

Hegemoni dan "Jual-Beli" Identitas Paslon dalam Debat Capres 2024 = Hegemony and "Buying and Selling" of Candidate Identity in the 2024 Presidential Candidate Debate

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Abstrak

Artikel ini membahas mengenai usaha penanaman hegemoni pada pemilihan presiden 2024 melalui debat calon presiden. Pemilu presiden menjadi ajang penting peralihan pemerintahan pada negara demokrasi. Debat capres seringkali hanya dilihat sebagai panggung kampanye saja, tetapi sedikit yang melihat ini sebagai media penanaman hegemoni. Penulis juga menggunakan kerangka market for loyalties dengan menganalogikan debat calon presiden seperti pasar dengan kegiatan jual-beli. Penelitian ini berusaha menjawab pertanyaan, bagaimana hegemoni ditanamkan melalui debat calon presiden 2024? Dan bagaimana identitas masing-masing pasangan calon yang diperjual-belikan dilihat menggunakan kerangka market for loyalties? Temuan pada artikel ini menyebutkan bahwa hegemoni ditanamkan melalui ideologi dan narasi yang dibawa masing-masing pasangan calon dan koalisinya. Pemerintah berperan membatasi pandangan rakyat terhadap ideologi hanya pada 3 pasangan calon presiden melalui debat calon presiden yang ditayangkan melalui media massa dan digital. Ideologi tersebut tercermin pada identitas masing-masing pasangan calon; pasangan calon 01 mewakili identitas keagamaan dan perubahan; 02 mewakili identitas pemuda, loyalitas pada Jokowi, dan keberlanjutan; 03 mewakili identitas PDIP sebagai partai pendukung dan petahana. Temuan ini dapat memberikan gambaran terkait proses penanaman hegemoni yang terjadi dalam debat calon presiden dan membuka kemungkinan penelitian lainnya terkait hegemoni dalam konteks peralihan pemerintahan.This article discusses the efforts to instill hegemony in the 2024 presidential election through presidential candidate debates. The presidential election is an important event for the transition of government in a democratic country. Presidential debates are often only seen as a campaign stage, but few see this as a medium for planting hegemony. The author also uses the market for loyalties framework by analogizing the presidential candidate debate to a market with buying and selling activities. This research seeks to answer the question, how is hegemony instilled through the 2024 presidential candidate debates? And how is the identity of each candidate pair traded using the market for loyalties framework? The findings in this article state that hegemony is instilled through the ideologies and narratives brought by each candidate pair and their coalition. The government plays a role in limiting the people's view of ideology to only 3 pairs of presidential candidates through presidential candidate debates aired through mass and digital media. The ideology is reflected in the identity of each candidate pair; candidate pair 01 represents religious identity and change; candidate pair 02 represents youth identity, loyalty to Jokowi, and sustainability; candidate pair 03 represents the identity of PDIP as the supporting party and incumbent. These findings can provide an overview of the process of hegemony cultivation that occurs in presidential candidate debates and open up the possibility of other research related to hegemony in the context of the transition of government.