

GANJAR PRANOWO'S POLITICAL IMAGE IN ELECTABILITY AS 2024 PRESIDENTIAL CANDIDATE

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Abstract

This study aims to determine the political image of Ganjar Pranowo in electability as a 2024 presidential candidate. The research observation was conducted on the news of the cancellation of the 2023 u-20 world cup in online media Detik.com, Kompas.com, CNN Indonesia, and Tribunnews. *The theory used to examine the theory of political image Soleh Soemirat (2002). The method used in this research is a quantitative method using krippendorff content analysis. Based on the research that has been conducted, the result of this study is that from the four categories stated in Political Image Theory according to Soleh Soemirat, Ganjar Pranowo as a presidential candidate does not fulfill one of the Political Images precisely in the Motivation category. However, Ganjar Pranowo's electability remains good along with Ganjar Pranowo's Political Image which still fulfills the other three categories, namely Perception, Cognition, and Attitude.*

Keywords: Ganjar Pranowo, Political Image, Electability.

INTRODUCTION

New Media or commonly called new media emerged as a result of technological innovation. New media has a multi-directional nature, new media encourages and even accommodates responses and has a variety of forms and content (McQuail, 2011). This media refers to content that can be accessed anytime, anywhere, on loyal digital devices, and has the ability to interact between information providers and information recipients and allow creative participation from various parties. It seems very crowded

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on social media or online media talking about the cancellation of the 2023 U-20 World Cup in Indonesia. In fact, when searching on the Google search engine with the keywords "Cancellation of the U-20 World Cup and Ganjar Pranowo", as many as 308 news articles appeared during March and April 2023. Of the many news, one of the interesting things is the opinion of one of the 2024 presidential candidates who is suspected of being the reason why FIFA canceled the 2023 U-20 World Cup in Indonesia. Will the news of the World Cup cancellation have an impact on the electability of the presidential candidate?

Based on observations in several media, there are many news reports about the electability of presidential candidates, with the following details: Detik.com as much as 20 news, Kompas 30 news, CNN Indonesia as much as 10 news, Tribunnews as much as 30 news. The content of the news began when FIFA chose Indonesia as the host of the U-20 World Cup in 2019. The announcement was made officially by FIFA President Gianni Infantino during the FIFA Council meeting in Shanghai, China, on November 24, 2019, as reported on the official website of the Indonesian Football Association (PSSI) at Pssi.org. Indonesia successfully competed with Brazil and Peru in the host selection process. During the selection, the Indonesian Government also emphasized its readiness to successfully organize the U-20 World Cup.

Indonesia has been selected as the host of the U20 World Cup, but the participants of the championship are still to be determined. The decision on the participating countries will be announced after the competition in each confederation ends. Two confederations, the OFC and UEFA, have completed their U20 World Cup qualifiers last year. OFC will be represented by Fiji and New Zealand, while UEFA will be represented by England, Israel, France, Italy, and Slovakia after holding the UEFA European U19 on June 18-July 1, 2022, where England came out as champions and Israel as *runners-up*. Although Israel has been selected as one of the U20 World Cup participants, there have been some voices of protest in Indonesia, although neither the central government nor the local government has officially rejected it. (Katadata, 2023)

The existence of the Israeli national team in the 2023 U-20 World Cup has indeed become a polemic in Indonesia since they established themselves to compete in the U-20 World Cup. However, the Chairman of PSSI at the time, Mochamad Iriawan said that Israel could play in Indonesia because it was guaranteed by the government. Not only Iriawan, the Minister of Youth and Sports (Menpora) at that time, Zainudin Amali also guaranteed the same thing. In fact, the Menpora asked the Indonesian people to separate politics and sports. Instead of reducing the polemic, the statements from the two agencies most related to the 2023 U-20 World Cup have triggered rejection from all levels of society. One of the community groups that rejected Israel's U-20 presence in

Indonesia was the *Medical Emergency Rescue Committee* (MER-C) through a press conference on June 29, 2022. (CNBC Indonesia, 2023)

One by one, community groups began to express their rejection. Mainly, the rejection was carried out through social media and open releases to the national mass media. However, this issue has not yet peaked. Discussions related to Israel's rejection only appear occasionally. It was only on Tuesday, March 21, 2023 that an official rejection emerged from the Bali Provincial Government (Pemprov), where Bali Governor I Wayan Koster sent a letter to the Minister of Youth and Sports (Menpora), to refuse the Israeli national team to play in Bali. He argued that Indonesia's stance was not in line with Israel's colonization of Palestine. (CNN Indonesia, 2023)

The rejection of the Israeli national team's presence was also voiced by Central Java Governor Ganjar Pranowo on March 23. He asked the organizers not to sacrifice the long-term commitment to create an independent Palestine. Ganjar also mentioned the commitment of Indonesia's first president, Soekarno or Bung Karno, to Palestinian independence. This was often conveyed by Bung Karno in international forums. FIFA has endorsed Indonesia's status as host of the U-20 World Cup. People and soccer lovers in Indonesia were disappointed by the cancellation of Indonesia's bid to host the world's biggest U-20 soccer event. FIFA announced the cancellation of Indonesia as the host of the 2023 U-20 World Cup on March 29, 2023. Before deciding to revoke Indonesia's hosting rights, FIFA first canceled the drawing in Bali on March 31, 2023. (Katadata, 2023)

The above phenomenon has an impact on the fate of the Indonesian U-20 National Team (Timnas). Because, the Garuda national team should be able to compete in the 2023 U-20 World Cup thanks to the host status. However, the dream of fighting in the most prestigious event must run aground. The Indonesian U-20 national team players also united with netizens to express their disappointment to the Governor of Central Java, Ganjar Pranowo through the comments column of Ganjar's personal Instagram account (@ganjar_pranowo). Ganjar also became a pain. Being the target of blasphemy of many netizens in the country who were disappointed because FIFA canceled Indonesia's status as host of this grand event. Considered killing the dreams of the Indonesian people to get world-class entertainment through the action of future world soccer stars.

As a rebuttal to the question of why he refused, Ganjar explained that refusing the Israeli national team to play in Indonesia was a manifestation of his commitment to support Palestinian independence as mandated by the first Indonesian President, Soekarno, which is also written in the preamble of the 1945 Constitution. Ganjar said that as a cadre of PDI Perjuangan, he will uphold Bung Karno's mandate to continue

supporting Palestinian independence. Indonesia's cancellation to host the U20 World Cup was also brought up again after the appointment of Ganjar Pranowo as PDIP presidential candidate. As a result of Ganjar Pranowo's appointment as a presidential candidate, many people again expressed their disappointment. The public brought up the cancellation of the U20 World Cup in Indonesia. (Detik, 2023)

PDIP Perjuangan has officially endorsed Ganjar Pranowo as a presidential candidate in the 2024 presidential election. PDIP General Chair Megawati Soekarnoputri directly announced Ganjar's candidacy at Batu Tulis Palace, Bogor, West Java, Friday, April 21, 2023. The determination of Ganjar as PDIP's presidential candidate came after Megawati thought of seeing and observing what the people's expectations were. She also asked Allah for guidance. Coinciding with the announcement, Ganjar's latest post on Instagram was suddenly invaded by netizens. He personally also observed the acts of violence that tend to increase in Palestine. This includes observing the emergence of political groups in the Israeli government who refuse to recognize the existence of an independent Palestinian nation and state. Ganjar also expressed his hope that the U20 World Cup would be held in Indonesia without the presence of the Israeli national team. The issue of rejection then became the spotlight, until finally FIFA decided to cancel the U-20 World Cup host status for Indonesia. (CNN Indonesia, 2023)

The polemics over the cancellation of the 2023 U-20 World Cup in Indonesia is considered likely to cause the Indonesian Democratic Party of Struggle (PDI-P) and Central Java Governor Ganjar Pranowo to receive "punishment" ahead of the 2024 general elections. The punishment in question is the opportunity for young voters to stay away because they are disappointed with the attitude of Ganjar and PDI-P, which is considered to have contributed to the cancellation of the U-20 World Cup. Even the current electability of Ganjar and PDI-P according to a number of institutions. (Kompas, 2023)

Another survey result is the MIPOS survey conducted in the period March 29-April 3, 2023 with a total of 1,200 respondents. The sample was taken by systematic random sampling. The margin of error of the survey is +/- 2.83% at a confidence level of 95%. The survey was conducted using a combination of telesurvey method and media monitoring analysis. MIPOS researcher Yuyun Andriani initially revealed the public's attitude towards the rejection of Israel by Central Java Governor Ganjar Pranowo and Bali Governor Wayan Koster. As many as 75.2% of respondents said they were angry. "Only 16.2% of respondents claimed to be able to understand the attitude of the two regional heads from the PDI-P and as many as 8.6% of respondents could not provide an answer or did not know," Yuyun said in a virtual press conference, Wednesday (5/4/2023) being in the top position could possibly shift. (Detik, 2023)

In the April SMRC survey, Ganjar received 16.5 percent support based on top of mind simulations. In March, Ganjar Pranowo was still ranked first with 27.7 percent. However, due to the cancellation of the U-20 World Cup host status, Ganjar's electability in April decreased to 19.8 percent. (Detik, 2023)

Meanwhile, the survey results of the Indonesian Survey Institute (LSI) show that support for Ganjar Pranowo as a presidential candidate in the 2024 elections has dropped significantly after the chaotic cancellation of Indonesia hosting the U-20 World Cup. Ganjar stated that he rejected the presence of the Israeli national team (national team) in Indonesia. In the simulation of a list of 19 presidential candidates, Ganjar Pranowo's electability dropped to 19.8% compared to the previous survey in February of 27.1%. Meanwhile, Prabowo Subianto slightly strengthened to 19.3% from 17.9% previously. Meanwhile, Anies Baswedan strengthened to 18.4% from 17.2% previously. For information, LSI conducted a survey in the period March 31 to April 4, 2023. There were 1,299 respondents selected through a random digit dialing (RDD) process. Interviews with respondents were conducted over the phone by trained interviewers. Meanwhile, the margin of error is estimated to be approximately 2.9% at the 95% confidence level. (Katadata, 2023)

The researcher wants to examine more deeply by using Media agenda theory and electability theory. The method used in this research is a content analysis method. According to Krippendorff, content analysis is a research technique for making inferences that are *replicable* and valid with respect to the context. The content analysis method is used to measure certain aspects of the content quantitatively. Research using this content analysis method aims to systematically identify the content of visible, objective, valid, replicable and reliable communication.

The reason for researchers to only take research *samples* from the four media above is to take from the top four positions regarding the Most Consumed Online Media in 2022. Reuters Institute has just released the Digital News Report 2022 report on the mass media landscape on Wednesday (15/6/2022). Indonesia is also included in the report. The report shows that the majority of Indonesians consume online media as a source of news with a percentage of 88%. Detik.com is the online media with the largest consumption. As many as 65% of respondents admitted to reading Detik.com at least once a week. This percentage far outperformed Kompas online which amounted to 48%. The third position is occupied by CNN Indonesia with a percentage of 35%. For information, Detikcom and CNN are both owned by CT Corp. Next, there is Tribunnews with 32% and TVOne news online with 30%. MetroTV News online is ranked 6th with 28%. (Katadata, 2022)

This research aims to find out how Political Image in Ganjar Pranowo's Electability as a 2024 Presidential Candidate on the news of the cancellation of the 2023 U-20 World Cup. This can measure the impact of certain events such as the Cancellation of the 2023 U-20 World Cup is a major event that can affect people's perceptions of political figures. This research can help see the extent to which this event has an impact on Ganjar Pranowo's electability.

This research has implications as a consideration of the phenomenon of news coverage that can have an impact on political image that affects electability. In addition, the general public can obtain information on how the media, as one of the main sources of information, has an important role in shaping public opinions and perceptions of presidential candidates and political issues.

RESEARCH METHODS

In this study, the content analysis method was used. Klaus Krippendorff described content analysis as a research technique that allows making inferences that are repeatable and have valid data by considering the context. The content analysis method is used to quantitatively measure certain aspects of the content. The purpose of research with this content analysis method is to systematically identify the content of visible communication, with characteristics that are objective, valid, replicable, and reliable.

The issue of canceling the 2023 U-20 World Cup is a growing report in various media. Based on table 1.1 and Figure 1.3 regarding data from the most consumed media during 2022. So it can be concluded that the operationalization of the concept of content analysis in this study is a news report on the news of the cancellation of the 2023 U-20 World Cup that developed in four media, namely Kompas, Detik, CNN, and Tribunnews. News is categorized into several aspects based on Soleh Soemirat's Political Image Theory (2002), namely there are four categories, namely perception-cognition-motivation-attitude.

1. Perception: The result of observation of elements associated with a meaning process. The ability of perception can form an image. Perception will be positive if the information provided by the stimulus can fulfill individual cognition.
2. Cognition: Individual self-belief in the stimulus. Beliefs will arise if the individual has understood the stimulus so that it can affect the development of his cognition.
3. Motivation: The state within a person to perform certain activities in order to achieve a goal.

4. Attitude: The tendency to act, perceive, think, and feel in the face of objects, ideas, situations or values. Attitude will determine an individual to be pro or con against something.

Primary data is obtained from the first data source through observation. Observation is an activity of observing directly without intermediaries. The observations that the author will make by reviewing the results in the form of news texts that have been collected from Detik.com, CNNIndonesia.com, Kompas.com, and Tribunnews.com during the period March to April 2023.

Secondary data used in this study were obtained through literature studies related to research problems. Literature sources can be in the form of books, scientific works, journals, the internet, and studies that have been published through scientific research journals. Then collect data and relate it to the research topic so that the researcher's concepts and ideas can be explained.

Reliability looks at whether the measuring instrument can be trusted to produce the same findings, when done by different people. Then to obtain the validity and reliability of categories in the news content of the cancellation of the 2023 U-20 World Cup in Indonesia, category testing was held on three judges or coders who were selected and able to provide objective research. The results of the agreement of the jury team will produce a reliability coefficient which will determine whether the categories that have been made are reliable or not to become a research measuring tool. This research uses the Holsti inter-rater reliability method.

Reliability ranges from 0 to 1, where 0 means that none of the coders agree and 1 means perfect agreement among the coders. The higher the number, the higher the reliability.

- To be selected as a coder judge, the minimum requirements are to have a minimum background of S1 majoring in communication.
- Have teaching experience in the field of communication
- Have a job in the field of communication
- Judge Coder 1 (Doan Widhandono) is a Social Science Bachelor graduate from the Department of Public Administration, Faculty of Administrative Sciences, Brawijaya University.
- Judge Coder 2 (Dr. Suko Widodo, Drs., M.Si) is a man born in Madiun, February 4, 1964. He graduated from S1 Gadjah Mada University, Jogjakarta, Faculty of Social and Political Sciences, Department of Communication Science in 1987 and S2 University of Indonesia, Jakarta, Faculty of Social and Political Sciences, Master of

Communication Science, and S3 Airlangga University, Surabaya, Faculty of Social and Political Sciences, Doctor of Social Science Study Program.

RESULTS AND DISCUSSION

This study was conducted with the object of research on the news of the 2023 U-20 World Cup Cancellation which amounted to 90 news. This news was taken from 4 media that were consumed the most during 2022 based on the data in Figure 1.4, namely Detik.com, Kompas.com, CNNIndonesia, and Tribunnews. This sampling was taken on the news from March to April 2023. Research objects have been separated based on media along with the date of uploading news and news titles.

This research uses a content analysis method to find out the political image in Ganjar Pranowo's electability as a 2024 presidential candidate through the news of the 2023 U-20 World Cup Cancellation by measuring each news content that can affect Ganjar Pranowo's political image. The measurement indicators use Soleh Soemirat's Political Image theory (2002), namely Perception (response, refutation, comment), Cognition (knowledge, awareness, understanding), Motivation (ideals, enthusiasm, desire), and Attitude (views, decisions, principles).

The calculation results of the most dominant Political Image analysis from Soleh Soemirat's Political Image theory (2002) obtained through 4 media that were consumed the most during 2022 based on the data in figure 1.4, namely Detik.com, Kompas.com, CNNIndonesia, and Tribunnews. The period in this study is the news from March to April 2023.

From the results of research that has been conducted by researchers regarding Political Image in Ganjar Pranowo's Electability as a 2024 Presidential Candidate through the news of the Cancellation of the 2023 U-20 World Cup, it can be analyzed as follows:

- 1) Ganjar Pranowo through the news of the 2023 U-20 World Cup Cancellation shows his Political Image. Through Soleh Soemirat's Political Image Theory (2002), it is found that several scales have almost the same value so that the formation of Ganjar Pranowo's Political Image can be done simultaneously. Having principles, knowledge, and good responses in dealing with criticism and problems that occur in Indonesia.
- 2) The results of the analysis on each category of Political Image by Soemirat (2002) which shows Ganjar Pranowo's Political Image through the news of the Cancellation of the 2023 U-20 World Cup are as follows:
 - a. The Perception category occupies the highest position among other categories in Detik.com (43.2%), Kompas.com (43.4%), CNN Indonesia (38.2), and Tribunnews (37.5%). The prominence of Ganjar Pranowo's character is his calm

and wise response in answering criticism and problems around him with his strong knowledge and principles of the mandate of the 1945 Constitution.

- b. The second highest category is the Good Attitude category on Detik.com (31.1%), Kompas.com (30.1%), CNN Indonesia (29.4%), and Tribunnews (32.5%). From this category, it can be seen that Ganjar Pranowo has strong principles so that he dares to make crucial decisions, even though he knows what will be the risk of what he has decided in the future.
- c. The two categories that scored equally were Cognition and Attitude with a percentage of 29.4%. This was seen only in CNN Indonesia's coverage. This can be interpreted that Ganjar Pranowo has a solution that can be done during a deadlock situation (Indonesia canceled hosting the 2023 U-20 World Cup). Whereas previously, Ganjar Pranowo had a strong principle to maintain the country's constitution by organizing the 2023 U-20 World Cup without the presence of Israel so that Ganjar refused Israel to be one of the participants.
- d. The category with the least frequency is Cognition in Detik.com (23%), Kompas.com (23%), CNN Indonesia (29.4%), and Tribunnews (22.5%). Ganjar Pranowo shows that he is aware of the risk of the consequences of his response and decision when rejecting Israel's presence as a participant in the 2023 U-20 World Cup. Ganjar also shows that he has a workable solution to the cancellation of Indonesia as the host of the 2023 U-20 World Cup.
- e. The category with the least frequency and percentage is Motivation on Detik.com (2.7%), Kompas.com (3.5%), CNN Indonesia (3%), and Tribunnews (7.5%). Ganjar Pranowo did provide encouragement for the Indonesian national team players who were saddened by the cancellation of participation in the 2023 U-20 World Cup. However, this does not have much impact on the cancellation of the 2023 U-20 World Cup for the Indonesian national team players. Because, playing in the World Cup is the dream of every footballer in the world, not just in Indonesia. In fact, several Indonesian national team players had expressed emotions of disappointment in Ganjar Pranowo's social media comment column.
- f. Online media Detik.com, Kompas.com, CNN Indonesia, and Tribunnews made the same agenda setting, namely the Political Image of Ganjar Pranowo in the Perception, Cognition, Motivation, and Attitude categories in the news of the cancellation of the 2023 U-20 World Cup. The four media both have the most focus or prominence in their news, namely describing Ganjar Pranowo's Political Image in the Perception Category.

CONCLUSIONS

From the results of the overall analysis, this research entitled "Political Image in Ganjar Pranowo's Electability as a 2024 Presidential Candidate (Krippendorff Content Analysis Study of the Cancellation of the 2023 U-20 World Cup)" can be concluded as follows:

1. Through the news of the cancellation of the 2023 U-20 World Cup taken from 4 media chosen by this researcher, we can find out how Ganjar Pranowo's Political Image is formed from various opinions of Ganjar Pranowo himself as well as opinions from the public and politicians in surveys that can shape Ganjar Pranowo's electability as a 2024 Presidential Candidate. As a presidential candidate, Ganjar Pranowo must have a good political image despite criticism or negative sentiment from media coverage. This is so that Ganjar Pranowo can compete with other Presidential Candidates who certainly have a different Political Image from himself. The Political Image theory that can be used in this research is Soleh Soemirat's Political Image Theory (2002), namely Perception, Cognition, Motivation, and Attitude.
2. Of the four categories in Political Image Theory, Ganjar Pranowo as a presidential candidate does not fulfill one of Soleh Soemirat's Political Image, namely the Motivation category. Although, it does not fulfill one category of Political Image Theory. Ganjar Pranowo's electability remains good along with Ganjar Pranowo's Political Image which still fulfills the other three categories. A good presidential candidate should have the same passion and desire as the Indonesian people. Presidential candidates should be able to respond to problems well. Even though the people criticize too much due to a presidential candidate deciding and having an opinion that can make the people feel disadvantaged. Although, finally apologizing and encouraging, it will not have any effect on decisions that have harmed the people.

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