

## **Accomplishment of Applied Esthetic in Outdoor Politic Campaign Media of President Candidate Joko Widodo**

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### **Abstract**

Outdoor media is a commercial media that placed outside the building. Usually placed in strategic location that can easily seen by public. Strategically placed and effective messages will give positive effect for the commercial product. In politic campaign context, the product is the politic messages by the politicians.

In future presidential campaign period 2014-2019, outdoor media become one of media communication used by the candidates, Prabowo Subianto and Joko Widodo. Through those media, both candidates explain their program or slogans which represent their image. Banner is one of them (a commercial that use fabric or the like, that spread use string or buffer). In Bandung, the use of banner by both candidates evenly spread.

With banner, design aspect can importantly be noted. Design banner use typography, photography/illustration and color elements. Those visual elements are composed to give esthetic values in design. In this matter, the esthetic value role importantly, beside technology and knowledge aspects.

This is about studying design in the banner of president candidate Joko Widodo. The study will focus on esthetic accomplishment in the banner design, using applied esthetic approached, assess the aspects of esthetic and function. From this study the accomplishment in applied esthetic as a form of formalistic matters and the relation of function value in the media as the deliverer and receiver.

**Keyword:** *Politic Campaign, Outdoor Media, Esthetic,*

### **1. Introduction**

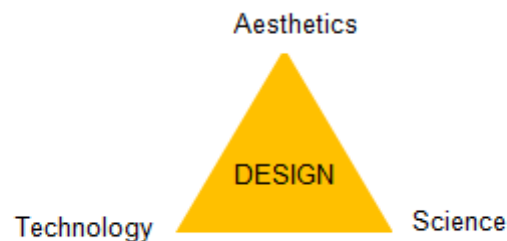
As a democratic country, Indonesia carries out the general elections as a mechanism to select the president and vice president. Agenda of the general elections are held every five years. The electoral system used in Indonesia is direct elections. By using this system, the people of Indonesia who have had the right to choose will be directly involved in the election of president and vice president.

In the general election of 2014, there are two candidates for president and vice president, they are Prabowo Subianto - Hatta Rajasa and Joko Widodo - M. Jusuf Kalla. Prabowo Subianto - Hatta Rajasa are supported by Gerindra, PAN, PPP, Golkar, PKS and PBB, while Joko Widodo - M. Jusuf Kalla are carried by PDIP, Nasdem, PKB and Hanura.

One of the agenda carried out in the general election is campaign. With the campaign agenda, the public will know the vision and mission of the presidential candidates and the work programs to be carried out. Campaign is implemented in various forms and strategies, starting

from the distribution of media dissemination through print-based media or audio-visual to introduce the figure of the candidate, a program of direct interaction with the public as well as the use of social media in the Internet network.

Outdoor media is still an option in the 2014 general election campaign. Candidate Prabowo and Joko Widodo maximized the use of outdoor media, banners and billboards in large numbers and spread in the locations that are considered strategic. The presence of outdoor media such as banners or billboards of Prabowo and Joko Widodo camp, is interesting to study from the design aspects because it shows the achievement of varied design quality.



**Figure 1.** Diagram of scientific design, according to Agus Sachari, 1986)

Aesthetic aspects, technology and science is an important element of creating a masterpiece of design. This paper will focus on how the achievement of aesthetic value in outdoor media campaigns of Presidential candidates Joko Widodo version which is placed in Bandung city. Achievement of aesthetic value can be seen not only in processing quality of visual elements such as the selection of typography, color, illustration and layout but also of creativity in conveying the message.

## **2. Research Methods**

To find out how the aesthetic achievement of the design work of outdoor media campaigns Presidential candidates Joko Widodo, it is used descriptive method of analysis. Stages of discussions were conducted by following the criticism method delivered by Edmund B. Feldman (1967) which begins with a description of the work, formal analysis of the work, interpretation, and concludes with an evaluation / assessment. With this method, it would be known tangible and intangible aspects of the design work of outdoor media campaigns Presidential candidates Joko Widodo.

### **2.1 Outdoor Media in Political Campaigns**

#### **a. Political campaign**

General sense of the campaign is a process of consciously designed, implemented gradually and continuously at regular intervals with the aim of influencing the target audience that has been determined (Pfau and Parrot: 1993 in Venus, 2004)). The purpose of the campaign includes three phases, namely awareness, attitude, action (Ostergaard: 2003 in Venus, 2004)). Shortly, a

campaign should be able to arouse awareness, to create sympathy for the idea that led to the proposed action as desired. In the context of election campaigns, the action desired by the candidate is community as a potential constituency to vote for him. Political campaign (candidate oriented campaign) is defined by U. Larson (in Venus, 2004) is a campaign oriented to achieve political power

**b. Outdoor Medi**

The current campaign has been using the media of the various lines. Banners become media that is used to convey political messages. They are made of thin media (such as a cloth or similar material) which are stretched using string or buffer containing slogans, propaganda and news or information that needs to be known by the public. Besides, banners are promotional tools that have high mobility (can be taken or moved to a desired place).

**c. Aesthetics and Visual Elements**

Aesthetics in the view of Feldman is a science of observation or sensory science that refers to the impressions of the senses (Yulianto, 2012). This view of the aesthetics meaning itself constantly evolves with the times. Studies on aesthetics become widespread, not only limited to the artifact as a work of art, but also artifact as something that has meaning.

Referring to the criticisms stages of Feldman, which discuss the formal analysis of a work, it needs to be delivered on the visual elements that are present in the discussed artifact illustration, typography, color and layout. Line element is present in the visual elements and typography illustration.

**2.2 Aesthetics Value in Design Work of Outdoor Media Campaign Presidential Candidates Joko Widodo**



**Figure 2. Room Media**


Source: Private Document


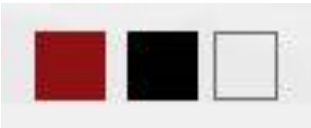
**a. Work Description**

Outdoor media campaign presidential candidate Joko Widodo has the shape of rectangle with the width-length ratio, 1:1.5. At the above media, we can see the illustration of a coffee stall (identified from a picture of a glass of coffee). It is drawn five figures that consists of three adult men and two adult women (one of them is holding a baby). They seem to see forward. The clothes that worn by the men figures are sarong, cap, shirt (one of them is in line design), trousers, knee length pants, sandals. The women figures wear head scarf, long sleeves blouse, skirt in motives. It is also seen a hoe and a pair of baskets. The line pull of black color seems free and plastis.

It is drawn a balloon of words with red lines say TEU MILIH JOKOWI? Which is also in red color. While the other is also filled by red color with the word KACIDA!! in white color. At left down side, we can see the word COBLOS! in red color. Beside it, there is a red circle with the writing of number 2 in white color inside. There is also a rectangle with bowing corner in red color. Inside, there is an illustration of hand that pointed of two fingers in white line.

**b. Formal Analysis**

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|  | <p>a. Illustration</p> <p>Line pull that appears in this illustration tends expressive. To get the look of the object, line pull is nothing to do once, but in some parts repeated. Black field is done by stacking the line. The line is also used to create the impression of designs and folds in clothing. In general, the line element in this illustration is a major component for displaying objects. The lack of shading to conjure up images of the object causing this illustration looks flat (flat).</p> <p>Although simplification of form displayed, but the structure shows similarities with the normal structure of the human body (high ratio of head to body height, 1: 7.5) Similarly, the structure of other objects.</p> <p>Figure images are displayed with distinctive attributes such as clothing cap, sarong draped around the shoulders, head scarf, cap, knee-length pants, batik</p> |
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|   | <p>designs. Also the appearing of other objects such as a hoe, a basket, a sling remind the demographic characteristics of the people with certain professions such as construction workers / digging laborers, herbalist. Further strengthened with the choice of location reminds of the coffee shops commonly found alongside a road (street retailer).</p> <p>In the bottom corner, there is the iconic image of the hand which is held up two fingers. Picture becomes quite dominant as shown quite large and placed in a red field.</p> |
|   | <p>b. Typography</p> <p>Visual elements of typography use letters without hooks (sanserif) which gives the impression that is not formal. The approaching of letters structure as letters of handwriting. It looks inconsistencies in the length of letters. Reading level is quite clear, both letters were laid with white background (positive), and placed the red background (diapositif). The red color is chosen, because it gives the impression to highlight black line illustrations.</p>  |
|  | <p>c. Color</p> <p>The composition of the red-black color with a white background is a strong color composition with high degree of clarity. In this design, black color illustrations used lines, while red is used for the word balloons and letters. The red color seems more dominant because it is used in the field which is quite large and spread out.</p>   |



d. Lay out

Visual elements in this design concept are prepared by the layout which gives the impression of balance. Visual elements illustration and typography are placed centered, at the middle fields of design.

c. Interpretation

Featuring illustrations by figures such as herbalist, construction workers, etc. shows campaign strategy which is directly aimed at a target audience groups of lower social strata. This has relevance to the placement of the main bearers of the image of the PDIP –the prime party of presidential candidate Joko Widodo- as a grassroots party (the down level community).

Selection of location setting food / coffee stall showed sensitivity in strengthening communication messages. Coffee stall which is located alongside of the road not only represent the social hierarchical urban communities but also shows that coffee stall serves as a 'public space' where the growth of the spirit of egalitarian and democratizing information. At this coffee stall, grassroots community spend time to just buy a cup of coffee and small snacks. But in the coffee drinking activity occurred dialogue about matters related to the actual topics.



**Figure 3.** Food Stall

Source: [Kulinerku-enak.blogspot.com](http://Kulinerku-enak.blogspot.com)

Citing the opinion of Juergen Habermas, as quoted by Tamami (2012), public space is defined as a space for critical discussion that is open to everyone. In this public space, private citizens (private person) come together to form a public which is public reason will be directed to oversee the government's power and the power of the state.



To get closer emotionally with the target audience (the people of the Sundanese), then raised text "Teu milih Jokowi? Kacida !! "in Sundanese language meaning" You do not choose Jokowi? It's too pity!! "The Sundanese language which is used is sedeng / loma Sundanese, the language used in the interaction between the members who have been familiar to each other (R.I Adiwijaya, quoted by Sulaksana, 2011). Solicitation to choose in loma Sundanese shows a desire to establish an atmosphere of intimacy. In the sentence, wants to appear the impression that they are not 'others' who invited. The concept of the primordial spirit is the basis of the design of this media.

#### **d. Rating**

The visual concept of outdoor media campaign Joko Widodo version "Teu Milih Jokowi? Kacida !! "contrasts with other outdoor media campaigns which are more often led to president / vice president candidates figure. Creativity would provide an alternative way of communicating to the public. Achievement aesthetic of this design work is communicating a message of success through the use of figures which have a close emotionally and sociologically with target audiences.

### **3. Conclusion**

Political campaign is an important part of democratic life for the people of Indonesia. The role of visual communication design science in a political campaign is strategic. So far that appears are the designs were almost similar and in the end showed a loss of creativity. Outdoor media campaign Joko Widodo version "Teu Milih Jokowi? Kacida !! "provides an attractive alternative designs. The courage in exploring the visual elements and the precision of the display objectsbrought to the achievement of aesthetic value that deserve high appreciation.

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