The Image of Politicians of Prospective Governor and Deputy Governor of North Maluku in 2018 in a Local Media Frame

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Original Research Article

ABSTRACT

The fact of reality in the local election process in looking for regional leaders is always colored by "image of conflict" in the national escalation labelled as the "conflict provinces". The reality of local political actors in North Maluku eventually became a commodity of mass media institutions as a material for political coverage. This study uses an interpretive paradigm of the reality of the image of political actors in the frame of local mass media in the simultaneous elections at North Maluku in 2018, through a qualitative approach to framing analysis. Data collection methods is done by using text analysis, observation, in-depth interviews, FGDs and document searches found the results of how the mass media frame in the context of political communication and how the framing process occurs in the construction of local media against the meaning of the image of the candidates for governor and deputy governor.

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1. INTRODUCTION

In this postmodern era, mass media institutions play an important role as a media of political communication. Media coverage is now capable of making local political events as interesting packaging, even "seizing" the entertainment broadcast market. Two phenomena of mass media and politics, which are, first, that politics no longer uses space as a campaign strategy, but relies on the media to reach its constituents, so that political discourse emerges in an era of mediation (politics in the age of mediation), that is when political life is no longer can be separated from the mass media. Second, political events in the form of micro contexts, such as the behaviour and statements of political actors which are actually become common, now have news value even though the political events are routine. Party meetings or meetings of a political figure with the supporters, and even more with other political figures, did not miss the reporting [1].

Regarding the mass media in North Maluku, as a social institution and business institution, the printed mass media is still the dominant medium for self-socialization, packaging the image of political actors competing in political momentum, which we called as the elections. This is because the occurrence of bad news is considered as good news, debate and controversial local elites in political contexts such as the Governor and Deputy Governor elections are in the vortex of public consumption and media interests, making it impossible for the reality of the political elite to be separated from the mass media.

North Maluku has already held three local elections, which were in 2002-2007, 20082013, and 2014-2018. This province is known as Moloku Kie Raha or the Four Mountains Sultanate in North Maluku, called as the Sultanate of Bacan; Jailolo Sultanate; The Sultanate of Tidore; and the Sultanate of Ternate, in fact, the reality of looking for regional head leaders is always colored by "image of conflict" in the national escalation labeled "province of conflict" in the election process. Political sectorial ego is between elite, ethnic and primordial. The issue of religion, social prestige, group prestige, personal and family reputation, makes the political tension in the local elections emotionally stronger than other political events, such as the Legislative Elections [2-16].

In this context, the question arises whether the possibility of a democratic process is not running optimally? In the end, because the election is a democratic party, it becomes a challenge for the holders of the General Election Commission and all interested parties. As a continuation of the North Maluku Local election phenomenon, the image of political actors dominating, having a big name in the community, in certain ethnic groups, certain ethnic groups, has financial capability, so that other actors who have better potential or are more responsible are covered up. This is the negative historicity in the North Maluku election process.

In 2018 the political actor as an incumbent, Abdul Gani Kasuba, partnered with the former Central Halmahera Regent, Ali Yasin. Rival, Ahmad Hidayat Mus is paired with former Chancellor of the Khairun University of Ternate. It seemed to repeat the "image of power" of the elections in the days of Thaib Armayin versus Abdul Gafur, the emerging discourse of fraud and domination of power. Meanwhile, other political actors Ternate Mayor Burhan Abdurahman was paired with former North Maluku Muhamadiyah University Chancellor Ishak Jamaluddin, as well as Former Regent of South Halmahera, Muhamad Kasuba in partnership with Former North Maluku Provincial Secretary, Madjid Husein, making political escalation heats up [17-26]. The composition of the candidates is still dominated by the background of the primordial image, the image of the bureaucracy and academics.

The representation of ethnicity or the issue of primordial images in political figures is one source of the dynamics of local politics. Unfortunately these dynamics later developed into horizontal conflicts. In North Maluku, the Makian, Tobelo, Galela, Ternate and Tidore ethnic groups are very influential ethnic groups which have become a serious concern, because since the 1999 conflict, they have often been involved in mobilizing the politics of local elites and engaging in protracted conflicts [27].

There are two models of political imagery, which is the imaging of leader figures and program imaging (Burhan, 2018). According to Burhan (2018), besides that, the imaging of leaders or elites can also be done through the construction of social image (good image) and in attacking other parties through social deconstruction with the social construction of bad image. Derrida [28] is true, that every time there is a social

construction, it can be deconstructed. So, the power of mass media and social media constructs imagery as strong as the power of deconstructing that image.

S-Core Theory Peter L. Berger and Luckman as well as criticism of social media construction theory, through the constructivism paradigm, a study of the reality of the image of political candidates for Governor and Deputy Governor in-depth at theoretical stages, headline, structured interviews and FGDs with media owners, radio owners and journalists [29-38]. This epistemological aspect underlying the researchers chose the topic of the social construction of the image of the candidates for governor and deputy governor in the simultaneous regional elections in North Maluku by local media.

Based on the background of the problem above, the research objectives are defined as follows:

1. Analyzing the meaning of the image of political actors Candidates for Governor and Deputy Governor of North Maluku in 2018 in the North Maluku mass media?
2. Analyzing the social construction of the image of political actors for the candidates for governor and deputy governor of North Maluku province in 2018 by the North Maluku mass media?

2. LITERATURE REVIEW

2.1 Theories of Social Reality Construction

Berger and Luckman [39] formulated social construction theory to answer the problem of the sociology of knowledge about how the process of constructing reality in the minds of individuals and how knowledge can occur in the community. Berger and Luckmann are of the view that reality is built socially, so the sociology of knowledge must analyze the process of that occurrence. In the sense of individuals in the community that builds society, the individual's experience is inseparable from the community.

In the theory and approach of social construction of reality as according to Peter L. Berger & Luckmann explains it occurs simultaneously through three seocial processes, which are externalization, objectivities, and internalization. These three processes occur between one individual and another individual in society [40-

49]. The substance of the theory and approach to social construction of the reality of Berger and Luckmann is the simultaneous process that occurs naturally through language in everyday life in a primary and semi-secondary community (Burhan, 2008). The development of theories and approaches to the social construction of reality into theories of social media construction are on the circulation of information that is fast and broad so that social construction takes place very quickly and is spread evenly. The constructed reality also makes mass opinions, the masses tend to be a priority and the mass opinions tend to be cynical (Burhan, 2008).

2.2 Hierarchy Theory of Influence of Media Content

The hierarchy theory of the influence of media content was introduced by Pamela et al. [50]. This theory explains the influence of the contents of media coverage by internal and external influences. Shoemaker and Reese divide to some level the influence of media content. We call it as the influence of individual media workers (individual level), the influence of media routines (media routines level), the influence of media organizations (organizational level), influence from outside the media (outside media level), and finally the influence of ideology (ideology level).

2.3 Media and Political Communication

The communication includes politics and partially politics as part of communication, showing that communication and politics are closely related. Communication has very important role for business and non biusiness institutions, including political institution [51]. According to Eric Louw [52] Politics is a phenomenon that is closely related to the process of communication because being a politician is a very communicative social occupation, which involves people who regulate and organize social power relations and make decisions that govern the allocation and distribution of scarce social resources [53-59].

2.4 Previous Studies

1. Udi Rusadi: The study was conducted in 3 national print newspapers, which are Kompas, Media Indonesia and Republika based on the ideological basis of each of the media.
2. Burhan Bungin: This study conducted by Burhan Bungin is titled Social Construction

of Television Advertising in Capitalistic Communities, a dissertation in the Social Studies Program of Airlangga University, Surabaya in 2000.

3. Ibn Hamad: This study conducted in several print newspapers that have an ideological basis belonging to the ideology (Islam, Christianity, Nationalism and Pasa).

4. Eduardus Dosi: This study aims to explain ideology, power relations in the local print mass media in East Nusa Tenggara (ENT) on the news of the nomination of ENT local legislative members in the 2004 elections.

5. Rusdi J. Abbas: This study explains the local elite conflict that occurred in the election to the North Maluku region 2007-2008. Research location in Ternate City.

6. Megandaru Widhi Kawuryan: This study is on the issue of regional autonomy that appears in the mass media and how the media construct reality to the issue of regional autonomy.

3. RESEARCH METHOD

3.1 Research Paradigms and Approaches

This study uses the constructivist paradigm to see social phenomena that occur as systematic symptoms. This study uses a qualitative approach, which is a suitable approach to deeply understand social or humanitarian problems [60].

3.2 Research Time and Location

The research began in April 30 to July 12, 2018, the location of the study was in Ternate, North Maluku, precisely at the North Maluku Post Office and Online Indotimur.

3.3 Research Design

Qualitative research, carried out in natural conditions, emphasizes descriptive processes, conducts inductive analysis and emphasizes meaning [61,62].

3.4 Data Collection Technique

This research was conducted through observation, interviews, focus group discussions and document searches. In the data collection process, humans are the main instrument in this study. By using humans as the focus of research, the data collection refers to the assumption that data sources can provide

responses in the form of signs, adjustments to the environment and responsiveness.

3.5 Research Subjects and Objects

The subject and object of this study are consisted of news coverage of North Post and Online Indotimur print media about the four pairs of Governor and Deputy Governor of North Maluku published from 30 April to 12 July 2018.

3.6 Data Analysis Technique

Analysis of the data of this study uses the theory of S-core construction Peter Berger and Luckman, critics of social media construction theory as a data analysis tool, mainly using externalization, objectivation, and internalization. But in its usage, the social media construction analysis tool is used in conjunction with the Gamson & Modigliani framing analysis model.

4. RESULTS

4.1 Local Mass Media Frame Regarding Candidates for Governor and Deputy Governor of North Maluku in 2018

4.1.1 Malut post newspaper

Main elements of candidate pair number 1 (AHM-RIVAI): that us regarding Legal Troubled Leader, leader of internal party conflict. AHM-RIVAI in the selection process was described in an uneasy situation because of the corruption legal problems by the Corruption Eradication Commission Institute. Found a number of metaphorical devices "conspiracy", "legal defects", "dancing with other people's slime", "magic letters", "bearing the banyan symbol". Catchphrases, AHM internal conflicts, always deal with the law. Exemplar example Major Tomohon Jefferson Soleman was thrown in prison. Visual images, student demonstrations in front of the Corruption Eradication Commission Building, and AHM photos during interviews using the Corruption Eradication Commission orange vest. The reasoning devices roots, "AHM is a suspect in a corruption case of land acquisition in Bobong Island Taliabu Airport which is also one of the candidates for governor of North Sumatra". Appeal to principle "When a person is declared a suspect by the state, some of his rights will be limited". Consequence As a prospective leader (governor), ideally it should not be in contact with legal issues, especially corruption cases.

The core element of Malut Post of pair number two, BUR-JADI: as a leader frame many achievements, achievers. Catchphrases, "BUR-JADI slogan carries Dignified North Maluku," BUR-JADI is a prosperous partner for farmers ". Exemplar "exemplifies BUR-JADI as a couple who understand and are able to overcome agricultural problems in North Maluku", "the achievement of Barifola's ideas with IKT, Ternate Smart City", " Social Security Administrator for Health for honorary", "electricity problems in 3 outermost districts", "Build landmarks and parks to beautify the face of the city", "WTP 4 years in a row". Visual image of the Bur-Jadi couple is being welcomed happily by the community. Appeal to principle BUR-JADI has accessed Education for economically weak families, improved health human resources by printing 100 doctors in 5 years. The Leaders must be able to manage governance. The people must choose a leader who is committed and real proof in the community. They must be able to make North Maluku a respected province. Consequences The people must choose a leader who has given evidence. If the people want change in the next 5 years, the choice is BUR-JADI candidates.

The Main element of Malut Post of pair number three, AGK-YA: as the incumbent leader frame sure to rule again, the leader is clean of corruption and populist. The metaphors of "Bluffing", "position not inheritance", "Popular People";Catchphrases "AGK is Ready to Win again", "AGK-YA will be guarded tightly mobilize all the power to win back", "Victory is with AGK-YA". Depiction "The General Election Commission is cheating, AGK-YA should win", "Pro-people", "Incumbent Candidates are sure to win again". Visual image Photo of the AGK-Yes success team in front of Supervisory Board Elections, because they demanded fraud that AGK-YA win. AGK-YA are not arrogant but are optimistic that they will win again, the AGK-YA Coalition Party will closely guard the General Election Commission's plenary process. Appeal to the principle "The people of North Maluku need the figure of the governor of the AGK-YA that is populist and free of corruption", Claims that several regencies in the city are safe to win the AGK-YA. Consequence AGK wants to win the fight again to be Governor and Deputy.

The main element of Malut Post of pair number four, MK-MAJU: as a leader frame that is immature and difficult to win. The use of metaphors of "sabotaged", "greedy", "barometer and opening door";Depiction "even though it is considered immature", "MK-MAJU has a target to join the Election to win", "MK-MAJU is only slightly superior in urban districts". Visual image the results of the MK-MAJU vote acquisition received the lowest results. The roots device "despite having the ability of 2 periods to become a Regent in South Halmahera", "the candidate MK-MAJU is difficult to be able to get maximum results because they have to deal with AGK's siblings as incumbents". Appeal to principle provides a claim that with the experience of leading 2 periods in South Kalimantan, it will get a 40 percent result and will be superior to other pairs of candidates. The consequences are proven due to dealing with the incumbent of his biological AGK MK-Maju in the lowest position of the vote result.

4.2 Online Indotimur

This element is Online Indotimur for the candidate pair number 1 AHM-RIVAI: as a leader frame close to the people experienced with a million ideas. The metaphor "in the hands of AHM has a million ideas for organizing development", "in the hands of AHM has a million ideas in managing development". Catchphrases "AHM Slogan Leader is close to the people", "AHM-Rivai label has experience". Depiction "AHM RIVAI has the biggest basis", "Golkar has a strong basis". Exemplar "was proven when conducting campaigns in the city districts of the figure of AHM RIVAI are really close to the people", giving an example that "Golkar is strong in 10 urban districts in North Maluku". The root device "Because the figure of AHM-RIVAI is close to the people and popular, let see in 27 June 2018", "People will choose AHM RIVAI as governor and deputy governor". Appeal to principle device claims that AHM RIVAI has sufficient experience, both structuring bureaucracy, education. Tool of consequences Leaders who are close to the people need to be given the opportunity to be able to lead North Maluku better in future.

This element is Online Indotimur for the candidate pair number 2 BUR-JADI: as a leader of change, trust and provide evidence. Supporting elements are the metaphor, "Carriage built", "Spearhead". Catchphrases "BUR-JADI InsyaAllah is better", "Change leaders are loved by the people", "Figure understands bureaucracy", "understands people's problems and governance," "Having integrity, honesty and trustworthiness does not

change promises but evidence". Depiction "Optimistic support to BUR-JADI without money can win or real support", a number of people's problems have not been resolved and BUR-JADI will prove commitment to the people ". Exemplar "Give an example of 20 years old, North Maluku has not shown progress and prosperity", "BUR-JADI is able to make changes like what was done in the city of Ternate", "BUR-JADI gives reasoning supported by large parties and at most and is confident of winning with the political party car. There are visual images of a number of photos of supporting community euphoria at BUR-JADI's place. The root device "The BUR-JADI pair has the ability and capacity to build North Maluku into a dignified and equal province with other provinces in Indonesia", Appeal to principle claims "there is no intention of us going forward to become a candidate for governor and deputy to be proud and look for popularity but in our direction sincere to change North Maluku to be better and dignified ", Claims" the successes of the achievements of the mayor of 2 periods can be seen and felt by the community "," If given the opportunity to become a deputy governor then the next 5 years will certainly be significant changes ". Consequences "a number of problems in North Maluku, the solution to change the direction better pair number 2 BUR-JADI must be elected as governor and deputy governor".

This element is Online Indotimur for the candidate pair number3 AGK-YA: as the incumbent leader frame is not visionary, fails to realize the pro-people program. Catchphrases "AGK-YA only covers weaknesses", "AGK-YA are not ready and confusion explains the pro-people program", "incumbent is not pro-people in dealing with fishermen's problems". Depiction of the pair "AGK-YA according to academics is not ready to take part in the debate", "As an incumbent, AGK should control and convince the public", "AGK-YA is not visionary to overcome the issue of publicist" Exemplar "weaknesses during becoming the Governor of AGK did not realize the needs of fishermen groups", "The example of the four candidate pairs is only AGK as incumbent seems not ready in providing answers to pro-people programs" The root device "As incumbent AGK should better master the problems of the people of North Maluku". "However, AGK is only normative and not visionary on public matters," appeal to principle "There are claims by some groups that AGK is not able to realize priority programs related to fisheries and fishermen". Consequences "AGK-

YA is not a leader who is able to realize pro-people priority programs".

This element is Online Indotimur for the candidate pair number4 MK-MAJU: as a reserve leader frame and a difficult candidate to win. The metaphor of "MK-MAJU isonly backup player", "MK-MAJU Only a doll", "MK-MAJU". Catchphrases "M-MAJU is a serious candidate even though it is said to be a reserve", Depiction "It is necessary for the community to know that the MK-MAJU is not a reserve but is really serious about becoming a governor and deputy". Root device "Let there be a candidate pair or success team that pushes the MK-MAJU but for the MK-MAJU we still leave it to the people to make a choice". Appeal to principle "Claims from the Chairperson of the winning team that although used by our candidate, MK-MAJU, it is necessary for the public to know clearly that the MK-MAJU pair is a pair who will truly become the Governor and Deputy Governor later", Consequences "MK-MAJU in battle ready to win ready to lose but optimistic that people will get a choice ".

4.3 Individual Level

At the individual level it is very influential on the North Sumatra Post and Indotimur news frames online. Malut Post media workers in the composition of the editorial structure are dominated by ethnic of Tidore affiliated with candidate pair number 2 (two), which are Burhan Abdurahman, so that the ideological orientation of ethnic journalists is predisposed. Malut Post is also in framing of BUR-JADI, an economic orientation tendency because there is a political news target of journalists economically offering advertorial / economic relations, in addition to achieving the news column also the turnover of Malut Post as a profit company. While Indotimur Online media, as in the media frame, imaged pair number 3 (three) AGK-YA, as the incumbent leader who was not visionary and unable to realize pro-people programs with a bad image and orientation to idealism; As a new media, Indotimur Online tends to be economically oriented in terms of political reality.

4.4 Routine Level

The context of North Maluku Post and Indotimur Online is the dependence of proximity and conflict factors. In North Maluku there are 10 districts/cities and from the aspect of the distribution or coverage of the media, North

Maluku Post is uneven. The biggest penetration is in the area of Ternate City, West Halmahera, Tidore Islands. Same is the case with Indotimur as a new medium with technological support capacity, although it is more massive but is limited by the internet reach to remote districts in North Maluku.

4.5 Organizational Level

The influence of this organizational factor is in accordance with the results of the study, AHM-RIVAI candidates were imaged by Indotimur as a leader who is pro-people and has a million experiences, whereas Malut Post tends to frame AHM RIVAI as a leader of corruption and legal problems.

From the aspect of economic relations, it is illustrated that compared to North Maluku Post, AHM-RIVAI candidates tend to be more intense in building economic news, advertorial and advertising networks with Indotimur Online media than North Maluku Post.

4.6 Level of Influence Outside the Organization

In the AGK-YA candidate the Indotimur Online media content reported by a journalist can be formed by a news source. Because the point of view is different from the news source it. Online Indotimur tends to construct AGK-YA by placing a number of news sources stating that AGK-YA as incumbent is a leader who is not visionary and unable to realize a pro-people program that is sustainable. In the AHM-RIVAI partner, the construction of the image as a leader who is pro-people and has a million ideas is also supported by a news source that provides a justification tool that AHM as a former regent of Sula district was successful in the context of leadership. Though the same is applied for MK candidates who are also Regents of two periods in South Halmahera Regency, they did not get the supporting capacity of Indotimur news sources in the aspect of success in the district level of the city while becoming Regent.

4.7 Level of Ideological Influence

Between the two media, North Maluku Post and Indotimur Online, they do not directly have power relations over media ownership. In North Maluku, there are no political actors from four candidate pairs who have mass media, such as in the center, for example, power relations over politics are very strong, for example Metro TV with Nasdem Party, TV One with Golkar Party and so on. However, the relationship of local print media is more on the primordial relation of a journalist's position in interpreting the reality of the four pairs of candidates.

5. CONCLUSIONS

First, the relation of local media and political actors is no longer seen as a mirror of reality but the media do social construction of the reality of four candidate pairs. Although local media in North Maluku says that they are non-partisan, however there is a kind of semi-transactional relationship between the political leaders of the candidates and the local mass media. As illustrated by the influence of media relations with political candidates, in the view of Malut Post, framing AHM-RIVAI candidates must be objectivity because it becomes their legitimacy. This relation AHM-RIVAI was constructed as a leader with legal problems and had an internal conflict with the bearer party. Instead of Indotimur online media, the construction of AHM-RIVAI candidates is imaged in the frame of a leader who is pro-people and has a million of experiences.

BUR-JADI candidates, the relationship between the pair number two with the editorial structure of Malut Post and Online Indotimur media workers is dominated by ethnic relations, which is the Tidore tribe affiliated with candidate pair number 2 (two), who is Burhan Abdurahman, so that the ideological relationship of ethnic journalists. While Indotimur's Editor in Chief has ideological values relations in the organization of Muhamadiyah's network of organizations, in line with candidate vice governor number two, which was the former Chancellor of the North Maluku Muhamadiyah University. Besides that, North Maluku Post and Indotimur also have economic relations because there is a political news target of journalists economically offering advertorial/economic relations, for the achievement of the news column as well as local media turnover as a profit company.

The AGK-YA candidate pair together with the successful team tends to build economic relations compared to Indotimur Online not maximizing the space or news channel. The cause of this relationship, it seems different, in the local media frame Indotimur imaged pair number 3 (three) AGK-YA, as incumbent leader

who is not visionary and unable to realize pro-people programs, with a bad image. As a new media, Indotimur Online tends to be economically oriented in terms of political reality. While Malut Post frames AGK-YA incumbent leader is optimistic of winning, pro-people and clean leader free of corruption. For the MK-MAJU pair, the serial number four tends not to optimally build relationships with the local media. In terms of exposure to local media frame discourse on the MK-MAJU's image tends to be minimal. It was found that the MK-MAJU factor of the media team did not maximize the space or pages of local media, and made use of economic relations or cooperation with local media. In the findings of MK-MAJU researchers imaged through the media frame as a reserve leader, puppet leaders are difficult to win.

Second, the process of social media construction of the reality of the image of the North Maluku's prospective governor and deputy governor political actors in the North Maluku Post and Online Indotimur media the formation of media political actor discourse occurs in the stages of the process (a) the stage of preparing construction material; (b) the stage of construction distribution; (c) the stage of forming reality; and (d) confirmation stage. In the process of institutionalization found construction buildings by the mass media over the political reality of the four pairs of prospective governor and deputy governor which is Malut Post ideally idealism in AHM-RIVAI pair sequence number 1 (one), the frame of political actors as leaders with legal problems and leaders who conflict within internal parties so the interpretation of AHM-RIVAI with a bad leader image. Indotimur Online Media is different at the stage of preparing material and the distribution of construction. AHM-RIVAI construction is ideologically and economically, with a frame of political actors in the discourse of leaders who are close to the people and experienced leaders with a million ideas, meaning the image of a good leader.

Local mass media frame in pair number 2 (two) BUR-JADI found similarities in ideological and economic media frame factors with the discourse of outstanding leaders, change leaders and trustworthy and has been proven as a meaning of a good leader image. In pair number 3 (three) AGK-YA found the construction of the local media frame of Malut Post with the idealism factor through the discourse of the incumbent leader who was confident that they would win again, as well as leaders who were clean of

corruption and popular. AGK-YA is imaged by a strong leader. While the Indotimur Online frame construction is idealism through the discourse of incumbent leader visionary, leaders who fail to realize pro-people programs. In the candidate pair number 4 (four) MK-MAJU, the media frame idealism with the North Maluku Post MK-MAJU discourse as a leader who is immature and difficult to win, through the image of a weak leader. Same is the case with Indotimur's media orientation idealism with the discourse of reserve leaders or puppets and it is difficult to win as the image of a weak leader.

The findings on the construction process of the confirmation stage in which the process of socialization patterns occurs in the context of political communication at media institutions simultaneously through the internalization process. The local mass media frame in the internalization process transmitted the institution of the meaning of the image frames of four candidate pairs as law and conflicted leaders, leaders of many accomplished changes, incumbent leaders who were freefrom corruption and believed to be in power again, leaders who are pro-people and leaders of immature reserves so it was difficult to win. At the confirmation stage and the internalization process through the socialization of the meaning of the image of political actors for the candidates for governor and deputy governor, the media frame is in a position so that the objectivity status of the institution's image of the actor can be firmly established in the community as seen in the findings of the researcher are not fully proven. It was found that whatever the power of the media formed the social construction of the meaning and image of the candidate pairs, but the socio-economic and cultural conditions of the scope of experience and the frame of reference of the voters/community that had been built also determine the formation of the meaning of the image of the community figure.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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