

COMMUNICATION OF PUBLIC SERVICES OF PRESIDENTIAL CANDIDATES IN SHAPING THE FORM OF BUREAUCRACY

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Abstract

Whenever a government undergoes a change, policies are inevitably subject to alteration. The legacy of the previous administration is often deemed irrelevant and necessitates modification. However, it is essential to recognize that altering policies equates to changing the foundation of existing public services. Consequently, adjustments must be made on various fronts, as the transformation will impact the appearance of services provided by the bureaucracy. In light of this, the policy trends anticipated for 2024 and the subsequent five years can be gleaned from the communications conveyed by presidential candidates during the presidential election campaign (PILPRES). The three current contenders for the presidency have outlined the policies they intend to implement if victorious in the upcoming election. While some candidates express their commitment to maintaining existing policies, others have communicated their intentions to fundamentally alter them. Therefore, this research aims to ascertain the trajectory of policies over the next five years in alignment with the vision and mission of the three pairs of presidential and vice-presidential candidates. The chosen approach is a qualitative method employing media content analysis. The findings reveal that, based on the communications presented to the public during the campaign, a victory for the presidential-vice presidential candidate pair Prabowo-Gibran would result in a transformation of both bureaucracies. Conversely, if the contest is won by the presidential-vice presidential candidate pair Anis-Muhaimin or Ganjar-Mahfud, a different set of changes in bureaucratic structure and appearance is anticipated.

Keywords: Public Service, Policy, Communication, Presidential Election, Bureaucracy.

INTRODUCTION

Three presidential-vice presidential pairs have communicated their plans to take the country to a better stage. Through campaigns involving as many people as possible, accompanied by promises that are actually used as a strategy leading to efforts to garner support from voters (Fatimah, 2018). The promises were communicated care freely, as if everything can be done later if elected on Election Day on February 14, 2024. Campaign material that is a lie or seen as absurd is not a problem; what is needed is to ensure that the people give full support (Taufik & Suryana, 2022).

Campaign styles and models with promises are still an option (Sholeh, 2021) because in the process of delivering the vision and mission, they must be intertwined with common meaning (Abidin, 2020). This similarity can be established using empathetic and homophilic communication models (Muna et al., 2020). Until now, there is still no other method to convince voters other than to take them to dreamland. The pairs of presidential candidates are still trying to capture the imagination of the people with the allure of a prosperous and successful country (Paramita, 2020). It is as if there is no other diction that can replace the