

The Effect of *Madihin* Culture as A Medium of Political Communication in Banjarmasin Election 2024

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Abstract: *The objectives to be achieved in this research are to find out how the regulation regarding the level of compliance with turning on the motorcycle headlights during the day and how the effectiveness of the motorcycle headlights obligation during the day reduces the number of motorcycle accidents. The research method used is an empirical legal research method called field research, by interviewing informants and knowing respondents' perceptions which are then compared to conclude. The study results show the regulation regarding compliance with turning on the motorcycle headlights and how the effectiveness of the motorcycle's headlight obligation during the day reduces the number of motorcycle accidents. Based on the results of research conducted by researchers, it can be concluded that, in Law Number 22 of 2009 concerning Road Traffic and Transport Article 107 paragraph (2) regarding compliance with turning on the leading lights during the day for two-wheeled drivers to reduce the number of accidents in the jurisdiction of the City Police. Banjarmasin is ineffective even though the number of compliance violations with turning on the leading lights during the day for two-wheelers is decreasing.*

Keywords: *Effectiveness; Madihin; Political Communication; General Elections.*

1. INTRODUCTION

The general election has attracted much attention in social media or media mass. This issue has been discussed since the General Elections Commissions of Indonesia announced the schedules of elections, which started from June 14, 2022, until October 20, 2024. The agenda of general elections includes numerous activities such as budget planning, regulatory planning, voters' data renewing, participants' data checking, and determining the total seats of representatives. It is intended to elect government

representatives including the members of House of Representatives, Regional House of Representatives, Regional Representative Board, and President-Vice President.

There are many political parties who have waited this political event. To gain public votes and win the general elections, they have prepared some strategies to be implemented during the election period. They use, for instance, television, social media, banner, or door-to-door campaign to promote their representatives in general elections. Moreover, they also utilize local culture as one of the medium in gaining public votes.

The influence of culture on general elections has been mentioned by several researchers. Jayadi's work, for instance, describes the effect of *Lelakaq* tradition in the general election of Mataram mayor (Jayadi, 2017). In his research, it is elucidated how the candidate, Ahyar-Mohan, won over the other candidate, Salman-Jana Hamdiana, due to the campaign using *Lelakaq* tradition. *Lelakaq* is a traditional expression that is similar to traditional poetry. It consists of four lines and rhymes that usually performed in sasak traditional ceremony. *Lelakaq* as a traditional poetry has a purpose to depict issues among society. It is also utilized to spread certain values. Thus, it is no wonder that, for some extents, *lelakaq* is able to be a medium in promoting a candidate election such as in Ahyar-Mohan's case.

In the research conducted, cultural representation has also proven to be an effective medium in general elections (Sugara, R., Pujiati, P., & Azhari, 2020). In the research, they mention how the use of Aceh's traditional clothes and Kupiah Meukeutop can attract voters' interest. This finding is in line with Jayadi's finding that mentions the role of culture in promoting candidates of general elections (Jayadi, 2017).

Meanwhile, in Banjarmasin, Kalimantan Selatan, there is also a common tradition among society named *madihin*. *Madihin* is one of the cultures that is categorized as an intangible cultural heritage by UNESCO in 2014. This tradition is performed in celebration events with a purpose to give an advice towards audiences. It also, to some extents, attempts to entertain audiences by delivering *madihin* through rhymes (Syifa, 2022).

By considering the popularity of *madihin* among society in Banjarmasin, this study thus attempts to investigate the role of *madihin* culture as a medium of political communication in Banjarmasin elections 2024. This issue is salient to be conducted given the fact that the participation of Banjarmasin elections only reaches the percentage of 54,37% in 2020. Through the performance of *madihin*, the researchers keen to analyze the effect of *madihin* in enhancing the participation of society in general elections.

1.1. Effectiveness

The effectiveness is conceived as the parameter to value the role and function of many things such as media, group, or an individual. This notion will consider a work or an activity as a success if it has accomplished the goals in terms of cost and quality (Masruri, M., & Muazansyah, 2017). The effectiveness is also used to determine the success of group while reaching their goal (Samoling, I. E., Ismanto, B., & Rina, 2022). It concentrates on how an individual or group finishes their work based on their targets. This indicates the relation between goals and results in determining the effectiveness of an activity that is done (Afriyadi, 2015).

In speaking of effectiveness, also clarifies the effectiveness as something that has a correlation with input and output (Wahyuddin, 2019). The effectiveness that comes from the word 'effective' means a success in producing a desired or intended result. According to Indonesian Dictionary, 'effective' also refers to something that has an effect or an influence. Besides, it also has a relation with achieving the highest result of product.

To decide the effectiveness of work, an indicator such as how an activity is conducted can be used. In this regard, an activity will be seen as an effective if it is done efficiently without spending much costs, time, and energy. Moreover, the satisfaction of the results and the flexibility in doing activities also can be employed as an indicator to perceive the effectiveness of program (Candra, 2022).

1.2. Media

Media has a significant role in conveying and optimizing information given to the public. This tool aims to establish communication that can influence the way society acts in real life (Budianto, 2018). In political circumstance, media is also perceived as one of the tools in the practice of modern democracy. The one who controls the flow of information in media can be seen as part of political elites that can determine the coalition of political parties in elections (Ramadhan, 2019). Hence, it is interesting to discuss the political issue in relation to the influence of media.

1.3. Madihin

Madihin is one of the oral traditions that comes from the Banjar tribe. The term madihin is derived from the word *madah* or *papadah* that means giving advice. This tradition has an element of poems that consisted of rhymes and also can be classified as oral poetry that is delivered by *pemadihinan* (someone who performs madihin) (Sani, 2017).

Madihin, in general, can be conducted alone or in pairs. In its performance, *pemadihinan* must know how to attract audiences by playing with words and making jokes that bring laughs to audiences. The performance of madihin is conducted spontaneously and uses the local language, that is Banjarese. It encompasses pieces of advice and also society's issues presented in the form of jokes (Faridah, 2016).

As one of the cultural heritages, madihin is quite popular among Banjarese. The rhymes presented in madihin are usually accompanied by a tambourine to live up to the performance. In addition, madihin also delivers the element of satires and messages addressed to the government as one of the purposes of madihin (Faridah, 2016).

1.4. Political of Communication

Political Communication in Indonesia is usually enlivened by regional cultures. The implementation of elections in various regions expects that all participants come up with unique ideas and positive activities that can serve all elements in society. This campaign activity is used as the means to get to know more about the candidates. This general election is also a medium for conveying ideas to improve Indonesia, including participants and election activities in the City of Banjarmasin. As stated in research in the City of Medan in 2019 election participants made the people of Medan a priority for their voting

participants, an explanation of culture in society is a very important role in order to be able to continue the socialization activities of potential candidates. Introducing culture with good wisdom to the people of Medan City will greatly affect the public's acceptance of potential candidates. Using greeting sentences with a cultural approach in the community provides a description of efforts to approach oneself to society through a cultural approach (Anshori, 2019).

Culture is a system of ideas, actions and results of human work in order to fulfill people's lives. Culture means in the form of works, feelings, and human creativity, namely thoughts, ideas, norms, ideas, human activities in fulfilling their life needs. Culture as explained, owned by every society. The difference lies in the culture of one society which is more impeccable than the culture of another society, in its development in meeting the needs of society (Koentjaraningrat, 2009).

Culture is taken from the basic word culture in a national background, the word culture is always associated with national identity. National culture is a characteristic as well as the wealth of a nation (Liliweri, 2019). Other research provides a formulation of culture as all forms of work, taste, and creation of society. Community creations are produced in the form of objects needed by humans in order to dominate the natural surroundings, so that their abilities and results can be used for the needs of society (Soekanto, 2004).

The results of the study state that the use of cultural media in political settings creates the impression of responsive behavior for participants to choose their candidates (Anshori, 2019). Thus the cultural approach in conveying political messages and by reason of the sociological role of the participants, becomes an important element in influencing the attitudes of voters to determine the choice of candidates.

In this study, the author will look at how the process of political activity is carried out by candidates with the element of Banjar Madihin cultural in inviting voters, both at conveying ideas with regional languages and culture as well as other cultural norms. Ideas conveyed by candidates in presenting themselves through culture with political messages aim to be able to invite participants to vote them. This happens because voters can relate to the candidate with the context of the same understanding of the culture of the community.

1.5. Banjarmasin Elections

Argues that the general election of Kalimantan Selatan's Governor and vice governor was not optimum in 2020 (Setiawan, 2020). His conclusion is drawn from the numbers of participants who took part Banjarmasin elections. It is noted that there are only 51.784 voters (54,37%)- 23.587 male voters and 28.197 female voters- out of 95.698 registered voters in Banjarmasin Barat district (Setiawan, 2020). This number indicates the low-rate participation of election in Banjarmasin. It is thus one of the duties of the General Elections Commissions to enhance the numbers of participants in Banjarmasin elections.

2. METHODS

This research implemented qualitative descriptive as the design of this study. It aimed to describe and explain the condition of research respondents in a detail way (Sugiyono, 2016). To collect the data, the researchers specifically used secondary data such as doing a literature review. According to literature review is conducted by tracing and collecting related sources from books, magazines, research findings, internet, and other sources to (Nizar, 2011). This information was further elaborated with the main topic of this study, that is the effectiveness of Madihin tradition in the political communication of Banjarmasin election, 2024.

3. RESULTS AND DISCUSSION

Table 1. Several related previous studies

No	Author	Title	Purpose	Method	Result
1	Saefuddin	The Function of Madihin Oral Literature in Banjarmasin Society	The analysis and objectives include interpretation of functions in Madihin culture.	Literature review	Based on the quotations made, it is evident that Madihin culture as a media of unity is clearly visible with the existence of development activities carried out by the government, the results are increasingly visible and the people can feel the results with the realization of national welfare.
2	M. Budi Zakia Sani	Madihin Art in Banjarmasin, South Kalimantan in a Review of Axiology and Its Relevance to Character Education	To get to know Madihin culture in Banjarmasin, South Kalimantan and what its purpose and use is towards the Character Approach	Pre-research (surveys, interviews, documentation, literature collection, november	The form of poetry and rhymes, delivered by Pamamdihinan which become a complete performing art and with many functions in terms of various aspects including character education.
3	Asri Fahrizal	The Effectiveness of General Election Socialization in the Context of Increasing Voter Participation in the Election Commission of Medan City	Provides an overview of the extent to which culture is effective in the success of regional elections in order to increase voter participation in the Election Commission of Medan City	Descriptive Quantitative Analysis	The introduction of prospective regional election candidates to increase voter participation in the city of Medan can be said to be ineffective. This can be seen that there are still people who have not received information.

Based on the results of the literature review, it shows that the effectiveness of Madihin culture has a positive effect on various election activities. Effectiveness is a measure of success program that is carried out to provide a value of attitudes, behavior and knowledge to individuals and groups in society in accordance with a predetermined target and time. The elements are measuring program success, values, individuals and groups (Fahrizal, 2018). The culture of society that lives and develops today has an important role as a means of conveying information. Information in people's lives is considered an urgent need. This statement is proven by research, the existence of traditional media in the Provinces of South and Central Kalimantan is quite good, this can be seen from the statements of respondents who feel happy when culture is presented in the form of traditional art, even though compared to modern art the audience is much smaller, but traditional culture can still be used as a means of information public, including for South Kalimantan region, namely Madihin (Laila, 2015). The data and performance models for traditional media performances are sourced from the needs of viewers, it seems that some of them have been accommodated by the performers. Submission of public data in traditional media is usually easy to adjust, both at the start of the program or in the storyline and the information provided according to the circumstances of the audience.

Madihin is a culture of Banjar people in South Kalimantan which is well known in the city of Banjarmasin. Madihin culture is not only well-known in the city of Banjarmasin, or other cities in Indonesia, it is also famous in the world. This can be proven by the designation of Madihin as one of Indonesia's cultural heritage from South Kalimantan, namely intangible cultural art established by UNESCO in 2014 which is commonly known as the Banjar Culture (Sani, 2017).

Madihin is usually performed during General Elections, especially during regional heads elections. A research from (Saefuddin, 2016) states that Madihin's oral literature has various uses, initially Madihin acts as a comedic medium as a form of traditional oral art, Madihin has a meaning that is funny in its staging. Benefits or factors are automatically informed to entertain viewers. The atmosphere of the show is not boring for the listeners. This reality appears to be in the form of a joke or can invite learning, Madihin in his performance does not only aim to entertain fresh listeners, it also has lessons presented in the story. Lessons are interpreted not only in official form, but also data. The third function is as social criticism, the existence of Madihin oral literature among Banjar people can be experienced. Madihin does not only function as an entertainment facility for the community, but more than that it can also carry meaningful messages and a means of social criticism which is quite impressive for listeners. Madihin is a logical consequence if the development and preservation of this form of traditional literature (Madihin) deserves to be preserved (Saefuddin, 2016).

The function of social criticism in Madihin text can function as a development medium. The fourth function is that Madihin can also act as a medium for development messages for the community, especially to support the development of government plans, viewers are involved in absorbing what the players convey. The speech is delivered casually but with enthusiasm. Madihin also acts as media sponsor. Madihin's oral literature

can also act as a messenger. This can be seen in the presentations of stories told by pe-Madihinan (the teller of the show) to the audience. Messages from sponsors related to government programs as well as messages from regional head candidates in regional elections, both regents, mayors and governors, mainly affect programs that will be carried out if elected as regional head, generally actual matters that become the attention of residents as well as those that are often covered by the media (both print and electronic). Finally, Madihin acts as a media for unity, the initial function has been stated that Madihin is not only a form of culture that functions to provide fresh pleasure to the community, but more than that it also has other benefits such as; for learning, for social criticism, for development media, as well as for sponsoring media. Apart from that function and use, Madihin can also act as a means of uniting the nation. The most meaningful use of performance activities (Saefuddin, 2016).

Based on the quotation above, it is certain that Madihin art as a communication medium is clearly quite prominent. answering research on the description of how the Effectiveness of Madihin Culture can help the success of the 2024 Election in the City of Banjarmasin. The quote highlights the words of appeal related to government plans or information conveyed by prospective leaders, especially regarding plans to be implemented when taking office for the success of the 2024 elections and the development of the city of Banjarmasin evenly.

4. CONCLUSIONS

Madihin culture is considered effective in making a positive contribution to the implementation of 2024 elections in the city of Banjarmasin. This is stated in the research from (Laila, 2015), it can be seen that the general description of the existence of traditional culture in South Kalimantan is quite good, this is illustrated by the choices of respondents who feel happy when traditional art performances are shown, even though compared to modern art the audience is much smaller, but the culture Traditional arts can still be used as a means of public information, including the culture for the South Kalimantan region which is the Madihin culture.

Culture, both in the form of speech and objects, has its own value. Therefore, these cultures must be maintained and preserved so they can be passed on to the next generation of the nation, especially the madihin culture.

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