

The Meaning of Political Messages of Regional Head Candidate (Voters' Perceptions in the Election of Governor and Vice Governor of Riau in 2018)

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Abstract. Direct Regional Election (Pilkada) is a process of recruitment of leaders in the area that places the community as the subject of the assessor and the candidate of the Regional Head (candidate) as the object that is assessed and chosen. Objects assessed include all political activities or candidate political messages in the form of verbal or nonverbal. The candidate's political message is conveyed during the campaign through props prepared by the General Election Commission such as billboards (outdoor media). In the election of the Governor and Vice Governor of Riau in 2018, the candidate's political message on the billboards was responded by the community in various ways as they wished. Based on this phenomenon, a study was carried out on the 'Meaning of Political Messages of Regional Head Candidates (Voters' Perceptions in the Election of Governor and Vice Governor of Riau in 2018)'. This study aims to explain people's perceptions about the political messages of Riau Governor and Vice Governor, 2018. The theoretical foundation used was the perception and theory of rock head audiences. The research approach used was qualitative through interviews and documentation as a data collection tool. Research subjects were voters, while the objects were candidates' political messages stated in billboards. The results of the study revealed that voters' perceptions of the political messages of candidate pair Syamsuar-Edy Nasution contained in the Billboards had four information, namely the characteristics/candidates' identities; political promises; inviting voters; and candidate pair jargon. The political messages of candidate pair Lukman Edy-Hardianto contained in the billboard had three information, namely the characteristics/identity of the candidate; political promises; and inviting voters. The political messages of the candidate pair Firdaus-Rusli Effendi contained in the billboard had five information, namely the characteristics/identity of the candidate; political promises; inviting voters; candidate pair jargon; and information on the voting schedule. Last, the political messages of candidate pair Arsyad Juliandi Rahman-Suyatno contained in the billboard had three information, namely the characteristics/candidate identity; political promises; and inviting voters.

1. Introduction

Election of Regional Heads abbreviated as Pilkada is a process of recruiting leaders in regions whose implementation mechanisms can be directly or indirectly. In direct elections, the community is a subject that assesses and elects candidates for regional heads, while candidates for Regional Heads (candidates) are objects that are assessed and chosen by voters.

Candidates as objects that are assessed include all political activities carried out both verbally and nonverbally. The activity is called a political message delivered with the aim of influencing voters. Therefore, the candidates must convey an interesting political message and provide benefits to voters. An interesting political message is a political message that provides benefits to voters (Arifin, 2011: 105).

The political message of the candidates can be known by the public through various media both delivered in dialogue such as limited meetings, blusukan (impromptu visit), and others as well as monologues, such as in outdoor media, namely banners, billboards, advertisements, and others. Political messages through outdoor media can be seen at highway intersections, residential areas, and other crowded places determined by the General Election Commission in the region.

The use of outdoor media is an effective channel for people to find out which candidates are competing in the elections. For the community, it is not only to find out who the person is, but also what the political promises of the candidate. This phenomenon was seen in Riau Province in Riau Governor and Vice Governor Election in 2018.

In the election of Riau Governor and Vice Governor 2018, political messages conveyed by the candidates through billboards were responded by the community in various forms of attitudes and behavior. Changes in attitudes and behavior of the community were shown with their support by using verbal and non-verbal symbols obtained through outdoor media. The symbols used by the community after seeing outdoor media were *tanjak*, jargon 'Riau lebih baik', jargon 'continue' and jargon 'governor zaman now'.

When viewed from various results of scientific studies regarding the candidate's political message, there are a variety of forms, such as research by Richard R. Lau, Ivy Brown Rovner from Rutgers University, and Lee Sigelman from The George Washington University. Research conducted in 2007 was concerning the impact of negative campaigns contained in political advertising. The result showed that public trust had declined slightly (not significantly) to the government. The research by Audun Beyer, Carl Henrik Knutsen and Bjorn Erik Rasch in 2014 was concerning surveys on electoral campaigns, focusing on issues and attention of voters in Norway. The results of this study showed that voters determined their choices based on political messages relating to the issue of immigration and development. Then Alia Middleton's 2014 study on the impact of visiting leaders in the regions in the general election campaign found that visits to constituents done by political party leaders in the UK had an impact on vote acquisition.

Based on these phenomena, researchers were interested in conducting a study entitled 'The Meaning of Political Messages of Regional Head Candidate (Voters' Perceptions in the Election of Governor and Vice Governor of Riau in 2018).

2. Reasearch Method

This research deployed the social definition paradigm with interpretative-understanding or *verstehen* methods and used a qualitative approach. Research Subjects were voters in Riau Governor and Vice Governor elections in 2018, while the object of research was the political messages found in billboards for Riau Governor and Vice Governor of Riau candidates in 2018. In order to obtain data, in-depth interviews and documentation were used. Data was analyzed systematically by organizing data into categories, describing into units, synthesizing, composing into patterns, choosing which ones were important and what would be studied and making conclusions so that they were easily understood by own and other people.

3. Findings And Discussions

3.1. The Candidates of Regional Head Election of Riau Province in 2018

Based on the data from the General Election Commission of Riau Province, there are 4 (four) pairs of candidates for Governor and Vice Governor of Riau in 2018, namely:

- a. Candidate pair number 1: Drs. H. Syamsuar, M.Si as a candidate for Governor and H. Edy Nasution as a candidate for Vice Governor. This pair was backed by three political parties, namely the National Mandate Party (PAN), the Prosperous Justice Party (PKS) and National Democratic Party (Nasdem).
- b. Candidate pair number 2: Muhammad Lukman Edy, M.Si as a candidate for Governor and Hardianto, SE as a candidate for Vice Governor. This pair was backed by two political parties,

- namely the National Awakening Party (PKB) and the Great Indonesia Movement Party (Gerindra).
- c. Candidate pair number 3: DR. H. Firdaus, ST, MT as a candidate for Governor and H. Rusli Effendi, SE, S.Pdi, M.Si as a candidate for Vice Governor. This pair was backed by two political parties, namely Democratic Party (Demokrat) and the United Development Party (PPP).
 - d. Candidate pair number 4: Ir. H. Arsyadjuliandi Rahman, MBA as a candidate for Governor and H. Suyatno, AMP as a candidate for Vice Governor. This pair was backed by three political parties, namely the Party of Functional Groups (Golkar), the Indonesian Democratic Party of Struggle (PDIP) and People's Conscience Party (Hanura).

3.2. Outdoor Media, Billboard of Candidates of Regional Head Election of Riau Province in 2018

Billboards as a place for political messages of candidates for Riau Governor and Vice Governor 2018 are as follows:



Paslon 1: Svamsuar-Edv



Paslon 2: Lukman Edv-



Paslon 3: Fidaus-Rusli Effendi



Paslon4:

Figure 1. Billboards of Candidates of Regional Head Election of Riau Province in 2018

3.3. Political Messages of Candidates in Regional Head Election of Riau Province in 2018

Political messages, also referred to as political talks, are talks that can influence others (Nimmo, 2005: 75). Forms of political speech are in the form of verbal (words) and nonverbal (pictures, paintings, photos, films, gestures, facial expressions, and all means of acting). In detail nonverbal messages consist of 12 types, namely kinetics, eye movement, touch, paralanguage, silence, body posture, closeness and space, artifacts and visualization, color, time, sound, and smell.

The candidate's political message can be seen in the billboards for each pair of candidates for Governor and Vice Governor of Riau in 2018. Political messages both in verbal and nonverbal forms according to expert informant observations on the candidate billboards are as follows:

a. Political Messages of candidate pair number 1, Syamsuar-Edy Nasution

Based on the results of interviews with informants on 3 June 2018, there are 8 (eight) verbal political messages and 10 (ten) nonverbal political messages. The verbal political messages are (1) Developing Riau to be better; (2) Vote Number 1; (3) Syamsuar (candidate for Riau Governor); (4) Edy Nasution (candidate for Vice Governor of Riau); (5) G: @syamsuar.edy; (6) F: @syamsuar.edynast; (7) G:@riaulebihbaik; (8) #riaulebihbaik. While the nonverbal political messages of Syamsuar-Edy Nasution's candidate pair are: (1) background color; (2) clothing color; (3) color of Candidate head cover; (4) the color of the Political Party logo; (5) the color of the Pilkada logo; (6) hand position; (7)

candidate smile; (8) forward eyes look; (9) form / type of candidate clothing; (10) types of candidate headgear.

b. Political Messages of candidate pair number 2, Lukman Edy-Hardianto

Based on the results of interviews with informants on 3 June 2018 there are 6 (six) verbal political messages and 10 (ten) nonverbal political messages. The verbal political messages are (1) Riau develops without corruption; (2) from below and Village; (3) Vote number 2; (4) Awakening village programs at least 1 billion per village per year; (5) Lukman edy-Hardianto; (6) The next Riau Governor and Vice Governor 2019-2024 ZAMAN NOW. While nonverbal messages are (1) background color; (2) clothing color; (3) color of head cover; (4) the color of the party logo; (5) the color of the election logo; (6) hand movements; (7) smile; (8) eyes; (9) form of clothes; and (10) type of head cover.

c. Political Messages of candidate pair number 3, Firdaus-Rusli Effendi

Based on the results of interviews with informants on 3 June 2018 there are 10 (ten) verbal political messages and 9 (nine) nonverbal political messages. The verbal political messages are (1) Remember to vote for number 3 on 27 June 2018; (2) Dr. H. Firdaus, ST, MT, candidate for Governor of Riau; (3) H. Rusli Effendi, SE, S.Pdi, M.Sc, Candidate for Vice Governor of Riau; (4) Make FIRDAUS-RUSLI; (5) Riau Madani Advances Fairly; (6) F: firdaus.rusli; (7) F: DR.H.Firdaus, ST, MT; (8) F: RusliEffendi; (9) Twitter: DR. Firdaus, MT; (10) Path: DOKTORFIRDAUS, MT. While nonverbal political messages were (1) badground color; (2) clothing color; (3) color of head cover; (4) the color of the party logo; (5) election colors; (6) smile; (7) eye gaze; (8) form of clothes; (9) type of head cover.

d. Political Messages of candidate pair number 4, Arsyanjuliandi Rahman- Suyatno

Based on the results of interviews with informants on 3 June 2018 there are 3 (three) verbal political messages and 7 (seven) nonverbal political messages. The verbal political messages are (1) Let's continue; (2) Prospective Governor of Riau: Ir.H. Arsyadjuliandi Rahman, MBA; (3) Candidate for Vice Governor of Riau: H. Suyatno, AMP. While the nonverbal messages were (1) badground color; (2) clothing color; (3) color of head cover; (4) smile; (5) forward eyes look; (6) dress form; (7) type of head cover.

3.4. Voters' Perceptions of Political Messages of Riau Governor and Vice Governor Candidates in 2018

Perception is the active process of selecting, organizing and interpreting people, objects, events, situations and activities. The process of forming perception begins with the selection of incoming stimuli regarding an object. It is strung together and makes it meaningful, then it is interpreted (Wood, 2013: 26).

In a contest such as the elections, political communicators must compose interesting political messages. According to Firmanzah (2007: 259-260), political messages must be in accordance with the political issues that are developing in society; the messages must be able to open and reveal about the occurrence of a problem that is being faced by the community; political messages are discourse and contain ways to solve; political messages must answer the needs of the community, so that they can get public attention.

Then political messages must also be packaged in such a way that they are easy to understand. For ordinary or low-educated people, political messages must be packaged as simple as possible so that they are easy to understand. The political messages conveyed must have their own identity, not only in accordance with party ideology but also easily recognized by the public.

Moreover, political messages conveyed by candidates should pay attention to the interests of voters. In the theory of stone head audiences, it is stated that audiences are only willing to follow the message, if the message provides benefits or meets the interests and needs of the audience (Arifin, 2011: 105).

a. Voters' Perceptions towards Political Messages of Candidate Pair Syamsuar-Edy Nasution

The perception of the political messages of the Syamsuar-Edy Nasution candidate pair originated from the selection process, the regulation and interpretation of voters on the political message contained in the campaign props, billboards (media of outdoor political communication). The following is the interpretation of voters on verbal and nonverbal political messages.

The verbal political messages of the Syamsuar-Edy Nasution pair are (1) Building Riau to be better; (2) Vote Number 1; (3) Syamsuar (candidate for Governor of Riau); (4) Edy Nasution (candidate for Vice Governor of Riau); (5) G: @syamsuar.edy; (6) F: @syamsuar. Edynast; (7) G: @riaulebihbaik; (8) #riaulebihbaik.

In accordance with the results of the interviews, voters first interpret the sentence, 'building Riau to be better' as a political promise that wants to change the state of Riau to be better than the current condition both in terms of physical development in the form of infrastructure, human resource development, and the level of community welfare in Riau Province. Second, the sentence 'vote number 1', means that the serial number of the candidate pair Syamsuar- Edy Nasution determined by the Provincial Election Commission is serial number 1. Then this candidate pairs invite the people of Riau to vote for them by voting number 1.

Third, the sentence, 'Syamsuar (Candidate for Governor of Riau) and Edy Natar (Candidate for Vice Governor of Riau), is the name of the candidate pair that is written without an academic degree, and this shows simplicity and humility. Fourth, the meaning of the sentence, 'Gmail: @ syamsuar.edy, Facebook: syamsuar.edynst, Gmail: @riaulebihbaik ' is as a medium of two-way communication between candidate pair and the community. This pair provides social media in order to make it easier to convey information to the public. Fifth, the meaning of the sentence '#riaulebihbaik' is a slogan or jargon of Syamsuar-Edy Nasution's candidate pair.

Then the nonverbal political messages of Syamsuar-Edy Nasution's candidate pair are (1) background color; (2) clothing color; (3) color of Candidate head cover; (4) the color of the Political Party logo; (5) the color of the Pilkada logo; (6) hand position; (7) candidate smile; (8) forward eyes look; (9) form/type of candidate clothing; (10) types of candidate headgear.

In accordance with the results of interviews with informants, it can be seen first the meaning of 'white and blue colors of background', where the blue color is the color of the sky which shows that the pair is sheltered by the sky; obey and submit to the highest authority, namely Allah SWT. While the white color shows this candidate pair has a sincere, holy and clean intention. Second, the meaning of 'the color of white clothes' is to describe a candidate pair who is sincere, has a good work commitment and is free from corruption. Third, the meaning of 'head covering color, skullcap' is nationalist pairs.

Fourth, the meaning of the 'hand downward' position is that the candidate pair is ready to work with full enthusiasm if believed to be the Governor and Vice Governor of Riau for the period of 2019-2024. Fifth, the meaning of 'smile' is showing joy, gentle in leading, close to the community. Sixth, the meaning of 'forward eye gaze' is showing a visionary pair.

Based on the meaning of political messages both verbal and nonverbal, there are four voters' perceptions of Syamsuar-Edy Nasution's candidate pair. First the candidate pair has characteristics or identities including (1) a pair who is faithful and devoted to God Almighty; (2) Candidate pair number 1; (3) Simple, humble, sincere and clean; (4) Work hard with enthusiasm; (5) Nationalist pair; (6) Pair who is cheerful, gentle in speaking and close to the community; (7) Visionary pair who has a far-sighted view in building Riau.

Second, Syamsuar-Edy Nasution candidate pairs have three political promises, namely (1) Building infrastructure; (2) Building human resources; and (3) Improving the level of welfare of the people in the province of Riau. Third, Syamsuar-Edy Nasution pairs invite the people of Riau Province to communicate with each other through social media that they have provided and invite the public to vote

number 1. Fourth, the Syamsuar-Edy Nasution candidate pair has a slogan or jargon to influence the community, namely #riaulebihbaik '.

b. Voters' Perceptions towards Political Messages of Candidate Pair Lukman Edy-Hardianto

Perception of political message of candidate pair Lukman Edy-Hardianto started from the selection process, regulation and interpretation of voters on political messages contained in campaign props, billboards (media of outdoor political communication). The following is the interpretation of voters on verbal and nonverbal political messages.

Verbal political messages from Lukman Edy-Hardianto's pairs are (1) Riau develops without corruption; (2) from below and Village; (3) Vote Number 2; (4) Awakening Village programs at least 1 billion per village per year; (5) Lukman edy-Hardianto; (6) The next Riau Governor and Vice Governor 2019-2024 ZAMAN NOW.

According to the results of the interview, the voters first interpret the sentence, 'Riau develops without corruption' where Riau Province will move forward without corruption. Therefore, the candidate pair is committed not to commit corruption and fully support the eradication of corruption in Riau Province. Second, the meaning of the phrase 'from below and the village' is that this candidate pair will build Riau oriented towards the village community. Third, the meaning of the phrase 'vote number 2' is notifications to the people of Riau regarding the serial number of Lukman Edy-Hardianto pair and invites the public to choose it.

Fourth, the meaning of the phrase 'The awakening village program at least 1 billion per village per year' is that the candidate pair promises to prioritize development at the village level which is to provide a budget of 1 billion each year for each village in Riau Province. Fifth, the phrase 'Lukman edy-Hardianto' refers to the names of pairs of candidates for Governor and Vice Governor written without any academic degree and this shows a simple and humble pair. Sixth, the sentence 'The next Riau Governor and Vice Governor 2019-2024 ZAMAN NOW' means that the pair matches and suitable with the present era.

Then the nonverbal political messages of candidate pair Lukman Edy-Hardianto are (1) background color; (2) clothing color; (3) color of head cover; (4) the color of the party logo; (5) the color of the election logo; (6) hand movements; (7) smile; (8) eyes; (9) form of clothes; and (10) type of head cover

According to the results of the interview, first the meaning of 'white color of background' shows that the candidate pair has a pure and clean intention if they are trusted to lead Riau in the future. Second, 'yellow color of Lukman Edy clothes' is the typical color of Riau Malay to show him as the native of the region, while the meaning of Hardianto's white clothes is to show the sincerity of the intention and the cleanness of the person. Third, the black color of head cover refers to national skullcap color which shows that this pair has soul of nationalism. Fourth, the meaning of color of political party logo is to show the identity of political parties.

Fifth, color meaning of the election logo is the typical colors of Riau province. Sixth, the meaning of 'greetings by hand' shows a polite pair and always greets the community. Seventh, the meaning of 'smile' is a cheerful and friendly pair with the community. Eighth, the meaning of 'eye gaze in the future' shows the readiness of this pair to lead if trusted by the community; then also shows that the pair is close to the community, often meets and sees the condition of the community.

Based on the meaning of political messages both verbally and nonverbally, there are three voters' perceptions of the candidate pair Lukman Edy-Hardianto. First, the candidate pair has characteristics or identity including (1) a clean pair who does not commit corruption; (2) having sincere and pure intentions, humble and simple; (3) a candidate pair that fits in the current era, young and energetic; (4) native of the region; (5) nationalist candidate pairs; (6) a polite and popular pair.

Second, the candidate pair Lukman Edy-Hardianto have two political promises, namely (1) participating in helping to prevent acts of corruption and this pair do not commit acts of corruption; (2) carrying out

village development by giving a budget of 1 billion per village every year. Third, the candidate pair Lukman Edy-Hardianto invites the community to vote for them on the voting day.

c. Voters' Perceptions towards Political Messages of Candidate Pair Firdaus-Rusli Effendi

The perceptions of the political messages of the candidate pair Firdaus-Rusli Effendi originated from the selection process, the regulation and interpretation of voters on the political message contained in the campaign props, billboards (media of outdoor political communication). The following is the interpretation of voters on verbal and nonverbal political messages.

The verbal political messages of the pair Firdaus-Rusli Effendi are (1) Remember to vote for number 3 on 27 June 2018; (2) Dr. H. Firdaus, ST, MT, candidate for Governor of Riau; (3) H. Rusli Effendi, SE, S.Pdi, M.Sc, candidate for Vice Governor of Riau; (4) Make FIRDAUS-RUSLI; (5) Riau Madani Advances Fairly; (6) F: firdaus.rusli; (7) F: DR.H.Firdaus, ST, MT; (8) F: Ruslieffendi; (9) Twitter: DR. Firdaus, MT; (10) Path: DOKTORFIRDAUS, MT.

According to the results of the interview, the voters first interpret the phrase 'Remember to vote for number 3 on 27 June 2018' as a notification about the voting schedule that is on 27 June 2018, as well as inviting the public to choose serial number 3. Second, the meaning of 'DR. H. Firdaus, ST, MT, the candidate for Governor of Riau and H. Rusli Effendi, SE, S.Pdi, M.Si, candidate for Vice Governor of Riau' shows that this pair is competent, qualified partners who does not need to be doubted by the community to lead Riau. Fourth, the meaning of the phrase 'Make FIRDAUS-RUSLI' shows that this candidate pair expects public support to vote for them and win it. Fifth, the meaning of 'Riau Madani Advancing Fairly' is that the candidate pair promises to form a religious, fair and prosperous Riau community.

Sixth, the meaning of 'Facebook: firdaus.rusli, Facebook: DR.H.Firdaus, ST, MT, Facebook: Ruslieffendi, Twitter: DR. Firdaus, MT, Fath: DOKTORFIRDAUS, MT' is as a medium of two-way communication between candidate pair with the community. This pair provides social media in order to make it easier to convey information to the public.

Then the nonverbal political messages from the candidate pair Firdaus-Rusli Effendi are (1) background color; (2) clothing color; (3) color of head cover; (4) the color of the party logo; (5) election colors; (6) smile; (7) eye gaze; (8) form of clothes; (9) type of head cover.

In accordance with the results of interviews with voters, first the meaning of the colors of blue and green background shows the color of the political party backing the candidate pair. Firdaus is a cadre of the Democratic Party and Rusli Effendi is a cadre of the United Development Party. This color also shows a combination of nationalist and religious political parties. Second, the meaning of 'the pair white clothing color' is illustrating that the candidate pair in addition to showing sincere and pure intentions is also committed to clean performance.

Third, the use of Tanjak as a head cover shows the characteristics of Riau Malay. This illustrates that they are native pairs of Malay (Native of the Region). The hope is that Malay voters can choose this candidate pair.

Fourth, the meaning of 'smiles and eyes of the candidates' pairs, is this candidate pair is ready to work passionately. They are cheerful and gentle so that people can get close to them. Besides this pair will often meet and see the state of the community. This candidate pair is a visionary pair.

Based on the meaning of political messages both verbally and nonverbally, there are five voters' perceptions about the candidate pair Firdaus-Rusli Effendi. First, the candidate pair has characteristics or identities including, (1) Competent and qualified; (2) Close to the community; (3) Clean, holy, and sincere in their intentions; (4) Supported by nationalist-religious parties; (5) Native of Riau; (6) Work hard, excited at work; (7) Courteous and popular; (8) Visionary pair.

Second, the candidate pair Firdaus-Rusli Effendi have political promises that will shape the religious, just and prosperous Riau community. Third, the pairs have jargon or slogan to influence voters, namely Riau Madani Advances Fairly. Fourth, Firdaus-Rusli Effendi convey three invitations to the people of Riau, namely (1) to vote for the pair Firdaus-Rusli; (2) to ask the community to make this pair win; (3) to invite the community to establish communication through social media. Fifth, the candidates also provide information to the people of Riau regarding the voting schedule, which is 27 June 2018.

d. Voters' Perceptions towards Political Messages of Candidate Pair Arsyadjuliandi Rahman-Suyatno

The perceptions of the political messages of the candidate pair Arsyadjuliandi Rahman-Suyatno originated from the selection process, the regulation and interpretation of voters on the political message contained in the campaign props, billboards (media for outdoor political communication). The following is the interpretation of voters on verbal and nonverbal political messages.

The verbal political messages of the Arsyadjuliandi Rahman-Suyatno pair are 1) Let's Continue; (2) Prospective Governor of Riau: Ir.H. Arsyadjuliandi Rahman, MBA; (3) Candidate for Vice Governor of Riau: H. Suyatno, AMP.

In accordance with the results of the interview, the voters first interpret the sentence 'Let's Continue' as a way of the candidate pair to invite the community to support it. Supporting this candidate pair means that they will continue with the development that they are currently doing. This candidate pair will increase development in Riau province. Second, the meaning of 'Ir. H. Arsyadjuliandi Rahman, MBA (Candidate for Governor of Riau) and Suyatno, AMP (Candidate for Vice Governor of Riau) is that the candidate pairs are competent and qualified who are undoubtedly the public to lead Riau.

Then the nonverbal political messages of Arsyadjuliandi Rahman-Suyatno's candidate pair are 1) background color; (2) clothing color; (3) color of head cover; (4) smile; (5) forward eyes look; (6) dress form; (7) type of head cover.

According to the results of the interview, first the meaning of the color 'yellow background' shows the color of the bearer political party, Golkar. This intends to inform the people of Riau as well as invite Golkar voters to choose the candidate pair Arsyadjuliandi Rahman-Suyatno. Then the meaning of white color on the background means clean and holy. This pair has a pure and clean intention. Second, yellow colors of the candidate pair's clothes are characteristic of Riau Malay, which is to show that this pair is originally from Riau. Third, colors and types of head coverings in the form of skullcap are interpreted as nationalist pairs.

Fourth, the meaning of smiles and eyes of the candidates' pairs show a cheerful, friendly and close to the community. While the meaning of 'eye gaze' shows the leader who is ready to lead and will often meet and see the condition of the community.

Based on the meaning of political messages both verbally and nonverbally, there are three voters' perceptions of the pair Arsyadjuliandi Rahman-Suyatno. First, the candidate pair has characteristics or identities including (1) competent, quality; (2) supported by nationalist parties; (3) a nationalist pair; (4) native of Malay; (5) clean, cheerful, friendly and popular pair.

Second, this candidate pair has political promises, namely continuing development that has been ongoing and is being worked on. Third, the candidates invite the community to support them so that they can win the election of the Governor and Vice Governor of Riau.

4. Conclusion And Suggestion

4.1. Conclusion

a. Voters' perceptions towards political messages both verbal and non-verbal of the candidate pair Syamsuar-Edy Nasution are:

- 1) The candidate pair has characteristics that are faithful and devoted to God Almighty; Simple,

- humble, sincere and clean; Work hard with enthusiasm; Nationalist pair, cheerful, gentle in speaking and close to the community, and visionary
- 2) The candidate pair has political promises, namely building infrastructure; building human resources; and improving the level of welfare of the people in Riau province.
 - 3) The candidate pair invites the community to communicate with each other through the social media they have provided and invites the public to vote number 1.
 - 4) The candidate pair has a slogan or jargon to influence the community namely #riaulebihbaik '.
- b. Voters' perceptions toward political messages of candidate pair Lukman Edy-Hardianto are:
- 1) The candidate pair has characteristics including a clean pair, does not commit corruption; has sincere and pure intentions, humble and simple; the candidate pairs fits in the current era, young and energetic; Native of the region nationalist; polite and popular.
 - 2) The candidate pair has a political promise that is not to commit acts of corruption; develop villages by giving a budget of 1 billion per village every year.
 - 3) The candidate pair invites the public to vote for them on the voting day
- c. Voters' perceptions toward political messages of candidate pair Firdaus-Rusli Effendi are:
- 1) The candidate pair has characteristics including, competent and qualified; Close to the community; Clean, holy, and sincere in their intentions; Supported by the nationalist-religious party; originally from Riau; Work hard, excited at work; Polite, popular and visionary.
 - 2) The candidate pair has a political promise that is to form a religious, just and prosperous community of Riau.
 - 3) The candidate pair has a jargon or slogan to influence voters, namely Riau Madani Advances Fairly.
 - 4) The candidate pair submits three invitations to the people of Riau, namely to vote for the Firdaus-Rusli pair; to ask the public to make this pair win; and to invite the community to establish communication through social media.
 - 5) The candidate pair also provides information to the people of Riau regarding the voting schedule, which is 27 June 2018.
- d. Voters' perceptions toward political messages of candidate pair Arsyadjuliandi Rahman-Suyatno are:
- 1) The candidate pair has characteristics including competent, quality; Supported by the nationalist party; Nationalist pair; Native of Malay; a clean, cheerful, friendly and popular pair.
 - 2) This candidate pair has a political promise, namely Continuing Development that has been and is being worked on.
 - 3) This candidate pair invites the public to support them so that they can win the election of the Governor and Vice Governor of Riau.
1. Suggestions
- a. The candidates competing in the Election of Regional Heads are expected to prepare political messages that appeal to voters.
 - b. The General Election Commission is expected to place props, especially outdoor media such as billboards in crowded places as a means of information for the public to find out about the candidates.
 - c. Voters are expected to keep in mind about the political messages of the candidates as guidelines for determining choices.

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Book

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