



## **ANALYSIS OF YENI WAHID'S INTERPRETATION AS A POLITICAL COMMUNICATOR AT PKBIB**

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### **ABSTRACT**

This study discusses the pattern of leadership and movement of a female political communicator, Zannuba Ariffah Rahman Wahid or known as Yenny Wahid, the daughter of the 4th President of the Republic of Indonesia. The pattern of leadership and movement of Yenny Wahid is interesting to study considering some of the recent controversies with the Chairman of "the National Awakening Party" (PKB), Muhaimin Iskandar. Research objectives: 1. To describe the leadership style of a female political communicator, Yenny Wahid; 2. Explaining the actions of Yenny Wahid as the direct successor of Gus Dur in the realm of politics. Using a qualitative approach with a document or text study method. The result showed that Yenny Wahid made the figure of Gus Dur as a guide in leading and living life. She thought that politics is a place for service, if the leader succeeds in making policies for the progress of the people, then life will feel more meaningful. On the other hand, as a woman and mother, Yenny never ignored her duties.

Keywords: Political Communication, General Chairperson, Party, Woman

### **INTRODUCTION**

Speaking related to political communication of course will always be related with what is called communication politics. Before studying more deeply about communication politics, we must moreover formerly understand the meaning of communication politics. An expert in politics, Mawasdi Rauf said that communication politics is an object of study in political science because of the messages expressed in communication characterized by politics, which are related with power, state politics, government, and also the activities of internal communicators in his position as a perpetrator of political activity.

Political communication is seen from two dimensions, namely communication politics as an activity in politics and as a scientific activity. Communication as an activity in politics is the delivery of characteristic messages \_ politics by political actors to other parties.

These activities are empirical because they are carried out in real life in social life. Temporary that's communication political as activity scientific see communication political is one \_ activity political in system politics (Thomas, 2016). So that communicator political is element from communication politics, aside there is that too political message, political channel or media, recipient message politics and effects or influence.

American political expert, said that communication occupy fundamental position in the political realm, which is without something network (communication) capable enlarging and folding multiply (magnify) individual utterances and choices, then No will There is his name politics. Thus, the communication process very determine in taking decision politics. From understanding communication political that, then can It is understood that there is a strategy that should be There is when communicate in a way politics.

Speak related pattern strategy communication political from gender perspective, some expert opinions and results \_ study previously, seen that participation in the political arena Still dominated by men. Women only get a small portion of the various positions in the field legislative, executive, and in the field others. Gaffar (2001) in Nirmala (2012) stated that barriers for women entering the world of politics are due to construction social we make it Woman No possible for role in a way active in politics.

main factor that determines most is strong subordinate view \_ to woman. Women are doubtful his abilities when must hold positions politics. Besides that, society looking at the world of politics as a full world with " violence ", as an arena for the struggle of power. As a result, many consider the world of politics to be a man's world (Usman, 1998) in Nirmala (2012). Huntington and Nelson (1994) stated that involvement in political is as purposeful activities of private citizens For influence taking decision by the government.

Follow participation Women in parliament are a form of political representation to create public policies that are more gender equitable. Women's business in obtain chair in parliament Really No easy thing, and up to now Still A little women who choose politics as road his devotion towards the country. Existence women in parliament, until now Still Not yet achieve the minimum quota target of 30%, for become source strength representative politics speak out interest women, children and families. Amount that

hasn't yet adequate this is necessary improved in matter ability communication good politics so that its existence can solve problem issues Woman in a way significant.

Based on from what someone said \_ \_ expert political from America, Lucian Pye, then Woman in his role as a communicator political expected can do things as following. First, capable become good communicator. \_ Second, be able to define the message that will be forwarded to its constituents. Third, capable convince the recipients message so that get response in accordance with what is expected. Fourth, capable select media or intermediary delivery the right message. And fifth, capable expand network communication so that support to he will too widespread.

A female communicator is also expected capable formulate aspirations and responses from communication becomes a political policy, for example, a member of the legislature gets the message that, the maternal mortality rate in an area must be reduced through the provision of adequate health facilities and services for pregnant women, additional food support for pregnant women, and preventing cases of child marriage. Up to a communicator political Woman Then convey message That in meeting Work with his colleague, conveyed his plans and thoughts in television shows, posting via social media, etc. When the program approved and get APBD support, he Can said as communicator good politics. Participation Woman in political momentum is A inevitability. Political women must capable utilise various communication media For convincing the electorate. It's time for female political communicators to become reliable communicators in all the media they use. One \_ communicator political the woman who is most in the spotlight at the moment is daughter second from The 4th President of Indonesia, Zannuba Ariffah Chafsor Rahman Wahid or more known with Yenny Wahid. People know the figure of Yenny Wahid, as figure powerful multirole. When her father, Gus Dur, served as the 4th President of the Republic of Indonesia, Yenny also accompanied him as special staff presidency field Communication Politics. this task continues in Century government President Susilo Bambang Yudhoyono. At that time Yenny had graduated and received Master of Administration degree Public from Harvard University, United States. Not long after carrying out this task, Yenny resigned because wanted to enter directly into the world of politics with active party.

The powerful impression attached to the myriad of roles he plays, no made Yenny number double family. He also experienced such a dilemma most Mother working. "

Guilty Feeling", he answered when asked. A Working mothers have more burdens heavy compared to father. However, Yenny didn't relax supervision to children although currently on duty outside home, even abroad. One thing is certain, Yenny doesn't will reduce his role For Can do much more for the wider community. "Now that I have become a mother, my belief in fighting for society is even stronger. I want them to have a future with a better quality of life. Nothing corruption, improved public transportation, quality air rising and river water clear, that Can achieved If planted foundations strong. "There is still a lot that needs to be done fought for together," he said (Herworld, 2020).

Yenny Wahid's leadership and role are interesting For studied remember Yenny Wahid and General Chair of the Party Resurrection Nation (PKB) Muhaimin Iskandar or Cak Imin recently had a dispute over ownership of PKB. Lead Expert Researcher at the Political Research Center of the National Research and Innovation Agency (BRIN) Firman Noor said, the cause enmity This No free from old wounds between both (Kompas.com, 2022).

## **PROBLEM FORMULATION**

In formulation principal the problems described in form question is as following: How style Yenny Wahid's leadership as a communicator political women in PKBIB, as successor direct Gus Dur (4th President of the Republic of Indonesia) in the realm of politics and football lunge Yenny Wahid's figure in the world politics?

## **RESEARCH OBJECTIVES AND RESEARCH BENEFITS**

### **1. Research purposes**

Possible goals formulated researcher is for know and study How method leadership of Yenny Wahid As a communicator political woman at PKBIB, who is also a mother. Study this is also purposeful for know How role and football Yenny Wahid's attack as successor direct Gus Dur in the realm politics.

### **2. Benefits of Research**

Following a number of benefits obtained \_ from results study This is as following:

#### **a) Theoretical Benefits**

The results of this research can later be used as a reference for communication theories as well as a reference for similar research, especially within the scope of the Science Study Program Communication Unida Gontor.

#### **b) Practical Benefits**

Research results This can used as internal public reference choose a mass media news portal online, that will visited For get information related issues latest.

## **LITERATURE REVIEW**

### a. Leadership

According to the literal meaning, lead means to guide. Lead means guide or guide. Leader is the person who leads or someone who uses authority as well as direct his subordinates To use do work they to achieve goals certain from organization. Like management, leadership (leadership) has defined with various different ways by different people. \_\_ A number of definition leadership according to experts namely:

According to Stoner, (1996: 161) states that leadership is the process of directing and influencing related activities \_ with work from member group.

According to Wahjosumidjo (1999:79) that a leader own intelligence, responsibility answer, healthy and have traits including maturity, freedom \_ connection social, self-motivation and encouragement performance as well as attitude connection Work humanity, on the contrary in modern social reality, is also known leader charismatic, esp in social and political environment.

And obey Tead; Terry; Hoyt in Kartono, 2003. Definition leadership according to him is a activity or an art For influence others to want to Work the same on which it is based to the ability that person has to guide others within business reach various desired goal \_ achieved by the group.

### b. Communicator Political

Political communicators are those who can give information about containing things \_ meaning about politics. For example presidents, ministers, members of the DPR, politicians, and pressure groups in society can \_ influence the way government (Gabriel Almond, 1960). And one objective communicator political is influence as well as form opinion public. The world of social life will become more dynamic If communication political understood in a way good and comprehensive by one person communication in communicate.

### c. Party

According to Law Number 2 of 2008 concerning Party Political as has been changed with Law Number 2 of 2011, party political is organizational nature \_ national and formed by a group Indonesian citizens \_ Like willing on base similarity of desires and ideals For

fight for and defend interest political members, society, nation and state, as well maintain the integrity of the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution.

d. PKB (National Awakening Party)

According to Wikipedia, the National Awakening Party (PKB), is A party political ideology Moderate in Indonesia. This party was founded in Jakarta on 23 July 1998 (29 Rabi'ul Awal 1419 Hijriyah) which was declared by the kiai Nahdlatul Ulama, such as Abdurrahman Wahid, Ahmad Mustofa Bisri, and Ahmad Muhith Muzadi.

e. Subordination

According to KBBI subordination in a way Language means position subordinates (esp in military) or a combination of two elements grammatical with method like that appearance so that one bound to others, relationships between clause bound and clause free in A sentence.

## **RESEARCH METHODOLOGY**

### **A. Research Methods**

In this research, the method used by researchers is method study qualitative. In the book *Research Methods Qualitative* written by Mulyana and Solatun \_explains basically\_ study qualitative is nature research \_ interpretive ( using interpretation ). Qualitative research is also common examine things are there in its natural environment, trying understand, interpret meanings, as well desire researchers to examine the meaning, context, and holistic approach to phenomenon. A distinctive feature of qualitative research is that this method is inductive, in the sense of discussing problems from the specific to the general. (Mulyana, Solatun. 2013: 5-6).

According to Strauss and Corbin (in Creswel, 1998; 24), research qualitative is type fruitful research \_ discoveries that are not can achieved with use procedures statistics or other ways of quantification. Study qualitative in a way general can be used for research about life society, history, behavior, functionalization organization, functionalization party politics, and activities social. Judith Preiasle (in Creswell, 1998:24), as quoted Craswell identify study qualitative as follows:

"Qualitative research is a loosely defined category of research design or models, all of which elicit verbal, visual, tactile, alfactory, and gustatory data in the form

of descriptive narratives such as field notes, recordings, or other transcriptions from audio, and video messages and other written records and pictures or films."

Bodgan and Biklen (1992: 21-22) state that qualitative research is a research procedure that produces descriptive data in the form of speech, writing and/or behavior of the people being observed. Qualitative research intended For obtain in -depth description about written speech and or behavior that can observed from an individual, group, society, organization and party \_ political in a setting context particular study \_ from corner a complete, comprehensive and holistic view.

Neuman (2000: 328), identifies four orientations in study qualitative namely: first, research qualitative requires data to be meaningful intrinsically. \_ Deep data study qualitative nature No will Once capable reveal right everything in a way perfect. However, at the same time, the data in study qualitative nature empirical, consisting from documentation variety events, recordings every speech, words and gestures of object study, behavior specific practices, documents \_ written, as well various existing visual images in A social phenomena.

With explanation the researcher \_ use method study qualitative in research that discusses about Leadership Style and the Role of the Communicator Yenny Wahid's Women's Politics. This method felt in accordance For develop and analyze A behavior and phenomena by interpreting the context. Context in question is news, journal or books written by online form platform or print media.

## B. Theoretical review

In this research, researchers used Document/Text Study Theory. Mudjia Rahardjo said that the study of documents or texts is detailed study emphasize analysis or interpretation material written based on the context. Materials can form publid records books text, letter news, magazines, letters, films, notes daily papers, manuscripts, articles, and the like. For obtain high credibility \_ researcher document must confident that the manuscripts are authentic. This type of research can also explore someone's inner thoughts book or publid manuscripts. \_ Educators use methods theory study This For study level legibility A text, or to specify level achievement understanding to topic certain from A text.

## C. Previous Research

Researcher use study previous as comparisons, benchmarks, and become reference researcher in compiling this research. Use study previous addressed For avoid plagiarism and repetition of research or same error \_ as made by researchers \_ before. Study previously also used as benchmarks and references To use makes it easier making study this.

1. Credibility Communicator Politics Muhammad Sinen, Deputy Mayor Tidore Islands Period 2015-2020

This research was completed by Burhanudin A. Muhamad and Nani Nurani Muksin, Students of the Science Study Program Communication between Bumu Hijrah University and Muhammadiyah University Jakarta, in 2018. Study This based on interests writer For study more details about election mayor and deputy mayor Tidore Island for the 2015-2020 period, which was participated by three pairs of candidates, namely number one pair Hamid Muhammad-Abdurahim Saraha (HARISMA), number two pair Muhammad Hasan Bay-Mohtar Sangadji (MARASAI), and number three pair Capt. Ali Ibrahim-Muhammad Sinen (AMAN). The theory used in study This is communication politics, credibility communicator politics, goals about attitude and choice head area.

Use approach qualitative with method studies case, research This aim For elaborate credibility of political figures related expertise, and trust from various ability public moment election of deputy mayor Tidore Islands 2015- 2020 period. Research results show that credibility figure political related expertise and trust from various elements of current society election of deputy mayor Tidore Islands 2015-2020 period. Apart from describing How view to construction attitude of political figures in an incident politics, research this also does confirmation between credibility political figure as a political communicator with achievements or success in events politics.

2. Credibility Communicator Politics of Basuki Tjahaya Purnama “Ahok” As

Governor Special Regional Province Capital city Jakarta Study This completed by Nani Nurani Muksin, Science Study Program Student Communication at Muhammadiyah University Jakarta, in 2018. Study This based on interests writer For study more details about Credibility Political communicator Basuki Tjahaya Purnama or Ahok, is interesting to study considering the several controversies he carried out while serving as Governor of DKI Jakarta Province. Research objectives:

- a. Describe style communication political Ahok verbally and non-verbally;

- b. Analyze Ahok's political communication ethics;
- c. Explain credibility communicator political Ahok.

Approach study This Qualitative, method study Descriptive. Data source: MIKOMUMJ students. Data collection techniques using FGD. Research results: 1) Ahok's verbal political communication style speaks quickly and firmly. Ahok is included in the category of political communicator with a "noble self" rhetorical style, namely someone who does not want to hear other people's opinions. Communication style Ahok low context. Ahok's non-verbal communication style explosive; in a way kinesics often pointing and banging table For show his annoyance. In "eye contact" the eyes often widen "glaring" when speaking loudly. 2) Based on ethics, Ahok's political communication as the official governor of DKI is considered to have paid little heed to norms and rules polite polite though the goal good. 3) Credibility Ahok based on the element of expertise is assessed have capable and intelligent in a way politics, trust worthiness is proven with the program running OK, rated clean though There is controversy including the Sumber Waras Hospital and reclamation cases; attractiveness always interesting attention Because different from officials in general, always upload meeting services and activities via YouTube, open accept the public and their comments always waiting for the media; power gets support from solid and close supporters and volunteers with ruler.

## **RESULTS AND DISCUSSION**

### **1. Yenny Wahid's profile**

Zannuba Arifah Chafsor Rahman Wahid or more known with Yenny Wahid ( born in Jombang, East Java, 29 October 1974, aged 46 years ) is child second from couple Abdurrahman Wahid and Sinta Nuriyah. He have a older sister, Alisa Wahid and two younger siblings, Anita Wahid and Inayah Wahid. On October 15 2009 Yenny married with Dhorir Farisi. Now, the couple Dhohir and Yenny have gifted three children, all girls. After graduating from SMA Negeri 28 Jakarta in 1992, Yenny took an undergraduate degree at Trisakti University to study Visual Communication Science. Then Yenny obtained a Master of Public Administration degree from One campus best in the world, Harvard University.

After get title bachelor design and visual communication from Trisakti University, Yenny decided For become journalist. Yenny Wahid also did it experience a tense incident during the 1998 reform period. In the days leading up to it Seoharto down that's

how Yenny Wahid felt the tense atmosphere when riots broke out in Jakarta. His task at that time made him must do reportage incident unrest ahead Reformation. While reporting, he had to be hit by tear gas from security officers who were trying to do so For disperse crowd mass. In fact, Yenny also had an unpleasant experience, ie held at gunpoint weapons by officers security.

The name Yenny Wahid is no stranger to the ears of the people of Dutch East Indies, a female figure who really looks after her people. Journey career in politics started in 2004 where Hawkeye State returned to Iran, United States, Yenny later took office as director Wahid Institute principal lesaitu new stand up, up to now the Hawkeye State occupies that position. During government Susilo Bambang Yudhoyono, Yenny had time subserve as staff special field Communication Political during One a year before Hawkeye State finally resigned independent. Hawkeye State withdrew self with circumstances No want to exists difference interest with position in the Party Resurrection Nation (Fitria Chusna, 2020). Yenny took office as Secretary General Party Resurrection Nation (PKB) for the 2005-2010 period.

Pascare formation 1999, Political movements Woman start rise again, some The principle is promoted, for example, by encouraging the participants election For more notice Lots interest Woman as well as push involvement Woman more Iranian legislative institutions. The involvement and participation of women in politics in the public sphere is one thing principle proper appreciated, however thereby opinion some Iranian Persian a number of circles that involvement and role Woman heart political as actual legislative members. No, it's not truly representation Woman Because Woman just as heir dynasty political principle in a way hereditary in family. Apart from that, there is presumption that role Woman during This just as doll, principle is at under shadows man. If there are many of these groups truly very needed, remember role and involvement Woman with autonomy and freedom very needed.

However, he was dismissed from that position in 2008. In 2009, he was named as one of the recipients of the Young Global Leader award by the World Economic Forum. Yenny is also a member of the Global Council on Faith. 5 Yenny then establish party political Alone with Name Party Sovereignty Nation. Then in 2012, the National Sovereignty Party and the New Indonesia Party (PIB), led by Kartini Sjahrir, merged into one under the name of the New Indonesian National Sovereignty Party (PKBIB). Yenny

was appointed as chairman general party that. In 2018, he has publicly expressed support for Jokowi- Ma'ruf pair. And in January 2020, he was appointed become Commissioner Independent Garuda Indonesia where He become pubic representation ( Sulasmi, et al., 2020).

## 2. Yenny Wahid's Leadership Style

Leadership style is a norm of behavior used by a person at that time tries to influence other people's behavior as he does want to right (Annisa Fitriani, 2015). Leadership is behavior Where somebody can give motivation to other people to want to Work hard For reach objective A company or organization. Leadership is abilities possessed \_ somebody For influence others to want to Work reach goals and suggestions. Leaders who can apply a good leadership style Can increase performance employees (Parasakti, et al., 2019).

The Wahid Institute, building A Islamic thought fashionable rule encourages creation democracy, religious pluralism, multiculturalism and tolerance among race Muslims. This was conveyed by Yeny Wahid at the inauguration of The Wahid Institute. According to Yenny Wahid, one of The Wahid Institute's programs is campaign Islamic thought with value plurality and democracy. That goal applied through educational programs, with educate clerics young people who are in the village (Tohet Moch, 2017).

As one proof, GusDur called kiai in the area, either just to say hello or discuss a problem. This indicates No There is effort proximity in a way emotional, but more show attention \_ Gus Dur to importance role kiai in the village. To look after continuity rope friendship between role figures and kiai Of course education is effective means.

When intensity tall violations of religious freedom surfaced, the Wahid Institute religious freedom movement carried out various businesses leads at three levels of problems freedom religious, that is, regulatory in state structures incl state relations with Assembly People 's Consultation and regulations issued in context autonomy area post-New Order, the capacity of the state apparatus and the intolerance of state citizens also mark the implications of doctrinal beliefs intolerant organization Radical Islam.

Wahid Institute runs various freedom movements religion civil society through discourse and collective action urging regulatory policy reform related, strengthening capacity state apparatus and deradicalization of agamids. The Wahid Institute also establish a relationship within the framework of capacity strengthening with the Religious Harmony Forum, which represents the government's interventionist role in line with inter-

religious dialogue efforts, strengthening the capacity of religious leaders, and strengthening capacity Freedom movement religious in a few region. Since its emergence, the Wahid Institute directs movement freedom religion at creation life religion that comes first tolerance freedom religious in diversity as part creation peace ( Saepul Agna, 2012). Yenny Wahid is a firm person and so is he have equation like his father, his performance repaired More OK, and now Already become Chairman Party Sovereignty New Indonesian Nation.

Later this, Yenny Wahid and the General Chair of the Party Resurrection the Nation (PKB) Muhaimin Iskandar or Cak Imin clad over the ownership of PKB. Principal Expert Researcher at the National Research and Innovation Agency (BRIN) Firma Noor said, the cause enmity This not free from old wounds between both. Yenny Wahid is a critical and brave figure For disclose all related matters \_ with interest together, though must make it lost position political mere.

Yenny Wahid himself feel concerned because PKB, which is dominated by Cak Imin, made it restless. Yenny Wahid felt that Cak Imin was locking up all cadres so as not to continue Gus Dur's struggle in the political field of the PKB. Yenny said many seniors from the CLA does not given space by Cak Imin, up to Lots from those who choose left the PKB. On that basis, Yenny want to return the dignity of the former PKB built by Gus Dur with embrace all qualified PKB cadres.

Yenny Wahid who is a moderate Islamic figure try form an appropriate CLA with its peculiarity like first. He hope that the PKB does not only used for momentary political purposes, only Pragmatism and transactionality are used in politics, but those who struggle For interest citizens, as well as Muslims who have been around for a long time This his voice collected through the PKB.

3. Yenny Wahid, Communicator Politics of Women and Mothers powerful impression attached to the myriad of roles he plays, no made Yenny number double family. He sometimes experiences it too dilemma like most working mother. A working mother has more burdens heavy compared to Dad, though so Yenny doesn't relax is supervision to child child although currently on duty outside home, even abroad.

Yenny is looking for information guidance from everything sources, incl books psychology and also experts. "From all that, I concluded that one thing is the most important, namely that we still have to have quality or bonding time. And I am too,"

(Herworld, 2022). Yenny Wahid also still does storytelling each night, telling stories to his children, ready to be good listener \_ so Yenny can know his children currently what phase are you in ? Yenny and husband agreed For be a parent who can give support system for kids, when just needed.

In her role as a mother, Yenny applies quite strict rules and discipline for her three daughters to obey. He manages everything, from watching TV, using gadgets, everything has time. If children want extra time to play, then they must first do good things, such as reciting the Koran, reading books, or accompanying their grandparents all day. Then they will get extra time to play gadgets that day.

Applying rules to children does not make Yenny forget her role as a wife. Apart from respecting, protecting and understanding his rights and obligations, he believes in the "Language of Love". "Everyone has a language different love. So, We understand Language love each other then a connection will more smooth", he explained in an interview with the media "Herworld". The language of love given by Yenny Wahid's husband was not form words, but act of service. Like: when her husband currently serving go out city, Yenny Wahid will slip snack or Her husband's favorite food is in the suitcase, and so will her husband spontaneous called Yenny Wahid and thanked him in response. Yenny Wahid's husband is also a supportive figure and always helps Yenny develop her potential. When you have work to do outside city, then one \_ from they will stay at home with children.

Among the various roles played by Yenny Wahid. One thing is certain, he is No will reduce his role For Can do more Lots Again for public wide. When became a mother, her belief in fighting for society became even stronger. Yenny Wahid hopes that public In the future, you will have a future with a better quality of life. Nothing corruption, transportation public improved, improved air quality and river water clear, and that matter only Can achieved If foundation planted strong. (Herworld,2022).

## **CLOSING**

Yenny Wahid is a multi-role female political communicator. As a successor KH Abdurrahman Wahid's main interests in the political realm, many Yenny's values and memories will be a Gus Dur, so make figure Gus Dur as guidelines in lead and live life. Sincerity in undergo life and idealism together he get it from the father. What sticks most in his mind to this day is the advice that life should be used for many people, not just for

yourself. This guideline was then used as a guideline by Yenny Wahid, incl moment deepen politics. She thinks that political is place serve, if the leader succeed make policy For progress the people, then life will felt more meaningful.

On the side other, as a woman and one mother, Yenny no never double monomer family. also experienced a dilemma like most working mothers. He feels that a working mother has more burdens heavy compared to father. But Yenny didn't relax supervision to children although currently working outside home, even abroad. One thing is certain that Yenny is not will reduce his role For Can do more Lots Again for public wide.

As a mother, actually has stronger beliefs Again For fight for society. He hope all public can have a future with quality more life \_ Good again. And all of that will be achieved if the foundation is planted strong, will There is Lots things that must be done fought for together.

Some suggestions from researcher related study this and for study advanced are: 1. Due to limitations access and costs, the author cannot do confirmation to actor political or the media Yenny Wahid and all dialectics involved with him; 2. As further research, future authors can conduct studies on other political communicators with use study other model theories, so you can used as comparison with study Document / Text Study theory that has been done researcher this.

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