

## **The Political Public Relations of Muhammadiyah Leader in the Covid-19 Pandemic Era**

*Harmonis*

[\*harmonis@gmail.com\*](mailto:harmonis@gmail.com)

*Fakultas Ilmu Sosial dan Ilmu Politik  
Universitas Muhammadiyah Jakarta*

*Diah Febrina*

[\*diahfebrina@univpancasila.ac.id\*](mailto:diahfebrina@univpancasila.ac.id)

*Fakultas Ilmu Komunikasi  
Universitas Pancasila Jakarta*

### **ABSTRACT**

The purpose of the study on Political Public Relations (PRP) of Muhammadiyah Leaders in the era of the covid-19 pandemic is to find out about the relationship in the political context between the leadership of the Muhammadiyah Branch and the public in their respective branches, especially in the era of the covid-19 pandemic. The concepts used are political public relations and political public relations activities. This study uses qualitative methods with data collection techniques through interviews and document analysis. The results of the study show that although administratively branch leaders have not mapped or recorded data based on modern and professional administrative guidelines and stored in a complete data and documentation center about stakeholders, in general branch leaders have understood that those who are stakeholders or those who are interested and who The interests of the Muhammadiyah Branch in East Jakarta are the community around the branch, community leaders or opinion leaders, the sub-district government and political parties and the media. With regard to political public relations activities, the leadership of Muhammadiyah branches throughout East Jakarta varies widely, both internally (relationships within the Muhammadiyah organization, fellow members or fellow administrators), and external (with outside members and administrators). In conclusion, the leadership of Muhammadiyah branches throughout East Jakarta, still really needs to increase data collection and carry out various activities related to political public relations, specifically conducting data collection and activities that are well documented through the data and information center in each branch.

**Keywords:** Political Public Relations; Political Public Relations Activities; Muhammadiyah; Leaders; Covid-19

### **INTRODUCTION**

The study of associations, especially regarding Muhammadiyah Association covered many dimensions. Starting from a general dimension, such as Muhammadiyah as one of the big Islamic organizations in Indonesia. Up to the substances and effects of the presence of Muhammadiyah with its visions, missions, and initial programs, such as reducing or getting rid of Superstition, Heresy and Myth (SHM) and Education, Public Health and Social (EPHS).

This can be understood through several writings produced by scholar (expert) who studied about the Muhammadiyah Association, such as Burhani (2018) with the title *Muhammadiyah Jawa*. Jinan (2015), *Muhammadiyah Studies: The Transformation of Research on Islamic Movement in Indonesia*, in Journal of Social Science and Religion, Journal Website : <http://blasemarang.kemenag.go.id/journal/index.php/analisa> DOI: <http://dx.doi.org/10.18784/analisa.v22i2.96>. Damami (2000), *Akar Gerakan Muhammadiyah*. Mu'arif (2005), *Meruwat Muhammadiyah; Kritik Seabad Gerakan Pembaharu Islam di Indonesia*.

Moreover, there is also works of Setiawan (2007), with title of *Migrasi Jamaah; Tantangan Dakwah Muhammadiyah Jelang Satu Abad*. Arifin (2010), *Satu Abad Muhammadiyah; Mengkaji Ulang Arah Pembaharuan*. Hambali (2007), *Ideologi dan Strategi Muhammadiyah*. LPI PP Muhammadiyah (2010), *Profil 1 Abad Muhammadiyah*. Tim Penyusun (2015), *Sistem Perkaderan Muhammadiyah*, (Yogyakarta: MPK PP Muhammadiyah. MPK PP Muhammadiyah (2009), *Manhaj Gerakan Muhammadiyah; Ideologi Khiththah dan Langkah*. Nasri (2002), *Kader Persyarikatan dalam Persoalan*. Budiyanto (2010), *Djarnawi Hadikusumo dan Muhammadiyah*, dan PP Muhammadiyah (2005), *Pernyataan Pikiran Jelang Satu Abad Muhammadiyah*.

Inspired by many dimensions which can be studied regarding Muhammadiyah Association above, therefore this study proposed a question related to one of the dimensions which are many and have not received a serious attention, but really needs to be studied, namely the study related to the relationship between Muhammadiyah and its public. Specifically, the field of study related to political public relations of Muhammadiyah Branch Leader in the covid-19 pandemic era. It means that, in the covid-19 pandemic era how is the relationship politically or political public relation between Muhammadiyah Branch Leader and public or stakeholder in their respective areas.

## **POLITICAL PUBLIC RELATIONS IS PART OF POLITICAL COMMUNICATION**

McNair (2011) very clearly and unequivocally argues that all books on political communication should begin by acknowledging that the term is proving to be very difficult to define precisely. This is because the component of the phrase (phrase or word) itself is open to various definitions, which can be more or less broad. Not pretending or intending to study in depth regarding what is behind the opinions of political communication experts about what is meant by political communication. Here are some of the opinions of these experts. Among the examples of the experts and their opinions, it looks like the following explanation.

Cangara (2011) says that what is meant by political communication is "a process of passing communication symbols or symbols containing political messages from a person or group to others with the aim of opening insight or ways of thinking, and influencing attitudes and behavior of audiences who become political targets. McQuail (in Pawito, 2009), says that what is meant by political communication is all the processes of delivering information - including facts -, opinions, beliefs, and so on the exchange and search about it all carried out by the participants in the context of broader political activities. institutionalized.

Krans & Davis (in Susanto, 2009) state that political communication is a mass communication process, including KAP and the elements in it, which may have an impact on political behavior. Brian McNair argues that what is meant by political communication is "Communication activities about politics that are full of purpose. The activity in question is not only in the form of oral and written communication, but also involves nonverbal symbols, such as clothes, makeup, hairstyles, logo designs, etc.

Denton & Woodward (in McNair, 2011) provide a definition of political communication as “a genuine discussion of the allocation of public resources (revenue), the authority of officials (who is given the power to make legal, legislative and executive decisions), and official sanctions ( what actions are rewarded or punished by the state). Almond (1960) political communication is one of the functions that always exist in every political system. “All of the functions performed in the political system, political socialization and recruitment, interest articulation, interest aggregation, rulemaking, rule application, and rule adjudication, are performed by means of communication”.

Political communication refers to any exchange of symbols or messages that to a significant extent have been shaped by or have consequences for the political system (Meadow, 1980). On the other hand, McNair (2011) puts forward the opinion of the American writer, named Doris Graber, who proposes a more comprehensive definition of what she terms “political language”, showing that this definition includes not only rhetoric, but also paralinguistic cues. For example, body language, and political actions, such as boycotts and protests.

Through a book entitled “*The political communication; Reader*”, Negrine & Stanyer (2007) describe that there have been several attempts by scholars or experts to define political communication (see, for example, Wolton, 1990; or Blumler & Gurevitch, 1995). Perhaps a simple definition of some expert opinions about political communication is "All communication between political actors or actors regarding political issues - interpersonal and media". It is done between individuals and by using the media.

If formulated in a simpler (simple) form, it can be stated that in principle political communication is “the process of delivering or exchanging messages by a person or institution, either face-to-face or through the media; print media, audio, audio visual, social media, as well as media convergence, with the aim of pursuing the political interests of individuals, organizations or institutions, as well as for the interests of a nation state”.

From the definition above, there is one important element of several important elements related to political communication, namely the element of the party carrying out the delivery process or exchanging political messages. This element in the study of political communication by Nimmo (1989) is referred to as a political communicator.

Nimmo in his book entitled *Political Communication and Public Opinion in America* (translation of Surjaman, 1989) argues that this political communicator plays a major social role, especially in the process of public opinion. And Nimmo (in Surjaman, 1989) previously said that what is meant by a political communicator is "anyone in a political setting is a political communicator". If identified, in general, political communicators consist of three categories, namely politicians, professionals and part-time activists or communicators. This means that in general there are at least three groups of political communicators who play a social role in political settings.

McNair (2011) in his book entitled *An Introduction to Political Communication* classifies it to political actors in a narrow sense, namely every individual who wishes, through organizational and institutional means, to influence the decision-making process. And in a general sense, which includes, among others, political parties and public organizations (pressure groups and terrorist organizations) as well as the media.

In the context of the leadership of the Muhammadiyah branch throughout East Jakarta, it can be classified as a political communicator in the category of activist. McNair (2011) calls it public or non-party organizations with political goals. This is because the leaders of Muhammadiyah branches throughout East Jakarta carry out various activities that political communication experts (such as McNair, 2011; Kaid, 2004; Arifin, 2003) call a form of

political communication, such as political marketing and political public relations. (political public relations).

There are various or many forms of political communication that can be carried out by political communicators, whether they act as politicians, professionals, activists or part-time communicators. As stated by Arifin (2003). Arifin divides the forms of political communication into variants of political rhetoric, political agitation, political propaganda, political public relations and political lobbying. For the purposes of the study, only one form of political communication is presented, namely Political Public Relations (PRP).

Studies or studies on political public relations (PR Politics) include studies on how to build effective or successful relationships in a political context. This departs from the assumptions or thoughts and studies conducted by many scholars, that the success or success of a person or institution, organization that is engaged in political activity, is determined, among other things, by the extent to which good and mutually beneficial relationships are good and mutual. benefit – well developed and maintained between political stakeholders (individuals or institutions).

This is because political stakeholders, whether in the form of individuals or institutions, tend and even really want to get something that is beneficial for themselves and their institutions. Something useful is either in the form of material or materialized and realized what is their ideals, aspirations. For this reason, it is very necessary to understand and master the aspects related to how to build and maintain or maintain, maintain good and mutually beneficial relations as well as understanding in the political context. Strictly speaking, aspects relating to the Study of Political Public Relations (PPR) or also known as political public relations (PR Politics) or political public relations (Political Public Relations).

McNair (2011) The second form of political communication that gains commercial influence is political public relations (PR) – a media and information management tactic designed to ensure that a party gets maximum positive publicity, and minimal negative publicity. Activities covered in the public relations rubric include “proactive” means, such as party meetings discussing current politics designed primarily to provide positive media coverage of an organization; press conferences, which allow parties to (attempt) to set the political agenda, especially during election campaigns; and the use of image polishing to design the performance of a party (and its public leaders).

Furthermore, according to McNair (2011), "reactive" political public relations techniques, in which parties seek to limit losses, include lobbying journalists, polishing news that is potentially harmful, and covering up potentially harmful information.

Stromback & Kiouisis (2011) offer the following definition of Political Public Relations: Political public relations is the management process by which an organization or individual actor for political purposes, through purposeful communication and action, seeks to influence and to establish, build, and maintain beneficial relationships and reputations with its key publics to help supports its mission and achieve its goals.

Political public relations is a management process by which an organization or individual actor for political purposes, through purposeful communication and action, seeks to influence and establish, build and maintain favorable relationships and reputations with its key (key) publics to help support mission and achieve its goals.

Zipfel (in Stromback & Kiouisis, 2011) says that Political public relations "refers to the strategic communication activities of actors participating in the political process that aim at informative and persuasive goals in order to realize single interest". Political public relations "refers to the strategic communication activities of actors participating in the political process aimed at informative and persuasive purposes to realize a single interest".

According to McNair (in Stromback & Kioussis, 2011) Political public relations is about "media and information management tactics designed to ensure that a party receives maximum favorable publicity, and the minimum of negative". Political public relations is "a media and information management tactic designed to ensure that a party receives maximum favorable publicity, and a minimum of negative".

Inspired by some of the expert opinions above, according to McNair (2003) there are several political public relations activities, which consist of media management, image management, organizational internal communication and information management. *The Power of the Media*, is the title of the book written by Julian Fox. The important message that can be drawn from the contents of the book is that the media has power. The basic theory also states that the media is the fourth power after the executive, legislature and judiciary. For this reason, it becomes a trust for political public relations actors to manage the media in a friendly way with the media and never be hostile to the media. It is important to do this considering that as a tangible manifestation of media management, political public relations actors are helped to realize their ideals.

Image is one of the factors that determine the success of a politician or an institution related to politics. Therefore, it is not surprising that individuals or institutions related to political activities make serious efforts to make various efforts so that the desired image is realized. For this reason, image management is a necessity. Political marketing or political marketing by way of advertising is one way that can be done by individuals or organizations.

But political identity and image marketing goes far beyond the placement of paid messages in the media: it includes things like the design of a company logo (party symbol); the language used during political interviews and manifestos, and the general work of the party when campaigning in public spaces.

McNair (2003) argues that the success or otherwise of this category of activities generally depends on the effectiveness of the third activity, namely: organizational internal communication. This includes setting up channels for internal transmission of information, coordinating activities and dealing with feedback. As we will see, some of the major (generally) failures of party political communication in recent years can be attributed to inadequate internal PR (internal relations).

For example, which can be understood through the United Development Party (PPP), the Reform Star Party (PBR) KH. Zainuddin MZ., and many other political parties that grew and sank in the midst of political competition in Indonesia, both during the Old Order (Orla), New Order (Orba) and during the Reformation Order (Orref). This includes political parties whose development is still not as expected by their supporters and founders. Vote gain and support from the people are still in place (stagnant) at below 10%.

Finally, information management. There is an addendum that reads Information is power, political people say. And Information is a commodity, economists say. That is, information is something important and decisive, even called a weapon (weapon), one's success. For example, among the successes of Amin Rais, he is called the father of Indonesian reform because he has information about the downfall and causes of the fall of the New Order (Orba) leader under President Suharto.

Likewise with the failure of the PKI (Indonesian Communist Party) coup by the Army under Suharto's leadership (before becoming president). Because Suharto had information about the PKI and its leaders and the ultimate goal of the PKI when it came to power in Indonesia.

Especially in the political context, information is a power. McNair (2003) mentions the terminology Information is a powerful political weapon. Whoever controls the information, then he controls the world.

For this reason, it is a necessity for political communicators, and more specifically for political public relations actors, to manage information properly. Because the information is managed properly, the power possessed by the information can function as it should. If on the other hand, it is not managed properly, then its existence is like a junk weapon, less valuable and even the same as or not.

## **METHOD**

In the context of this study, which is a study related to political public relations of Muhammadiyah Branch Leaders in the era of the covid-19 pandemic, the method used is a qualitative method. This method is used on the grounds that the data or information to be studied is related to the text and meaning or what is intended by the text presented by the informant or contained in the document, and not about the quantity or how much understanding and activity or political public relations activities carried out by the informant. Muhammadiyah Branch Leaders throughout East Jakarta in the era of the COVID-19 pandemic in their area.

Data collection techniques were carried out through direct or face-to-face interviews with three the regional leaders of Muhammadiyah Jakarta and the leaders of the East Jakarta Muhammadiyah branch located at the relevant Muhammadiyah branch office. As well as other information or documents obtained through the media. All interview results are translated from Indonesian

## **RESULT AND DISCUSSION**

Muhammadiyah East Jakarta is part of the Muhammadiyah Association as a whole, especially part of the Muhammadiyah system for the Special Capital Region of Jakarta (DKI Jakarta). Consists of 12 Branches. Based on the results of an interview with one of the Muhammadiyah Regional Executive Boards (PWM) DKI Jakarta, Mr. Ateng, on October 7, 2021 at the BPH UMJ office, regarding Muhammadiyah branches and their heads throughout the East Jakarta Region.

Given that East Jakarta Muhammadiyah is part of Muhammadiyah as a whole. In particular, as part or sub-system of the DKI Jakarta Muhammadiyah system. So, the main task and function of the East Jakarta Muhammadiyah is to carry out what is mandated by Muhammadiyah as a whole, and in particular by the Muhammadiyah DKI Jakarta Region.

The main tasks and functions that are intended are things that have been mandated through the Muhammadiyah congress and which have been outlined by the founders of Muhammadiyah, especially KH. Ahmad Dahlan. The most basic of the main tasks and functions is to embody or realize the meaning contained in the letter Al-mau'un (especially verses 1-3) and paragraph 104 of the letter Al-Imran, through various fields of development.

Mainly related to development in the field of education, such as Muhammadiyah Elementary School (SDM) or Busthanul Athfal, Muhammadiyah Middle School (SMM), to Muhammadiyah and Aisyiah Colleges (PTMA). The health sector, such as Clinics and Medical Centers or PKU (People's Welfare) Hospitals of Muhammadiyah. And social community through social assistance institutions, such as disaster relief agencies (Muhammadiyah Disaster Management Center; MDMC) and other rehabilitation and community empowerment homes.

The development of Muhammadiyah Business Charity (MBC), especially Muhammadiyah in East Jakarta, cannot be separated from the supports given by the society and real works from the branch managers throughout the East Jakarta area. However, it should

be noted that, from 11 Branches of Muhammadiyah located in East Jakarta, not all branches have Business Charity or also known as Muhammadiyah Business Charity (MBC).

Although not all Branches of Muhammadiyah in East Jakarta have MBC, either in the form of education, health, and social institutions as well as other aid institutions, that does not mean that the branches which do not have MBC do not make several efforts which can lead or aim to establish various forms of MBC. This is according to an understanding that it has become a necessity or a legal obligation for every member of Muhammadiyah Association to become the best group of people, “*khairun nas man anfa’u linnas*”, the best of people (the best people) is someone who is useful for other people. Ordering to do good and forbid of doing evil (Al-Imran 104) according to their abilities.

It means that, all branches of Muhammadiyah in East Jakarta, carry out the mandate of the founder of Muhammadiyah, KH. Ahmad Dahlan and Muhammadiyah Conference Results in each period, in various forms and abilities. From the perspective of communication studies, especially the Political Public Relations (PPR), relationship with public, all of the effort results conducted some of them depend on the form of the relationship between an institution (specifically represented by the leader) with its public.

The results obtained through the conducted activities, among other things, depend on the understanding and relationship that is built and maintained between institutions or individuals with their public. The relationship that is built and maintained is actually, a mutual understanding and benefit relationship. In the context of Muhammadiyah, between Muhammadiyah Association, represented by Muhammadiyah Leader in every level (Central Leader/CL to Branch Leader/BL) with the society who are the public. Especially for Muhammadiyah Branches in East Jakarta, between Managers or leaders or Leader of Muhammadiyah Branches in East Jakarta with public or stakeholder in their preaching area.

#### **THE UNDERSTANDING OF MUHAMMADIYAH BRANCH LEADER REGARDING STAKEHOLDER (WHO MATTERS AND INTERESTED IN) MUHAMMADIYAH**

The success in building and maintaining a mutual understanding and benefit relationship with stakeholder in the political context, among other things is determined by understanding of an institution regarding who are its stakeholders, either called with internal or external public terminology.

This is because the understanding of an institution does (or does not do) relations with the related public. If it is carried out, furthermore, the institution hopes that the public will support all kinds of activities or programs conducted by upholding the mutual understanding and benefit principal.

Regarding the understanding of Muhammadiyah branch leaders in East Jakarta to the public can be understood through stakeholder or individual and interest groups who are considered as public for the Muhammadiyah branch leaders in East Jakarta.

According to the interviews with several Muhammadiyah branch leaders in East Jakarta area, such as Muhammadiyah area leaders of Matraman, Rawamangun Pulo Gadung and Utan Kayu, obtained the information or data that although the branch leaders administratively have not mapped - or registered completely about who or what party that they understand as stakeholders, but generally each of the branch leaders have understood that those who are stakeholders or interested and matters to the Muhammadiyah Branches in East Jakarta are the society around the branches, community leaders or opinion leaders, sub-district government and political parties as well as the media.

As can be understood from the opinion stated by the Muhammadiyah branch leader of Rawamangun and Pulo Gadung Mr. Amrullah RM. Mr. Amrullah RM said that:

*“Although all this time we have not conducted registration by following the guideline regarding a good administration about who are the stakeholders of Rawamangun and Pulo Gadung Muhammadiyah branches, either internally, and even more so externally. And we also do not have a data and information center which serves as a base that can be used as documentary evidences regarding the conducted activities.*

This means that, very openly (and perhaps very frankly) the Muhammadiyah branch leader of Rawamangun and Pulo Gadung, East Jakarta through its leader, namely Mr. Amrullah stated that regarding to their understanding about the parties or public who became their stakeholders has not fully or comprehensively understood.

This can be understood through has not been registered by following modern and professional administrative rules or guidelines, specifically through a special unit, as it is called by the term Data and Information Center of Rawamangun and Pulo Gadung Muhammadiyah branches.

In effect, data collection on stakeholders is still being carried out randomly and generally only targeted or used as stakeholder parties usually associated with Muhammadiyah. And more focusing on the internal stakeholders, such as the managers and active members and the society around the branch secretariat or Muhammadiyah Business Charity (MBC).

Things that are not much different can be understood too through the opinion stated by the Matraman Muhammadiyah branch leader Mr. Drs. Nandi Rahman, M.Ag who said that:

*“Indeed, when viewed and measured from the perspective of administrative order, especially related to the registration about who became the public or stakeholders of Matraman Muhammadiyah branch, has not been done properly. For example, the information in the form of documented data in the form of documents about stakeholders, either internal or external. Likewise with who became the potential public or main supporters of Matraman Muhammadiyah branch*

His message, the leader of Matraman Muhammadiyah branch, represented by the leader, namely Mr. Drs. Nandi Rahman, M.Ag, secretary and several other branch leaders, stated to the readers that the Matraman Muhammadiyah branch leader has not much different understanding with the Rawamangun and Pulo Gadung branch regarding stakeholders of Muhammadiyah branches, namely both do not understand completely or comprehensively with the indicator of the unavailability of data and information through Data and Information Center regarding the individuals or groups and organization or institutions stated as stakeholders of Matraman Muhammadiyah branch.

This means that, while leading the branch, the leader of Matraman Muhammadiyah branch in East Jakarta is still focusing on the understanding showed by the conducted activities while leading the branch that those who became the stakeholders of Muhammadiyah branch are still limited to certain stakeholders, such as managers, active members and society around the branch. Even if there are other stakeholders, such as members of Parliament (House of Representative of Indonesia Republic) or sub-district government, these stakeholders have not been included to the potential stakeholder groups who are documented in a unit called Data and Information Center.

It is also stated by the leader secretary of the Utan Kayu branch Mr. Nasrullah who stated that:

*“In the administration order we are indeed still weak. For example in terms of the registration of Muhammadiyah members is still not well registered and documented. Likewise with who became the internal and external public. However, we have built and maintained the relationship with mutual understanding and benefit internally and*



*externally. For example, with external party, we Nasrullah who up to this time has been the chairman of the neighborhood for two (2) periods. This means that, through this position we as one of the leaders of Utan Kayu Muhammadiyah branch conducted political public relations with the society and related parties”.*

That is, the leaders of the East Jakarta Muhammadiyah branches, although generally have understood regarding who have become the potential or main public of Muhammadiyah in the related branch, however, the potential public have not been registered completely, especially external potential public (outside the members or managers of Muhammadiyah branch) and according to the modern and professional administration guideline in a unit or part called Data and Information Center.

This happened, among other things, because there were no units or special fields, called Data and Information Center in the Muhammadiyah branches of East Jakarta with main tasks and functions to conduct works related to gathering or collecting data and information related to potential public of Muhammadiyah branches which is updated whenever needed and changes to data and information occurred. The further consequence is the Muhammadiyah branches in East Jakarta faced obstacles or hardships when there are certain parties who needed the information about stakeholders of Muhammadiyah branches in East Jakarta, the branch leaders only can give data and information partially or as long as the memory of each branch leader.

Cahyani (2020) in the context of the modern era like today, argues that public relations or public relations is an important thing in a company or institution. Where the position of public relations is needed to support the progress of a company. By a PR can be said to be successful when they are able to build good relationships with clients. Thus, the role of a public relations officer is very influential on the company/institution. The public according to Fajri (2017) is one of the objects of public relations work, where a public relations practitioner has a function to bridge the flow of communication between companies and their publics. Public in public relations consists of two, namely: internal and external public. Internal public, for example: employees, managers, and shareholders. While the external public, for example, is the community, government, media, social organizations, suppliers, and others

#### **THE ACTIVITIES OF MUHAMMADIYAH BRANCH LEADERS IN THE CONTEXT OF POLITICAL PUBLIC RELATIONS IN THE COVID-19 PANDEMIC ERA**

The success of political public relations is determined by the functionality of the political public relations. Therefore, it has become an inevitability or necessity for every institution related to the political interest to conduct several activities in order to realize what is of interest in the political field. Strictly speaking, to influence stakeholders or parties with an interest and who matters by an institution.

There are various activities in the context of influencing stakeholders carried out by the leaders of Muhammadiyah branches throughout East Jakarta, such as the leaders of Muhammadiyah Rawamangun and Pulogadung, Matraman and Utan Kayu which consist of internal and external political public relations activities:

*As leaders of the Muhammadiyah Rawamangun and Pulo Gadung branches, we have the responsibility to carry out various political public relations activities, both internal and external*

In the context of relations with internal parties or fellow administrators as well as between branch leaders and Muhammadiyah members, it is carried out in the form of regular meetings which are scheduled every week and on muhammadiyah days which are also held

every month (every 18th). Meanwhile, Muhammadiyah charities (AUM) such as school management by making policies regarding the appointment and dismissal, such as school principals and administrators as well as priests of houses of worship are determined based on the proposal of branch leaders to Muhammadiyah regional leaders. As well as recitation of branch leaders and autonomous organizations (Ortom) at the branch level (once a month) and specifically for employees, branches and Muhammadiyah business charities (AUM), also once a month.

Meanwhile, with external parties, the activities carried out are in the form of distributing basic necessities to the community around the branch office and the congregation of the mosque coordinated by the mosque and AUM, especially before Eid. And the local government or at the branch level, the sub-district, as in the form of support given by the sub-district when the Muhammadiyah branch built a mosque. As well as with political parties personally with politicians of political parties, especially those who are members of parliament through leadership study activities, such as with members of the DPR RI from PKS and gatherings of party members or legislative candidates who ask for recommendations to branch leaders. Meanwhile, with the media, the leadership of the Muhammadiyah branch is only limited to TVMU and does not yet have social media, although at Muhammadiyah schools there is already a media center.

However, with the media and similar religious organizations, the leaders of the Muhammadiyah branches throughout East Jakarta have not fully engaged in political public relations activities, as stated by the leaders of the Muhammadiyah branches Rawamangun and Pulo Gadung, Matraman and Utan Kayu.

*The leadership, although not yet fully engaged with the media". The same is not true with fellow Islamic institutions, such as Nahdhatul Ulama (NU), Tarbiyah and Persisi.*

There are very varied political public relations activities carried out by the leaders of Muhammadiyah branches throughout East Jakarta, both those carried out with internal and external parties. If examined from the perspective of public relations activities, especially political public relations, the leaders of Muhammadiyah branches throughout East Jakarta have carried out activities in general, especially those related to internal stakeholders, such as with members and fellow administrators and managers (management) of Amal Usaha Muhammadiyah (AUM). And external parties, such as the surrounding community and other relevant stakeholders.

However, if examined from the perspective of public relations, especially political public relations more broadly, the activities carried out still need to be improved and with wider stakeholders, especially with potential publics, such as with the media and similar religious organizations (Nahdhatul Ulama (Nahdhatul Ulama, p. NU), Tarbiyah and Persisi). Especially with the media. The study of media relations or relations with the media becomes a necessity because stakeholders know and provide support to an institution or organization, among others, it is very dependent on mutual understanding, good relations and mutual benefits between the media and the organization.

Saraswati, Romli & Nugraha (2019) argue that media relations is one of the tasks of Public Relations in an effort to create conducive working conditions through positive reporting in the mass media. Having good media relations will have a positive impact on the institution in achieving a positive image and increasing credibility in the eyes of stakeholders and competitors. For this reason, for an organization, especially the Muhammadiyah association at all levels, it is a necessity or a necessity to carry out all activities related to building and maintaining relations with the media.

## THE SUPPORTING AND INHIBITING FACTORS IN CONDUCTING THE POLITICAL PUBLIC RELATIONS IN THE COVID-19 PANDEMIC ERA

In conducting the activities, specifically during the pandemic period there are several factors faced by the leaders, either in the political, economy or social institutions. In the context of this study faced by the Muhammadiyah branch leader in East Jakarta, either positively or negatively.

Positive factors or also called supporting factors can be understood through the information stated by Rawamangun and Pulo Gadung Muhammadiyah branch leader Mr. Amrullah RM., Matraman branch leader Mr. Drs. Nandi Rahman, M.Ag and secretary of Utan Kayu Muhammadiyah branch Mr. Nasrullah who stated that:

*The strength that is a supporting factor that we have in conducting the political public relations activities is that we have a spirit that is based on the history of Muhammadiyah and the compactness of the leadership or management and members with all their limitations, either quantity or quality and administration.*

Moreover, the Muhammadiyah branch in Each Jakarta also has supporting factors in the form of:

*Trust from stakeholders and asset resources in the form of Business Charity (BC), such as education institutions, places of worship and social homes.*

*And orderly reports via social media conducted by the branch leaders to the donators after the activity is conducted, such as compensation activities and the implementation of qurban.*

*And what is no less important to note is the support given by the local government to every branch of Muhammadiyah throughout East Jakarta. Such as when building the places of worship who received supports from the sub-district party.*

As well as big names of institutions or associations that are already familiar or known by some stakeholders in each branch of Muhammadiyah in East Jakarta. For example, when asked about the Utan Kayu branch, the community members who are asked are happy to answer on Jalan Waringin, go inside, go straight, after that turn right and it's on the right.

While the negative according to the information stated by Rawamangun and Pulo Gadung Muhammadiyah branch leader Mr. Amrullah RM., Matraman branch leader Mr. Drs. Nandi Rahman, M.Ag and secretary of Utan Kayu Muhammadiyah branch Mr. Nasrullah who stated that:

*Basically, it is not much different from that faced by religious or social institutions, even the State. Among others, those related to qualified HR who conducted works related to administration order and Data and Information Center and able to conduct the works in a modern and professional manner.*

In terms of funding;

*Although the Muhammadiyah branches in Each Jakarta have varied source of funds, starting from the Muhammadiyah Business Charity (MBC), especially through educational institutions and donators who have the commitment to support the efforts in every field conducted by the Muhammadiyah branches, however, if it is related to the activity plan that will be carried out by the branch leadership, the problem of funds is still perceived as one of the obstacles or inhibitors in conducting activities that will be conducted by the Muhammadiyah branch leaders in East Jakarta.*

In addition, there are;

*Factor there are no binding things to bring donors continuously, continually or permanently to help the activities of Muhammadiyah branches throughout East Jakarta.*

*And what is no less important is;*

*There are still among the former (ex-managers) leaders of the Muhammadiyah branch who use Muhammadiyah assets, such as places of worship (mosques as an example) for their personal and group interests.*

Taking into account the results of research relating to Political Public Relations of Muhammadiyah Leaders in order to build good and mutually beneficial relations with the public, it can be stated that Muhammadiyah leaders have carried out public relations as evidenced by various activities, both related to internal public, such as with members and fellow Muhammadiyah branch leaders, as well as the external public, such as with members of the surrounding community and the government where Muhammadiyah leaders carry out their service. Although political public relations is carried out in various forms of activity and with the public, especially the external public, such as with the media and similar religious organizations ((Nahdhatul Ulama (NU), Tarbiyah and Persisi), it still needs to be improved.

It is also necessary to note that the activities carried out in addition to having supporting factors, namely; The positive factor that we have in carrying out political public relations activities is that we have a spirit that is based on the history of Muhammadiyah and the cohesiveness of the leadership or management and members with all their limitations, both quantity and quality and administration. And trust from stakeholders and asset resources in the form of Business Charities (AU), such as educational institutions, houses of worship and social institutions. Meanwhile, negative human resources who are qualified or have qualifications carry out work related to orderly administration and data and information center and are able to carry out the work in a modern and professional manner. And there are still some former leaders of Muhammadiyah branches who use Muhammadiyah assets, such as houses of worship for their personal and group interests.

## CONCLUSION

Muhammadiyah branch in East Jakarta under the leadership of each branch leaders conducted political relations, in the sense of influencing persuasively, with the stakeholders, either internally or externally. Internal and external public. Although has not conducted a registration following a modern and professional administration rules regarding who became the public or stakeholders or parties who matters and interest parties with Muhammadiyah Association in branch level, however, the branch leaders in general already understand about who is the public or its stakeholders. This can be understood through several political public relations activities conducted with the stakeholders, such as with internal organization, fellow managers or Muhammadiyah Business Charity (MBC), with educational institution under the branch management. Also with stakeholders or external public, such as with sub-district and village government as well as council members (House of Representative of Indonesia Republic).

The same thing, namely following a modern and professional administration rule, also happened in the political public relations activities conducted by the branch leaders of Muhammadiyah in East Jakarta. Several activities conducted by Muhammadiyah branch leaders in East Jakarta, either internally or externally.

The internal activities, such as routine meeting with managers and education MBC, lectures of managers and members as well as branches, management change in Muhammadiyah Business Charity (MBC); School and places of worship, Muhammadiyah extended family donation and distribution of groceries to the Muhammadiyah families impacted by covid-19.

While the external one, with external stakeholders, such as inviting external parties in Muhammadiyah social activities, compensation for orphans and the community around the Muhammadiyah branch, build relationships with TVMU in every activity, distribution of groceries, relations with the government, such as with sub-districts and villages, relations with council members, relations with the police, the fire department, the animal husbandry service, people in need of orphanages, congregations of places of worship and guardians of Muhammadiyah schools, ranging from early childhood education programs to Muhammadiyah SHS.

In carrying out activities, especially during the pandemic, there are various factors that are faced, both positively and negatively.

The positive factors in conducting the political public relations activities is that we have a spirit that is based on the history of Muhammadiyah and the compactness of the leadership or management and members with all their limitations, either quantity or quality and administration. And trust form the stakeholders and asset resources in the form of Business Charity (BC), such as educational institution, places of worship and social homes.

As for the negative one, a qualified HR who conducted works related to administration order and Data and Information Center and able to conduct the works in a modern and professional manner. And there are still among the former branch leaders of Muhammadiyah who use Muhammadiyah assets, such as places of worship for their personal and group interests.

## REFERENCES

- Almond, G. (1960). *The Politics of the Developing Areas*. New Jersey: Princeton University Press.
- Arifin, A. (2003). *Komunikasi Politik; Paradigma, Teori, Aplikasi, Strategi dan Komunikasi Politik Indonesia*. Jakarta. Balai Pustaka.
- Arifin, S. (2010). *Satu Abad Muhammadiyah; Mengkaji Ulang Arah Pembaharuan*. Jakarta: Paramadina.
- Blumler, J. G., & Gurevitch, M. (1995). *The Crisis of Public Communication*. London: Routledge.
- Budiyanto, G. (2010). *Djarnawi Hadikusumo dan Muhammadiyah*. Yogyakarta: Suara Muhammadiyah.
- Burhani, A. N. (2018). *Muhammadiyah Jawa*. Yogyakarta: Suara Muhammadiyah.
- Cangara, H. (2011). *Komunikasi Politik; Konsep, Teori dan Strategi*. Jakarta. Rajawali Pers.
- Damami, M. (2000). *Akar Gerakan Muhammadiyah*. Yogyakarta: Fajar Pustaka.
- Cahyani, A. M (2020). Strategi komunikasi humas pemerintah kota surabaya dalam melayani dan menggali potensi masyarakat melalui media sosial. *Jurnal Ilmu Komunikasi*. 10 (1), 1-16.
- Darban, A. (2000). *Muhammadiyah sebagai Gerakan Islam (dalam Perspektif Historis dan Ideologis)*. Yogyakarta: Lembaga Pengkajian dan Pengamalan Islam (LPPI).
- Fajri, C. (2017). Peran Humas Dalam Meningkatkan Loyalitas Stakeholders Universitas Ahmad Dahlan. *INFORMASI; Kajian Ilmu Komunikasi*. 47 (1), 97-108.
- Hambali, H. (2007). *Ideologi dan Strategi Muhammadiyah*. Yogyakarta: Suara Muhammadiyah.

- Jinan, M. (2015). Muhammadiyah Studies: The Transformation of Research on Islamic Movement in Indonesia. *Analisa: Journal of Social Science and Religion*. 22(2), 269-280.
- Kaid, L. L. (2004). *Handbook of Political Communication Research*. London: Lawrence Erlbaum Associates, Inc.
- LPI PP Muhammadiyah. (2010). *Profil 1 Abad Muhammadiyah*. Yogyakarta: PP Muhammadiyah.
- McNair, B. (2003). *An Introduction to Political Communication*. London: Routledge.
- McNair, B. (2011). *An Introduction to Political Communication*. London: Routledge.
- Meadow, R. G. (1980). *Politics as Communication*. New Jersey: Ablex.
- MPK PP Muhammadiyah. (2009). *Manhaj Gerakan Muhammadiyah; Ideologi Khiththah dan Langkah*. Yogyakarta: Suara Muhammadiyah.
- Mu'arif, S. (2005). *Meruwat Muhammadiyah; Kritik Seabad Gerakan Pembaharu Islam di Indonesia*. Yogyakarta: Pilar Media.
- Nasri, I. (2002). *Kader Persyarikatan dalam Persoalan*. Yogyakarta: Suara Muhammadiyah.
- Negrine, R., & Stanyer, J. (2007). *The Political Communication Reader*. London: Routledge.
- Nimmo, D. (1989). *Political Communication and Public Opinion in America*. Santa Monica: Goodyear Publishing Company.
- Pawito. (2009). *Komunikasi Politik Media Massa dan Kampanye Pemilihan*. Yogyakarta: Jalasutra.
- PP Muhammadiyah. (2005). *Pernyataan Pikiran Jelang Satu Abad Muhammadiyah*. Malang: Muktamar Muhammadiyah ke-45.
- Saraswati, E. J. Romli, R & Nugrah, A.R. (2019). Kegiatan Hubungan Media pada Direktorat Komunikasi Publik di Universitas Padjadjaran. *PRofesi Humas*. 3(2),202-218.
- Setiawan, B. (2007). *Migrasi Jamaah; Tantangan Dakwah Muhammadiyah Jelang Satu Abad*. Yogyakarta: Panji.
- Strömbäck, J., & Kioussis, S. (2011). *Political Public Relations: Principles and Applications*. London: Routledge.
- Surjaman, T. (1989). *Komunikasi Politik: Khalayak dan Efek*. Bandung: Remaja Rosda Karya.
- Susanto, E. H. (2009). *Komunikasi Politik dan Otonomi Daerah: Tinjauan terhadap Dinamika Politik dan Pembangunan*. Bogor: Mitra Wacana Media.
- Tim Penyusun. (2015). *Sistem Perkaderan Muhammadiyah*. Yogyakarta: MPK PP Muhammadiyah.
- Wolton, D. (1990). Political Communication: The Construction of a Model. *European Journal of Communication*. 5(1), 9-28.

## ABOUT THE AUTHORS

**Harmonis** is a lecturer from Faculty of Social Science and Political Science Muhammadiyah University of Jakarta. He is a Doctoral graduate from the Center for Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia.

**Diah Febrina** is a lecturer from the Faculty of Communication Science, Pancasila University, Jakarta. She is a Masters graduate from the Center for Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia.