

ANALISIS GAYA KOMUNIKASI CALON PRESIDEN ANIES BASWEDAN DI DEBAT CAPRES TAHUN 2024

RAYHAN FAHREZA PUTRA BARIE

ABSTRAK

Berdasarkan analisis terhadap pembicaraan publik di berbagai *platform* media sosial atas debat capres ke-5 tahun 2024 tersebut, Anies Baswedan menjadi capres yang mendapatkan pembicaraan bernada positif paling banyak dari netizen dengan perolehan persentase sebesar 86%. Hal tersebut menjadi alasan penulis dalam mengangkat penelitian yang berfokus dalam menganalisis gaya komunikasi Anies Baswedan pada debat capres ke-5 di Pemilu 2024 ini. Pengangkatan penelitian dengan tema tersebut bertujuan untuk dapat menganalisis gaya komunikasi yang digunakan oleh capres Anies Baswedan, serta untuk meningkatkan pemahaman tentang gaya komunikasi dan faktor pendukung gaya komunikasi calon presiden Anies Baswedan di debat capres 2024. Penelitian dilakukan dengan menggunakan metode kualitatif analisis isi melalui 10 gaya komunikasi menurut Robert Norton. Hasil dari penelitian menunjukkan, terdapat 10 gaya komunikasi menurut Robert Norton pada proses komunikasi yang dilakukan oleh calon presiden Anies Baswedan di debat calon presiden ke-5 tersebut, dengan gaya komunikasi argumentatif dengan frekuensi penggunaan terbanyak. Di samping itu Anies Baswedan juga memiliki 5 faktor pendukung gaya komunikasi yakni; 1) Anies Baswedan memiliki kondisi fisik yang sehat, bugar, enerjik, dan bersemangat. 2) Peran Anies Baswedan sebagai mantan Gubernur DKI Jakarta, dan mantan Rektor Universitas Paramadina berperan dalam membentuk gaya komunikasinya. 3) Anies Baswedan menggunakan bahasa yang bervariasi, terdiri dari bahasa santai dan formal. 4) Di samping itu, Faktor hubungan personal atau keterampilan interpersonal Anies Baswedan dengan lawan debatnya dapat memiliki dampak mempengaruhi gaya komunikasinya. 5) Anies Baswedan memiliki kendala yang memaksa dia untuk menyampaikan poin-poin penting dengan singkat dan jelas.

Kata Kunci : Gaya Komunikasi, Debat, Capres 2024, Anies Baswedan, Youtube

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ABSTRACT

As a democratic nation, Indonesia is obligated to hold elections every five years as a form of the people's democratic celebration. In 2024, Indonesia will once again hold elections. There are three presidential candidates running in the 2024 election, namely Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo. Based on an analysis of public discourse across various social media platforms regarding the fifth presidential debate in 2024, Anies Baswedan emerged as the candidate who received the most positive discussions from netizens, with a percentage of 86%. This is the reason the author decided to conduct a study focusing on analyzing Anies Baswedan's communication style during the fifth presidential debate in the 2024 election. The purpose of this study is to analyze the communication style used by presidential candidate Anies Baswedan and to enhance understanding of his communication style and the supporting factors behind it in the 2024 presidential debate. The study was conducted using qualitative content analysis methods through the lens of Robert Norton's 10 communication styles. The results of the study indicate that all 10 communication styles proposed by Robert Norton were present in Anies Baswedan's message delivery during the fifth presidential debate. Additionally, Anies Baswedan exhibited five supporting factors for his communication style; 1) Anies Baswedan is in good physical condition, healthy, energetic, and enthusiastic, 2) His roles as the former Governor of Jakarta and former Rector of Paramadina University have played crucial roles in shaping his communication style, 3) Anies Baswedan also uses varied language, including both casual and formal language. Furthermore, his personal relationships and interpersonal skills with political figures like Prabowo Subianto and Ganjar Pranowo significantly impact his communication style. Anies Baswedan faces constraints that force him to convey important points succinctly, concisely, and clearly. In delivering his message, presidential candidate Anies Baswedan displayed a neutral and offensive stance, without showing a defensive attitude. He also frequently maintained a neutral position, often utilizing the Communicator Image style in his message delivery.

Keywords: Communication Style, 2024 Presidential Debate, Anies Baswedan.
Youtube