

**DRAMATURGI AUDY JOINALDY SEBAGAI CALON WAKIL
GUBERNUR DI KONTESTASI PILKADA SUMBAR 2020**

SKRIPSI

Diajukan Sebagai Salah Satu Syarat Memperoleh
Gelar Sarjana Strata Satu Departemen Ilmu Komunikasi
Fakultas Ilmu Sosial dan Ilmu Politik Universitas Andalas



Oleh:
Rizki Putra Aslendra
1610861019

Pembimbing:
Dr. Elva Ronaning Roem, M.Si
Rinaldi, M.I.Kom

**DEPARTEMEN ILMU KOMUNIKASI
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS ANDALAS
PADANG
2022**

ABSTRAK

DRAMATURGI AUDY JOINALDY SEBAGAI CALON WAKIL GUBERNUR DI KONTESTASI PILKADA SUMBAR 2020

Oleh:

Rizki Putra Aslendra

1610861019

Pembimbing:

Dr. Elva Ronaning Roem, M.Si

Rinaldi, M.I.Kom

Audy Joinaldy merupakan Calon Wakil Gubernur Sumbar 2020 termuda yang berpasangan dengan Calon Gubernur, Mahyeldi Ansharullah. Dirinya merupakan pendatang baru di dunia politik yang ikut serta dalam kontestasi Pemilihan Kepala Daerah (Pilkada) Sumbar 2020. Mengawali karir politiknya di Sumbar dari nol, Audy mulai gencar melakukan kampanye mengelilingi Kabupaten/Kota di Sumatera Barat hingga ke pelosok nagari untuk meyakinkan hati masyarakat agar mendukungnya pada Pemilihan Gubernur Sumbar yang jatuh pada tanggal 9 Desember 2020. Pada akhirnya, Audy Joinaldy bersama Mahyeldi Ansharullah memenangkan Pilgub Sumbar 2020 mengalahkan tiga paslon lainnya yaitu Mulyadi-Ali Mukhni, Nasrul Abit-Indra Catri dan Fakhrizal-Genius Umar. Peneliti bertujuan untuk menganalisa Dramaturgi Audy Joinaldy sebagai Calon Wakil Gubernur di Kontestasi Pilkada Sumbar 2020. Penelitian ini melihat bagaimana sisi panggung depan, panggung tengah dan panggung belakang Audy Joinaldy dengan menggunakan studi dramaturgi. Teori yang digunakan dalam penelitian ini yaitu dramaturgi Erving Goffman dengan menganalisa *impression management* Audy Joinaldy sebagai calon kandidat kepala daerah atau Calon Wakil Gubernur Sumbar, sisi *middle stage* ketika Audy mempersiapkan dirinya berkontestasi di Pilkada Sumbar 2020 dan *backstage* Audy Joinaldy. Peneliti menggunakan metode penelitian kualitatif dengan paradigma konstruktivis dan pendekatan dramaturgis. Hasil penelitian menunjukkan di *front stage*, Audy melakukan *impression management* melalui komunikasi politiknya menyesuaikan dengan target yang ditemuinya, tindakan-tindakan agar disukai target politiknya dan kemeja putih bermotif *cukie barantai* yang selalu dirinya gunakan saat kegiatan kampanye. Persiapan berkontestasi di Panggung Politik Pilkada Sumbar dirinya lakukan bersama tim di *middle stage*. Sedangkan di *backstage*, Audy lebih rileks menampakkan jati dirinya sesungguhnya di sekitar orang-orang terdekatnya tanpa khawatir pandangan publik. Contohnya, Audy bisa menunjukkan rasa lelah setelah kegiatan kampanye, bermain video gim favoritnya yang bertemakan *zombie*, menjahili rekan timnya dan menunjukkan sisi kekanak-kekanannya.

Kata kunci: *Backstage, Dramaturgi, Front Stage, Komunikasi Politik, Middle Stage, Pilkada*

ABSTRACT

AUDY JOINALDY'S DRAMATURGY AS A CANDIDATE FOR DEPUTY GOVERNOR IN THE 2020 WEST SUMATRA ELECTION CONTESTATION

By:

Rizki Putra Aslendra

Supervisor:

Dr. Elva Ronaning Roem, M, Si

Rinaldi, M.I.Kom

Audy Joinaldy is the youngest Candidate for Deputy Governor of West Sumatra 2020 and is paired with the Candidate for Governor, Mahyeldi Ansharullah. He is a newcomer to the world of politics who participated in the 2020 West Sumatra Regional Head Election contestation (Pilkada). Starting his political career in West Sumatra from scratch, Audy began to intensively campaign around the districts/cities in West Sumatra to remote Nagari to convince the public to support him in the West Sumatra gubernatorial election that was held on December 9, 2020. In the end, Audy Joinaldy and Mahyeldi Ansharullah won the 2020 West Sumatra gubernatorial election defeating three other candidate pairs, namely Mulyadi-Ali Mukhni, Nasrul Abit-Indra Catri, and Fakhrizal-Genius Omar. The researcher aims to analyze Audy Joinaldy's Dramaturgy as a Candidate for Deputy Governor in the 2020 West Sumatra Pilkada Contest. This research looks at how Audy Joinaldy's front stage, middle stage, and backstage use dramaturgy studies. The theory used in this study is Erving Goffman's dramaturgy by analyzing the impression management of Audy Joinaldy as a candidate for regional head or candidate for Deputy Governor of West Sumatra, the middle stage when Audy prepares himself to compete in the 2020 West Sumatra Pilkada and Audy Joinaldy's backstage. Researchers used qualitative research methods with a constructivist paradigm and a dramaturgical approach. The results showed that on the front stage, Audy did impression management through his political communications, adjusting to the targets he met, actions to please his political targets, and the white cukie barantai patterned shirt that he always used during campaign activities. He made preparations to compete on the Political Stage for the West Sumatra Pilkada with his team in the middle stage. Meanwhile, backstage, Audy was more relaxed showing his true identity around the people closest to him without worrying about the public's eyes. For example, Audy can show his tiredness after the campaign activities, playing his favorite zombie-themed video game, pranking his teammates, and showing his childish side.

Keyword: Backstage, Dramaturgy, Front Stage, Political Communication, Middle Stage, Election