be discussed in the research results:1.Appearance , Appearance on the front stage, political actors pay great attention to appearance. Political actors wear formal clothing such as suits or regional special clothing to create the impression of being professional, authoritative, and close to the community. Facial expressions, hairstyles, and accessories used are also considered to support the image to be built. The appearance on the front stage is made in accordance with the political actor's narrative. This research uses analysis with dramaturgy theory. Based on the results of the study, the personal front of subject HH is very consistent in building a 'personal front'. Each element of appearance is carefully selected to support a certain image, be it a religious image, professional or close to the people. The variety of clothing for various contexts (formal, semi-formal, regional visits) shows a good 'impression management' ability in managing impressions according to the situation. Elements used such as attributes or symbols in dramaturgy the use of beards, pants, caps or hats, and canes act as powerful 'sign vehicles', quickly communicating the actor's identity and values to the audience.

2. The front stage setting of the HH subject shows that the appearance of the HH subject at official events with the use of state servant attributes, then when the campaign uses clothes, vests and party hats, traditional events using detar, traditional clothes, religious events using caps, robes or koko clothes, sticks and kohl in the eyes of all the appearances shown in accordance with dramaturgy theory mentions that all of them are 'personal fronts' of political actors. Political actors are very careful in delivering appearances with the context of the event, showing high adaptability and understanding of different audience expectations. In addition, upright posture, leaning forward often using hand gestures when speaking shows 'expressive control' in dramaturgy.

3. Impression management, impression management Political actors actively manage the impression they want to convey to the audience through appearance, delivery style, and selection of the right stage. Political actors create the impression of being a leader who is professional, authoritative, close to the people. This impression management aims to build trust and support from the public. The impression created by HH in the public is a religious and traditional image, consciously building an image that combines religious and traditional elements by consistently using peci and celak. The perception formed is as a leader who holds religious and cultural values. This strategy can increase trust and respect from the community. The second impression is professionalism and discipline. The use of PDH or daily official clothes, watches and punctuality in the office and field show that HH gives the impression of being a professional and disciplined leader. This impression can increase credibility and trust from subordinates and work partners. Strong but caring leadership, a firm facial expression when speaking but friendly and responsive can be seen from HH's concern in responding to the distress of others.

Analysis of the back stage of political actors in the family context through the lens of Dramaturgy theory provides deep insight into the complexity of the lives of public figures. This shows that the 'show' of a politician is not limited to the back stage but involves complex dynamics on the back stage. on the back is the 'appearance' of a decisive, results-oriented leader. The image as a caring figure for family and community. The combination of assertiveness and care forms a complex dramaturgical 'costume'. The delivery style or manners shown such as a strong will, firm, do not like to beat around the bush, straight to the do point can be analysed with dramaturgy theory that a firm delivery style creates the impression of a strong leader, attention to detail (for example asking about food, memorising the Quran to children) shows deep concern. The combination of assertiveness and care forms a complex and multidimensional 'performance'. Coupled with the social and health programmes implemented, the strategy is to build an image as a pro-people leader. So it can be seen that the integral role is the existence of a strong integration between the public (leader) and private (Family member) roles, showing a deep internalisation of the role, the impression management built is seen from the assertiveness but caring for the people. Able to adjust the 'show' according to the audience (family and general public).

IV. FINDINGS

1.Impression Management Political actors use social media platforms as a digital front stage to strategically manage and control public impressions. 2.Social media has created a new 'stage' with unique characteristics: a. greater control over the narrative (through selective content selection), b. direct interaction with the audience (through responses to comments), c. ability to spread messages widely and quickly. 3. Strategic Content Selection: Political actors selectively choose and frame the content shared on social to reinforce the political narrative and personal image of the political actor.

The Impact of Dramaturgy Actors On Social Media

Impression management in uploaded content tries to give the impression of being an authoritative leader, a popular leader by directly interacting with the community, responding to questions, being able to build closer relationships so as to have an impact on strengthening public support for the actor. The content displayed is more

about daily activities without looking at issues or what is up to date, the aim is to show the positive side such as successes, achievements or inspirational moments. In addition, the content highlighted is more about social involvement by highlighting social and humanitarian activities to show empathy and commitment to the welfare of society. According to Goffman, selectively chosen content forms a certain narrative about political actors as leaders, creating a desired "reality" for public consumption.

V. CONCLUSION

Based on the results of research using Goffman's Dramaturgy theory as an analytical knife in seeing the Dramaturgy of political actors on the front stage on social media, and the self-presentation of political actors on the back stage. Some conclusions from the research results are: 1. The self-presentation of political actors on the front stage on social media in contemporary politics is an organised collective effort, not just an expression of the spontaneity of political actors but the use of a team as a 'stage crew' Social media has created a new 'stage' with unique characteristics: a. greater control over the narrative (through selective selection of content), b. direct interaction with the audience (through responses to comments), c. the ability to spread messages widely and quickly, the selection of content in accordance with the desired narrative shows the tight control of political actors over the 'show'. 2. The use of certain symbols is a form of 'locking', where meaning is transformed for the purpose of self-presentation. In the self-presentation of political actors on the backstage, all symbols used on the front stage are not used.

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