The phenomenon of blusukan strategy with 3D AVATAR concept in political campaign of West Java governor (A case study: Mr Ridwan Kamil and Mr Uu Ruzhanuk Ulum as candidate election)

D Syamsuddin*, V Wijaya¹, and A Bernando¹
¹Animation Program, Visual Communication Design Department, School of Design, Bina Nusantara University, Jakarta, Indonesia 11480

*Email: dsyamsudin@binus.edu

Abstract. The purpose of this study is to answer the question: Is AVATAR's political campaign method unable to replace the original figure of the candidate for Governor of West Java, Ridwan Kamil, so as to convince them to vote. This study is focus on the phenomenon of communication involving 3D Virtual elements in the form of AVATAR, the candidate pair of West Java Governor, Ridwan Kamil, in order to greet and conduct dialogues directly toward the prospective voters in remote isolated area of Western Java that is not reached by the internet network, using the fleet campaign car as much as 6 fleets in which there is a campaign tool that one of them conceptualize duplication of Ridwan Kamil character in the form of 3D Avatar. The research method chosen is from Schutz's phenomenomology based on the meaning of the reaction to the avatar campaign method of the candidate pair of West Java governor Ridwan Kamil in pilikada 2018.

1. Introduction
Political campaign is the most effective communication platform for every candidate of governor to the community of prospective voters, because they can directly greet people in the range of campaign areas. The challenge faced by the candidate for governor is the 100 days campaign must be really effective and efficient. West Java is a wide in terms of coverage area that must be maximized to communicate the work program of candidate pairs. From data taken from CNN Indonesia [1], the number of West Java voters is 31.7 million people, spread in 627 districts, 5,957 villages / urban communities and will vote at 74,944 voting places.

The challenge is how to reproduce the figure of the candidate pair of governor, so it is able to cover more campaign place within 100 days. The solution to multiply the figure of candidate pair of Governor is conducted by Ridwan Kamil, using 3D technology of Virtual AVATAR which is paired on 6 car fleet. The AVATAR stands for the Abbreviation of VirtuAl Transport Aspiration Rindu Team. Based on the monitoring of detik.com, through this car the residents and Emil or his deputy Uu Ruzhanul Ulum can interact with each other digitally. Residents who want to interact with the first sequence number of the couple's, simply need to sit at the back of the car facing a screen and camera [2].
The unique aspect of the avatar is equipped with TV that aired Ridwan Kamil cartoon character and is able to interact by the community. There is also a TV featuring Ridwan Kamil picture and can be used for wefie or selfie with a man familiarly known as Kang Emil [3].

The TV screen mounted on the back of a pickup car type that has been designed in such a way, it serves as a digital interaction space on the back side. Therefore, people who want to have a conversation directly can do it in the back of the car.

The figure of Ridwan kamil is duplicated into a 3D avatar format. This Avatar is defined by web dictionary of Technopedia as a personalized graphical illustration that represents a computer user, or a character or alter ego that represents that user. An avatar can be represented either in three-dimensional form (for example, in games or virtual worlds) or in two-dimensional form as an icon in Internet forums [5]. Then the avatar figure is displayed in real time with the application of game engine technology in it and operated by one operator that has been trained in which the speech style resembles the voice of Ridwan Kamil, and has been given knowledge of the subject matter of the campaign. The existence of the operator sits inside the car and monitor from the camera attached to the tv, so that the interaction dialog can be done directly.
The Ridwan Kamil duplication concept is fairly new in the 2018 governor’s election. Thus, this study focuses on the reaction of the chosen community to the duplication of the political figure in 3D AVATAR within 100 days of the campaign, with 3 questions: 1) Are people interested in the concept of this avatar campaign, 2) Does the community believe that the avatar figure is a figure from Ridwan Kamil, 3) Does the community want to communicate and express their problem to the avatar figure.

2. Method
This study uses Schutz phenomenology based on the search for the meaning of behavior. Observations are characteristically direct and indirect. Direct observations were made to explore the detailed observations of research subjects in accordance with the researchers' perspectives as the main instrument in this study by following one of the activities in village visits in the area of Western Java. The consequence of the concept of action in the phenomenology of Schutz brings to the level of research methods that greatly influence the observation system, especially in the search for meaningful new behavior (action). Phenomenology helps build social science methods by identifying, classifying, and comparing social action models as a phenomenon broadly toward the formation of new behavioral models (actions).

In this study, the behavior and response of voters who conducted a direct dialogue with the 3D avatars became a benchmark for research. Referring to the theory of the effects of synthetic experience, explores how motion pictures, television, and computers manipulate and rearrange the content and processes of communicated experience, thereby shaping how the audience perceives and interprets the physical and social reality depicted. It suggests that these media are far removed from reality (behind the Platonic Ideal, the actual, and art and poetry), providing their audiences with "synthetic experience." [4]

All of these procedures are carried out as a method to bring the campaign tools closer to the hearts of the local community, in order to build an intimate relationship between the avatar team and the community so that the discussion of the work program will be conducted easily by the community.

2.1. Synthetic experiences
Babcock (1952) says, from the point of view of communication, an event can be observed in the workings of symbols (act), in certain environments (scene), by individuals or some individuals (agents), using the agency [6].

Moreover, early efforts can create a space of communication that can bring people into the acceptance of more open information. Therefore, the role of Avatar as a duplicate character of Ridwan Kamil can be easily accepted by the people he visits.

Ordinary people and the local community leaders have their own privacy space during a discussion with the Avatar figure of Ridwan Kamil. They are still accompanied and guided by the MC to provide comfort zones in the interaction process.

Figure 4. The community can ask freely about the solution to the problem in their area directly through the avatar.
2.2. Body Language

Interpersonal communication (interpersonal communication) is communication between people face-to-face, which allows each participant to capture other people's reactions directly, both verbally and non-verbally [7]. Meanwhile, according to Sura into Aw interpersonal communication (interpersonal communication) is the communication between someone and other people, can take place face to face or with the help of the media [8].

According to Richard E. Potter and Larry A. Samoval in Intercultural Communication: A Reader (Cengage Learning, 2014), body language is the process of exchanging thoughts and ideas by delivering messages in the form of gestures, facial expressions, eye views, touches, artifacts (symbols used), silence, time, voice, and posture and body movements [9]. The questioner has very varied body language when they have a direct dialogue. This body language can be seen and observed by the operator from the car through a camera mounted in front of the questioner.

Everything that is questioned by the community, is directly responded by the Avatar to answer their problems. Because the targeted area of the campaign is specific, an area that is not touched by the internet network, the area whose living depends on cultivating, trading and searching for products of nature to sell. Therefore, it can be predicted their questions are not far from the economic issues. Thus the readiness of the operator as a representative figure of Ridwan Kamil is already equipped with the knowledge about those general issues.

3. Results and Discussions

3.1. Crowd maker

What is interesting is how the behavior of the people visited by this Avatar Fleet and how the interaction can be awakened to convey the aspirations directly to the duplicated figure of our Ridwan Kamil. There are variety of emotions and attitudes displayed by the public on the arrival of Avatar team. Generally, confusions and awkwardness cover their comprehension of a completely new strategy strategy. Getting the crowd is not easy, although the uniqueness offered is interesting to see, it takes an inducement by placing a MC (master of ceremony) to lure and drag people to approach the avatar car area.

3.2. Interpersonal Communication

The first thing that was observed when the community conducts direct dialogue through the broadcast media of Avatar, is some identical vocabularies such as the familiar local term when the people of western Java when calling the male figure, such as is “kang”. They always use the term “kang” when they want to complain and ask questions. This is common when the 2-way communication occurs to a known figure. But in this case they cannot distinguish whether the conversation partner is the real
Kang Emil, whether the nickname is Ridwan Kamil or not, in fact only an operator who has knowledge of the ins and outs of the work program and has the talking style of Kang Emil. The existence of 3D avatars during the campaign period turned out to be a substitute for the original figure of the Kang Emil itself, and can become a new communication bridge in place of the authority of the figure expected to be the aspiration of the visited community, without the appearance of the real Kang Emil.

Figure 6. The Community starts greeting and asking questions with avatars.

3.3. Interaction
Personal Interaction is built because the operator is able to master the topic of problems in the area and can be answered right away as if they are dealing with the figure of Kamil Ridwan. Preliminary studies on community problems in the regions are the key to the success of the team in providing policy solutions that will be implemented later. Camera devices are also the most important element in this interaction, so the operator can see the expression, emotion and body language done by the questioner.

4. Conclusions
Through the theories of the effects of synthetic experience, it can be concluded that the existence of Avatar can shape the public perception of reality by manipulating the mind to create communication experience. The limited time, reaching ability and personal capacity of Kang Emil can be answered with an avatar fleet as a form of extending the range of political communication during the 100 days campaign. Therefore, this strategy is one of the successful one, the great component of the campaign that leads Kang Emil as the newly elected Governor of West Java.

Acknowledgments
The authors would like to thank the A box team particularly Mr. Bullit as the initiator and provider of the innovative concept of Avatar. He is the person who has brought this avatar technology to the political sphere in Indonesia and provides an ample opportunity for the researchers to study the impact of Virtual Avatar technology as a new digital political campaigning using duplication media.

References
[1] CBB Indonesia 2018 KPU Tetapkan Jumlah Pemilih Jabar 31,7 Juta Orang Online http://www.cbbindonesia.com/pilkadeserentak/nasional/2018042111591-32-292467/kpu-tetapkan-jumlah-pemilih-jabar-317-juta-orang?
[2] DetikNews 2018 *Ridwan Kamil bikin mobil Avatar untuk kampanye interaktif* Online http://news.detik.com/berita-jawa-barat/d-3991713/ridwan-kamil-bikin-mobil-avatar-untuk-kampanye-interaktif

[3] Pikiran Rakyat 2018 *Avatar, cara Ridwan kamil datangi tempat terpencil di Jabar* Online http://www.pikiran-rakyat.com/jawa-barat/2018/04/2/avatar-cara-ridwan-kamil-datangi-tempat-terpencil-di-jabar-423448

[4] Funkhouser G, Shaw E F 1990 *Journal of Communication* 40(2) p 75-87

[5] Technopedia Dictionary 2018 *Avatar* Online https://www.techopedia.com/definition/4624/avatar

[6] Babcock C M 1952 *The Journal of communication* 2(1) 64-68

[7] Mulyana D 2005 *Ilmu Komunikasi Suatu Pengantar* (Bandung: Penerbit PT. Remaja Rosdakarya)

[8] Aw S 2010 *Komunikasi Sosial Budaya* (Yogyakarta: Graha Ilmu)

[9] Samovar L A and Porter R E 1991 *Communication Between Culture* (Belmont, California: Wadsworth)