



Information Seeking in the Elite PDI Perjuangan about Gibran Election as the Solo Mayor

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Abstract

This study aims to express an understanding of how information-seeking patterns among the political elite of the Indonesian Democratic Party of Struggle in Surakarta relate to the issue of the possible nomination of Gibran Rakabuming Raka - son of Indonesian President Joko Widodo as a candidate for Mayor of Surakarta. This research analyzes through social media, especially Facebook, about the relationship between information seeking behavior of the political elite of the Indonesian Democratic Party of Struggle (PDI Perjuangan) with certainty about the issues circulating in the community. This research paradigm uses phenomenology with a qualitative approach. The source / participant of this research is the political elite PDI Perjuangan this is because according to the news circulating Gibran will run for office using PDI Perjuangan party vehicles. This study concludes that the pattern of information seeking among the political elite of the Indonesian Democratic Party of Struggle (PDI Perjuangan) in Surakarta with information certainty needs. The need for information seeking is growing, making the PDI Perjuangan elite in Surakarta a source of information which then forms information search behavior patterns based on the use of social media, especially Facebook.

Keywords: PDIP Political Elite; Facebook Social Media; Information Search

Introduction

The current phenomenon is focused on the issue of Gibran Rakabuming Raka who is the eldest son of Indonesian president Joko Widodo who plans to advance to become a candidate for mayor in the Surakarta City Election in 2020. Gibran plans to advance as a candidate for mayor through the support of the PDI Perjuangan party. Gibran's seriousness to nominate himself as a candidate for Mayor by registering himself as a member of the PDI Perjuangan party to the PDIP Surakarta DPC office Monday afternoon, September 23, 2019.

Several further steps Gibran had taken after registering himself at the PDI Perjuangan DPC (Surakarta Representative Council) branch office, namely by met with party leaders from the local DPC PDI Perjuangan Surakarta FX Hadi Rudyatmo who is also the Mayor of the City of Surakarta on Wednesday afternoon on September 18, 2019. Then met with the Chair of the PDI-P Party of Megawati Sukarnoputri on Thursday afternoon in Menteng Jakarta, on October 24, 2019.

While the PDI-P party itself has determined the candidates from the PDI-P party DPC namely Achmad Purnomo and Teguh Prakoso as potential candidates for mayor and deputy mayor have also received recommendations from the PDI Perjuangan DPP and have been approved until the branch management and PAC (Branch Children Leadership). The results of the agreement are continued to be registered in the KPU (General Election Commission).

With this issue, the PDI Perjuangan elite in Surakarta made use of social media as a means of communication. The use of social media by the political elite of PDI Perjuangan is an appropriate alternative media for finding information, sharing information or exchanging information through the comments column. PDI Elites' Struggle in the DPC established itself in line with its DPC chairman. So this social media serves as a tool to spread information from sources, namely the PDI-P elite, to the social networking network.

From several sources namely the political elite PDI Perjuangan use more social media Facebook compared to other social media. This is because Facebook has a hand in making it easy for humans to communicate and socialize. This is consistent with the original purpose of social media created to interact with other people around the world to find friends and social environment.

Kiapper in the inaugural (2012: 22) states that the media has the ability to influence public opinion as well as people's behavior. In line with the opinion of Negrine in the inaugural (2012: 23) states that the media has an important role in menstruation (*relaying*) also stimulates political problems. So this is what makes the main attraction of social media, especially as a medium of socialization as well as a media that is able to shape public opinion.

This research adopts qualitative research which is a case study. Data obtained based on observations, interviews and records, document analysis, field notes, compiled by researchers are not set forth in the form of numbers. In this study, researchers conducted data analysis by enriching information, looking for relationships, comparing, finding patterns on the basis of the original data without being transformed in the form of numbers. Then the results of the data analysis in the form of exposure to the situation under study are presented in the form of narrative descriptions.

In this study trying to examine information search by using social media in positioning with persuasive messages used by the political elite PDI Perjuangan. This research was conducted in the city of Surakarta where the object of this study was limited to the political elite PDI Perjuangan who were in the city of Surakarta, so that empirically interviews with political party administrators in the PDI Perjuangan party DPC, this research would normatively target the information seeking activities with using social media, especially Facebook.

This study took participants / sources from local political elites: Party officials, Vice Chairman of the DPC and PDI-P candidates (Legislative Candidates) in the Surakarta city area. Equipped with data that is in the facebook address of each massing source.

The purpose of this study is to find information about the phenomenon of Gibran's nomination as mayor of Surakarta with Facebook intensively used by the PDI Perjuangan political elite in the city of

Surakarta? And what is the behavior of information seeking from the use of Facebook by the political elite PDI Perjuangan in Surakarta?

Literature Review

This research involves three main concepts: local political elite, usage Facebook social media, as information retrieval. Next in this section is a literature and theory study on the three concepts starting with:

1. Political Elite of PDI Perjuangan

In political theory and sociology, understanding of the elite is an influential, personal group that has power, for example Oligarchy, that is, person who controls political power. also wealth that can control the surrounding community.

According to Laswell has the view that:

"The political elite includes all holders of power in a political building. This elite consists of those who achieve a dominant position in the political system and people's lives. They have power, wealth and honor ".

While Mills argues:

"Elites are those who are in command of the main institutions in society. With this position the elites make decisions that bring the consequences felt by all levels of society ".

PDI Perjuangan party is a representation of parties that are experienced as election participants. PDI Perjuangan Party is the party that will be used as the party supporting the nomination of Gibran as mayor. If identified from the PDI Perjuangan election due to one of the long-standing parties since 1973. And has won various regional elections, such as Central Java Governor H.Ganjar Pranowo, SH, M.IP., Wonogiri Regent Joko Widodo (Jekek), Boyolali Regent Drs. Seno Samodro, Karanganyar Regent Drs. H. Yuliatmono etc. until the presidential election Ir.H.Joko Widodo was also promoted from the PDI-P party.

PDI Perjuangan local political elite which became a source of researchers there were 18 participants / sources among them : **YF. Sukasno, SH, Honda Hendarto, Hartanti, SE, Indriani, SE, Ety Iswara, SH, MH, Ginda Ferachtriawan, SE, M.Sc., Putut Gunawan, Anna Budiarti S. Pak., Jajang Sumaryono Aji, SP, Titik Nurhayati , SH, Jugo Agung Ruwanto, Roro Indriadi Sarwo Indah, SH, Suharsono, SH, MH, Budi Prasetyo, S. Sos, Drs. Paulus Haryoto, Dinar Retna Indra Sari, A.md., Roy Saputra SS, Ekya Sih Hananto, SH, MH** These sources are almost all in influencing the electorate candidates for the elites now more practical and efficient using social media such as Facebook, Twitter, Instagram.

2. Facebook Social Media

Facebook is a social media network where users can interact with other users who are in one friendship around the world. Facebook users can depend on each other in a community to connect and interact with each other. Facebook is a medium for exchanging information because Facebook contains news about its users that can be seen by others.

In this study there were 17 of 18 participants / sources using Facebook using Facebook with their Facebook address: YF. Sukasno, SH: **YF Sukasno**, Honda Hendarto: -, Hartanti, SE: **Hartanti SE**, Indriani, SE: **Indriani SE**, Ety Iswara, SH, MH: **Ety iswara**, Ginda Ferachtriawan, SE, M.Sc: **Ginda Ferachtriawan**, Putut Gunawan : **Putut Gunawan**, Anna Budiarti S. Pak: **Anna Budiarti**, Jajang Sumaryono Aji, SP: **Jajang S Aji**, Titik Nurhayati, SH: **Hartanta Hartanta**, Jugo Agung Ruwanto: **Jugo Pajang; Bolojuang Jugo**, Roro Indriadi Sarwo Indah, SH: **Roroindradi Indah**, Suharsono, SH, MH: **Suharsono**, Budi Prasetyo, S. Sos: **Boedy Praz ; Budi Prasetyo (Bagus)**, Drs. Paulus Haryoto: **Paulus Haryoto**, Dinar Retna Indra Sari, A.md. : **Dinar Retna Indrasari**, Roy Saputra SS: **Roy Saputra Nusantara**, Eky Sih Hananto, SH, MH: **Gardoe Kerakyatan**.

The activities of the elite by using Facebook social media to exchange information and express opinions make one a way of finding information. Searching for information on Facebook social media is considered more focused and targeted than using other media, because it is directly related to the PDI Perjuangan elite who post activities or write content.

3. Information Needs

One of the human needs is the fulfillment of cognitive integrity Wilson defines as the need to provide something meaningful to the environment, this need is related to adding information, knowledge about the environment. The environment gives important meaning in shaping the behavior directed by the individual. Pirolli (2005) says that humans shape behavior based on information and their environment. While the information needs associated with *social rules* have a close relationship with role theory. (Praba, 2005) says the theory sees that individuals tend to adjust the search for information according to the social environment in a social system Zuhdiyah, 2009). Glesson (2001) says that academics are a social role laden with rapid adoption and adoption of innovation. Kuhlthau (1993) states that information needs arise from an uncertain situation and are understood as an uncertain situation and understood as something that contributes understanding and meaning to someone. Wilson (1999) also revealed that when someone experiences a condition that requires information, then that person must accompany the motive to obtain information, thus encouraging someone to act in the form of information behavior.

Methodology

This research uses a qualitative method with a case study approach because the researcher carries out the construction of reality in the field regarding information search through social media Facebook with the friendship of the political elite PDI Perjuangan as a source of information.

In this case the author examines data from research sources through the Facebook address of the political elite PDI Perjuangan. In this study, researchers studied the source of research aimed at finding a complete and in-depth view of the research source.

According to Patton (in Pawito, 2008: 141) that a case study is an attempt to collect and then organize and analyze data about certain cases regarding issues of concern to researchers and then the data

is compared or linked to one another (in the case of more than one case) by sticking to the holistic and contextual principles the case can be from individuals, groups, organizations, institutions etc.

Miller's phrase (in Pawito, 2008: 142) case study is none other than *in depth analysis of single or few communities, organizations, or person's lives. They involve detailed and often subtle understandings of the social organization of everyday life and one's live experience*. Because this method usually focuses on things that are considered unique and that there is no scientific intervention from the researcher, the case study is often considered a natural study.

This case study method tries to explore the uniqueness of a case or multi-case holistically and comprehensively Hidayat, et al (2017: 94) namely the issue of Gibran who is running for the mayor of Surakarta by seeking support through the PDI Perjuangan party where there is a search for information by the political elite PDI Perjuangan in Surakarta through social media facebook

Results and Discussion

The issue that occurred in Indonesian society, especially in Surakarta regarding Gibran's self-nomination as mayor made the public needed information. This need is a condition that occurs in the cognitive structure of a person who feels there is a lack of information as a result of being done or to fulfill curiosity. These deficiencies need to be met with new information that is appropriate and accurate to their needs. This information need is influenced by factors that are internal or external. External factors such as Gibran running for mayor by asking for support from the PDI-P party. Internal factors such as curiosity. It is this curiosity that drives to satisfy the satisfaction of his curiosity which is manifested in the form of information seeking needs. External factors can be conditional, meaning the background of the environment and experience influence the information needs.

The information needs of the public make Facebook social media a fulfillment of information needs, in the search for information on Gibran's nomination as mayor and the certainty of the news from the political elite PDI Perjuangan. The use of Facebook social media information seeking behavior about the truth of the issue of nominating Gibran as mayor is also based on the accuracy of data and information along with support from PDI Perjuangan's elite with the use of Facebook social media which provides different information based on the opinions of each individual as well as both supporting party leaders .

Sources of information obtained from the political elite PDI Perjuangan will be used as a source of data search information through social media Facebook. This is considered the most influential source of information because it is in great demand by the general public. According to some sources they are more supportive of being perpendicular to the head of the Surakarta DPC PDI-Perjuangan. So that the PDI Perjuangan elite will not provide information that is not in line with the results of the meeting that was mutually agreed upon.

Information needed by the community is different for each category, both personal and group. For example, for certain groups of information about the issue of nominating Gibran running for mayor has certain interests and goals. In addition, information needs and information sources have a variety of information seeking behavior. Factors such as information literacy, information availability and ease of access to information will affect the needs, search behavior, information access and utilization can be said to be accountable research. Meanwhile, using Facebook social media can be accessed anytime, anywhere. People always need accurate information to meet their information needs. With these circumstances Facebook social media can help and can share information with information sources in the comments column.

Factors of technological progress in modern society are greatly influenced by the environment, interaction between individuals and between groups becomes an important factor to determine the success of the delivery of information in communication. Communication that is interconnected and influential between communicators and communicants to achieve common goals will form a communication network. That information is influenced by personal needs related to physiological, affective, and cognitive needs.

These needs also have a bearing on the role of a person in his work or activities and with the level of competence a person expects by his environment when someone is compelled to search for information, all of these factors will determine how to actually behave to find information. In addition, the obstacle factor is also included so that it also determines how to behave towards the system, which in this study facebook social media.

The use of social media facebook helps people who are close to the political elite PDI Perjuangan who become their friendship. Until now the conversations in the comments column of the PDI Perjuangan elite have been the focus of the Surakarta City community. The more advanced communication and information technology makes it easier for people to interact. Like Facebook social media which is currently a part of community activities in various circles. The environment contributes to people's behavior in finding information with the rise of Facebook social media and its friendship with the elite PDI Perjuangan.

In this study the PDI Perjuangan elite and the community used facebook social media in their friendship environment. Although not all friends with the PDI Perjuangan elite are on their facebook social media friendship, we can still see links in the comments column through interconnected friend networks. This is what proves that the environment has a big influence on someone to use social media to get information. Often the information is expected to find a theoretical explanation without further study, whether in a study or other findings. From this the dissatisfaction of information felt by the community towards the behavior of the PDI-P elite regarding the search for information through social media facebook. Facebook social media is quite influential in the dissemination of information at this time, only improved quality of human resources. While the PDI Perjuangan elite can use social media to interpret the developing situation so that the community can estimate and minimize the possibility of problems that occur.

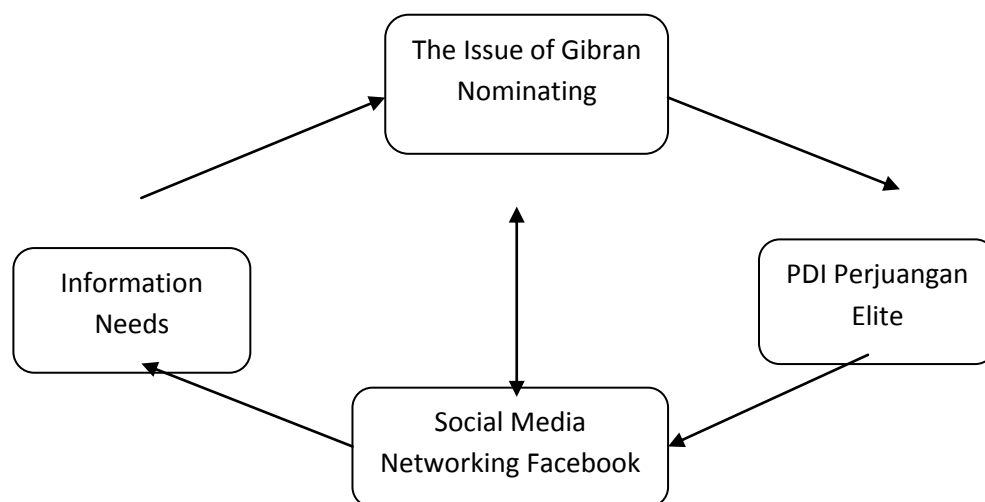


Figure 1: Communication patterns of information needs using social media Facebook

Decision of groups / parties in the dissemination of information is inseparable from the surrounding community. A communication technology is inseparable from the message of social media that carries out its function as a reformer and opens communication on its social networks. This quote has a meaning in the three-factor model that is considered important to explain the phenomenon of (*information seeking information seeking*), namely the life context of information seeking, the information system it uses, and information resources that contain various information needed. Based on this it can be seen that the life of information search experienced by a person is influenced by several aspects that are around him and that aspect is called the "universe of knowledge" (Wilson, 2000). The following is an illustration of this research model, which consists of the PDI-P elite, Facebook social media and their social networks, information needs and information seeking behavior. These four aspects are interrelated.

Information retrieval patterns can be interpreted as a picture of someone's habits or steps someone in finding information. This pattern can be in the form of search stages with characteristics for each stage, or characteristics based on group characteristics, and based on tenacity in information seeking. Then intensively carried out by the community, how is a communication process from the PDI-P elite to provide clarity of information to the friendship network on facebook. This will certainly affect decision making in finding information through social media.

In the first stage, planning is an initial step before starting to search for information. With the planning, an information retrieval activity will go according to plan and not deviate from the target. Similarly, in terms of finding information about the issue of Gibran who is running for mayor through social media Facebook.

There are several important differences between competent providers of information and only the dissemination of issues without data. Then the public will search for undirected information. The search for information as a conscious action was preceded by the identification of information needs later when it was decided that the search would be carried out through Facebook social media. So the planning regarding the source of information in this case was the PDI Perjuangan elite which had certainly been considered.

In relation to the time people look for information, the results of the information search time in question are the time for information seeking during the time the issue is rife in almost all media. This information search is done when there is a problem the information is carried out depending on the certainty of the source of information. That's when the search is the initial stage before starting to search for information. With time, an information retrieval activity will run according to expectations and targets.

The process of finding information about the issue of nominating Gibran to become mayor describes the pattern of communication in the search for information. There are several components needed in the pattern of information seeking such as planning, time, method, source, procedure for the stage of information seeking. The six aspects are interrelated, the role of information development on social media facebook is very influential to produce synergistic effects in obtaining information certainty. Examples of sources that share content with information that is less clear in purpose, giving rise to various opinions in the comments column. This makes all the friends in his friendship network curious and raise questions.



This change in information seeking behavior is the friendship network on social media asking sources to get clarity of information. The idea that underlies the concept of a knowledge system to increase harmony between information, sources and friendship / community networks is needed through the synergy of various behaviors that will create a process of continuity in the search for information. In the development of social media Facebook provides opportunities for social networking / community friendship to get information directly from sources, namely elie PDI Perjuangan.

Decision making using Facebook social media in the ease of access to information from information sources used is also a factor in the high utilization of information sources from friendship on social networks and in the community. Information seeking is the overall pattern of behavior of the people related to information involvement. As far as people are concerned, they need, think about, treat and seek information and use information from sources through Facebook's social media, including the understanding of information behavior. Facebook social media is an interactive form of communication that involves the use of social networking friendship. Making it possible to create, modify and disseminate content using Facebook social media facilities.

Information needs is a condition that occurs in the structure of one's cognition that is felt there is a vacuum of information as a result of being worked on or to fulfill curiosity. In accordance with the opinion expressed by TD Wilson (2000) which consists of *users' life world*, *information systems*, and *information resources* also play a role in this model, because someone is looking for and using information in accordance with life, information systems and information sources. The general public gets information in accordance with information needs through social networking friendship namely social media facebook with information sources namely the PDI Perjuangan elite.

By using Facebook social media and friendship with social networks, information sources are expected to get clear and accurate information from the public. Surely the public will be happy with getting certainty of information. Therefore, it is hoped that the public will ask the certainty of the issues circulating about the nomination of Gibran as mayor to the source of information, namely the PDI-P elite which is in the friendship of his Facebook social network. PDI Perjuangan information sources provide information about the issues circulating to the social networking friendship through social media facebook.

In this study community behavior / friendship networks on Facebook social media to search for information in accordance with the opinion of TD Wilson (2000) which is a model as *guidance* in this study, which consists of *psychological needs*, *affective needs*, and *cognitive needs*. The environmental point in question is the social networking Facebook friends who need information to meet their needs in getting certainty of information that interact with each other as social creatures, starting from finding

information, associating and others. When people have the habit of searching for information using social media, in that environment, they will certainly use Facebook social media. As the second person is created by the environment around the news. In line with the opinion of Koswara and Mulyana (2016: 200) that in group communication the success of exchanging information between the mentor and the target audience is an aspect that gets the main attention. When the community has passed the environment which is a place to interact and discuss, then there will be a pattern of communication between sources of information with the community / social network. In this study, the communication patterns referred to are knowledge in accessing, searching and exchanging information through Facebook social media. The exchange of information so as to form a knowledge in a person. Information obtained from Facebook social media from information sources, namely the PDI Perjuangan elite in a content in the comments column is certainly different. This is in accordance with knowledge, experience and the level of closeness with information sources. When someone has closeness then a conversation will form in the comments column.

In this study, when information sources share content containing information regarding issues in circulation, the community / social networks will access and search, their ability to search for information will be formed. Departing from the use of social media obtained by information sources, namely the PDI Perjuangan elite. This research reveals that the information seeking behavior of the community / social networks at this time is indeed not difficult because of the availability of social media that is useful to support and meet the information needs of social networks who need information about the issue of nominating Gibran as mayor of Surakarta. In this study information seeking behavior is in accordance with TD Wilson's opinion (2000) which is a model as *guidance* in this study, which consists of *psychological needs*, *affective needs*, and *cognitive needs*. These three points become behavior Information seeking by the community / social networks in finding information on issues that are being made through social media to meet their information needs.

Conclusion

This study seeks to examine how the PDI Perjuangan political elite uses social media as a source of information in seeking information about Gibran's nomination as Mayor of Surakarta using Facebook. The conclusions from this study are as follows: (1) The community feels that it is not enough to get certainty about the issues circulating regarding the nomination of Gibran as Mayor of Surakarta which is carried by the PDI Perjuangan party, so that the PDI Perjuangan political elite needs to provide information through social media, especially facbeook . (2) People get information through various media and then get additional information from social media facebook through the Facebook address of the PDI Perjuangan elite (3) Communication patterns used by the PDI Perjuangan elite by sharing content on social media, one of them is Facebook. (4) Social media, especially Facebook, is useful for sharing information and sharing opinions about issues that have developed in the Surakarta community. This is because the elite PDI Perjuangan are representatives of the people directly elected by the people who are obliged to provide the right information for the people of Surakarta, especially through social media, one of which is Facebook.

Suggestions that researchers gave based on research results obtained include: (1) PDI Perjuangan elite provide clear information so that people do not assume a variety of (2) Information provided or shared on social media, especially Facebook should be accompanied by data or Decree (SK) in force. (3) We recommend that the PDI Perjuangan elite not only provide information but also cause debate which ultimately has a negative impact on other candidates.

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