



President Joko Widodo's Communication Strategy Through #JKWVLOG in Maintaining the Spirit of Nationalism

Yudanto Prayitno; Cholid; Yohanes Ari Kuncoro

Gunadarma University, Indonesia

Abstract

The spirit of nationalism is currently eroding and decreasing due to the fast and globalized information flow. This information flow is inevitable as the result of information technology and communication existence. In the past, the outreach of information is limited to national level, yet now it rapidly grows beyond state borders and can be read by the whole wide world. This research method is using a qualitative method to identify the communication strategy of President Joko Widodo in upholding nationalism through vlog. Data collection technique used in this research is documentation study, observation study, literature study, online data tracking.

President Joko Widodo uses social media, mainly vlog, to maintain the spirit of nationalism, which is reflected on all of his videos that use Indonesian language. The President is proud with the production of Indonesia by setting the example to use the local productions. President also embedded the elements of Indonesian culture and heritage in several of his videos.

Keywords: Vlog Communication Strategy; Nationalism; President Joko Widodo

Introduction

The spirit of nationalism has seemed to be eroded by the globalized and rapid information flow. This is as a result of information technology and communication which is impossible for us to hold. Information at times can be contradictive to the nationalism of a country and a country may even be influenced by information flow that undermine the existence of a nation. This influence penetrates or distributes to the region of other states through the information technology and communication, hence an information that in the past the outreach is limited to national level, gradually grow borderless (Srijanti, dkk. 2009). All countries are facing this racing information flow, which may cause the eroded sense of pride as a part of certain country, including Indonesians. This eroded pride and nationalism as an Indonesian threatens the state, if the commitment and consistence of state organization by the government does not grow it. The eroded nationalism can resulted to threats and endangering disturbance, disintegration of a nation and state. Smith, in the book of Tilaar (2007) mentioned that nationalism can

unite the life between one individual and the other that will form a community, able to build the life supported by its community, on the elements of history, religion, language and customs. There are several key factors in growing nationalism; language, history, customs and original culture of Indonesia, and also to love Indonesian local products.

The state is formed from the element of citizen, region and government (Srijanti, dkk. 2009). Citizen is onw who resides and states their approval to unite. Region is clear border/territory on land, sea and air upon a state. The governance as the organizer of a state in which the system used by Indonesia is the Presidential governance system. President is the head of a state including the head of a government. The current President of Indonesia is Joko Widodo. Presidential tenure is five years. Afterwards, a re-election is allowed for only one time. President as the chair of executive authority has general and special authorities. General authority: public order and security, administartion (correspondence, documentation), public services, and public welfare. While, the special authority: authority in 'legislative', such as drafting *Perpu* (Government Regulation as Subtitute of Law), PP (Government Regulation) and *Perpres* (Presidential Regulation).The authority of President regulated in the Constitution (UUD 1945) are: proposing the Draft of Law (RUU) to the House of Representatives (DPR), stipulates PP, serves the highest authority upon Army (AD), Navy (AL), Air Force (AU). This also includes the authority to state war, make peace, and treaty with other countries, tostate emergency situation, to appoint ambassador and consulates, to grant title, token of appreciation, and honors, to appoint and dismiss ministers.

As executive leader that controls the daily governance effectively, the President is being assisted by the ministers whom are directly appointed.The President is also supported by several Non-Departmental Government Institution in various fields, who directly deliver their reports to the President. The position of President as a leader is strategic, and is expected to maintain and to grow the spirit of nationalism in digital era, an era in which informatics media becomes more sophisticated (TV, Satelite, celullar phone, internet), resulting numerous messages, creation, events, spectacles and thoughts that spread out quickly through digitalization process.Internet technology that is fully digital can transmit various information by individual, private and/or public companies. President Joko Widodo tries to use internet technology to share verious kinds of information. The internet can be an alternative to a more interactive bridge of communication between the people and their leader (Andriana, 2013).

President tries to communicate various kinds of information by uploading videos to YouTube social media. The official YouTube account of Presiden Joko Widodo has uploaded 311 videos so far (18th August 2018, 20.45 Indonesian Time). The uploaded videos vary from the shoot of his presidential activities to daily activity at home. Starting from the mundane to work programs as the head of state and head of governance. President Joko Widodo joined YouTube on 6th May 2015. As per 18th August 2018, this official account has been viewed by 25,443,375 and subscribed by 579,988 people.President Joko Widodo performs communication strategy through vlogging, uploading videos that convey messages and meanings. This research tries to identify the meaning of the videos that upholds President Joko Widodo's nationalism spirit.

Theoretical Study

Communication Strategy

Strategy is originated from Greek word of 'stratos' and 'agein' which means soldier and leading, so we can say that strategy meand leading soldiers. And then, the word 'strategos' comes to surface which means high level leader of soldier. Hence, strategy is a military concept that can be translated as the art of war of the generals (The Art of General), or the best design to win warcraft (Cangara, 2013).In Cangara

(2013) Marthin-Anderson formulated strategy as an art that involves the capacity of intelligence/mind to transport all available resources to achieve goals by obtaining maximum and efficient profit. Communication strategy according to Rogers (1982) in Cangara (2013) as a design made to change human's behaviour in larger scale through the transfer of new ideas. According to Middleton, a communication planning expert (1980) in Cangara (2013) stated that communication strategy is the best combination of all communication elements starting from the communicator, message, channel (media), receiver to the effect designed to achieve optimum communication goal. Everett M. Rogers created a communication planning model known as innovation diffusion model. As this communication planning model has stages in the distribution of an idea or new ideas (innovation), Rogers explained that the introduction process of an innovation (something new in form of an idea, thought or item) is decided by three stages which are initial stage (antecedent), process (Process) and Consequences.

Nationalism

According to Hans Kohn in Syamsuddin (2011), Nationalism is a form of national awareness of nation and state. This awareness forms nationalism in political term, which is a national state. Hence, politically, nationalism is a national awareness that includes aspiration, and driver of a nation, in taking its independence, fighting colonialism, as well as a driver to build itself and the community, the nation and the state. Nationalism grows in the middle of society when the mindset starts to deteriorate due to the globalized information flow, when human starts to live in communal in certain region, self-defence has important role in driving the sense to maintain the state, the place they live, and rely on. There are several theories about Nationalism, such as in Syamsuddin (2011). First, Civic Nationalism, a Nationalism where a state obtains political truth from the people's active participation, the people's will and political representative.

Second, Ethnic Nationalism is when a state receives political truth from the original culture or ethnicity of a society. Third, Romantic Nationalism (also called Organic Nationalism, Identity Nationalism) is a continuation of Ethnic Nationalism where a state receives political truth which started as a result (organic) of a nation or race. Fourth, Cultural Nationalism, a type of Nationalism where a state obtains political truth from common culture and not "hereditary", such as skin color, race and etc. Fifth, Civic Nationalism is a variation of Citizenship nationalism, it is always combined with Ethnic Nationalism. The sense of nationalistic is strong that it is prioritized in overcoming the universal right and freedom. Sixth, Religious Nationalism, where a state obtains political legitimation from religion likeness. Nevertheless, Ethnic Nationalism is usually mixed with Religious Nationalism (<http://id.wikipedia.org/wiki/Nasionalisme>).

According to Hutauruk (1984) the key elements in Nationalism are:

1. Absolute loyalty, the highest loyalty of an individual is to the nation.
2. Aware on a calling.
3. Believe on a task and objective to be achieved.
4. An expectation to achieve a pleasant goal.
5. The right to live, right to freedom, and right on property gained rightfully.
6. Collective personality that contains the sense of family intimacy, fate and common responsibility; fraternity and loyalty between human.
7. The spirit of people (*Volksgeist*) that can be deep dived in tradition, language, story and folksongs.
8. Maximum tolerance between one to another.

According to Syamsuddin (2011), the factors that influence the eroding Nationalism, such as; first, globalization effect that cannot be held, which is the advance of information technology. Whereas the

youth can easily access the young people living model that came from where the globalization was initially born and developed. Second, the role of family institution is not effective in providing teaching and learning, while as a small institution in social relations, family becomes the last fortress of a nation in warding off the unexpected culture.

According to Tilaar (2007) the factors to grow Nationalism are:

1. Language is how the role of language in uniting the tribes in Indonesia as written in Sumpah Pemuda (Youth Oath) 28th October 1928, which states Indonesian language is the uniting language.
2. Culture is a unity of diverse cultures, that grows Nationalism that produces the sense of respect and honor that builds the democratic value.
3. Education is a highly important factor within the growth of Nationalism. A centralized education is a very strong uniting tool.

According to Nurfitriyani (2011), stated that some of Nationalism indicators are:

1. Prioritize the unity, interest and safety of nation and state upon self-interest or group interest.
2. Show the act of sacrificial for the interest of nation and state.
3. Feel proud as an Indonesian and having Indonesia as motherland, and not to have low-esteem on it.
4. Acknowledge equality on degree, right and obligation to human kind and fellow citizens.
5. Grow the act to love one another.
6. Develop tolerance.
7. No arbitrary threat to other people.
8. Prone to humanitarian activity.
9. Always uphold humanity values.
10. Have the courage to stand for truth and justice.
11. Agree that Indonesian citizen is part of all human kind.
12. Consider the importance of respecting and cooperating with other nations.

Internet

In the era of 1960s, the United States' government wanted to develop a means that enable the communication channel to remain open should there be a nuclear attack. The method at that time required certain spots to send messages and to have control center to manage it. If one of the spots is bombed, then the rest of network will not work. And then, Advanced Research Projects Agency (US Defence ARPA) came to propose "bombproof" without requiring one control center. Hence, should one part of the network channel is disturbed, the information deliver through the channel will automatically diverted to other channel (Darmawan, 2013). Afterwards, the internet used by academics (UCLA) for research and technology development purpose. Not until early 90s, some parts of ARPA network changed to the internet accessible by public up until today (Darmawan, 2013). Internet is a large group of various national, regional and local computer network that support communication one to another (Darmawan, 2013).

Computer-Mediated Communication (CMC), according to Walther in Berger (2016) it is a new type of communication, that is able to include two-way-real time chatting system, chat group system that includes conference and role-play game, as well as modifiable group decision support system. It can include systems without cohesion, such as two-ways bulletin board or list-based email and distributed bulleting board and discussion systems. It can also include World Wide Web, including textual, graphic, photographic, audio, and video system, in addition to hyperlink aspects. Today, CMC becomes an intrinsic component in several video-sharing system such as YouTube, social network sites and friend-

search system such as Facebook and MySpace. According to Andrew (2005), computer should be able to route message: “the Internet requires a common form of transmission. In other words, computers must be able to route their messages through according to consistent rules just like drivers from California must know that stop signs mean the same thing, even when they visit other states. The Internet works because every computer knows the rules of the road.”

Andrew (2005) explained that communication through internet has several interactivity level: “For now, suffice it to say that people communicating over the Internet have some degree of interactivity. If you have exchanged e-mail messages with anyone, then you are already aware that two-way communication is possible, if somewhat delayed by the nature of the involved technology.”

Social Media

Social media is a medium in the internet that enables the user to represent themselves as well as interact, cooperate, share, communicate with other users, and form social bond virtually (Nasrullah, 2017). Meyrowitz's view on the word medium should be well understood in order to see how the media operates (Nasrullah, 2017). There are three expressions in viewing medium, first is medium as channel (medium as vessel/conduit). Medium is a channel that convey a message or in real example, voice is the content carried out through radio. When one wants to listen to badminton match through radio, a set of radio is required to capture signal from radio station. In this contexts, content needs to be interpreted according to how it is carried by the medium. Voice or audio is a message carried by a set of radio yet cause reaction is the content of message. Listener may scream, angry or cry not because of the radio set, but the content broadcasted in the radio that broadcast the match. Which means, medium may vary and different, as well as the content it carries. Expression that raised in public is as the result of message, not the radio set.

Second, Meyrowitz explained that medium is language (medium as language) (Nasrullah, 2017). Medium is the language itself. This means that media has a uniqueness that can represent expression or carry a message. Emotional experience that occur through medium may be same or different on the message maker and message receiver. The content of message is being highly considered than the tool that carries it, however how the content of message is created is a matter that fully attached to the tool. A chapter of story in a soap opera will be more dramatic if presented in audio-visual with supporting background and backsound. A football match reported by a television commentator will be more emotionally appealing if it involves the right intonation or diction, and scene repetition, such as the scene of making a goal (Nasrullah, 2017). Third, medium as environment. It means that media cannot be viewed as merely text, but should also be viewed in the context side itself. In this perspective, Meyrowitz reaches to the question, how does context selection and grammar make medium characteristic different between one medium to another, in appearance, psychology or sociology (Nasrullah, 2017). The perspective of medium as environment results to several conditions, such as:

1. What kind of information that can or cannot be transmitted by medium?
2. How does the speed and level of communication?
3. How does the medium distribute message? Is it unidirectional, bidirectional, or multidirectional?
4. Does the communication interaction is simultaneous or sequential?
5. What physical features requires to use the media?
6. Is it relatively easy or difficult in using medium to produce (code) and receive (decode) a message? Does the medium is being used at same time or only in specific condition?

Therefore, this perspective can be viewed from micro and macro level (Meyrowitz, 1999: 49). Micro level refers to how the medium selection is performed by public in performing interaction or in certain situation, choose between Twitter and Facebook with the available media tools with certainly different consequence. Twitter as media with microblogging type provides limitation of total letters that can be

uploaded by the user. This is different with the capacity that can be uploaded on status (wall) of Facebook. While macro level refers to how the new medium gives influence to social interaction and structure in general (Nasrullah, 2017). Three Meyrowitz perspectives in viewing this medium provides the picture that medium can be viewed from various aspects. Medium is not just viewable from technical or technological matters, but medium may comprise of values that are not just as means in message delivery, but also in influencing the social, culture, politic and economy aspects.

There are at least 6 main types of social media (Nasrullah, 2017) which are:

1. Social networking media. Such as Facebook, LinkedIn.
2. Online journal (blog). There is personal homepages, which is owner uses his/her own domain, such as .com or .net. Some also use free weblog page provider facility such as, blogspot and wordpress.
3. Simple online journal or microblog (micro-blogging). Such as Twitter.
4. Media sharing. Such as YouTube, Flickr, Photobucket, or Snapfish.
5. Social bookmarking. Such as Delicious.com, StumbleUpon.com, Digg.com, and in Indonesia we have LintasMe.
6. Joint content media or Wiki.

YouTube

YouTube is a type of social media that facilitates its users to share video (Nasrullah, 2017). Social media has interactivity ability that enables the user to select on the information consumed as well as control information output produced and act on the desired options. YouTube is a video sharing website made by three former Pay Pal employees: Jawed Karim, Chad Hurley dan Steve Chen (Lister, 2009). This site enables user to upload, watch, and video sharing. Adobe Flash Video and HTML5 technology can play various video content made by the user, including movie clip, TV clip and music video, videoblogging, brief original video, and education video. According to Martin (2003): "YouTube is the paradigmatic new media start-up story three bright young guys, some venture capital and an idea whose time has come. The most recent figures at time of writing show that watching video on the Internet is one of the fastest growing areas of media activity" (Martin, 2003). "YouTube was developed as a response to this growing ecology of online video. Technically YouTube has three major characteristic features; bandwidth and memory restrict video length to 10 minutes; the url code for any clip can easily be embedded in other sites so that access to the clip can be from any online location; thirdly it is officially not possible to download YouTube videos to your own hard drive" (Martin, 2003). "YouTube just works ease of use is its major u.s.p. no need to download media players or wait endlessly for files to get through on email or phone message. The content is very portable and therefore designed for viral distribution patterns" (Martin, 2003).

Vlog

Vlog (video blogging) or vlogging is a form of blogging by using video, usually using camera-cellular phone. The result of this activity is a short duration video that can be watched, replayed and shared to other social media users. Vlog is one of the new media that has interactivity key feature. (Flew, 2014). In 2003 a combination of video and blogging has been done (Martin, 2003). "By 2003 video had been combined with blogging to create the video blog or Vlog. A vlog is what happens when people add video into the blog format, so typically a vlog site consisted in a series of short movie posts which were datelined like a diary, and often also have some text introduction" (Martin, 2003). "Vlogs were originally living diaries written as we watched day by day. Moreover like the blog the vlog was a networked platform which invited other vloggers to respond by video and thereby constructed global conversations on video" (Martin, 2003).

President

President is the head of state as well as head of governance. President holds tenure for five years. Afterwards, a re-election is allowed for one time only. President as executive authoritative has both general and specific authorities. General authority: security and public order, administration (correspondence, documentation), public service, and public welfare. Specific authority: authority in legislative such as drafting Perpu, PP and Perpres. President authority as regulated in the Constitution/UUD 1945, such as: holding governance authority, propose RUU to DPR, stipulate PP, holds the highest authority upon Army (AD), Navy (AL), Air Force (AU). Also has authority to state war, make peace and treaties with other countries, state danger situation, appoint ambassadors and consulates, grant title, token of appreciation and honors, appoint and dismiss ministers. As executive leader who controls the daily governance effectively, the President is assisted by Ministers who are directly appointed. President is also supported by several Non-Departmental Governance Agencies in various fields, in general they report directly to President.

Joko Widodo

Joko Widodo was born in Surakarta 21st June 1961, a son of Noto Miharjo and Sujiatmi Notomiharjo (Gunawan, 2013). Joko Widodo served as Surakarta Mayor in period of 2005-2012. DKI Jakarta Governor in 2012-2014. Currently serving as the President of Republic of Indonesia 2014-present. Joko Widodo is accustomed to hard life and hard work, this condition built him into a strong man in overcoming all adversities in life. Joko Widodo's father is furniture maker (tukang kayu), since childhood, Joko Widodo has helped his parents sawing woods and meeting his own school needs. Little Joko Widodo grew accustomed to hard life. Hence, he became resilient and well forges. He married Iriana and has 3 children; Gibran Rakabumi, Kahiyang Ayu, dan Kaesang Pangarep. Under the leadership of Joko Widodo, Solo grew rapidly, he approved the city's slogan "Solo: The Spirit of Java" as branding. The measures he took were quite progressive for cities in Java: he was able to relocate the merchant of second-hand items in Taman Banjarsari almost without any hassle to be revitalized into an open green space, signaled the investor to start thinking about public interest, performed routine and open direct communication (broadcasted by local television) with the community.

Taman Balekambang, a space initially abandoned by its development and transformed into a garden. Jokowi also without any doubt rejected investor that did not agree with his leadership principles. As a follow up to the branding, he promoted Surakarta to be a member of world heritage cities organization and was accepted in 2006. The measure continued with the success of Surakarta to be the host of the organization's conference in October 2008. In 2007, Surakarta also hosted the World Music Festival or *Festival Musik Dunia* (FMD) held at Vanstenburg Fortress Complex that was condemned into business and shopping center. In 2008, FMD was held in Mangkunegaraan Palace Complex. Joko Widodo was elected by Tempo Magazine as one of the "Top 10 Public Figure of 2008". Joko Widodo was inaugurated as Governor of DKI Jakarta 16th October 2012. As a Governor, he worked fast, precise and efficient (Gunawan, 2013). He re-organized the market merchants, constructed mass transportation, re-organized parking lots, relocated citizens which all are his efforts to advance Jakarta into better state than the previous years.

Joko Widodo was inaugurated as the President of Republic of Indonesia in 2014. With Jusuf Kalla as his Vice President, President Joko Widodo formulated Nawacita which is a grand concept to advance Indonesia to be sovereign, independent and confident. In making the changes and realizing them, concrete works are required to be implemented step by step, starting from fundamental development and followed up with acceleration in various fields. Nawacita has three main characteristics: presence of the state, developing the regions and mentality revolution.

Method

Qualitative research approach with interpretive practice has several subjective assumption about the meaning of real experience and social structure (Denzin, dkk. 2009). Menurut Bruce (2001) Qualitative research enables researchers to share in understanding and perception of other people and to explore on how structure and give meaning to their daily lives. Phenomenology reflects human being's direct real experience, as long as the experience is intensively connected to an object (Kuswarno, 2013). Phenomenology aims to understand the world from the perspective of people who experience it directly or related to human experience natural characters, and meaning embedded to them. Phenomenology as research method does not use hypothesis in its process, although phenomenology can results a hypothesis to be assessed further (Kuswarno, 2013). Phenomenology does not aim to test a theory, yet in practice, it tends to use observation method, in-depth interview (qualitative), and document analysis (Kuswarno, 2013).

Kuswarno (2013) elaborates basic natures that describes phenomenology methodology, which are: deep dive the values inhuman experience and life; the focus of research is on the overall, not on the partial that forms the overall; the research objective is to find meaning and essence from experience, not only to search explanation or measures of reality; obtain the picture of life from the first person perspective through formal and informal interview; the obtained data is a base for scientific knowledge to understand human's behavior; question made to reflect interest, researcher's personal involvement and commitment; looking at the experience and behavior as an integrated unity, whether that is unity of subject and object, and/or between parts and overall. Kuswarno (2013) explained the characters of phenomenology research, such as focus on something visible, back to the reality (essence) out of the routine, and out of what is believed as truth and habit in daily lives. Phenomenology is attracted to the overall, by observing the entity from all perspectives until the essence perspective from the observed experience or phenomena is obtained.

Phenomenology searches the meaning and essence of the sight, with intuition and reflection in a mindful action through experience. This meaning eventually brings us to idea, concept, assessment and true understanding (Kuswarno, 2013).

Phenomenology describes experience, not explaining or analyzing it. A phenomenology description will be very close to the naturality (texture, quality, and supporting characteristics) of something. Therefore, description will maintain the phenomena as is, and protrudes the natural characteristics and meaning behind it (Kuswarno, 2013).

Phenomenology rooted on the questions that directly related to the meaning of the observed phenomena. Thus, phenomenology researcher will be very close to the observed phenomena. A researcher's analogy will be a part of a puzzle of a biography (Kuswara, 2013).

Phenomenology on the integration of subject and object. Researcher's perception will align/equal to what they see/hear. The experience of an action will turn object into subject, and subject into object (Kuswara, 2013).

Phenomenology investigates in intersubjective frame, reality is one of the overall process (Kuswara, 2013). In phenomenology, the obtained data (through thinking, intuition, reflection and assessment) will be main evidence in scientific knowledge.

Analysis Result

Up to 14th Spetember 2018, 13.15, the#JKWVLOGplaylist has uploaded 28 videos, one uploaded twice with the same title; #JKWVLOG *Bersama Para Pekerja Waduk Sei Gongin Batam*(With Sei Gong Dam Workers in Batam),uploaded on 31st March 2017. Hence there are other 27 different videos. #JKWVLOGis President Joko Widodo’s vlog, first upload was on 26th September 2016 with the title of*Olahraga Memanah: Fokus, Konsentrasi, Ada Target dan Sasaran*(Archery: Focus, Concentration and Target and Goal) and the latest is on the 25th August 2018 entitled*Cerita Sneaker* (The Story of a Pair of Sneakers).

#JKWVLOG Video List

No	Title	Published date	Watched by	Like	Dislike	Comment
1	Cerita Sneakers (The Story of a Pair of Sneakers)	25-8-2018	145.692	8,9 ribu	104	1.187
2	Bersama Bro Saddiq (With Bro Saddiq)	16-7-2018	116.626	6,7 ribu	87	712
3	Ngajak Jan Ethes Olahraga (Taking Jan Ethes to Do Exercise)	7-7-2018	524.318	28 ribu	382	2.184
4	Kebun Angin (Garden of Wind)	3-7-2018	143.314	11 ribu	156	1.889
5	Pemimpin Muda (Young Leaders)	4-5-2018	57.545	4 ribu	70	587
6	Motoran Di Sukabumi (Riding Motorbike in Sukabumi)	10-4-2018	155.694	8,2 ribu	354	1.196
7	Tinju (Boxing)	3-3-2018	207.927	9 ribu	429	1.789
8	Mencoba Kopi Terbaik Dan Termahal di Dunia (Tasting the Best and the Most Expensive Coffee in the World)	19-1-2018	233.349	9,9 ribu	251	1.118
9	Menjelajah Raja Ampat (Exploring Raja Ampat)	26-12-2017	155.434	12 ribu	101	1.227
10	Bali Aman (Bali is Safe)	22-12-2017	121.859	7,4 ribu	53	691
11	Satwa Istana Bogor (The Animals of Bogor Palace)	8-12-2017	776.872	39 ribu	965	3.894
12	Indahnya Mandalika (The Beauty of Mandalika)	20-10-2017	826.464	32 ribu	1 ribu	3.871
13	Inspirasi Dari Surya Sahetapy (Inspiration from Surya Sahetapy)	2-10-2017	169.227	8,6 ribu	68	592
14	Bermain Bersama Cucu (Playing with Grandchild)	16-9-2017	846.609	23 ribu	208	1.711
15	Jalan Tol Pekanbaru-Dumai Selesai 2019 (Tollway of Pekanbaru – Dumai to be Finished in 2019)	31-7-2017	164.426	7,3 ribu	121	1.550
16	Salam Dari Emmanuel Macron (Greeting from Emmanuel Macron)	15-7-2017	168.357	8,1 ribu	146	1.065
17	Salam Dari Justin Trudeau (Greeting form Justin Trudeau)	9-7-2017	589.680	18 ribu	735	2.166
18	Jumpa Kembali Dengan Presiden Erdogan (Meet Again	7-7-2017	269.918	10 ribu	164	1.281

	With President Erdogan)					
19	Mampir di Kopi Tuku, Brand Lokal Citarasa Internasional (Stopby at Kopi Tuku, Local Brand With International Taste)	2-7-2017	150.225	6,1 ribu	65	639
20	Jalan Baru Kalimantan Barat (New Road of West Kalimantan)	6-6-2017	307.346	14 ribu	220	2.510
21	Menyusuri Trans Papua Dengan Motor Trail (Riding Motor Trail Down The Trans Papua)	24-5-2017	406.824	13 ribu	163	1.650
22	Bersama Para Pekerja Waduk Sei Gong di Batam (With Sei Gong Dam Workers in Batam)	31-3-1017	219.264	8,9 ribu	185	1.200
23	Bersama Para Pekerja Waduk Sei Gong di Batam (With Sei Gong Dam Workers in Batam)	31-3-1017	219.264	8,9 ribu	185	1.200
24	Kelahiran Dua Ekor Anak Kambing di Istana Bogor (The Birth of Two Lambs at Bogor Palace)	13-3-2017	1.113.863	41 ribu	1,8 ribu	4.747
25	Jamuan Makan Siang Bersama Raja Salman (Luncheon with King Salman)	1-3-2017	2.088.943	91 ribu	1,7 ribu	7.787
26	Ambon	10-2-2017	455.846	15 ribu	279	1.829
27	Vlog Saya Dari Piala Presiden 2017. Seru dan Meriah (My Vlog from the 2017 President Cup.Exciting and Lively)	4-2-2017	463.206	15 ribu	1,1 ribu	1.529
28	Olahraga Memanah: Fokus, Konsentrasi, Ada Target Dan Sasaran (Archery: Focus, Concentration and Target and Goal)	26-9-2016	725.859	17 ribu	340	1.297

Locations of vlogging of 27 videos, 3 of them are taken in other countries; 2 videos in Germany, and one in Turkey. The vlogs taken in other countries were done together with the countries' leaders, with President Erdogan of Turkey, Canada Prime Minister, Justin Trudeau and President of France, Emmanuel Macron. In Indonesia, President Joko Widodo did the vlog with Malaysian Minister of Youth and Sport whom he called 'Bro Saddiq'. In this video, he reflected his strong sense of Indonesian nationalism by saying 'I am Joko Widodo, President of Republic of Indonesia' this is to differ him from other nationals such as Malaysia, Turkey, France and Canada.

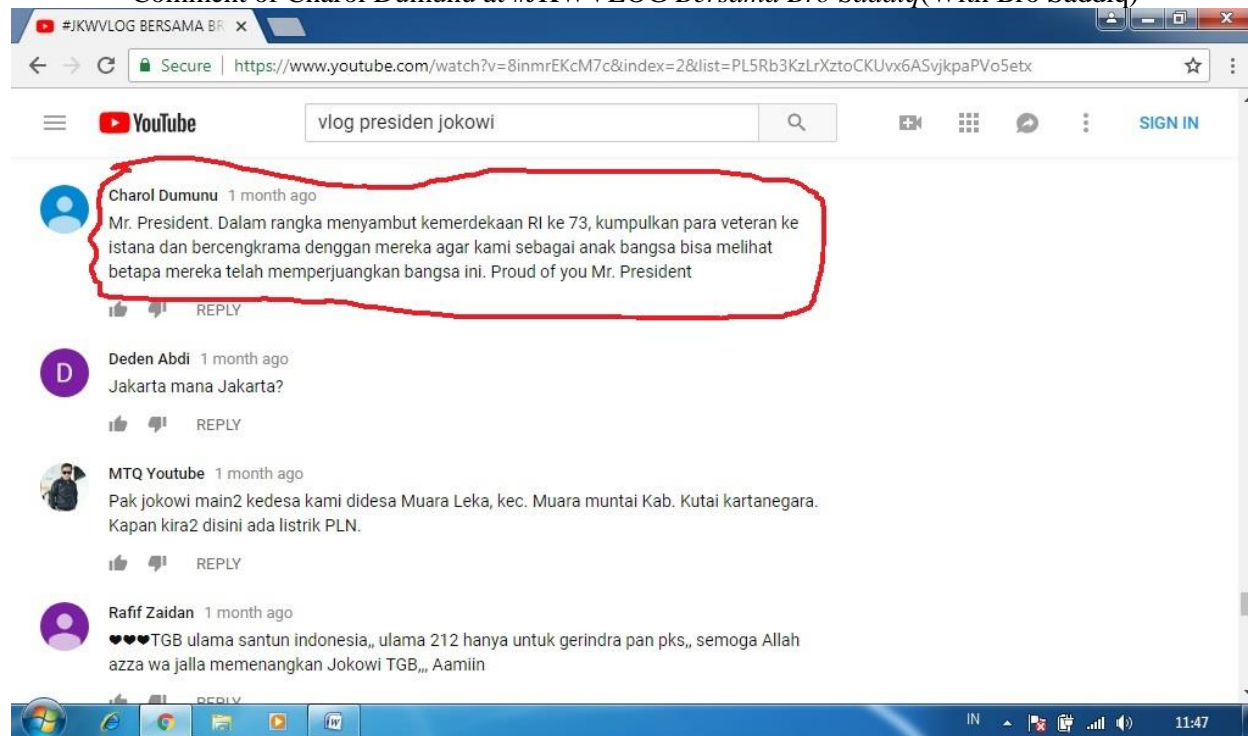
President Joko Widodo with Malaysian Minister of Youth and Sports



This video of #JKWVLOG *Bersama Bro Saddiq* (With Bro Saddiq) was published on 16th July 2018, watched by 116,626, with 6,7 thousands likes, 87 dislikes and 712 comments. In this video, President Joko Widodo together with Malaysian Minister of Youth and Sports were checking the infrastructure of Asian Games 2018 preparation in Palembang. The viewers' real experience are reflected with comments, likes and dislikes towards this broadcast.

These broadcasts gain more likes than dislikes with various comments, some positive, some negative. Some related to the video, some other don't. There is one comment that closely related to nationalism of Indonesian nation and the nation's history. A comment under the name of Charol Dumunu " Mr. President. In welcoming the celebration of Indonesia's 73rd independence, invite the veterans to the palace and chat with them, so that us, the children of nation can hear about how they fought for this country. Proud of you Mr. President". In this comment, the sense of nationalism is clearly reflected, as nationalism is one's integration with the sense of pride with one's own nation history.

Comment of Charol Dumunu at #JKWVLOG Bersama Bro Saddiq (With Bro Saddiq)



President Joko Widodo with the President of France

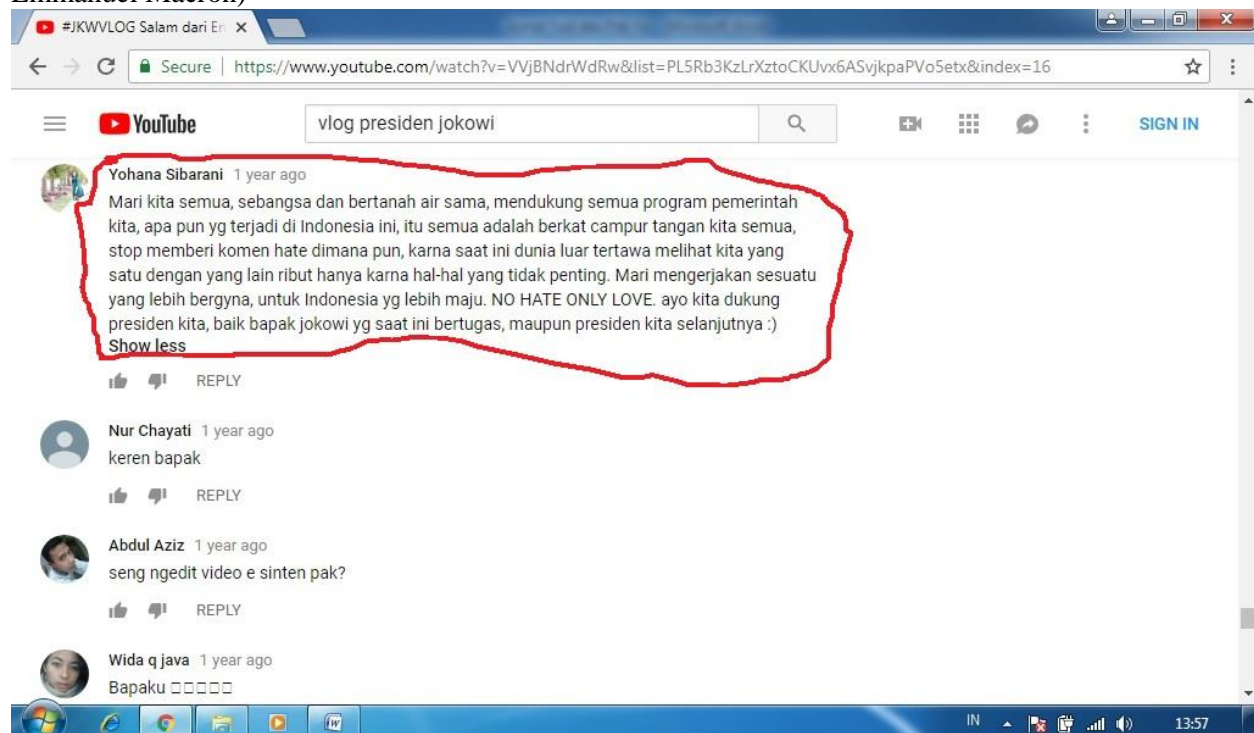


#JKWVLOG *Salam dari Emmanuel Macron* (Greeting from Emmanuel Macron) this video was published on 15th July 2017, watched 168,357 times with 8.1 thousands likes, 146 dislikes and 1,065 people commented. In this video, President Joko Widodo met President of France Emmanuel Macron in

Hamburg, Germany for the G20 meeting. President of France wants to visit Indonesia and to have more collaboration with Indonesia. Viewers' real experience about this video are reflected through the comments, likes, and dislikes.

This broadcast have more likes than dislikes with various comments comprised both negatives and positives. Some related to the content of video, some don't. One comment related to nationalism of Indonesian nation, by the name of Yohana Sibarani "Let us all, children of this one nation, support all of our government's programs, to share our contribution on everything in Indonesia, stop posting hatred comments anywhere as no the world is laughing, seeing us fighting each other for unnecessary matters. Lets be more useful, for better Indonesia. NO HATE ONLY LOVE, lets support our President, Mr. Jokowi as the current one, as well as the next😊". This comment clearly mentioned children of this one nation, which expressed a strong nationalism, a national awareness that holds the aspiration and motivation of a nation.

Comment from Yohana Sibarani at #JKWVLOG *Salam dari Emmanuel Macron* (Greeting from Emmanuel Macron)

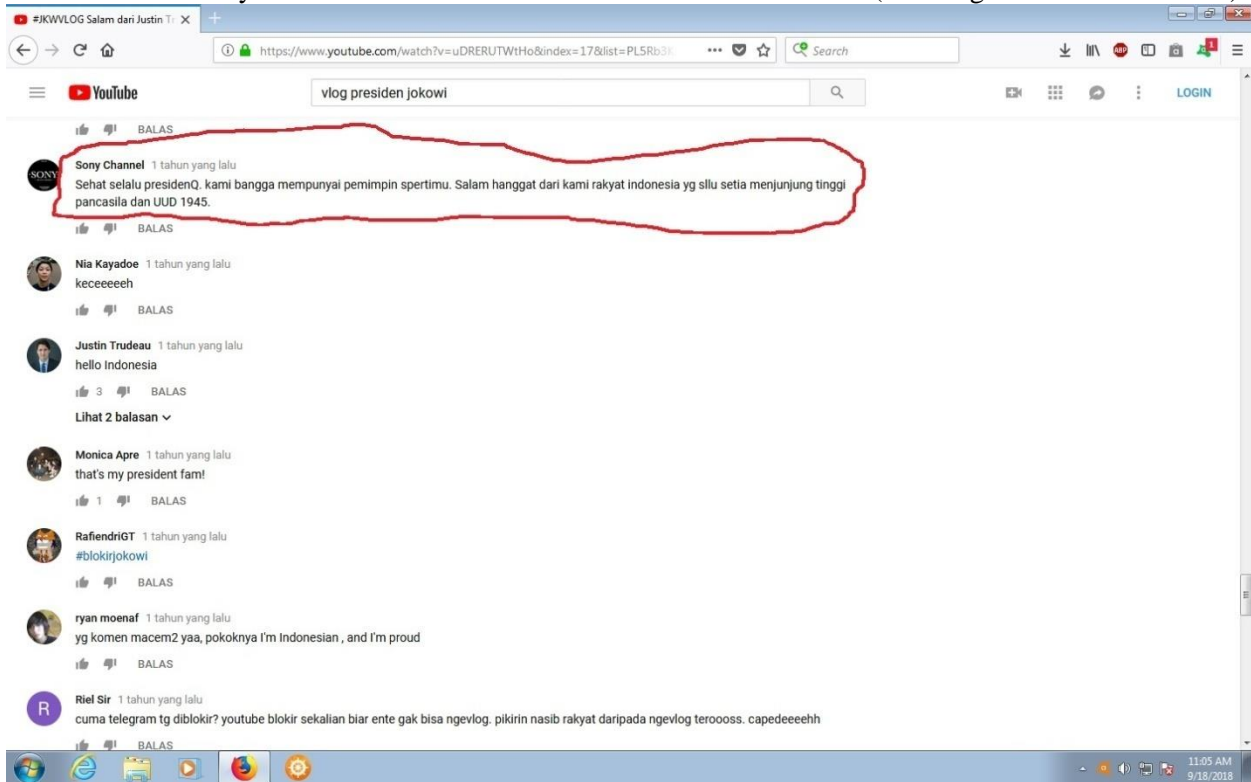


President Joko Widodo with Prime Minister of Canada



#JKWVLOG *Salam dari Justin Trudeau* (Greeting from Justin Trudeau) video was published on 9th July 2017, watched 589,680 times, gained 18 thousands likes, 735 dislikes and 2,166 people commenting in this video. In this video President Joko Widodo met Prime Minister of Canada, Justin Trudeau in Hamburg, Germany for the G20 meeting. Prime Minister of Canada wants to cooperate for better Indonesian future. Justin Trudeau stated “President Joko Widodo has worked very hard to make sure that we build a better future for Indonesia”. Viewers’ real experience are reflected through comments, likes, dislikes on this broadcast. This broadcast have more likes than dislikes with various comments comprised both negatives and positives. Some related to the content of video, some don’t. One comment related to nationalism of Indonesian nation, a comment from Sony Channel “Always healthy my President. We are proud to have you as a leader. Warm regards from us, Indonesian who always loyal in upholding Pancasila and the Constitution/UUD 1945”. This sentence expressed pride of Indonesia, on its fundamental of Pancasila and UUD 1945.

Comment from Sony Channel at #JKWVLOG *Salam dari Justin Trudeau*(Greeting from Justin Trudeau)



President Joko Widodo with the President of Turkey

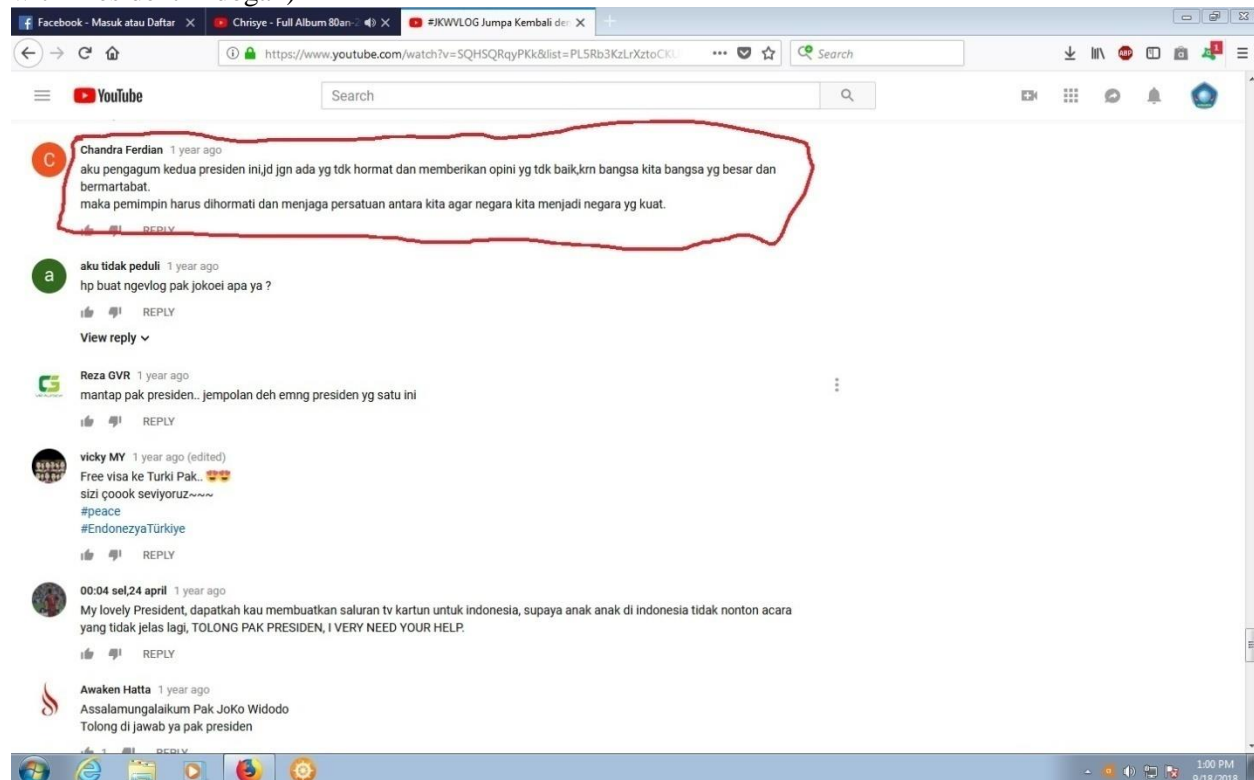


#JKWVLOG *Jumpa Kembali dengan Presiden Erdogan*(Meet Again with President Erdogan) video was published on 7th July 2017, watched 269,918 times, gained 10 thousands likes, 164 dislikes

and 1,282 people commented. In this video, President Joko Widodo together with President Erdogan vlogged in Turkey. President Erdogan said, “At the moment I am with my brother, Mr. Widodo, sending best regards from deepest place in my heart from the Turkish people to Indonesians. Us, Turkish people love Indonesian and I believe that the solidarity between Turkey and Indonesia will be a role model for the world. Erdogan’s statement reflected that the harmonious relation between the two nations. There is a clear difference on the language which express the nationalism of the two nations. President Erdogan continued: “At the moment, as I mentioned before, I send regards and love from the Turkish people to all Indonesian. I really love Indonesian youth that unites with the society. Unity, togetherness and solidarity of the Indonesian are also the same points that us Turkish people uphold. Warm regards from Turkey. Nationalism symbols are shown in this video, such on the flags of both nations, the languages that both Presidents spoke respectively, and we can see that President Joko Widodo wore *kopyah/peci* which is the style of an Indonesian.

Viewers’ real experience are relected through comments, likes, dislikes upon this video. This broadcast have more likes than dislikes with various comments comprised both negatives and positives. Some related to the content of video, some don’t. One comment related to nationalism is shown in the comment from Chandra Ferdian “I am such an admirer of these two presidents, so no disrepecting each other and no bad opinions, because we are a big nation with dignity, hence a leader must be respected and maintain the unity so that we can be a strong nation.” This comment clearly expressed a strong nationalism by stating that our nation is a big nation with dignity, which seems to differentiate us from the Turkish people.

Comment from Chandra Ferdian at #JKWVLOG *Jumpa Kembali dengan Presiden Erdogan*(Meet Again with President Erdogan)

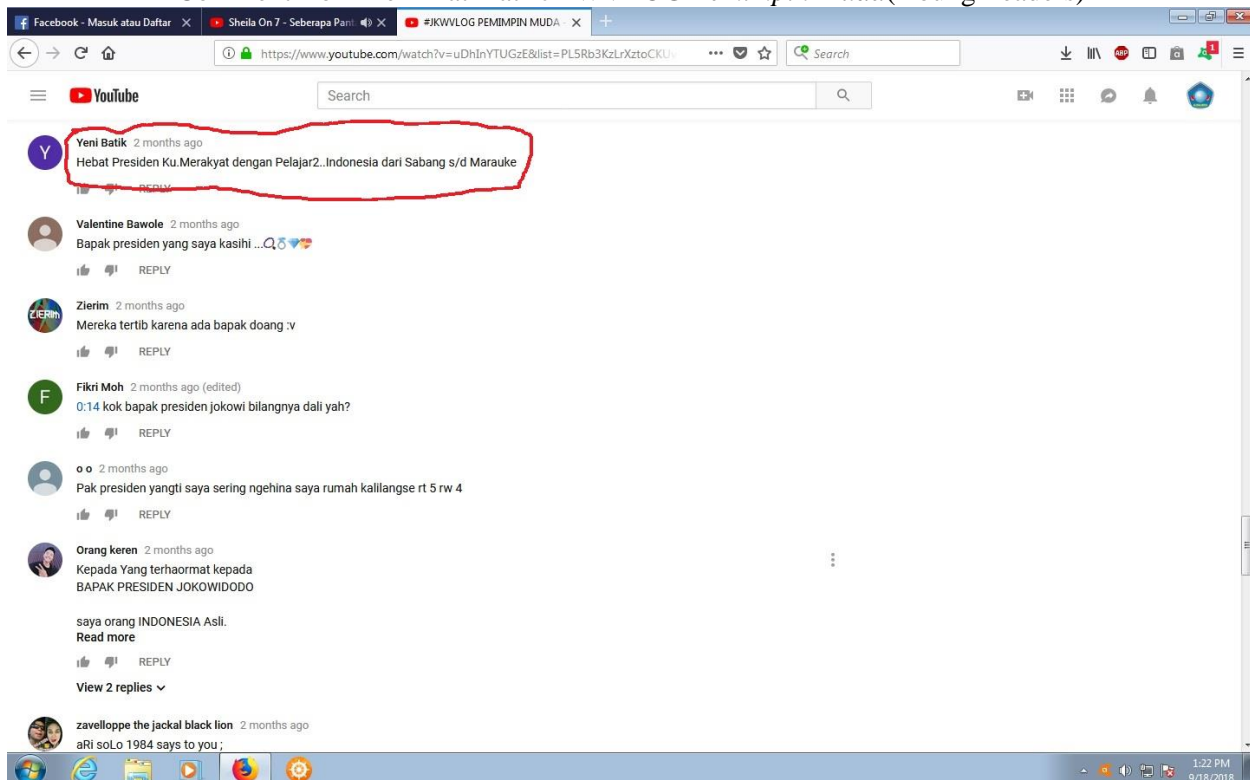


#JKWVLOG that were taken place within the country broadcast various activities of the President, as the head of state and head of governance, activities around the state palace and his own home, him doing exercise to his activity in reviewing his development program. In all videos, his strong spirit of nationalism present in his statesmanship. This is embodied in him using Indonesian language at

the times he vlogged with President Erdogan, Prime Minister of Canada, President of France as well as Malaysian Minister of Youth and Sports. In keeping the spirit of nationalism, the President pays attention on the language. By using Indonesian language in all of his videos, wearing sarong as one of Indonesian typical outfit, as well as *kopyah/peci*, he shows his attention and care on national products by setting the example of wearing them as an evidence of his nationalism.

There are several videos that show nationalism spirit by proudly using national products such as in: #JKWVLOG *Cerita Sneakers*, #JKWVLOG *Mencoba Kopi Terbaik dan Termahal di Dunia*, #JKWVLOG *Mampir di Kopi Tuku Brand Lokal Citarasa Internasional*. Several videos also show the pride of Indonesian natural geography which become potential tourism destination, such as #JKWVLOG *Menjelajah Raja Ampat*, #JKWVLOG *Bali Aman*, and #JKWVLOG *Indahnya Mandalika*. #JKWVLOG *Pemimpin Muda* shows some footages whereas the tradition, culture and various tribes in Indonesia that President Joko Widodo are proud of by mentioning the border of the Unitary State of the Republic of Indonesia from Sabang to Merauke, from Miangas island to Rote island. In this video, the President gathered the chiefs of OSIS (High School Inter-Student Organization) in the event called *Kawah Candradimuka Kepemimpinan Pelajar*, one of the students expressed the love to Indonesia as the homeland, how the nationalism is very strong between he students. This video also showed a footage of *pencak silat*, a martial art originated from Indonesia, here, the spirit of nationalism is being uphold by showing the pride of Indonesian original culture. One of the comments from Yeni Batik: “My President is Awesome! He blend in with Indonesian students from Sabang to Merauke”. This expressed the nationalism upon state region borders.

Comment from Yeni Batik at #JKWVLOG *Pemimpin Muda* (Young Leaders)



Conclusion And Suggestion

President Joko Widodo tries to follow the growing era of information technology and communication, mainly social media. Vlog (video blogging) or vlogging is a form of blogging by using video, usually using camera-cellular phone. The result of this activity is a short duration video that can be watched, replayed and shared to other social media users. Vlog is one of the new media that has interactivity key feature. The President uses social media, mainly vlog to maintain the spirit of nationalism which is reflected in all of his videos that use Indonesian language. The President is proud of Indonesian national products by setting the example of using national products. He also wears Indonesian tradition and culture in some of his videos. Further research is required to identify how effective is the usage of social media in keeping nationalism. President Joko Widodo should continue to carry out the vlogging activity as a communication between a President and the people.

References

- Andrew F Wood, Matthew J Smith. (2005). *Online Communication, Linking Technology, Identity and Culture*. London : Lawrence Erlbaum Associated
- Andriana, Nina. (2013). *Media Siber Sebagai Alternatif Jembatan Komunikasi Antara Rakyat dan Pemimpin*. *Jurnal Penelitian Politik*, Volume 10, No 2, Hal. 79-93.
- Berger, Charles R. Michael E. Roloff, David R. Roskos-Ewoldsen. (2016). *Handbook Ilmu Komunikasi (The Handbook of Communication Science)*. Nusamedia. Bandung.
- Bruce L Berg. (2001). *Qualitative Research Method For The Social Sciences*. New York : Pearson Education Company.
- Cangara, Hafied. (2013). *Perencanaan & Strategi Komunikasi*. PT. RajaGrafindo Persada. Jakarta.
- Darmawan, Deni. (2013). *Pendidikan Teknologi Informasi Dan Komunikasi*. PT. Remaja Rosdakarya. Bandung.
- Denzin, Norman K dan Yvonna S. Lincoln. (2009). *Handbook of Qualitative Research*. Pustaka Pelajar. Yogyakarta.
- Flew, Terry. *New Media*. Fourth Edition. (2014). Oxford University Press. New York.
- Gunawan. (2013). *Jokowi untuk Presiden RI 2014*. Ebook. Medan.
- Hutauruk. (1984). *Gelora Nasionalisme Indonesia*. Jakarta: Erlangga.
- Kuswarno, Engkus. (2013). *Metode Penelitian Komunikasi Fenomenologi: Konsepsi, Pedoman dan Contoh Penelitiannya*. Widya Padjadjaran. Bandung

Lister, M., et al.(2009). *New Media A Critical Introduction*. Second Edition.Routledge. London.

Martin Lister, John Dovey, Seth Giddings, Iain Grant & Kieran Kelly (2003) *New Media : a critical introduction*, New York : Routledge.

Meyrowitz, J. (1995). "Medium Theory".In D. Crowley & D. Mitchell (Eds.), *Communication Theory Today*. Cambridge: Polity.

Meyrowitz, J. (1999). "Understandings of Media". *Et Cetera*, 1(56), 44-52.

Middleton, John. *Approaches to Communication Planning*. Paris: Unesco.

Nasrullah, R. (2017). *Media Sosial: Perspektif Komunikasi, Budaya dan Sositologi*. Simbiosis Rekatama Media. Bandung.

Rogers, Everett M. 1973).*Communication Strategies for Agricultural Development*.AED.AID USA.

Srijanti, A. Rahman H. I. dan Purwanto S. K. (2009). *Pendidikan Kewarganegaraan Untuk Mahasiswa*. Graha Ilmu.Yogyakarta.

Syamsuddin, Aziz. (2011). *Api Nasionalisme Kaum Muda*. Jakarta: Rmbooks PT. Wahana Semesta Intermedia.

Tilaar, HAR. (2007. *Mengindonesia Etnisitas dan Identitas Bangsa Indonesia*.PT. Rineka Cipta. Jakarta.)

Internet

<http://id.wikipedia.org/wiki/Nasionalisme>

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).