

DOCUMENTARY FILM DIRTY VOTE: SUBSTANCE AND SENSATION

Maryam Salampessy

Universitas Pattimura, Indonesia

Correspondence author email: Maryam.salampessy@gmail.com

Ade Risna Sari

Universitas Tanjungpura, Indonesia

Muhamad Irfan Florid

Universitas Islam Bandung, Indonesia

Widyastuti

Universitas Tama Jagakarsa, Indonesia

Andro Ruben Runtu

Sekolah Tinggi Ilmu Kesehatan Buthesda Tomohon, Indonesia

Abstract

Recently, the documentary film "Dirty Vote" succeeded in shaking up the world of politics in Indonesia and dividing parties into two camps. One camp believes that the film is an instrument or medium to create intelligent voters and is a form of dissatisfaction with the Constitutional Court's decision which gave Gibran Rakabuming Raka the opportunity to become a Vice Presidential Candidate. However, on the other hand, a number of groups believe that the film is only looking for sensation and there is no scientific analysis that is in line with systematic methodology in scientific research. Based on this, this research aims to analyze the documentary film "Dirty Vote" which functions as substance or just sensation. This research is qualitative research with a descriptive approach which aims to reveal the purpose/purpose of the presence of documentary films as substance or mere sensation. The data used in this research is secondary data that researchers obtained from scientific manuscripts, books, trusted websites, and so on which are commonly used in every research. This data is analyzed using the SWOT method with the standard that if there are many strengths and opportunities it leads to substance and if there are many weaknesses and challenges it leads to sensation.

Keywords: Dirty Vote, Substance, Sensation

INTRODUCTION

According to Wibowo in (Stanley J. Baran 2019) film is a tool for conveying various messages to the general public through the medium of stories, and can also be interpreted as a medium of artistic expression for artists and film people to express their thoughts and story ideas. Meanwhile, according to Law No. 33 of 2009 concerning film, it is stated that a film is a work of cultural art which is a social institution and mass

communication medium which is created on the basis of cinematographic principles with or without sound and can be shown. From this definition of film, it can be concluded that film is a work of art in the form of moving images or communication media that can be seen and shown and has the function of conveying a message to the general public.

Film is a type of literary work in the form of audiovisual media. According to Klarer (Riandy 2022) films are included in the type of literary work because all kinds of film presentation modes are in accordance with the features of literary texts and can also be explained within a textual framework. According to Effendy (Sayyaf 2023) the main purpose of the general public in watching films is to obtain entertainment. However, apart from that, films can also contain informative, educative, or even persuasive functions. This is in line with the national film mission since 1979 which states that apart from being an entertainment medium, films can be used as an educational medium to develop the younger generation in building character.

Based on the explanation above, films have a number of purposes starting from entertainment, education, communication media, and so on depending on the purpose of creating the film and its marketing objectives. Recently, the public has been shocked by the presence of the film "Dirty Vote" which has given rise to two speculations. One speculation is that the film aims to create voters who are intelligent and not easily influenced by the practice of money politics. However, on the other hand, they actually consider the film to be a divisive medium that only benefits a few parties (Panuju 2019).

Dirty Vote is Dandhy Laksono's second film released ahead of the general election in Indonesia after Sexy Killers in the 2019 general election. According to Dandhy, he was motivated to produce Dirty Vote, in part because of his concern over the results of the Constitutional Court's decision in November 2023 which lowered the age requirements for deputy candidates. president. The reason he chose Zainal Arifin, Bivitri, and Feri as sources was their experience in handling cases at the Constitutional Court and their ability to explain constitutional issues to their viewers. He also denied the involvement of foreign companies in funding this film project. This 117-minute film features three constitutional law experts who reveal what they call fraud in the 2024 presidential election process (Wikipedia 2024).

Meanwhile, Joni Aswira as General Chair of the Indonesian Society of Environmental Journalists (SIEJ) and one of the producers of this film said that Dirty Vote took around two weeks for the filming process, including data collection and analysis which would be presented by legal experts. Several non-profit organizations collaborated in the production of this film, including the Alliance of Independent Journalists, Greenpeace Indonesia, Indonesia Corruption Watch, Mining Advocacy Network, Association for Elections and Democracy, and the Indonesian Legal Aid Foundation (Pratiwi 2018).

Dirty Vote was distributed through two videos uploaded via the YouTube channel of the same name and via the Indonesian Law and Policy Study Center channel on February 11 2024 at 11.00 WIB. The accumulated number of views of the two videos was recorded at least six million times on the first day of broadcast. Apart from online media, this film is also shown on a limited basis through group viewings (nobar) and discussions by several parties. The Faculty of Law, Gadjah Mada University made this film as part of the inaugural public lecture of the Department of Law and Constitution on February 13 2024. Meanwhile, the holding of the nobar in South Jakarta and Gresik Regency on February 12 2024 was canceled because it violated the rules for the quiet period before voting day (Alfajri, Irfansyah, and Isdianto 2015).

Based on the comprehensive explanation above, this research aims to analyze the documentary film Dirty Vote which is more meaningful as substance or just a sensation that requires public attention alone. The film is said to be substantive if it has strengths and advantages in the SWOT analysis and conversely it is a sensation if it has more weaknesses and challenges.

METHODS

Recently, the documentary film "Dirty Vote" succeeded in shaking up the world of politics in Indonesia and dividing parties into two camps (Purwanto, Yandri, and Yoga 2022). One camp believes that the film is an instrument or medium to create intelligent voters and is a form of dissatisfaction with the Constitutional Court's decision which gave Gibran Rakabuming Raka the opportunity to become a Vice Presidential Candidate (Lexy J. Moleong 2018). However, on the other hand, a number of groups believe that the film is only looking for sensation and there is no scientific analysis that is in line with systematic methodology in scientific research (Imam Gunawan 2014). Based on this, this research aims to analyze the documentary film "Dirty Vote" which functions as substance or just sensation (Jonathan Sarwono 2016). This research is qualitative research with a descriptive approach which aims to reveal the purpose/purpose of the presence of documentary films as substance or mere sensation (Manzilati 2017). The data used in this research is secondary data that researchers obtained from scientific manuscripts, books, trusted websites, and so on which are commonly used in every research (Sugiyono 2019). This data is analyzed using the SWOT method with the standard that if there are many strengths and opportunities it leads to substance and if there are many weaknesses and challenges it leads to sensation.

RESULT AND DISCUSSION

DOCUMENTARY FILM DIRTY VOTE

According to Wibowo in (Stanley J. Baran 2019) film is a tool for conveying various messages to the general public through the medium of stories, and can also be interpreted as a medium of artistic expression for artists and film people to express their

thoughts and story ideas. Meanwhile, according to Law No. 33 of 2009 concerning film, it is stated that a film is a work of cultural art which is a social institution and mass communication medium which is created on the basis of cinematographic principles with or without sound and can be shown. From this definition of film, it can be concluded that film is a work of art in the form of moving images or communication media that can be seen and shown and has the function of conveying a message to the general public.

Film is a type of literary work in the form of audiovisual media. According to Klarer (Riandy 2022) films are included in the type of literary work because all kinds of film presentation modes are in accordance with the features of literary texts and can also be explained within a textual framework. According to Effendy (Sayyaf 2023) the main purpose of the general public in watching films is to obtain entertainment. However, apart from that, films can also contain informative, educative, or even persuasive functions. This is in line with the national film mission since 1979 which states that apart from being an entertainment medium, films can be used as an educational medium to develop the younger generation in building character.

Based on the explanation above, films have a number of purposes starting from entertainment, education, communication media, and so on depending on the purpose of creating the film and its marketing objectives. Recently, the public has been shocked by the presence of the film "Dirty Vote" which has given rise to two speculations. One speculation is that the film aims to create voters who are intelligent and not easily influenced by the practice of money politics. However, on the other hand, they actually consider the film to be a divisive medium that only benefits a few parties (Panuju 2019).

Dirty Vote is Dandhy Laksono's second film released ahead of the general election in Indonesia after Sexy Killers in the 2019 general election. According to Dandhy, he was motivated to produce Dirty Vote, in part because of his concern over the results of the Constitutional Court's decision in November 2023 which lowered the age requirements for deputy candidates. president. The reason he chose Zainal Arifin, Bivitri, and Feri as sources was their experience in handling cases at the Constitutional Court and their ability to explain constitutional issues to their viewers. He also denied the involvement of foreign companies in funding this film project. This 117-minute film features three constitutional law experts who reveal what they call fraud in the 2024 presidential election process (Wikipedia 2024).

Meanwhile, Joni Aswira as General Chair of the Indonesian Society of Environmental Journalists (SIEJ) and one of the producers of this film said that Dirty Vote took around two weeks for the filming process, including data collection and analysis which would be presented by legal experts. Several non-profit organizations collaborated in the production of this film, including the Alliance of Independent Journalists, Greenpeace Indonesia, Indonesia Corruption Watch, Mining Advocacy

Network, Association for Elections and Democracy, and the Indonesian Legal Aid Foundation (Pratiwi 2018).

Dirty Vote was distributed through two videos uploaded via the YouTube channel of the same name and via the Indonesian Law and Policy Study Center channel on February 11 2024 at 11.00 WIB. The accumulated number of views of the two videos was recorded at least six million times on the first day of broadcast. Apart from online media, this film is also shown on a limited basis through group viewings (nobar) and discussions by several parties. The Faculty of Law, Gadjah Mada University made this film as part of the inaugural public lecture of the Department of Law and Constitution on February 13 2024. Meanwhile, the holding of the nobar in South Jakarta and Gresik Regency on February 12 2024 was canceled because it violated the rules for the quiet period before voting day (Alfajri, Irfansyah, and Isdianto 2015).

Based on the comprehensive explanation above, this research aims to analyze the documentary film Dirty Vote which is more meaningful as substance or just a sensation that requires public attention alone. The film is said to be substantive if it has strengths and advantages in the SWOT analysis and conversely it is a sensation if it has more weaknesses and challenges.

SWOT Analysis

Table 1
SWOT Analysis

Strenghts	Weaknesses	Opotunities	Threats
Coming from academics who are experts in their fields	Sources are affiliated with certain political parties	Get public attention	Doesn't really have any effect
Language that is easy to understand	Potentially ridden	Influence the direction of people's choices	It's just incitement and is a campaign strategy
Interesting way of analyzing	It does not have a methodology that validates the analysis as scientific		Just considered a joke

CONCLUSION

Based on the results of the explanation above, several points can be concluded regarding the aims and objectives of the existence of documentary films which lead to substance or just sensation as follows:

1. Film is a medium that has various purposes and one of them can be as educational advice and can also be used as a campaign strategy to influence voters.

2. After carrying out a SWOT analysis, the researcher concluded that the aim/purpose of the documentary film was considered absolute as substance for those who were dissatisfied with the Constitutional Court's decision which provided an opportunity for Gibran Rakabuming to run as vice presidential candidate, felt there were indications of fraud, and so on, especially for opposing supporters of Gibran Rakabuming Raka.
3. On the other hand, seeing this film is considered to be just a sensation because the sources are affiliated with political parties. The characteristics of those who hold this opinion are that they agree with the Constitutional Court's decision and are supporters of Gibran Rakabuming Raka.

REFERENCES

- Alexandra, Yohana et al. 2022. "PERAN PENTING SEORANG PEMIMPIN ORGANISASI DALAM MENGAMBIL." *J-CEKI : Jurnal Cendekia Ilmiah* 2(1): 22.
- Alfajri, Iqbal, Irfansyah Irfansyah, and Budi Isdianto. 2015. "Analisis Web Series Dalam Format Film Pendek (Studi Kasus Web Series 'Malam Minggu Miko Episode Nissa')." *Wimba : Jurnal Komunikasi Visual* 6(1): 27–40.
- Anwar, H. 2014. "Proses Pengambilan Keputusan Untuk Mengembangkan Mutu Madrasah." *Jurnal Pendidikan Islam IAIN Sultan Amai Gorontalo* 2(1): 38.
- Imam Gunawan. 2014. *Metode Penelitian Kualitatif*. Jakarta: Bumi Aksara.
- Jonathan Sarwono. 2016. *Meode Penelitian Kualitatif Dan Kuantitatif*. Bandung: Graha Ilmu.
- Lexy J. Moleong. 2018. *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya, 2018.
- Manzilati, A. 2017. *Metodologi Penelitian Kualitatif Paradigma, Metode, Dan Aplikasi*. Malang: UB Press.
- Marhamah Saleh. 2011. "Pasar Syari ' Ah." *Media Syariah* XIII(1): 21–35.
- Mulyono, Hardi. 2018. "Kepemimpinan (Leadership) Berbasis Karakter Dalam Peningkatan Kualitas Pengelolaan Perguruan Tinggi." *Jurnal Penelitian Pendidikan Sosial Humaniora* 3(1): 290–97.
- Panuju, Redi. 2019. *Buku Ajar Film Sebagai Gejala Komunikasi Massa*. [http://repository.unitomo.ac.id/2095/1/Buku Ajar Film Sebagai Gejala Sosial.pdf](http://repository.unitomo.ac.id/2095/1/Buku_Ajar_Film_Sebagai_Gejala_Sosial.pdf).
- Pratiwi, Andi Fikra. 2018. "Film Sebagai Media Dakwah Islam." *Aqlam: Journal of Islam and Plurality* 2(2): 111–28.
- Purwanto, Hadi, Delfi Yandri, and Maulana Prawira Yoga. 2022. "Perkembangan Dan Dampak Financial Technology (Fintech) Terhadap Perilaku Manajemen Keuangan Di Masyarakat." *Kompleksitas: Jurnal Ilmiah Manajemen, Organisasi Dan Bisnis* 11(1): 80–91.
- Riandy, Andy Prawira. 2022. "Pengertian Fil, Jenis, Dan Fungsinya." *Kompas.com*: 1. <https://entertainment.kompas.com/read/2022/10/19/150302666/pengertian-film-definisi-jenis-dan-fungsinya>.
- Sayyaf, Muhammad Aliefuddin. 2023. "Sinopsis Dan Review Film Ice Cold: Murder, Coffee and Jessica Wongso." *sonora.id*: 1. <https://www.sonora.id/read/423909050/sinopsis-dan-review-film-ice-cold-murder->

- coffee-and-jessica-wongso.
- Stanley J. Baran. 2019. *Pengantar Komunikasi Massa Literasi Media Dan Budaya (Terjemahan)*. Jakarta: Salemba Humanika.
- Sugiyono. 2019. *Metode Penelitian Kuantitatif, Kualitatif, R&D*.
- Syahril, Sulthon. 2022. "TEORI -TEORI KEPEMIMPINAN." *J-MAS (Jurnal Manajemen dan Sains)* 3(1): 7823–30.
- Wikipedia. 2023. "Erick Thohir." *Wikipedia.com*: 1. https://id.wikipedia.org/wiki/Erick_Thohir.
- . 2024. "Dirty Vote." *Wikipedia.com*: 1. https://id.wikipedia.org/wiki/Dirty_Vote.
- Yudiaatmaja, Fridayana. 2013. "KEPEMIMPINAN: KONSEP, TEORI DAN KARAKTERNYA." *Procedia - Social and Behavioral Sciences* IV(2): 29–38. <http://dx.doi.org/10.1016/j.intman.2016.11.002><https://doi.org/10.1016/j.tele.2017.10.007><http://ilp.ut.ac.id/index.php/JOM/article/view/432><http://dx.doi.org/10.3926/jiem.1530><http://dx.doi.org/10.1016/j.bushor.2017.11.007><https://doi.org/10.1016/j.bushor.2017.11.007>