
Culture Influence in Political Communication

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Abstract

This study discusses "The Influence of Culture in Political Communication". The aim of this research is to understand the influence of the concept of culture on political communication and to strengthen our understanding of the causality involved in creating effective communication in creating a positive political culture. This research or library research, this research explores and understands the influence of Political Communication Culture. Library research is a series of activities related to methods of collecting library data, reading, and recording and managing library collection materials. The results showed that the influence of political communication culture tends to shift. Currently, by prioritizing democratization, the culture of political communication tends to be open, transparent, rational and can be conveyed through open ways.

Keywords: *Culture Influence; Political Communication.*

INTRODUCTION

Globally today if we refer to the term political culture lately became a very popular concept in political science, having constructs and theories outstanding in terms of political science. In fact, it is difficult to reach a consensus in meaning of definitions, theories, methods and paradigms of political culture. a political culture society needs to take place in political communities, as well as other political formations such as state, parliament, political party, government, association, union public administration workers, political power, democracy, elections, constitution, institutions and etc. In the modern era, the debate about the role of culture in politics is of immeasurable significance refuted in various countries which have been discussed by several political experts.

Political culture consists of fundamentally shared beliefs area that has political consequences. Political culture shapes how individuals and society acts and reacts politically. It determines the type of institution government, how much authority is given to the government, who given authority and power in society and government, who allowed to participate in decision-making, and various other elements related to community interactions. people with leaders (Faletz, 2018). Political culture does not have to be the

state or even the wider community, conditions that faced with different groups within an agency or institution often have their own particular political culture. Besides that, it's a phenomenon it seems that not all group members always hold elements of political culture them with the same intensity.

Some approaches to political culture argue that people's responses to their situation is shaped by subjective orientations that vary across cultures and in subcultures. Besides that This variation in subjective orientation can reflect differences in one's socialization experience. Political communication become scarce or elite efforts to influence a group so that ideas politics that have ideological substance, political orientation and capable thinking influencing political decisions that are democratic, transparent and accountability (Aly, 2010). Communication is an integral aspect of politics, by Therefore the importance of communication research to political science cannot be overstated exaggerate. Political communication deals with the way information (politics) is communicated to voters, how the media cover actors from politicians, the way issues are media influence politics, how political actors communicate with each other, and interpersonal communication about politics.

RESEARCH METHODS

In the last few decades the concept of social change which is a part of the concept of culture or culture greatly affects political communication, where this political communication system directly affects subjective attitudes someone in realizing a mission or something that is a goal primarily (Esser & Pfetsch, 2004). Culture and communication are like two sides of the eye money is inseparable and the style of political communication is determined by one The other is that there is an element of developing political culture, because there needs to be literature review on how the role of culture in shaping communication political?

RESULTS AND DISCUSSION

1. The Concept of Political Culture

Culture comes from the Sanskrit language, namely *budhayah*, the plural form of *buddhi* which means reason, Culture is defined as things related to reason or mind. Culture is everything that is produced by humans based on reasoning ability. The general characteristics of culture are learned, inherited, and continue, live in society, be developed and changed, and integrated. Culture becomes a picture of habits that build a character.

Meanwhile, politics is the art and science of gaining power constitutionally or unconstitutionally . Some experts explain their perspective on politics, one of which is from Prof. Miriam Budiardjo who states that politics is an attempt to determine the rules acceptable to some residents, to bring the community towards harmonious life together. The effort to reach the good of life involves various activities which include the process of determining the goals of system and ways to carry out those goals. According to Peter Merkl politics in The worst form is the struggle for power, position and wealth for self-interest or in short that politics is a struggle power, wealth and throne.

Political culture is the political aspect of the value system that developed in a society that was influenced by the atmosphere of the times and level of education of the community itself. That is, a growing political culture in a country is motivated by the situation, conditions, and education of the the community itself, especially political actors who have the authority and power in making policies, so that a developing political culture in the society of a country will experience changes from time to time. Theoretically, political culture can also be interpreted as a political aspect of values that are consists of knowledge, customs, superstitions, and myths. All of them are known and recognized by most people in providing rationalization for rejecting or accept other values and norms.

The concept of political culture covers many aspects of political phenomena, traditions politics and people's heroic stories, the spirit of public institutions, civic politics, goals articulated by a political ideology, formal political rules of the game or non-formal, stereotypes, styles, modes, and styles of political exchange, and so on. However, this concept is usually summarized as an orientation distribution pattern of the politics held by members of the political community. Political culture analysis especially useful when you want to know the extent to which culture plays role in shaping the collective behavior of a political community, whether the collective is productive in the context of community development in general, and how the political culture of a society undergoes a transformation towards a more open, just and prosperous society. Society in general understand that there are three concepts of political culture that are developing, namely: an apathetic political culture that shows indifference, ignorance, and passivity. Culture the second political is mobilization. This culture requires activities that leads to mobilization or an element of encouragement and the third is culture participatory politics (active). These three political cultures develop and can be influenced by several factors such as the education level of the community as the main key development of the community's political culture, the economic level of the community shows that the higher the level of community economic/prosperity, the Community participation is getting bigger, furthermore the development of reforms

politics/political will. The development of this reform can directly build spirit of revising and adopting a better political system. Other factors are rule of law and communication media. The rule of law encourages the creation of fair, independent, and free law enforcement and communication media factors that independent while this communication media functions as social control, free, and independent. Communication media has a significant influence in influence opinion public so that the communication media is considered able to influence public opinion in viewing political culture.

From the reality of political culture, there are several types of political culture that can be classified based on the elements that reflect the characteristics of the mindset or concept of understanding and the level of participation of the community in understand political concepts. Types of parochial political culture (parochial political culture) become a political culture with a very low level of politic participation. this type shows the frequency of people's orientation to the four dimensions of cultural determinants politics is close to zero or has no attention at all to the four these dimensions and based on the results of the study show that political culture these tend to be owned by tribal Africans or inland communities in Indonesia. Apart from that, there is also a type of subject political culture (subject political culture). This type of political culture is starting to show an increase. Where is the community already relatively advanced, both socially and economically, but still passive. Society begins to show an understanding or knowledge that adequate information about the political system in general and the process of strengthening policies that made by the government without regard to the role of the government in the frequency orientation towards structure and role in policy making. People's attitude towards the existing political system is shown through a sense of pride or even a sense of disdain like.

Furthermore, based on the results of the study, it shows that the type of culture the most ideal political society for politically in realizing politics democracy is a type of participant culture. Participant's political culture shows attitude society with a very high political awareness and harmonization. Public begin to show the ability to give opinions and be active in activities politics and has a good understanding of the four determinants political culture. They have adequate knowledge of the political system in general, regarding the role of government in policy making and strengthening, and actively participate in the ongoing political process. People tend to directed towards an active personal role in all of the above dimensions, although their feelings and evaluation of the role may be receptive or refuse. However, along with the development of science and technology, it does not close the possibility that there is the possibility of the formation of different types of political culture This sheet depicts a combination of the three previous types of political culture.

2. Political Communication

Based on social development shows that several decades The last one shows a change in social relations in the concept of life society through the development of communication technology. Political communication alone refers to the communication methods proposed by political actors or structures organization and conveyed to the masses through the media system. Franklin gave one of the broadest definitions of political communication in these words. Field Political communication studies the interactions between the media and the political system, locally, national, and international (Gibson and Römmele, 2008). But if you look at it from the angle a broad view of the definition of political communication is not only related to the media and

political system, but also to a large extent the impact and role of the political system on media and the meaning of media in terms of political communication and has a significant indisputable in terms of the fundamental interactions between government, media and society in general.

Several research results on political communication indicate topics that very broad to understand in detail. Gibson and Römmele (2008) explain that political communication is distinguished from a historical perspective. One of them in explain that political communication is an elite effort to influence society so that political ideas that have ideological substance, political orientation and thoughts influence people to make political decisions that democratic, transparent and accountable (Aly, 2010). Political communication is also called able to involve many elements in the institutional, organizational and culture that is timeless and sustainable (Hallin & Mancini, 2004). Therefore, political communication into a system that combines various domains in Public. This political communication system will affect subjective attitudes community or group to create a stable development and sustainable (Esser & Pfetsch, 2004).

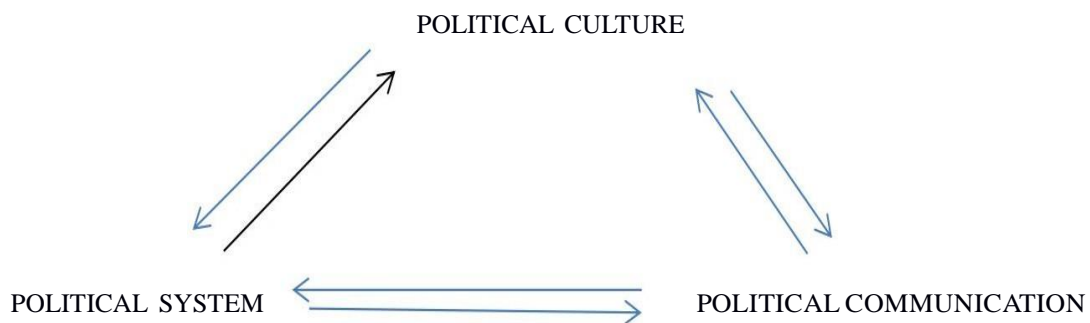
Some elements or elements that are directly involved in political communication so as to form several components of political communicators such as politicians, activists, and professionals who are elites from various fields the. These elites are individuals who occupy the top positions in economic, political and military institutions that have their source of power from money, intellectual strength, strength based on kinship, can also be strength charismatic, popularity, integrity and spiritual. It was these elites who deciphered ideas or opinions according to their respective goals. Some theories and basic models that can be used in political communication applications by political elites such as the Syringe Theory which argues that audiences simply do not have the power to reject information

once it is shot through the media communication, then the theory of the Stone Head Audience which is based on understanding psychology that within the individual there is the ability to select anything that comes from outside and is not responded to just like that, this is directly contrary to the syringe theory. Another theory is known as Empathy and Theory Audience Homophile This theory implies that there are no choices or circumstances that unable to have alternatives to determine other options and theories Information and Nonverbal, this theory is generally used in the political world where it is mean that all political actions can be seen as political communication that non-verbal.

3. The Influence of Political Culture in Political Communication

Culture and communication are like two sides of a coin that cannot be separated and political communication, one of which is influenced by cultural factors adopted and the political communication process he has ever gone through, meaning that by using the concept of communication and culture that political communication is also basically are part of, and are influenced by, the political culture of a society (Muhtadi, 2008). The political culture of society is a political system take place and affect the implementation of the functions of the political system, including including political communication. Political culture in society is influenced by religion, tradition, ethnicity, education, social and economic status, concepts and attitudes on power, leadership, communication intensity, mass media, presence technology and the historical development of the political system.

According to Rush and Althof (2008) political communication is a transmission of politically relevant information from one part of the system to the system others and between parts of the political system to other political systems is a dynamic element of a political system and the process of socialization, participation, and political recruitment depends on communication.



Political communication culture is generally related to campaigning, agitating, and propaganda. Some elites such as President and Vice President, candidates for Governor, Regent candidates, dean candidates, rector candidates, and other officials who require Elections never campaign publicly. In general, the candidates it does not show his ambition for power. From this mindset, You were born with a culture of political communication that is not too open to criticism. However In general, the culture of political communication tends to be faced with culture political communication that is generally not open, especially to criticism though considered constructive. Besides that, the culture of political communication is difficult, frankly so that political communication is full of refinement (euphemism) is also often used find. In addition, although criticism is allowed, but the idea of social criticism is delivered in a symbolic and theatrical manner, the form must be polite, subtle, not aggressive, and conveyed through the medium of jokes. This phenomenon is common seen in several Asian countries, one of which is Indonesia, this is because of the concept of culture that is generally embraced by the country.

CONCLUSION AND SUGGESTIONS

The process of globalization and its clear cultural and political communicative effects are very influence two relatively new concepts in academic research, in particular political communication and political culture. The relationship between these concepts is increasingly interdependent because the tools and language of political communication greatly influence formation of political culture. Or vice versa. Political communication with culture The new politics has entered the era of reform with all its cultural freedoms Political communication tends to experience a shift. Currently, by prioritizing democratization, the culture of political communication tends to be open, transparent, rational and can be conveyed through open ways.

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