

ANALYZING CELEBRITY ENDORSE AND POLITICIAN IN INDONESIAN POLITICAL PHENOMENON

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ABSTRACT : The involvement of artists in politics has become a study of contemporary Indonesian politics. Celebrities are recruited by Political Parties to become political agents that have a significant influence on voters, especially at the legislative level. Most of the artists who nominate themselves to become members of the legislative do not have the intellectual capacity, integrity and a clear track record that is suitable for political office. Political parties do not yet have a model that can guarantee that the people nominated in political contestation are those who have the competence, the best and the most appropriate people. In recent years, along with a climate of freedom that is increasingly wide open, the greater opportunity for every person to be involved in politics, the more artists are nominated by political parties in political contestation both in post-conflict local elections and legislative elections. There are those who succeed or fail in the contestation. Even so, artists have great publicity value so they are able to attract voters from various circles.

Keywords: Political Recruitment, Artist, Legislative Election

INTRODUCTION

Study of celebrities and politics in Indonesia more and more interesting departing from the phenomenon the increasing number of political parties make celebrities as candidates and many celebrities involved in Indonesian politics, especially national elections. The recruitment and involvement of celebrities in the political constellation are increasingly increasing. There is a pure plunge into the political world with a number of ideas and want to serve the community.

This research is based on a research aimed at investigating celebrity politics using the emerging theories on celebrity capital in the context of an emerging democracy or third wave democracy, in Indonesia. This is because though celebrity political endorsements has been treated as part of political communication and marketing mix especially during election campaigns, celebrity politics including celebrity political endorsement has

gradually gained recognition as a sub-discipline of celebrity studies. In addition, most of the literature in this sub-discipline has focused on established and western democracies with very little investigation on new and emerging democracies especially in Indonesia. Boorstin said that celebrities are someone famous for his fame. Celebrities develop their capacity to famous, not by achieving achievements certain, but by distinguishing personality they themselves are from those who are competitors they are in the public arena (Boorstin, 1961). Meanwhile according to Marshall (2004), celebrities refer to people who through the mass media 'enjoy' their activities open to the public.

The relationship between celebrity and politics can be seen from several aspects. The first aspect is celebrity involvement in politics. There are two types celebrity involvement in politics. First, *celebrity endorser*. Celebrity endorsers are "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement " (McCracken, 1989). In the context of elections, celebrities use the endorsement for the purpose attract potential voters. With the endorsement, celebrities shape how a candidate is participate in elections seen by the public. Although celebrity is not what decides, celebrity help increase the acceptance of candidates with prospective voter. Endorsement of a celebrity is believed affect the attitude of choosing a candidate, perception on the credibility of the candidate, and the intensity of the behavior choose (Morin, 2012). Second, *celebrity politicians*. Celebrity politician are those who are elected or nominated in elections and backgrounds from among circles entertainment, the show industry, sports and use its popularity to get elected (Street, 2004).

The second aspect is why celebrities are involved in politics. Celebrities become important commodities when they massively become material content from the media (Turner, 2004). Successful politicians need to build a public face so celebrities must involved in political parties. Schickel (1985) also agreed that celebrities play an important role in things sell with the aim of getting a politician elected.

There is a believe that when celebrities support a cause or a political candidate/party, the media, the general public and even policy makers take notice (Duncombe, 2007). It is the perceived influence and visibility that celebrities can bring to their causes that has led to them serving as endorsers of political campaigns and political candidates. Thus while a number of celebrities are eager to pledge support for a political candidate/party, political parties/candidates actively seek such celebrity endorsement. According to Smillie (2004), celebrities and politicians offer one another something that they individually lack; while elected officials have credibility, they are often not liked; and while celebrities are often well liked and admired, they don't often have credibility or respectability to their names. Thus supporting a political party/candidate brings personal satisfaction and respectability

to a celebrity while the political candidate/party gets money and media attention from the celebrity support.

In the context of the strategy of winning elections and winning as many legislative seats as possible, celebrities are increasingly attractive to political parties because it has a minimum capital, namely popularity. Is a 'rational' choice for political parties, rather than sacrifice to finance 'Ordinary people' for political education then became cadres who later will not necessarily also win, the better making use of celebrities. Thrifty writer, holding celebrities rather than non-artists are more 'ready to be' and more 'Cost effective' (Belt, 2011).

The involvement of celebrities in politics is not new. Almost in every election, celebrity becomes a magnet for political parties, both as campaigners and as candidates. It is an interesting thing for political parties to involve celebrities in the elections because they have high exposure because their portions appear in the media and are known by the people much larger. So with the capital, celebrities are considered significant in boosting the vote of political parties. This research used qualitative approach methods and literature review. Methods of data collected were the process of depth interview and derived from the previous research literature. Some political parties make celebrities as a political capital that includes the popularity of capital, social capital and economic capital. In election 2014, the number of celebrities who participated in the election as many as 74 candidates, but the number of celebrity elected stagnant or the same as the previous election, only 20 candidates. Based on the political capital it has, celebrities have a tendency to be easily chosen. In this research, will be explained some of the reasons why celebrities can be selected and why celebrities are also not selected. For selected celebrities, they prepare elections very well, strategize, build a winning team and prepare work programs and real actions. While unelected celebrities, the absence of work programs, the absence of a strategy and only relying on the popularity and support of the party, are factors that make them fail in the election or not elected. The findings in this research reveal that popularity is not a guarantee a celebrity can be elected. Although they have political capital, but if they do not have good strategy then they will lose in the election (Firmansyah & Kamarudin, 2017).

The involvement of artists in Indonesian politics is not new, during the new order the artist becomes an endorser in every political party campaign. All political parties involve artists to attract public interest. During the campaign period, celebrities are involved as singers and speeches. Some of them become legislative candidates. The support of artists and aspiring artists continues up to now both in presidential elections, regional heads as well as legislative elections. Even in the era of reform, celebrity opportunities to become endorser and candidate increasingly wide open.

Some elections in the world, indicating that there are some artists who already have "initial capital" of knowledge, attitude, and experience in politics. Their success in political contestation does not merely rely on the celebrity world as a capital of popularitas to gain higher elektabilitas. However, a celebrity should not only rely on popularity but must also have educational capital, expertise and experience in politics.

In Indonesia, recruitment of actors or actresses in political parties is not all purely based on political experience and background. They seem to emerge as a gambler looking for a fortune cookie in power. Later, they were welcomed by political parties with open arms as a pragmatic way to win votes in the midst of a very tight political party battle, especially with the Parliamentary Threshold instrument.

The popularity of the artist is considered to benefit the party and increase party elektabilitas so as to win more seats. Celebrities show their involvement in politics for their devotion and public interest. Although in reality, some celebrities elected in the previous election have not shown a real performance in fighting for the interests of society. Even some of those elected as legislators are busy playing dramas and performing on some entertainment TV shows. The number of legislative candidates coming from celebrities in the 2014 election shows the unclear political recruitment of political parties. Their low performance does not seem to be a significant constraint. Artists are recruited by political parties as if they were just a reason for their popularity, besides they also usually have good financial ability to fund campaigns.

In the beginning of *Reformasi* (Socio and Political Reform), the existence of political parties got fresh air, so the political party grew so fast, almost everyone felt able and entitled to create a political party. In the early days of the reform era, about 100 political parties emerged. Contemporary democracy then becomes a place for people to be able to control political institutions (Pamungkas, 2011). Through the 2009 legislative elections, there are 18 artists elected to become legislative members. During their work, their performance rarely seen directly. The public questioned their performance as members of the House. Some people scoff at their performance. Some of them suspects of corruption. Not only that, not infrequently the celebrities who sit in the legislature as if only "sweetener" in the House of Representatives. The low performance and the real evidence of the performance of the artist as a legislative member of the 2009 legislative election results, did not reduce the interest of the celebrities to re-run in 2014 legislative elections. A number of artists have spread in political parties participating election 2014. The actors and actress are celebrities which often appear on television and also senior celebrities who have rarely appeared on television.

Distrust of political parties, poor quality of candidates and people engaged in politics, ambiguity of vision, mission and program of political parties. This condition makes political

parties aware to make a breakthrough in order to improve party elektabilitas and increase the seat of political parties. At the same time the emergence of political apathy from the public will the candidates proposed by political parties and distrust of the programs proposed by political parties, given the programs that are being offered by political parties are not much that comes true and realized when they get a seat And sit in power. Recruitment of artists is a powerful strategy for political parties to improve vote acquisition in 2014 legislative elections. Although it may bring legislative members with minimal experience, integrity, capacity and determination to work for the benefit of society, so that their performance as low legislative members that result in The substantial, ie the welfare of the neglected society. This may be due to low capacity, making it difficult for them to carry out such functions as legislative functions in order to formulate policies that are the basis for the benefit of the community, integrity and determination are required in the supervision of government-run programs.

Through this research is expected to find the right model in the framework of political recruitment of political parties, so nominated candidates are the best people and can work for the benefit of the nation and state. The model will be obtained by first studying how so far the model, manner, order, scoring and rules that political parties have in political recruitment, especially the celebrities involved in the 2014 legislative election. Does the political party have standard evaluation standards, so that the entry of celebrities Is already the result of using the standard. Then there will be a comparative literature review with other countries that have good political party recruitment models, which simply do not rely on the popularity of artists, as well as Ronald Reagan, Arnold who has first chosen experience in politics.

The study related to celebrity recruitment in politics is still very rare, so the writer feel interested to know and create the right model in political recruitment in Indonesia which in the future can be input in the realm of legislation. Thus this research moves away from the effect theories, and concentrate on understanding the role of celebrity endorsements in election campaigns by asking the following questions how political recruitment in legislative elections.

CELEBRITIES IN THE POLITICAL CONSTELLATION

The main function of political parties is to seek and retain power in order to realize programs that are based on the ideology held by the party. This main function will affect the implementation of other functions, such as the function of political recruitment (Surbakti. 1992). To win a political battle, political parties must nominate candidates who are considered easier to gain that power. The party often takes an instant step in nominating and ignoring the internal cadre of the party, no matter whether the person is an

artist, a businessman, an activist and another society, but they all have to go through a recruitment process based on rules that allow recruited candidates to understand about politics as well has been through the process of regeneration.

The emergence of pro counter artist as a candidate or candidate in the political battle is not something that should be avoided considering not all artists have a bad quality when we see from the side of pro and not a few artists who then only have a beautiful face capital, but limited skills and experience political. A celebrity may be more likely to gain a greater throne of power because they are popular and supported by our pop culture culture.

There are many reasons to believe that celebrity candidates harbor the potential to garner personal votes in ways their non-celebrity counterparts cannot. But whether this potential can be actualized is subject to other considerations. One such consideration is the degree to which candidates, and not just parties, serve as agents of representation for voters. If voters rely solely on the cue of party-label to make choices about their political representatives, the personal characteristics of candidates would have no bearing on the latter's election. Conversely, if partisan attachments are non-existent and party-labels hold no meaning to voters, then candidates would be elected solely on their own personal merits and/or policy platforms. I assume that in all democratic elections both party-labels and candidate characteristics convey some politically relevant information to voters, but that the relative degrees to which they do so differs. As the medium through which voters express their preferences for representatives, electoral systems play an important role in facilitating, if not altogether shaping, these differences (Reeves, 2014).

Comparing list proportional representation systems in this respect, Shugart et al (2005) posit that increasing district magnitude induces voters to rely on different cues depending on whether the system is closed-list or open-list. Open-list systems are more demanding on voters in that they require them to gather information not only about parties, but candidates as well, if they are to cast a preference vote on the party's list. As increasing district magnitude likely serves to increase the number of candidates on lists, voters are encouraged to rely on short cuts, such as seeking out a particular PVEA (a personal vote earning attribute), rather than bear the cost of gathering more extensive information about each individual candidate and their particular policy agendas.

When viewed from the standpoint of human rights, everyone has the right to vote and be elected, nominated and nominated as a candidate in political contestation. Freedom of choice and election is a citizens' constitutional right and no party can limit it, including by the state. Therefore the nomination of celebrities in legislative elections is a right that is not contrary to the law and human rights. Recruitment and celebrity involvement in the political arena, do not violate the rules because human rights have been contained in the 1945 Constitution and spread in several articles, especially articles 27-31. Human rights

include the right to freedom of expression, the right to freedom of association, the right to freedom of religion, the right to a decent living, the right to freedom of association and the right to education.

The recruitment function is related to the selection of leadership in both the party's internal and national leadership. In the interest of the internal needs of qualified cadres so that the party can develop themselves, and can be prepared for the contestation of national political leadership. Political recruitment must also ensure sustainability and continuity in training candidates for party leaders (Budiardjo, 2008). In this case the artist nominated in the 2014 legislative candidacy is the artist who first became a cadre of the political party, so that when the artist gets a political position, will struggle based on the ideology of the party and pay more attention to the public interest.

In order to fulfill the Parliamentary threshold, political parties are trying hard to recruit candidates who have big capital, because in order to participate in the election requires a large cost, political parties also recruit popular candidates for the sake of creating a high vote getter. According to Rein, Kottler and Stoller, celebrity refers to someone who has a name, interest riveting and profit generating value (Rindova et al, 2006).

Therefore, celebrity celebration like that gives consequences. Therefore, one of the hallmarks of celebrities is that social actors attract public attention: the greater the number of people who know and care about actors, the greater the level and value of celebrity actors. The second characteristic of defining celebrities is that the actor derives a positive emotional response from the community. This response arises because the actor has a positive value. Thus, celebrity actors have high significance and positive emotional values for their viewers, and celebrities emerge from audience attention and positive emotional responses to actors. Therefore, celebrities are the property of the actor's relationship with the audience (Rindova et al, 2006).

In the academic literature the artist's involvement in politics uses the term Celebrity politic. Fame and popularity greatly affect the size of the sound that will be obtained. This is due to the electoral system that takes place in Indonesia which is more concerned with popularity than the vision and mission of a candidate candidate. Compounded by the lack of community participation and their lack of understanding about candidate candidates, the ability and experience in the field of community development becomes unimportant to the general public. The tendency of celebrities engage in the political stage raises the notion that the artist only went along because they saw their colleagues who were involved in the politics of success and the most important positions.

RESEARCH METHODS

The method used in the research is using descriptive qualitative research methods. The research method used to examine the natural condition of the object, the researcher acts as a key instrument, data collection techniques are done in triangulation, the data analysis is inductive, and the results of qualitative research more emphasize the meaning of the generalization (Sugiyono, 2009). Research begins with the collection of information, articles, news and Documents relating to artist involvement in the 2004 legislative elections.

The review of the information spawned questions and questions related to the celebrity involvement in legislative elections especially those related to party political recruitment that nominated the artist. The next is a theoretical study related to the state of the arts artist in politics (celebrity politics) and artist recruitment in politics. Through the search of state of the arts related to the focus of the study in question and the collection of current information on legislative candidacy and celebrity recruitment can be formulated research problems.

The next stage is the collection of literary materials and documents relating to the scaling and recruitment of political parties. The secondary data obtained from the internet is more up to date reporting artist involvement in politics. Results of recapitulation of Election Commission, Books, EBook, journals related to research focus. Interviews conducted with political parties recruiting artists will also be interviewed in relation to party recruitment rules, grounds and reasons for recruiting artists, the latter being political observers with regard to their opinion of artist involvement in legislative elections. To know the performance of artist when already sitting in legislative institute will be interviewed to head of DPR RI, to see Track Record and artist achievement in parliament.

The research will be conducted in Jabodetabek area, since all the headquarters of political parties are located in Jakarta, as well as the recruitment of artists in question is the legislative candidate of the House of Representatives of Indonesia which was decided by the party's central leadership. Artists interviewed are likely to be domiciled in jabodetabek areas, both elected and unelected, informants from elements of society such as observers, researchers and artist organizations are also likely to be domiciled in the same region, and the parliamentary office as a working place for legislative members located in the territory Jakarta.

RESULT AND DISCUSSION

Political Celebrity In Legislative Elections

In general, celebrity politicians often at issue because of doubts about they competence . According to John Street, celebrities who become politicians have problems because of two things. First, the problem (potential) of their role in the policy process. Policy making is a long and complex process as well requires 'separate' capabilities (procedures meeting, creating aspirations, etc.) from each representative of the people. Second, celebrity plunging in politics as a current trend is linked with an understanding of processes in the media (and symbolic capital distribution). This is related by shifting from hierarchy to network, weak role of the state, liquidity of identity, and the growing importance of the media (Street, 2004).

The involvement of celebrities in Indonesian politics began in 1955, according to research from Jennifer Lindsay (2005) from the Asia reseach Institute, National University of Singapore. At that time the traditional arts workers were empowered by political parties to attract public interest in party meetings and political party campaigns. These artists insert political messages in every performance. Like Lekra (Lembaga Kesenian Rakyat) the wing organizations of the Communist Party of Indonesia always convey ideas and political messages in each of their performace, such as the wayang, reog and lenong performances that are part of the people's culture(Ginting, 2008).

Entering the new order era the role of artist remains in politics is still running. Lindsay continued in 1971 entertainment remains an aspect that has never been left behind by political parties. Famous names in the world of keartisan usually become endorser and candidate in Golkar Party. According to Ken Ward as dikutip by lindsya campaign activities involving artists in the New Order era called safari tour or also known as the Safari Artist. The artist campaigned to convey messages related to the party, for his own television show Golkar had a special event on TVRI entitled Aneka Ria Safari led by Eddy Sud and the show was famous in the 1980s and also became a promotional event for the celebrity (Ginting, 2008).

Celebrity culture has become more developed since the 90s along with the development and emergence of private TV, the events packaged by Private TV in the form of infotainment become part of the process that makes the artist's gait in the world of television more and more in the know the community. Through the packaging of the event political marketing packaging becomes one of the inherent and become a medium for artists to introduce themselves to the community and not infrequently the show also show the ability of artists who have been only people know side of celebrity but also sometimes become a means of self-socialization as a person, which can play a role not only in the entertainment world but also the political world(Ginting, 2008).

This infotainment broadcasting model is the one that contributes greatly to the artist's achievements in the world to the artisan and becomes the capital for the artist to enter the artist world. Then the image of mediated celebrity candidates is then disseminated to the public as a voting audience. Although many senior artists who had popularity long before the development of infotainment in the 90s. Senior artists who have been poor across the world of television when currently only TVRI also remain in the know the community and some have benefited from their introduction even though the context is still limited. Actors like Rhoma Irama have gone into politics long before the infotainment era and other artists either as a political player or just a political endorser.

The 2009 data shows the party that sends most of its members to senayan from among the artist is Democrat Party. This is in line with the largest vote in the 2009 legislative elections is the Democratic Party. Most of the selected artists are from dapil in West Java Province. The popularity of the artist, becoming an entry point at the same time become one of the important considerations for political parties, so that the artist to promote politicized by being carried as a candidate at the time of elections to the region and legislative elections. Mostly, it is the artist who gets an offer from a political party to be nominated as a political candidate. Seeing the opportunity of artist election is greater than the politician manual (non artist), then some political parties do not feel embarrassed and hesitate to naturalize the artist with a large number to be a political party at the same time in the plot so candidate politicians, especially politicians in the legislative body of the delegation of political parties. And the benefit, if many artist figures are carried, then most likely the party succeeded in putting more politicians in the legislature, so that the party's chances as a party exist and position as a nominated party can be achieved.

There are a total of 8,762 legislative candidates in the 2009 legislative election, 0.7 percent of celebrities are artists who try to fight over legislative seats. But who managed to get seats parliament seat as many as 18 people, the most of the Democratic Party of 7 people, the Golkar Party and PDIP each 3 people, PAN and Gerindra each 2 people, and PPP 1 person. Although the percentage is very small compared to the total number of members of the House of Representatives, but the success rate of artists earned a lot of votes is very significant compared with non-artist politicians. Strong evidence indicates the artist's election is in the electoral district (dapil) in western Java. Some Dapil in West Java managed to deliver 8 artists to the seat of the House of Representatives. Election area Jabar II, managed to bring 3 artists to senayan, followed by Dapil Jabar VIII as much as 2 artists, and Dapil Jabar IV VII and IX each 1 person.

Regardless of the artist who changed shape to be a politician, have the background of political ability or not, but in fact the artist does have more value to be sold to the public. Indeed there are also artists who have become politicians, finally halfway back and back to

the original habitat. Artists who take such an attitude, it could be because they do not have personal qualities, so it is not able to play politics on the stage. Many of the artists are able to survive in the political world and even have the ability to politics over non-celebrity politicians. Selebrity is capable of such, there are several reasons that the actor or actress has a popularity and also have the quality and ability to politics.

In contrast to the election of the previous period, 2014 shows almost all parties are demoting legislative candidates from celebrities. The most nominating party of artists is the National Mandate Party of 10 people and this is in line with the seats in the legislative assembly in 2014 and the most seats are 5 people, almost 30 percent of the elected artists in the legislature. Among the 18 artists elected as members of the legislature both in the House of Representatives and the DPD RI there are eight artists who previously elected in legislative elections in 2014. The eight incumbent artists are mostly from PAN. Another difference among the 18 artists elected in the 2014 legislative election is that for the period 2014-2019 there are 3 artists selected as senators (members) DPD as many as 3 people. Where if we appeal with the previous period to the 18 elected artists sit in the House of Representatives. PAN that dipka artist most get the most votes most artist seats in the 2014 election. While the democratic party which in the period 20009-2014 has the most legislative members that is a number of 7 people, in the 2014 election this party only get one seat coming from the artist Venna Melinda, this is in line with the decline in the seats of the party as a whole, it is caused by the number of party members involved in corruption that worsen the image of opartai and ultimately result in party votes that plummeted in the 2014 election.

Dozens of artist and celebrity names enliven the 2014 Legislative Election. Some are elected, but many fail to advance to Senayan to become members of the House of Representatives or the Regional Representatives Council. Among the artists who failed to enter parliament in the 2014 election were Angel Lelga, Destiara Talita, Inggrid Kansil, Nurul Arifin, Derry Drajat, Camel Lightning, Arzeti Bilbina and Vena Melinda. Angel Lelga Anggreyani is one of the artists that get emphasized in the 2014 legislative elections. Women who advanced as candidates for legislators from the United Development Party failed to vote in the electoral district of Central Java V. Electoral District where Angel Legla nominated included Sukoharjo, Surakarta, Boyolali and Klaten. Although only born two weeks in Solo, for Angel Lelga Anggreyani region is very close to his heart. That's what causes Angel to not hesitate to fight in the election area V Central Java. In Dapil's Angel Lelga fight against Puan Maharani who became the candidate for legislator number 1 of the PDI Perjuangan. In serial number 2, Megawati Soekarnoputri's party heads up Aria Bima. Artist Nurul Arifin has sat as a member of the House of Representatives and re-run in Legislative Election 2014. But at this time nurul arifin did not pass into a member lesgialtif.

Although among the artists who passed the 2014 legislative election, Nurul Arifin including artists who get the second most votes after Tantowi Yahya of the artist circle of 10 people. Nurul nominated Golkar from Dapil VIII Jabar covers Bekasi, Karawang and Purwakarta. Chairman of the Election Victory Coordinating Agency, Golkar also claimed to lose a female figure in the House of Representatives.

Most of the artists are running from West Java Province, for this province is a fierce battle of the artists to compete for legislative seats, both in the 2009 legislative elections and legislative elections 2014. Dozens of celebrities who run from the electoral district of West Java was forced to accept the fact that the name Fame is not a guarantee they will be elected by the electorate. They are not able to reap the sound target as required by law to become member of DPR RI representing West Java. The failure of the famous artist is caused by a number of factors, including saturation of society, money politics and fierce competition between celebrities. A number of famous artists who did not qualify to become members of the House include Nurul Arifin, I Kang Fawzi, Ingrid Kansil, Andre Hehanusa, Ingrid Kansil, Sandy Nayoan.

The artist's rotation in the election is one of the shortcuts in order to get a lot of votes. This is more or less the same as the statement submitted by Dyre cited by Turner (2004) that celebrity can be categorized as property. This means that celebrities become financial assets for those who use them in a commercial context in order to benefit. This is certainly in accordance with the political condition of Indonesia, which is assumed as the biological political children adopted by political parties to gain advantage in the context of the popularity of artists for the benefit of political parties (Ginting, 2008).

Regarding artist contestation in the legislative election, Lecturer of Communication Sciences University of Pajajaran, Deddy Mulyana assess the failure of the celebrities caused by a number of factors, including saturation, money politics and fierce competition between celebrities. People are already saturated with the conditions and situations that have been happening so far, preferring a new face rather than the old face. The community is reflecting on the previous government that does not give them joy so the choice of falling into the new faces is expected to bring about change.

The rise of the artist to become a candidate for legislative members (caleg) for the 2014 election gets the spotlight of many parties. Indonesians are "sick" if they choose artists who do not have a proper track record of being a politician, because politics is about quality, not popularity. This is consistent with what Ranney and Bone say about the pragmatism of the party against the candidate no longer based on political idealism, but on the basis of pragmatism to get the most votes. This is in contrast to Edmund Burke's view that states that a political party should consist of a group of people who seek to promote an idea in order to fulfill the public interest (Ginting, 2008).

Pramono Anung held a political party that brought many artists into caleg, indicating the process of recruitment and regeneration in the political party is not going well. Especially if the political party brings less popular celebrities or artists whose track record is not good. According to Pramono Anung, there are celebrities who become legislative candidates after undergoing the process of recruitment and regeneration in political parties, but some are directly promoted as legislative candidates without going through the regeneration process.

According to Pramono Agung If if society only choose artist become legislative member only with consideration of popularity, hence the quality of DPR will decrease. The reality, he said, of the 18 artists who became members of the House of Representatives in the period 2009-2014, not all can adjust to the duties in the House of Representatives and voiced it to the public. There are some qualified artists currently in DPR RI such as, Tantowi Yahya, Ruhut Sitompul, Nurul Arifin, Rieke Diyah Pitaloka, Dedi Miing Suwandi, Vena Melinda, and some more. Pramono admitted, carrying a popular artist to be a legislative candidate is a shortcut for the political party to gain seats in the House of Representatives. But they ignore the quality. According to him, because it is so popular that the cost incurred by a celebrity to become a member of the House of Representatives is relatively cheaper that is about Rp300 million to Rp800 million. While entrepreneurs to become members of the House of Representatives must spend on campaign costs around Rp1, 5 billion to Rp 6 billion.

Member of the General Election Commission (KPU), Arief Budiman, affirmed that every Indonesian citizen, including artist, may advance as a legislative candidate (DPR) or DPR RI in every election. Their origin is required to meet at least two major requirements. The two requirements, said Arief, are "Firstly, he was nominated by a political party after going through internal party mechanisms, secondly, fulfilling administrative requirements in accordance with the rules." Anyone, including artists, must go through a process of internal selection in a political party. Therefore, the law provides responsibility to political parties to recruit candidates in a transparent and accountable manner. The artist must also not pass the second condition is the selection process in the KPU with all the requirements. First, physically and mentally healthy. Second, have a minimum education diploma of high school. Third, 21 years old and others.

Gerindra Party's deputy secretary-general, Anwar Ende, said that party recruitment is open without having to close to certain parties including artists (Interview result with Anwar Ende). But in the context of cadreisation done in a minimal way, some legislative candidates only follow the cadre in a short time outside the region with material insight nationality, when should a candidate not only recruited just like that but have to go through a long process so there is a process of internalization of the value of the party. While the

recruitment process carried out by the Group is relatively more size and refers to the merit system, although in practice still need to research and a deeper review whether it is in accordance with the decision of the party.

Golkar Party as a party experienced in the election as if not wanting to reckless in doing political recruitment. Golkar Party has its own criteria that must be owned by the cadres / Caleg based on the Decision of the Central Executive Board of the Golkar Party Number: KEP-227 / DPP / GOLKAR / I / 2013 on Guidelines for Composing the List of Candidates for DPR-RI, Provincial DPRD and Regency / Golkar Party, as for the criteria are:

- a. Have sufficient competence to perform duties as legislative members;
- b. Have good devotion and track record while active in Golkar Party;
- c. Have achievement, dedication, discipline, loyalty and impeccable (PD2LT); and
- d. Comply with the provisions required by the Act.

The above criteria are not the only filter for the Golkar Party Candidates because the Calegs must pass through other filters to finally get ahead in the General Election. The next filter is one of the Procedures for Determining the Candidate List of Golkar Party Legislative Members (Prasojo, 2013):

1. Procedure of Determination

In order to determine the List of Candidates for Legislative Candidates, the assessment of candidate cadres of legislative members includes aspects of: (a) Devotion, (b) elektabilitas, (c) assignment as functionaries and, (d) education.

a. Aspects of Service

Aspect of Dedication is the track record of a member within the Golkar party which includes the participation of a member while serving as party administrator, faction member, wing organization board, body and agency board, and community organization board.

b. Aspect of Elektabilitas

Elektabilitas aspect is the chance of election of a cadre in an electoral area viewed from the side of mass support base. It is assessed on this aspect is; The results of the latest electoral survey in the electoral district.

- c. Aspects of Assignment of Functionaries; (Report of assignment activity) Functional Assignment, is a form of assignment given to each Party functionary after the cadres concerned follow the functional orientation. The functional assignment is intended for each functionary of the Golkar Party to actively contribute to party consolidation (vertical and horizontal) to maximize the implementation of the party's cadre, as well as to encourage the implementation of work programs in the respective assignment areas.

d. Educational Aspects

Aspects of Education is the educational experience of a cadre covering formal, non formal education and partisan education.

2. Procedure of Weighting

Based on the Golkar Party's DPP Decision Number: KEP 227 / DPP / GOLKAR / I / 2013 regarding the Guidelines for the Formation of Candidate List of DPR-RI Members, Provincial DPRD and Regency / City of Golkar Party, the procedure for weighting of legislative candidates is divided into three:

a. Procedure of Weighting for Candidates of DPR-RI Members

No	Aspects	Persentase
1	Dedication	40
2	Electability	30
3	Assignment of functionaries	20
4	Education	10

b. Assessment Procedures

1. Dedication

The dedication assessment is based on the track record and PD2LT and the current position in the party, fraction, CBOs established and established, wing organizations, Institutions with values 0-100.

2. Electability

Elektabilitas obtained from the ranking of survey results per electoral district with a scale of 0-100.

3. Assignment of Functionaries

Assignment of functionary tasks is based on the success of the party's consolidation, maximizing the implementation of the party's cadre, and encouraging the implementation of work programs in the respective assignment areas, with a score of 0-100.

4. Education

The assessment of education is based on the formal education stratum with the value of Candidate of DPR-RI: S.3 = 100, S.2 = 75, S.1 = 50; Prospective DPRD Province: S.3 = 100, S.2 = 75, S.1 = 50, D.3 = 25; Candidates for Regency / City DPRD: S.3 = 100, S.2 = 80, S.1 = 60; D.3 = 40, SMA = 20.

For recruitment sources, the Golkar party nationally states that there are 6 (six) Sources of recruitment are as follows;

- a. Golkar Party stewardship of all levels
- b. Members of the Golkar Party faction of DPR-RI, Provincial DPRD, Regency / City DPRD and Member of DPD-RI
- c. Golkar founding and founding community organization
- d. Wings of the Golkar Party
- e. Board of Directors and Institutions established by Golkar Party
- f. Community leaders (religious leaders, academics, cultural and other professionals) who have competence and popularity.

As if emphasizing the weighting aspect of dedication, the DPP's decision related to the source of recruitment of legislative candidates from the six sources contained in the decision is only one source that does not directly have a relationship with the Golkar Party while the other five sources are from the internal Golkar party. With this composition to make the cadres of Golkar party benefits because the party prefers the cadres to be placed either in the center, provincial or district/city. Although beneficial to Golkar Party cadres, Golkar Party also has its own assessment criteria for selecting qualified cadres because no cadres will easily get promotions to occupy positions as members of the legislature. Every prospective member of the legislature in accordance with the decision of the DPP Golkar Party must go through a series of processes before finally fighting in the election.

In election 2019, The names of well-known singers, actors and ministers are among thousands who registered with the General Elections Commission (KPU), the last day of registration for those eyeing a seat in the House of Representatives after next year's legislative election. The KPU in Jakarta, which is open until midnight, received submissions from more than 5,000 hopefuls as of Tuesday evening, among them Law and Human Rights Minister Yasonna Laoly and Coordinating Human Development and Culture Minister Puan Maharani. Both are Indonesian Democratic Party of Struggle (PDI-P) members who became lawmakers in 2004 and 2009, respectively.

Presidential spokesperson Johan Budi also reportedly registered to be a legislative candidate for the PDI-P. PDI-P executive board member Andreas Hugo Pareira said only two ministers from the party would contest the election. The PDI-P also registered vocalist Ian Kasela, who fronts the band Radja, and singers Krisdayanti and Harvey Malaiholo. The party registered around 575 legislative candidates representing 80 electoral districts with the KPU. Well-known boxer Chris John, dangdut singer Kristina and several actresses -- Nafa Urbach, Tessa Kaunang and Wanda Hamidah -- are also on the list of legislative candidates registered with the KPU. They are all NasDem Party members. NasDem secretary-general Johnny G. Platte said the legislative body needed people from those industries who could implement policies and regulations that developed Indonesia's arts and culture. However, he did not deny that registering so many public figures in the contest

was part of the party's political strategy to win big in the legislative election, given the popularity of the celebrities (Ramadhani, 2019).

Celebrity involvement in elections in Indonesia increasingly showing an increasing trend. The increase was also followed by a change from initially celebrity involvement took the model as vote getter in context as a celebrity endorser become a vote getter in the context of celebrity politician. The involvement is caused by three things. First, there is a change in the legislative election system from closed proportional to open proportional sound the most. Second, changes in voting behavior Indonesian voters from stream-based (party ideology politics) towards based on individual figures. Third, the more pragmatic of most political parties in Indonesia.

There are four effects of celebrity involvement in elections in Indonesia. First, distrust the public towards the competency of celebrities to be politicians in the legislature. Second, society represented by celebrities who have an understanding of the political party ideology is not very good. Third, minimize the chances of other unpopular candidates but more competent than celebrities. Fourth, more and more political parties are using it instant strategy to recruit celebrities in the election (Darmawan, 2015). The politics of post-New Order era is marked by many changes. One of the changes is the more importance of the role of candidate in the election. This research aims to answer three key questions: (1) How is the involvement of celebrities in Indonesia's Legislative Elections in post New Order era? (2) Why there are tendency that many celebrities involved in Indonesia's national elections? (2) What are the impacts of the involvement of celebrities in Indonesia's elections? This research uses qualitative approach. The research was held in April-May 2014. The technique of collecting data is literature study method by collecting reference and secondary data. While the method of data analysis used is qualitative analysis technique which uses the data reduction and data presentation analysis. This study shows that, first, there is change in the model of celebrities' involvement in Indonesia's Legislative Elections. Second, the involvement of the celebrities is caused by the change in the Indonesia legislative election system, the change in the Indonesia's voters voting behavior, and the more pragmatist of most of the political parties. Third, the impact of the involvement of celebrities in Indonesia's elections is on the confidence of the public to the celebrity politicians' competence(Darmawan, 2015).

Celebrities already have political capital in comparison others namely popularity. The most unfortunate also in this case, reflecting from the relative abundance celebrities who were elected to the legislature, shows that many Indonesian people which still emphasizes the factors "familiar" with a celebrity who is a legislative candidate but not necessarily the celebrity they chose was competent. The next effect is more political parties that use instant strategies recruiting celebrities in the election. When you look in the mirror in

existing legislative elections this is not impossible in the 2019 elections politics are increasingly "dependent" on strategy recruiting more celebrities for two reasons that is, the cost is not greater than recruiting non-celebrity people and their chosen opportunities also far greater than non-celebrity people. In Indonesia, candidates for candidates for legislative or recruitment of legislative candidates are the full domain of political parties. In the context of Indonesia in terms of community involvement raises a criticism in which the public is only made in cattle to get a lot of votes and then leave the voters when the votes have been obtained from the community. The inclusion of celebrities as part of the candidate is part of an attempt to exploit the artist's interest in order to gain a lot of votes.

CONCLUSION

Celebrity endorse and political celebrities in the dynamics of contemporary Indonesian politics have an increasingly significant role. their involvement in politics today is supported by social media technology that enables political promotion to take place quickly and widely. Today's political parties also prefer endorse celebrities because the promotional costs are far cheaper and the level of effectiveness of the spread of value is far more widespread than in previous years. Not only celebrity endorse that triumphed, in the 2019 election many artists escaped to the archipelago building. They have a lot of access and followers that allow them to get lots of support. In addition, in 2019, many political issues will be framing through social media. Therefore, artists can easily promote themselves through social media to inform their activities and thoughts.

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