

ANALYSIS OF AUDIENCE RECEPTION ON THE CONTENT OF ANIES BASWEDAN LOW CONTEXT COMMUNICATION MESSAGES ON THE 3rd DEBATE PRESIDENTIAL CANDIDATES 2024

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Abstract

The advent of the digital era has precipitated a profound metamorphosis in the communication patterns of Indonesian society, particularly through the medium of social media, which has emerged as the predominant conduit for the dissemination of information and the shaping of public opinion. A salient phenomenon pertains to Anies Baswedan's communication style during the third presidential debate in 2024, which adopted a Low Context Culture (LCC) a direct and explicit communication style contrasting with Indonesia's traditional communication culture, which tends to be implicit and polite called High Context Culture (HCC). The objective of this study is to examine how the audience received and interpreted the LCC messages conveyed by Anies Baswedan during the debate. The theoretical framework of this research draws on Edward T. Hall's cultural communication theory, Hofstede's cultural dimensions, and Anthony Giddens' Runaway World theory, which highlights the dynamics of globalization and digital interaction. The research method employed is a constructivist paradigm with a qualitative approach, combining Stuart Hall's reception analysis and Phillip Mayring's qualitative content analysis. The data presented herein was collected through a meticulous examination of textual content and in-depth interviews with active and relevant audiences. The findings of the research indicate that audience reception is significantly influenced by cultural background. Anies' LCC communication style has been perceived by some audiences as firm and effective, while others have found it offensive and inappropriate with local cultural norms. This study provides strategic recommendations for the development of political communication in the digital age.

Keywords: *Content Analysis, Cultural Communication, Presidential Candidate Debates, Reception Analysis, Youtube.*

INTRODUCTION

The development of the current digitalization era has brought humans to a borderless world. Now humans can communicate and access various information from anywhere and anytime. Digitalization has made many things updated and continues to transform in the aspect of communication and technology, thus making humans no longer depend on conventional media to get information because of the presence of digital media.

Digital media itself has penetrated to various levels of society and this phenomenal has radically change the style of human communication, for example, one of the digital

media is Youtube. Youtube can be accessed by anyone easily through devices, making it easier for humans to get various types of information whatever they want more comprehensively than conventional media. In addition, Youtube presents information not only in the form of text but in the form of videos, so that humans only need to see and listen to news that suits their user preferences. That way, now the culture of watching television with family to get information and discuss about it is rarely found because Youtube also allows its users to put their opinions on the information received in the comments column (Prajarto et al., 2019).

Youtube is a medium where information integration occurs and sometimes becomes a

place for information conversion by conventional media. The massive number of digital media users makes the messages conveyed can also influence the opinions and views of the audience regarding a news story. In addition, digital media also creates interactive communication in the presentation of information. Therefore, this makes the audience more reactive in responding to information obtained through digital media and one of the phenomena that should be observed is the news content regarding the Presidential candidate debate on Youtube Chanel @KOMPASTV.

In the development of democracy in Indonesia, political debates have become an important vehicle for prospective leaders to communicate directly with the public. Presidential candidate debates, as a form of political debate, play a crucial role in shaping public opinion and construction of prospective leaders. In particular, the third Presidential candidate debate held on Sunday, January 7, 2024 became a crucial moment in determining people's choices, because it provided an opportunity for future leaders to convey their vision, mission, and work programs.

An assessment of the capacity of a prospective leader can be seen through how the candidate communicates his vision and mission both verbally and non-verbally. In the debate Anies Baswedan displayed different things in general. The narrative used by Anies Baswedan in the third debate yesterday was considered explicit and contained elements of Low Context Culture (LCC) communication or low context culture where this culture strongly clashes with most of the culture of Indonesian society which is eastern (implicit) or High Context Culture (Sudarmika, 2020). While the use of Low context culture itself is westernized (explicit).

This research is based on the contrast between Anies Baswedan's communication culture and most Indonesians. The researcher will examine the explicit narratives used by the candidate for President of the Republic of Indonesia, Anies Rasyid Baswedan, and then

elaborate the results of the study with Edward.T.Hall's cultural communication theory.

As the style of low-context culture in communication according to Edward T. Hall, the message is conveyed explicitly and directly without meandering and only focuses on the core of the conversation or problem (Adhitama, 2016). Because of these factors, the use of this communication style usually looks more offensive because LCC communication focuses on the accuracy or clarity of the content of messages conveyed straightforwardly to reduce ambiguity, without relying on context and social nuances. In contrast to High Context Culture (HCC) where this culture has communication characteristics that are based on certain meanings in delivering messages such as based on beliefs, social values, and personal norms (Meli, 2014).

This communication style upholds the value of politeness and ethics in delivering messages and communicating. In other words, HCC can be understood as a communication habit that is carried out skillfully, subtly, and sometimes at length in order to uphold the value of politeness. So that this HCC communication style tends to be closed or indirect in conveying the intended message content (Rozalena, 2014). HCC communication style tends to be closed or indirect in conveying the content of the intended message, because it is more tortuous and not directly on the point.

Based on cultural communication style factors that contrast with the majority of Indonesian society which is eastern, the use of LCC Culture or low context culture-based communication used in political debates is an interesting phenomenon to uncover (Wibowo et al., 2020).

One example that is worth examining is Anies Baswedan's participation in the third presidential debate. Anies Baswedan, as a public figure known for his local leadership, has a communication style that integrates elements of low-context culture. After the third presidential debate was held, Anies Baswedan's

communication style was discussed by the public in the digital media, namely Youtube (Vira & Reynata, 2022).

Audience acceptance is influenced by cultural background and this audience acceptance is referred to as reception. Researchers will examine how audience reception of the use of Low Context Culture in the third debate of Presidential candidates by Anies Baswedan is an interesting research material to be carried out among the public to find out how audience reception is built on this.

Anthony Giddens stated that the development of globalization ushered in the digital world as an uncontrollable world or Runaway World (Tohri et al., 2022). In digital media, audiences are not only consumers but can create, put opinions, and disseminate information liberally so as to create hegemonies of a value or norm. This can be seen in audiences who are very reactive to the Youtube Chanel @KOMPASTV comment column on the Presidential candidate debate video. In Runaway World, Giddens explains how digital media is not only a tool for disseminating information, but also a platform where audiences can interact and respond. This is reflected in people's reactions to the Low Context Culture (LCC) communication style used by Anies Baswedan. Public comments and responses on the @KOMPASTV Youtube channel appear to create new dynamics in political communication. Even so, with this, digital media also still helps in maintaining the supremacy of democratic values.

In this context, digital media plays an important role as the main communication channel between candidates and the public (Senova, 2016). This phenomenon is something that cannot be ignored (Santosa, 2017). This phenomenon is something that cannot be ignored, because the amount of news dissemination due to the Low Context Culture applied by Anies Baswedan during the third debate yesterday created dynamics in the audience in building receptions related to Anies

Baswedan's capabilities as a national leader candidate. By being offensive during the third debate, Anies Baswedan was considered to have no ethics or inciting the public to hate other candidates.

On this basis, the researcher is also based on Hostfede's cultural dimension theory, in which Hostfede explains that a cultural communication is divided into 6 dimensions. However, in this study, researchers based only on 3 dimensions of Hostfede. The 3 dimensions include power distance which is very influential in the interpretation process when receiving information, uncertainty/ambiguity about the content of the message conveyed, and individuality and collectivism where individuality makes the audience more confrontational and wants to be dominant in conveying their opinions. Meanwhile, collectivism facilitates a more harmonious and cooperative interaction, which is very useful in the integrative and participatory process of building public perception.

The importance of conducting a Reception Analysis of the contrast in communication culture is to examine how audiences interpret Anies Baswedan's speaking style in the third presidential debate which is considered too offensive and collides with the communication culture in Indonesia which is High Context Culture (Implicit) while Anies Baswedan's communication style is indicated by elements of Low Context Culture communication style (Explicit), therefore this makes researchers interested in conducting research.

Therefore, this research is expected to make a significant contribution to the public's understanding of the use of low-context culture in Indonesia, especially in the context of Presidential candidate debates. In addition, the results of this study are expected to provide valuable recommendations for the development of political communication strategies for future leaders.

Basically, a political communication strategy used by politicians when speaking in

front of the public or audience has its own specific purpose (Azmi et al., 2022). However, sometimes the communication strategy does not always run linearly with public reception. Especially as in the case of the third debate of the Presidential candidates.

This study aims to examine Anies Baswedan's communication style in the 3rd debate of Presidential candidates which indicated the LCC communication style and understand how the reception of audience acceptance of the message content delivered by Anies Baswedan with the use of the Low Context Culture communication style.

The review of previous research is a form of effort in comparing and looking for novelty, originality of the research to be carried out with similar research. Researchers have searched for studies of previous research, including those found; Arinal Haqqo's research (2022), examines the intercultural communication of Low Context Communication (LCC) and High Context Communication (HCC) which shows that it has an effect in creating ambiguity in the audience, especially in Cyberculture where the audience's perspective in receiving messages is often biased by differences in communication culture (Haqqo & Attas, 2022).

The location of the novelty and difference of the researcher's study with the research conducted by Arinal Haqqo can be seen from the focus of the topic and the methodology used. In this study, researchers seek to understand more deeply how differences in LCC communication culture represented in a person's behavior as a message content in the media can lead to different acceptance from the audience.

The next similar research was conducted by Swidono (2022), who attempted to find out how the cultural dimension is very influential in public acceptance of a matter. Titled "Exploration of the Effects of Cultural Dimensional Modernization on the Acceptance of Internet Technology by the People of Yogyakarta", Haris Swidono revealed that the

cultural background of individuals greatly influences their reception of things.

In the research conducted by Haris Swidono, researchers found significant differences that lie in the context of audience acceptance. In this study, the researcher examines more deeply the more complex context of how audience acceptance of the message content of Anies Baswedan's LCC communication style is received through power distance. Audiences with high Power Distance Indicator (PDI) scores tend to be more tolerant of explicit and aggressive communication, however, further research is needed on whether the communication style has exceeded the limits of social norms in Indonesian culture that are more implicit.

In this study, uncertainty tolerance or Ambiguity Tolerance (AT) can influence the audience's response to Anies Baswedan's communication style. Explicit and aggressive communication is interpreted more intensely by audiences with low AT scores, as they are more sensitive to ambiguous matters.

Individuality and collectivism can influence audience reactions to Anies Baswedan's low-context cultural communication. Audiences with high Individualism (IDV) scores are more confrontational and want to be dominant in conveying their opinions, while audiences with low IDV scores may be more cooperative and melt into the integration of audience perceptions (Sriwindono, 2022).

Siti Mariyah and her colleagues (2022) have conducted research on the impact of globalization developments on the State, Politics, and Religious Education based on Anthony Giddens' Runaway World theory. In this context, researchers examine more broadly from the context of globalization based on Anthony Giddens' Run Away World theory. Giddens himself emphasizes that globalization creates an interconnected world, where information and ideas can quickly spread without geographical restrictions (Mariyah et al., 2022). This phenomenon can be seen in how

digital media, especially YouTube, allows Anies Baswedan's message to reach a wide and diverse audience, thus significantly influencing public opinion. These similarities help researchers in conducting this research in different contexts and predetermined media and researchers will also try to examine more deeply how the impact of globalization development on political issues.

Ilfiyasari (2021) in a study that examines the Viewers' Reception Analysis of Consumptive Lifestyle Content on the RANS Entertainment Youtube Channel helps researchers understand the audience's meaning-making process when consuming message content from the media (Ilfiyasari & Malau, 2021). This research assists researchers in becoming a foundation for examining the interpretive stages of audiences with a focus on the process of how audiences create meaning about the content of Anies Baswedan's LCC communication style messages on the @KOMPAS.TV YouTube channel.

Lieta Septiarysa (2019) in her research explains how content analysis is carried out as a data processing technique for content to find certain predetermined meanings or indications (Septiarysa et al., 2019). Although the content is different, the research has similarities in data processing techniques, namely using Phillip Mayring's qualitative content analysis technique. This study helps researchers in carrying out Phillip Mayring's qualitative content analysis method to analyze the content of content on Youtube Chanel @KOMPASTV and find elements of Anies Baswedan's low-context cultural communication at the 3rd debate of Presidential candidates.

METHOD

This research was conducted with the aim of understanding how audiences accept the low context communication (LCC) style carried out by Anies Baswedan in the 3rd debate of Presidential candidates. Qualitative approach was employed in this study because during a

period of widespread political communication coverage, which resulted in dynamic interpretations by the public. The guidelines or point of view used as the basis for thinking in interpreting this event is through the Constructivism Paradigm by Berger and Luckmann's theory of the social construction of reality. This paradigm arises because it considers humans different from objects. Humans are considered free to act, active in behaving and interpreting social reality (Pramono et al., 2024). Social reality is the result of interactions between individuals (Mulawarman & Nurfitri, 2017).

The Constructivism Paradigm is used by researchers as a way of looking at understanding social reality, which in this study is the active ability of the audience to receive, interpret and translate the content of messages related to the low context communication style (LCC) carried out by Anies Baswedan in the 3rd debate of Presidential candidates. This is interesting to study, because Indonesia itself is known to embrace a high context communication style (HCC) (Sugiasuti, 2018).

Through the Constructivism Paradigm, researchers attempt to see the subjects in this study, namely the general public, political practitioners, and communication academics. As unique and active human beings in behaving and interpreting the social reality they experience, namely the exposure to message content regarding Anies Baswedan's use of the LCC communication style in the 3rd presidential debate broadcast through the @KOMPASTV YouTube channel. As the focus of the results of the ability of audience interaction in receiving message content in the media will produce a variety of varied acceptance.

This research will use Stuart Hall's Reception Content Analysis Method to examine how audiences receive the content of Anies Baswedan's communication messages in depth. This method helps researchers to understand the complexity of audience reactions to the content of Anies Baswedan's communication messages

in depth. Stuart Hall's reception analysis method helps researchers focus on the process of audience interpretation of the content of Anies Baswedan's speech messages during the presidential debate using the Low Context Culture (LCC) communication style. Reconstruction involves how audiences reconstruct the meaning of messages based on their cultural background, values and individual experiences. This makes the meaning of audience acceptance more varied.

Reception Analysis also helps researchers to understand how audiences interpret Anies Baswedan's messages with the encoding and decoding model which leads researchers to categorize audience acceptance. The categories are divided into 3 namely Dominant Hegemony Reading, Negotiated Reading, and Oppositional Position. Through Stuart Hall's reception analysis, researchers can learn how audiences construct meaning from the content of Anies Baswedan's messages and how this meaning develops through online interaction.

The researcher uses Phillip Mayring's Content Analysis technique in data processing to find indications of low context cultural communication styles by Anies Baswedan with the unit of analysis being the broadcast of the 3rd Presidential candidate debate on Youtube Chanel @KOMPASTV. This research will focus on finding LCC messages delivered by Anies Baswedan, audience acceptance, and how Youtube media as a broadcasting platform plays a role in shaping audience reception.

To enrich the research results, researchers also conducted in-depth interviews with

resource persons who have different backgrounds. The interviewees included two political practitioners, three academics, and four members of the general public. In an effort to enhance the validity of the data, the researcher employed a triangulation method by integrating findings related to Anies Baswedan's Low Context Culture communication style with a cultural communication academic. The sources came from various layers of the audience in order to answer how the reception of the audience's acceptance of Anies Baswedan's message content more comprehensively.

FINDING AND DISCUSSION

The research results obtained to answer the formulation of the problem in this study were obtained through data collection techniques by conducting a content analysis of Anies Baswedan's message in the 3rd debate of the 2024 presidential candidates, and non-participant observation of the broadcast of the 3rd debate of the 2024 presidential candidates, as well as in-depth interviews with a predetermined category of sources, namely following political news and watching the 3rd debate of the presidential candidates.

Researchers also asked relevant questions to clarify information, because a comprehensive understanding is the foundation of logical and weighty argumentation. The following is the informant data in this study.

Table 1. Information data of the informants



No.	Name	Background
1	MAH (21)	Prof.Dr.Hamka University Students
2	KA (21)	Entrepreneur, Open University Student
3	LI (21)	Self-employed
4	Z (25)	Political Practitioner of "Muda Itu Kita" Community Management and law.
5	KH (30)	Political Practitioner and Founder of "Muda Itu Kita" Community Academician, Lecturer of Communication Science at Prof.Dr.Hamka Muhammdyah University
6	FA (42)	Academician, Lecturer of Communication Science at Prof.Dr.Hamka Muhammdyah University
7	AM (40)	Academician, Lecturer and Vice Dean 1 of the Faculty of Social and Political Sciences of Universitas Muhammdyah Prof. Dr. Hamka
8	FH (48)	

The analysis conducted by researchers on the analysis unit, namely Anies Baswedan's statement during the 3rd debate of the Presidential candidate, researchers found 26 scenes in the entire segmentation that indicated the Low Context Culture communication style in the 3rd debate of the Presidential candidate on the @KOMPASTV Youtube channel. These 26 scenes were declared

LCC by cultural communication academic Dra. Tellys Corliana M. Hum. The following findings show the forms of Anies Baswedan's behavior that are indicated by LCC in each segmentation:

Table 2. Content analysis of researchers in finding the use of Anies Baswedan's LCC communication style in the 3rd presidential debate

SEGMENT	NO	UNIT OF ANALYSIS	ANALYSIS RESULTS
SEGMENT 1: Vision and mission presentation of the Presidential candidates.	1.	"The president must be the commander of Indonesia's diplomacy, not only present in forums, not only giving statements in ceremonies."	In this sentence Anies Baswedan emphasizes with straightforwardness, which is indicated by the LCC communication style.
	2.	"And furthermore, ironically, the Ministry of Defense became the ministry that was broken into by hackers in 2023. 700 Trillion budget cannot maintain it, used to buy used defense equipment.	Anies Baswedan addressed the performance of Prabowo Subianto's Ministry of Defense in a straightforward and open manner and this is indicated by the LCC communication style.
	3.	"Half of our Armed Forces do not have official houses, while ministers own more than 320 hectares of land."	He mentioned the welfare of the TNI which is inversely proportional to the land owned by the MENHAN.

SEGMENT 2: Defense	4.	"Clarifying the missing data, sorry Mr. Prabowo, the number is too small, not 320 hectares, but 340,000 Hectares of Land"	Anies Baswedan began answering the panelists' questions by mentioning things that had been out of context, namely clarifying the previous session.
	5.	Anies' expression when Mr. Prabowo responded to Anies' statement about 340,000 hectares with a repetitive "even if it's wrong" narrative	After clarifying Prabowo responded with a repeated "that's wrong" statement and Anies showed an expression that conveyed emotion and reaction without the need for verbal explanation. Anies showed a reaction in the form of a smile that depicted a satire of Prabowo's response.
			
		Figure1. Non-verbal LCCCC	
	6.	Anies gave a glance during a statement from a panelist who was responded to by Prabowo.	Smiling expression during Prabowo's response to Anies Baswedan's answer that illustrates disagreement
			
		Non Verbal Anies	
Segment 2: International Relations and Security.	7.	"Some are called theoretical, some are second, not implemented. So what has been done in the past 5 years?"	Anies opened his question in response to Prabowo's response by mentioning it again straightforwardly
	8.	"The basic budget is allocated not to real threats, long-term investment is fine, but the benefits can be 5-10 years in the future"	Anies responded to Prabowo's response regarding his performance during his time as minister of defense with a straightforward manner
	9.	"The explanation does not describe Indonesia's role in the South-South, it only describes what Mr. Prabowo said about how we build Indonesia. When we build well, it does not automatically become an example."	Anies opened his response to Prabowo Subianto's answer on Indonesia's role in the South-South by alluding to Prabowo Subianto's answer.
	10.	"We should bring what is the southern agenda, not just tell what our agenda is"	Anies responded back to Prabowo's statement with a straightforward
	11.	"The President is the commander of diplomacy, not just an attendee"	He said what a President should do straightforwardly about International Relations.

	12.	"Organizational arrangements or agencies are designed not merely for the taste of the leader, but because they respond to the threat."	In segment 2 with the context of Security, Anies responded to Ganjar's answer with a straightforward and offensive element.
SEGMENT 3: Foreign Policy, Geo-Politics, and Globalization	13.	"It should be mentioned, what is the ideal percentage for us Indonesia, if you just say that we are among the best, what is the number?"	Anies responded to Prabowo's statement that discussed Indonesia's small state debt. Anies responded to this by asking for an explanation accompanied by firmness.
	14.	"Debt that we use for productive activities, for example debt used to buy used defense equipment by the Ministry of Defense, is not something that is appropriate."	Anies again alluded to Prabowo by straightforwardly saying that state debt must be used for productive things.
	15.	A satirical laugh, at Prabowo's response saying "Mas Anies, I think Mas Anies needs to study Economics again."	Anies showed his reaction by nodding and laughing at Prabowo's satirical response.
			
	Non-Verbal Anies Baswedan		
	16.	"Mr. Ganjar's answer, not a single word, mentioned ASEAN. Even though the key word to solve this problem is ASEAN."	Anies responded to Ganjar's statement on how to prevent the South Sea conflict straightforwardly.
	17.	Anies showed non-verbal LCC communication when Prabowo responded to Anies' statement about Globalization by saying that "What Mr. Anies said is good, even though it is all normative,"	In responding to Anies' statement, Prabowo emphasized that what Anies said was good, even though it was all normative. Anies responded to the response with a wide, satirical smile.
			
	Fig.4 Non-verbal LCC		
Segment 4: Questioning between Presidential candidates	18.	"The purchase of defense equipment is clean and does not involve corporations that have problems with corruption, so not only is the budget efficient but there are no leaks in defense equipment spending."	Anies responded to Ganjar Pranowo's questions and statements in the context of defense, Anies responded straightforwardly regarding the purchase of defense equipment.
	19.	"But in fact sir, when you led the Ministry of Defense, there were many insiders, in the	Anies alluded to the ethics of foul which at that time became a public


	procurement of defense equipment, insiders, in the management of food estates."	discussion and said it straightforwardly.
20	"We all witnessed where there was an ethical foul and you continued with the vice president who violated ethics. This means that there is a compromise on ethical standards, this is a fact."	Anies added about the foul ethics that have become a public discussion.
21	"Then in your speech, you made fun of ethics. I don't have the heart to repeat it"	Anies continued by bringing up Prabowo's speech on ethics.
22	"The question is, what is Mr. Prabowo's explanation of it all?"	Then at the end of the sentence Anies emphasized again by asking aloud Prabowo's explanation of the foul ethics.
23	"Anies' reaction is considered inappropriate by Prabowo"	Anies Baswedan gave a non-verbal reaction, indicating irritation.
		
	Verbal LCC	
24	"You gave the performance of the law in Indonesia a score of 5, what score would you give to the performance of the Minister of Defense led by Prabowo?"	He pushed the intensity by asking Ganjar what Mr. Prabowo's performance was in leading the Minister of Defense.
25	"Score below 5, if it's Mr. Ganjar's height"	Anies considered that the score of 5 was too high.
26	"11/100"	Anies emphasized again that the score for the Minister of Defense's visit was not 5 but straightforwardly said 11/100.

Figure 5. Anies Baswedan's Non-

Source: Youtube @KOMPASTV (Accessed on Friday, October 25, 2024. 10:13 am)

Dra. Tellys Corliana M. Hum stated that in the table Anies Baswedan's attitude and behavior showed elements of LCC cultural communication characteristics. This can be seen from how Anies Baswedan asked questions or delivered statements. She also added that LCC communication style does not always depend on a person's cultural background but the use of LCC communication style is situational depending on the context and situation. This is evident when researchers know Anies Baswedan's background who was born in West Java where his communication

culture is more dominant to the HCC communication style, but in the 3rd debate of Presidential candidates Anies Baswedan used the LCC communication style.

After the researchers succeeded in concluding that the correct use of Anies Baswedan's communication style in the 3rd debate of the Presidential candidates was the LCC communication style, the researchers conducted further studies on how the audience's acceptance of Anies Baswedan's LCC communication message delivery in the 3rd debate of the Presidential candidates in order to

achieve the research objectives, namely analyzing the reception of audience acceptance of Anies Baswedan's communication style and understanding what underlies the audience's perception of it.

Through in-depth interviews conducted by researchers to 8 informants from 3 different backgrounds. The results of the interview stated that of the 8 informants, 5 informants fully agreed on the use of the LCC communication style by Anies Baswedan in the 3rd debate of the Presidential candidate, and 3 informants agreed on the use of the LCC communication style but the 3 informants provided additional arguments regarding the use of Anies Baswedan's LCC communication style, and of the 8 informants there were no informants who fully criticized Anies Baswedan's use of the LCC communication style in the 3rd debate of the candidate. The following are the results of interviews conducted by researchers to 8 informants.

Informant 1 (MAH) said that he agreed with Anies Baswedan's use of the LCC communication style, but it would be better to use it in moderation and look at the interlocutors, especially to older people. MAH said that according to him, our society sees prospective leaders, must be able to prioritize ethics not communication in front of ethics. MAH gave a case study as happened in America, the debate of Presidential candidates was much worse than Anies Baswedan's LCC communication style, but it was already a character of the communication culture there, and if it was excessive, according to MAH, it could influence the audience and form a new construction in the audience.

Informant 2 (KA) said that Anies Baswedan's use of LCC communication style was a natural thing in the debate, especially in the Presidential election contestation, KA said that with all the dynamics that occurred both during the contestation, the LCC communication style used by Anies Baswedan was part of free and active politics.

Informant 3 (LI) expressed his agreement with Anies Baswedan's LCC communication style, LI emphasized in the interview that if the context is in a debate where there is a time limit in expressing his opinion on the motion being discussed. The use of the LCC communication style makes message delivery more effective. He considered that the debate must be substantial so that what he wanted to convey could be conveyed quickly and precisely.

Informant 4 (Z) responded that Anies Baswedan's use of the LCC communication style is a strategy to convey messages in a straightforward and direct manner. In the context of debate, the LCC communication style is a very effective method because it makes the delivery of messages clearer, structured, and easy to understand, thus reducing ambiguity. Z said that he agreed with Anies' communication style during the debate. Z assessed that Anies has a way of speaking that is structured, clear, and prioritizes the delivery of main points directly, which makes his arguments easy for the audience to understand. This style shows that he values clarity and prioritizes public understanding, which is very important in debates. In addition, Anies often uses simple yet powerful language, without losing the depth of his ideas. This helps to keep the focus on the substance of the debate rather than irrelevant aspects, so that his message is well conveyed and remains relevant to a wide audience. On the other hand, Z did not really agree with Anies Baswedan's communication style because sometimes Anies' communication style seemed too long and circuitous, so that on some key points it could lose its sharpness. In debates that often require decisiveness and speed to respond, this approach can make his arguments seem less focused.

Informant 5 (KH) gave his opinion regarding Anies Baswedan's use of communication style in the 3rd Presidential candidate debate. KH considers that the LCC communication method is the right method,

because it can make the information conveyed acceptable to the general public, easy to understand, without being convoluted, so that it is straight to the point. On the other hand, KH assessed that Anies Baswedan's LCC communication style in the debate was an effective strategy, because with LCC the message would be easier to understand, and make it easier for the audience to compare programs between candidates, which would foster public trust in Anies Baswedan because he was considered more transparent.

Informant 6 (FA) said in the interview that he said that people tend to prefer to use HCC to please others, however, in important forums, especially such as the Presidential candidate debate, the use of the LCC communication style is appropriate. FA DR.SE.MM considers that the use of this communication style is a strategy from Anies Baswedan's victory team to take the votes of Gen Z and Millennial voters, which according to katadata.co.id Genz dominates the election vote by 56.45%. FA said that the LCC communication strategy was used based on the results of research from the victory team to match the character of Gen Z and Millennials, such as branding "Anak Abah" is an effort made to win Gen Z and Millennial votes. FA said that this was part of the strategy, so the informant felt that he could not justify or blame something from the determined strategy, because it was the choice of the decision maker on the strategy itself.

Informant 7 (AM) said that Anies Baswedan's use of the LCC communication style was a good strategic adjustment. Anies Baswedan is already known by the public with his rhetoric and local leadership, therefore the use of the LCC communication style provides an assessment that Anies Baswedan understands the character and knows who his debate opponent is. On the other hand, LCC is not a communication style that is solely offensive but part of a defensive strategy,

especially in the contestation of Presidential candidate debates.

Informant 8 (FH) Expressing his thoughts on this matter, FH stated that with a background as an academic, Anies Baswedan's communication prioritizes accuracy and clarity in the content of the message conveyed. FH agreed with Anies Baswedan's use of the LCC communication style in the 3rd presidential debate. However, the dynamics that occur FH considers that the occurrence of differences in perceptions in the audience is a natural thing, because of the development of globalization which makes it easier for audiences to access information, this making the media able to influence audience perceptions through framing.

The results of in-depth interviews that have been conducted by researchers with informants regarding Anies Baswedan use of the LCC cultural communication style in the 3rd debate of the Presidential candidates have various acceptances by the audience, the differences in acceptance are motivated by the informants' cultural background factors which affect the informants' perspectives in responding the messages.

The statement initiates a pivotal discourse on the dynamics of political communication in the digital age, particularly within the context of communication culture in Indonesia.

The present study is concerned to meticulously identifies 26 statements made by Anies Baswedan in the third presidential debate for the 2024 election that indicate a Low Context Culture (LCC) communication style. The validation of these findings by Dr. Tellys Corliana M.Hum., an academic in the field of cultural communication, further underscores the robustness of the conclusions drawn.

Emphasizes that the employment of LCC communication style is not invariably contingent on one's cultural background. Instead, it is more situational in nature,

contingent on the prevailing context and circumstances.

This is a salient point, as it is common for individuals to become ensnared by rigid cultural stereotypes. Indeed, the context and situation,

CONCLUSION

Based on the results of research, data collection, and analysis for the discussion that has been carried out by researchers, it can be seen that in the 3rd debate of the Presidential candidates there were 26 statements by Anies Baswedan containing elements of LCC communication during the debate and have been validated by cultural communication academics. On the other hand, researchers also reveal that the use of LCC communication style does not always depend on a person's cultural background but the use of this communication style is more situational. Depending on the circumstances. Generally, LCC communication style is the most effective communication style in discussing substantial matters because it prioritizes accuracy and clarity in conveying information. Audience acceptance in the LCC communication style in the 3rd Presidential debate refers to Stuart Hall's encoding-decoding process, from 8 informants studied with different backgrounds in this study, it is categorized that there are 5 informants in the Dominant Hegemony Reading position, 3 informants in the Negotiated Reading position, and no informants who can be categorized as Oppotitional Reading.

Audience acceptance in the use of Anies Baswedan's LCC communication style in the 3rd debate of Presidential candidates also depends on Hofstede's cultural dimension factors, such as informants who have a low PDI (Power Distance Indicator) agree with the use of the LCC communication style because it is considered more egalitarian in communication and does not take into account social hierarchy and vice versa. Informants who have high AT (Ambiguity Tolerance) are more accepting of the use of the LCC communication style because of their

such as a presidential debate characterized by pressure and time constraints, have been demonstrated to influence the adaptation of communication styles.

openness to complexity, they see ambiguous situations as an interesting challenge and vice versa. Individualism and Collectivism also have an influence on informants' statements regarding Anies Baswedan's use of LCC communication style in the 3rd Presidential debate. Informants who tend to be high Individualism are more accepting of the use of this communication style because of the confrontational nature of resolving a conflict and on the other hand Informants who tend to have high Collectivism values provide several arguments for consideration because they hold strong social norms.

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