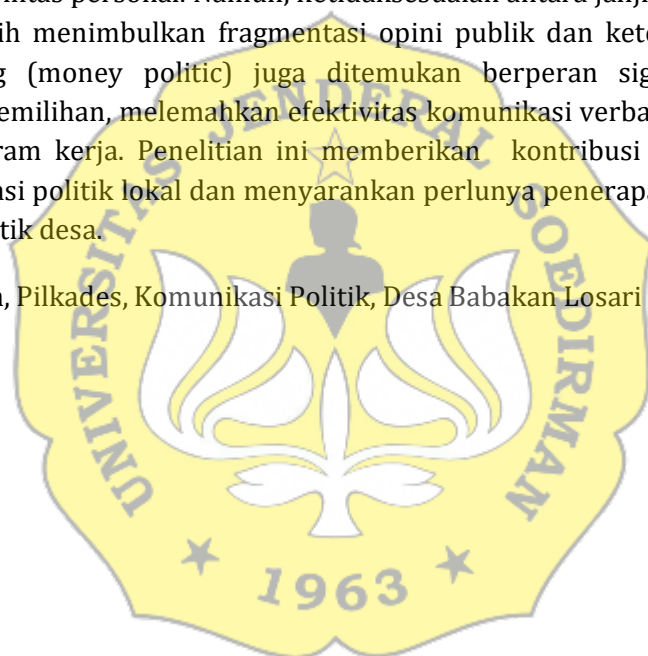


ABSTRAK

Penelitian ini mengkaji penggunaan retorika oleh kepala desa terpilih dalam kampanye Pilkades Babakan Losari Lor tahun 2023 sebagai strategi komunikasi politik untuk membangun opini publik. Fokus utama penelitian ini adalah analisis elemen retorika Aristotelian, yaitu ethos (kredibilitas), pathos (emosi), dan logos (logika), dalam membentuk persepsi masyarakat terhadap calon kepala desa. Metode penelitian yang digunakan adalah studi kasus eksplanatori dengan pendekatan kualitatif. Teknik pengumpulan data meliputi observasi partisipatif, wawancara mendalam, dan Focus Group Discussion (FGD) terhadap sepuluh informan kunci.

Hasil penelitian menunjukkan bahwa kepala desa terpilih menggunakan strategi retorika yang kuat dalam membangun citra positif, terutama melalui pendekatan emosional dan kredibilitas personal. Namun, ketidaksesuaian antara janji kampanye dan realisasi pasca-terpilih menimbulkan fragmentasi opini publik dan ketegangan sosial. Praktik politik uang (money politic) juga ditemukan berperan signifikan dalam memengaruhi hasil pemilihan, melemahkan efektivitas komunikasi verbal yang berbasis pada nilai dan program kerja. Penelitian ini memberikan kontribusi penting dalam memahami komunikasi politik lokal dan menyarankan perlunya penerapan retorika etis dalam kampanye politik desa.

Kata Kunci: Retorika, Pilkades, Komunikasi Politik, Desa Babakan Losari Lor



ABSTRACT

This study examines the use of rhetoric by the elected village head during the 2023 Babakan Losari Lor Village Head Election (Pilkades) as a political communication strategy to shape public opinion. The main focus of this research is the analysis of Aristotelian rhetorical elements—ethos (credibility), pathos (emotion), and logos (logic)—in shaping the public's perception of the village head candidate. This study employs an explanatory case study method with a qualitative approach. Data collection techniques include participant observation, in-depth interviews, and Focus Group Discussions (FGDs) with ten key informants.

The findings reveal that the elected village head employed strong rhetorical strategies to build a positive image, primarily through emotional appeals and personal credibility. However, the discrepancy between campaign promises and post-election realities led to fragmented public opinion and social tension. The practice of money politics was also found to play a significant role in influencing the election outcome, thereby undermining the effectiveness of value-based and program-oriented verbal communication. This study contributes to a deeper understanding of local political communication and highlights the importance of applying ethical rhetoric in village-level political campaigns.

Keyword: Rhetoric, Village Head Election, Political Communication, Babakan Losari Lor Village

