



Non-party actors' political communication styles (study case: Anis Baswedan's leadership)

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ABSTRACT

This research aims to determine the political communication style used by Anis Baswedan in political audiences and in political leadership or in gaining momentum for leadership and authority to manage the government. And the object of this research is a study of the political communication style used by Anis Baswedan as a political leader, candidate and government in an effort to influence public opinion, as well as win elections, or achieve their political goals. Political communication style is related to how a leader projects himself as a figure who has credibility, integrity and strong leadership in the eyes of the public. In this research, a concept is projected that is used to explain the political communication style of non-party actors in the case study of Anis Baswedan's leadership. There are various theories that try to explain various aspects of political communication styles. The method in this research used a qualitative descriptive method. The data collection techniques are observation, interviews and documentation as well as other literature reviews. The data is obtained and analyzed carefully. The results of this research are the figure of political actor Anis Baswedan in carrying out his political communication style as well as possible and ideally as a public figure in order to gain sympathy from the public or society in every stakeholder.

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1. INTRODUCTION

Political communication is communication which in its dimensions contains political messages, to the political actors involved or related to discussing power and that becomes the understanding of political communication (Haslina, 2023). Although Astrid's (1985) view in A. Arifin defines political communication as communication directed at achieving an influence in such a way that the problems discussed by this type of communication activity can bind all citizens through a witness that is determined jointly by political institutions (Anwar, 2003a). Through political communication there is a link between social society and the state sphere so that political communication is a means for political education or awareness in state relations (Liando, 2016).

The function of political communication can be divided into two parts. Firstly, the function of political communication is in the government structure (political superstructure) or also known as the governmental political sphere, containing information relating to all policies implemented by the government (Remund, 2010). The content of communication is aimed at efforts to realize national loyalty and integrity to achieve government goals, which is better. Second, functions that are in the structure of society (political infrastructure) which is also known as the socio political sphere,

namely as the aggregation of interests and articulation of interests, where these two functions are the communication process that takes place between association groups and the process of conveying or channeling communication content to the government from the results of this aggregation and articulation (Fatimah, 2018).

The application of communication is very important and is something fundamental. One of the things that makes humans social creatures is that humans are able to communicate well between themselves (Vidhiasi, 2020). The purpose of communication is basically to express one's intentions to other people. In the world of politics, effective communication is also needed in politics. because political activities must be based on communication activities to channel ideas, thoughts and struggles in important areas within the country (Anwar, 2003b).

In discussions about politics there will always be a circulation of leaders who make policies within the concept of leadership of a political actor, as well as the figure of Anis Baswedan in running his government system. In 2017 a grand democratic party was held, namely the election of Governor, Regent and Mayor (Sugiharto, 2020). And the 2017 DKI Jakarta Governor Election (Pilgub) provides a dimension and is an important political current for determining the national political map. This national politics is illustrated in the atmosphere and events of the 2017 DKI Jakarta Guberbur regional election contestation, through the appearance of a political actor who is not a party cadre (Non-Party), namely (Anis Rysid Baswedan) he was present and appeared elegant with a political communication style that varied in political atmosphere or antithesis incumbent in the 2017 DKI Jakarta regional election political battle (Yonada Nancy, 2023).

The figure of Anis Baswedan is a politician who served as governor of DKI Jakarta who is not a party cadre (Non Party). The 2017 DKI Jakarta gubernatorial election gave rise to an actor or political fighter who was not a political party cadre (Prasetiyanto, 2020). former minister of education and culture Anis Rysid Baswedan was chosen as a candidate for governor of DKI Jakarta to be paired with Sandiaguo Uno who was promoted by the party (Gerindra and Pks). In the declaration of the gubernatorial candidate, the general chairman of the Gerindra party, Prabowo Subianto, stated that even though Anis is not a Gerindra and PKS cadre, Anies is seen as the best to lead the people of DKI Jakarta, numbering 10,374,200 people. "He is not a Gerindra party cadre, nor is he a PKS cadre. But Gerindra and PKS don't see him as having to be from the party," concluded Prabowo, at his home, on Jalan Kertanegara, Kebayoran Baru, South Jakarta on Friday. Quoted (Kompas.com).

Anis Baswedan's communication and leadership style in leading the capital city of Jakarta is an interesting thing for me to analyze. As is known, the special region is a capital city with a special autonomous region because of its status as the capital of the State of Indonesia which makes its movements the center of public attention, both the people of Jakarta that it leads and those not in the region that it leads. Due to this phenomenon, the researcher realized the urgency of exploring the political communication styles of non-political actors who were supported by and supported by the Gerindra and PKS parties in the DKI Jakarta gubernatorial election. Of course, in this research, the researcher determined the theme that he wanted to study and research, namely with the title: "Political Communication Style of Non-Party Actors. Case study: Anis Baswedan's Leadership"

2. RESEARCH METHOD

The use of research methods aims to provide maximum opportunities for the discovery of objective truth with a narrative concept to describe facts and to keep knowledge and development have high value. This research was conducted in Jakarta, this research requires information or data, determining the information or key information is a. Spokesperson Anis Baswedan, b. DKI Jakarta Government, c. DPRD DKI Jakarta PKS faction and Nasdem faction. Consequences As a scientific work whose objectivity must be accounted for, in this research design the author used a series of methods study qualitative descriptive. with this method approach it is able to present a comprehensive form (Kholilistik) in analyzing the phenomenon of the political communication style of non-party leadership Anis Baswedan.

The type of qualitative research that researchers can use in this research is: Case Study. As the name suggests, the case study research method is to examine a particular case or phenomenon in society which is carried out in depth to study the background, circumstances and interactions that occur. The case study research method was formulated by Robert K. Yin (2006) and looks at its application in research in the field of architecture and behavior. Case studies are empirical investigations that investigate contemporary phenomena in real-life contexts (Creswell et al., 2006).

In an effort to obtain data, the data collection techniques used by researchers were observation, interviews and documentation. And in analyzing the qualitative data used in this research as follows: 1. The data produced is in the form of words, not numbers. 2. Data reduction. 3. Presentation of data. 4. Draw conclusions/verify. And to enhance qualitative research in the process of processing qualitative data, certain principles are used, namely: a. Credibility. b. Dependability. c. Conformability. d. Transferability Keteralihan (jonathan sarwono, 2006).

3. RESULTS AND DISCUSSIONS

Anis Baswedan's biography in brief

Anis Baswedan's Leadership History, Anis Baswedan's leadership footprint since starting from college has begun to be recorded since taking the helm of the student senate of the UGM Faculty of Economics and participating in the rebirth of the student senate after being frozen by the ministry of education and culture and then being re-elected as chairman of the Gajahmada University (UGM) student senate through a congress in 1992. Long before that, since he was at school, Anis Baswedan was often chosen by his friends to lead while attending SDN Laboratori 2 and SMP 5 in Yogyakarta, starting from class president, scout leader to student council president and representing his high school to take part. leadership training which was attended by 500 OSIS heads throughout Indonesia and again Anis Baswedan was elected as OSIS chairman from the leadership training meeting (Priyadi, 2018).

Confidence in leading in various situations shows that he is a figure who is trustworthy, authentic, intelligent, firm, innovative and brave. He shows the ability to make changes effectively in handling crisis situations (Siddha & Wulandari, 2023). And he always animates every problem faced by all people, from the grassroots to world affairs. The scope of his leadership experience is very broad, from local, national to international scales (Indra et al., 2021). In 2007-2014, Anis Baswedan was elected Chancellor of Paramadina University at the age of 37, and Anis Baswedan became the easiest chancellor in the history of rectors in Indonesia at that time. His awareness and understanding of the problems faced by the people makes Anis Baswedan always close and easy to reach by the community (Simanjuntak, 2018).

This is the first time in history that this has happened in Jakarta, a Governor leader was released by tens of thousands of Jakarta residents who spontaneously removed their leader who had led their region (Jakarta) for 5 years (Adzim, 2022). People who voluntarily and independently came to the city hall on their last day on duty, and 84% of the people of Jakarta expressed satisfaction with their leadership. a record achievement for the satisfaction of the people of Jakarta, even though the Jakarta public is very critical and not easily satisfied because it is capitalized on by the media's fast access to public information (Rofiqi, 2020).

By being articulate in conveying ideas and ideas through big narratives that have an impact on the public before serving in government, Anis Baswedan has initiated various movements such as the Indonesia Teaching Movement in 2009, the Indonesia Lit Movement in 2011, the Inspiration Class in 2012, and the Hands Down Movement in 2013. And long before the era of massive technology, Anis Baswedan made village youth training lagging behind in Kalimantan and Java in 1994 (Ofensis et al., 2020).

While serving as governor of DKI Jakarta (2017 – 2022), Anis was chosen by governors throughout Indonesia to become chairman of the Indonesian provincial government association for the 2019-2023 period (Triono, 2023), and was also chosen by C-40 (the Association of large world cities to become deputy chairman of the council director of C-40 in 2020 together with the Mayor of London and the governor of Tokyo, and Anis Baswedan became the first Indonesian to hold a leadership position in the World City Association. His thoughts and work in leadership have

reached the entire archipelago and even the world, but his personality is always modest and matter-of-fact (Prasetiyanto, 2020).

Anis Baswedan on the Political Trail, Anies Baswedan's political track record on the national stage has been recorded since 2013 through the Democratic Party convention. Subsequently, he began to be active in the world of politics until now he was nominated as a presidential candidate in the 2024 elections (Rofiqi, 2020). Ahead of the 2014 elections, Anis Baswedan ran for president from the Democratic party by following the agenda of the convention held by the Democratic party in August 2013, but lost in this event. And ahead of the 2014 presidential election, Anis Baswedan became a campaigner for Jokowi-Jusuf Kala, through his success as a campaigner he became minister of education and culture in the working cabinet led by President Jokowi-Jusuf Kala as the 26th Minister of Education and Culture. Based on the Presidential Decree (Keppres) Number 121/P/Year 2014, Anies Baswedan was appointed Minister of Education and Culture on 27 October 2014 along with 33 other Working Cabinet ministers (Prasetiyanto, 2020).

When he was appointed minister, Anies still had the status of rector at Paramadina University. This caused Anies to hold concurrent positions until his term as chancellor ended. One of Anies' programs when he was Minister of Education and Culture was to ratify the implementation of the 2013 Curriculum (K13) nationally. He approved this determination through Minister of Education and Culture Regulation (Permendikbud) Number 160 of 2014 (Utami, 2019).. This curriculum was implemented in stages to replace the previously applicable curriculum, namely the 2006 Curriculum or Education Unit Level Curriculum (KTSP). Apart from that, Anies also created a program related to updating the implementation of the national exam (UN), which is no longer a benchmark for graduation and also the teacher certification program. Unfortunately, Anies' tenure in the Working Cabinet did not last long. He was one of the ministers reshuffled by Jokowi on July 27 2016. After being removed from his status as Minister of Education and Culture, Anies was replaced by Muhadjir Effendy (Raikhan, 2019).

2017 Proceeds in the Election for Governor of DKI Jakarta. Not long after being removed from the position of Minister of Education and Culture, Anies collaborated with Sandiaga Uno to advance as a candidate for Governor of DKI Jakarta for the 2017 - 2022 period. Anies and Sandiaga's candidacy was supported by the Gerindra Party and PKS. Both of them are up against two other candidate pairs for Governor of DKI Jakarta, namely AHY-Sylviana Murni from the Democratic Party and Basuki Tjahaja Purnama (Ahok)-Djarot Saiful Hidayat from PDIP. The 2017 DKI Jakarta gubernatorial election was hot and won by the Anies-Sandi pair with 57.96 percent of the vote (Siddha & Wulandari, 2023). He won over the Ahok-Djarot pair who received 42.04 percent of the vote. However, not long after serving as Governor of DKI Jakarta, Anies had to let go of his deputy Sandiaga Uno to run in the 2019 election. Sandiaga Uno ran for vice president alongside Prabowo Subianto through the Gerindra Party. Meanwhile, Anies continues his position as Governor of DKI Jakarta with his new deputy Ahmad Riza Patria. Anies ended his term as Governor on October 16 2022 and was then replaced by Heru Budi Hartono (Rofiqi, 2020).

In 2023 Nominated as Presidential Candidate for the 2024 Election. After 1 decade since participating in the convention to nominate himself as a presidential candidate in the Democratic Party through the Convention agenda, Anies was finally re-nominated to run as a presidential candidate in the 2024 Election by the Nasdem Party which was declared on October 3 2022. Not only supported by one party, Anis Baswdan advanced to become a presidential candidate supported by three parties at once, initially namely the NasDem Party, Democrats and PKS. Finally, with PKB because the Democrats left the coalition. (Yonada Nancy, 2023).

Research result

Anis Baswedan is a person who has many achievements and is skilled in communicating, with very distinctive rhetoric which is a special attraction for his listeners. We can see polite communication from his personality. Issues about Anis Baswedan's minimal achievements in developing Jakarta and issues about the failure of the projects he has carried out can gradually disappear with the magic of his way of communicating (Simanjuntak, 2018).

Governor Anis Baswedan As a leader with a political elite leadership and communication style to formulate (formulation) policies and implemented as the embodiment of Anis Baswedan's

vision and mission of a leadership implementation system in the government of the Governor of DKI Jakarta. Leadership style is an approach formed by a leader to lead, influence and mobilize the human resources he leads so that they work well and effectively to achieve a goal to be achieved (Rozie, n.d.).

The following is a data analysis carried out by the researcher based on the results of the researcher's in-depth interviews with the first informant who was successful in the first interview, namely the key informant. With the background and focus of the question at the core of the research, what is Anis Baswedan's political communication style in his leadership (Hasanah & Hidayat, 2020).

The following is some of the information the researcher obtained in an interview session with the spokesperson, Anis Baswedan, who the researcher assessed as the key informant, namely Mr. (Geiz Kalifah) and supporting informants, namely (M Taufik Zoekifli) DKI Jakarta DPRD PKS faction, (Abdul Azis Muslim) DKI Jakarta DPRD Nasdem faction The Party Supporting Presidential Candidate Anis Baswedan, as well as the DKI Jakarta Regional Government FPK Kesbangpol Mr (Zakariyah, n.d.).

Firstly: "The Controlling Style" is a communication style conveyed by someone with control in conveying the message, in this case the political message carried out by the political communicator in delivering his political message.

The following is the answer the researcher got from the informant, Mr. Geiz Kalifah, spokesperson for Anis Baswedan. In managing relationships with all elements or controlling relationships properly to achieve Anis Baswedan's political goals, based on the results of the researcher's interview, this is true.

"Anis Baswedan's communication style is a style that does not attack anyone personally and always explains his ideas and ideas in a straightforward manner so as not to become a misnomer or misunderstanding of the benefits of his Vision and Mission, such as a zero Rupiah down payment house, which was previously considered irrational, but the results are there, even though not all of them have been developed and this is because by the impact of the Covid pandemic" (Interview Results: 15/September/2023. 15:19 WIB)

The results of the interview above provide an illustration that the communication style conveyed by Anis Baswedan often uses the political communication style in understanding his political audience with The Controlling Style and this communication style provides a confident understanding of being able to control his emotions and thereby making people can assess what he conveyed, it was right on target as expected by many people and in this communication he conveyed the Vision and Mission that he would carry out (Yonada Nancy, 2023).

Second is: The Equalitarian Style (Equality Style). It is a communication style that has a common basis. The Equalitarian Style of Communication is characterized by the two-way flow of verbal and written verbal messages (two way traffic of communication). What is Anis Baswedan's political communication style among society as a political audience?

The way communicators communicate with audiences is by approach The Equalitarian Style. Based on the results of the researcher's interview with an informant from the DKI Jakarta Regional Government, FPK Kesbangpol (Syamsul Zakariah), it was found that.

"The political communication style of Anis Baswedan, who is not a party cadre, in leading DKI is a democratic style, with foundations based on his shortcomings, so he invites everyone who can be invited to provide solutions to the problems that are needed. And Anis always applies democratic values to be accepted by everyone. From there, Anis received a positive response from the public and the party, such as being declared as a presidential candidate by the Nasdem party at this time. There is also Anis' unique communication style, namely the critical style" (Interview Results: 18/ September/2023. 14:10 WIB).

In terms of political communication style in a democracy, it is natural to provide a sense of empathy for the needs that everyone wants to feel and build reciprocal relationships. As Elsewhere, there is a similar explanation given by (Abdul Azis Muslim), a member of the DPRD from the Nasdem Fraction, namely regarding Anis Baswedan's political communication style in the midst of society. *"When he came down he greeted him, conveyed his vision and mission and after that there was a question and answer session with the people." (Interview Monday. 09/25/2023. 10:12 WIB)*

Referring to the explanation from the two informants above in this equality contest that Anis Baswedan has no boundaries between political audiences in discussing the political agenda he wants to carry out. And this means that Mr Anis Baswedan has no gaps or boundaries with society. *Third* that is. The Structuring Style (Structuring Style). In this communication style, someone is able to plan verbal messages to further strengthen their goal of providing confirmation or having answers to every question that arises.

In an interview with spokesperson Anis Baswedan, Mr Geiz Kalifah, explained that. How does Pak Anis Baswedan, as a non-party actor, apply political communication styles in various contexts to influence public opinion and promote his political agenda? *"His communication style is especially the systematic communication style of an academic, so his systematicity is very coherent, and he speaks faithfully, has data presented with valid argumentative data, and his direction is clear, namely realizing social justice, so from his presentation many people are fascinated by his ideas. and long before he ended his office, many people declared him as a presidential candidate and people created volunteer movements and it was from many volunteer movements that the party declared him as a presidential candidate, especially Nasdem, the first. "Regarding the political agenda, there are many things initiated by Anis, such as education, health, welfare and the strength of a non-party actor's political communication style which is characterized by honesty, justice and visionary". "(Interview Results: 15/September/2023. 15:19 IWST)*

Pay close attention to the explanation of communication styles. The Structuring Style is that Anis Baswedan has a directed and structured communication style based on agile and good rhetorical skills. And this shows the results of the researcher's observations that Anis Baswedan is good at arranging words and sentences that can be understood by his political audience.

Fourth is The Dynamic Style (Dynamic). A dynamic communication style is communication that has aggressive tendencies, because the sender or sender understands that the environment is action-oriented. The aim of this communication style is aggressive communication. This aggressive communication aims to stimulate the recipient of the message to do something better.

Anis Baswedan is a political communicator who conveys his political message so that it will be captured by the public. The content of his message is for example about development discourse (0 Rupiah down payment house) or currently about (Change) with this political message that can attract the attention of people or the public who will be observing political dynamics. The answer from his spokesperson, Anis Baswedan, Mr. Geiz Khalifah, gave the following answer. About How does Anis Baswedan's political communication style affect his *image* and popularity, and how this influences certain political issues.

"The communicates in the context of his image, not through verbal language, but he communicates based on what he does, so when he is labeled as a perpetrator of identity politics and then said to be a discriminatory, intolerant person, he doesn't answer but he just focuses on working with various policies which ultimately result in such issues was rejected by itself and if we look at it, for example, the permission to build a place of worship and Mr. Anis Baswedan building his image did not use his social media instruments personally but published what he was doing. And Mr. Anis, if he is said to be good at arranging words, that is true because a leader must be good at speaking to explain his ideas."

Examining the results of Mr. Geis Khalifah's answer, it means that Anis Baswedan, in his leadership, has become a catalyst for the dynamics of the public in the way he works and the results of his work can be enjoyed by the people (Luth et al., 2023). And with this context the researcher sees this in view Syamsul Zakariah, namely: *"What is unique about Anis is that her political style displays her critical style, and people can also think and consider it to be resistance. And her criticism is how people understand her thoughts, that in fact she conveys that she is not an opponent but a friend and it is a mission of change that is pro-society and that is His takeline is about current changes and Anis's communication style about something is often considered to be resistance even though it is not resistance, but he narrates with a factual approach and a rational approach which is considered incorrect so there needs to be criticism but it is not antique, that is Anis Baswedan's unique style. (Interview Results: 18/ September/2023. 14:10 WIB).*

And from the track record of Anis Baswedan's narrative in conveying his political discourse, he is able to trigger the public to discuss him or always talk about him, regardless of positive or

negative perceptions and if compared in marketing studies, it is known as Top Of Mind Awareness (Rofiqi, 2020). *Fifth* that is The Relinquishing Style (style of letting go). This communication style reflects a willingness to accept other people's suggestions, opinions or ideas, rather than a desire for orders, even though the sender of the message has the authority to give orders. The purpose of this communication style is a style of collaborating with other people (Anwar, 2003b).

The results of research on this issue, the researcher saw in Father Geiz Khalifah's answer regarding Is Anis Baswedan's non-party political communication style able to be accepted by the public and parties regarding his political discourse? *"if not accepted, he may not be declared a presidential candidate by the party" And Anis is good at communicating it to the community and there is no gap between Anis and the community."*

From the answer above, this means that Anis Baswedan always upholds democracy and always carries out his leadership in a meritocratic manner. *Sixth* is The Withdrawal Style This communication style appears by weakening communication actions, which means that no one uses this style to communicate with other people. because there are several interpersonal problems or difficulties and several problems experienced by other people. This communication style can be said to divert the style of diverting problems.

To use Anis Baswedan's communication style in this case is the answer from Mr. Geis Khalifah as Anis Baswedan's spokesperson. In changes in Anis Baswedan's political communication style over time, and what factors triggered the changes. *"There has been a change from Mr. Anis who was a Chancellor to Anis who became a governor and politician, Anis is becoming more down to earth, and his sentences are getting simpler, his body language is becoming more flexible and technocratic thoughts emerge and can be implemented, which is the factor that makes it depend on the situation."*

The answer above provides an overview of Anis Baswedan's communication style towards political audiences with interpersonal difficulties, that there is no significant change in her communication message depending on the context or situation faced interpersonally. From a series of exclusive and in-depth interviews with researchers with the first source, namely The key informant, Mr. Geis Khalifah as Spokesperson for Anis Baswedan, by comparing it with other information and the reality of Anis Baswedan's political communication style in his leadership, shows that the leadership's political communication style is catalytic, which means it is able to convey its political message to a political audience using a set of social rules and dynamics. social. Anis Baswedan as a political communicator is different from other political leadership during the reform era.

Discussion

Communication is a process, in the sense of conveying a message, understanding a meaning or creating the same or different perceptions because it goes through certain stages. So communication is not something that is static, the implications of this show that communication requires a place, is dynamic, produces changes in efforts to achieve results, involves joint interactions, and involves a group or the general public.

In the momentum of the circulation of political elites, communication and political studies cannot be separated, which is why political communication becomes a complementary combination in a democratic space to convey ideas that will be carried out in leadership. and political communication can also be seen as community interaction in social space. According to Deden Ramdan (2005). In his book Political Communication, the communication process is divided into two stages, namely: first. Primary Political Communication Process The primary political communication process is the process of conveying one's thoughts and/or feelings to other people using symbols as a medium. For example, language, figures of speech, signs, images, colors, flags and so on. second. Secondary Political Communication Process The secondary communication process is the process of conveying it by someone to another person using means as a second medium after using symbols as the first medium. As a communicator, you need intermediary media in the form of letters, telephone, newspapers, magazines, radio, television, and many more, which are the second media that are often used in communication.

The function of political communication can be divided into two parts. Firstly, the function of political communication is in the government structure (political superstructure) or also known as the governmental political sphere, containing information relating to all policies implemented by the government. The content of communication is aimed at efforts to realize national loyalty and integrity to achieve government goals, which is better. Second, functions that are in the structure of society (political infrastructure) which is also known as the socio political sphere, namely as the aggregation of interests and articulation of interests, where these two functions are the communication process that takes place between association groups and the process of conveying or channeling communication content to the government from the results of this aggregation and articulation.

Anis Baswedan is a person who has many achievements and is skilled in communicating, with very distinctive rhetoric which is a special attraction for his listeners. We can see polite communication from his personality. Issues about Anis Baswedan's minimal achievements in developing Jakarta and issues about the failure of the projects he has carried out can gradually disappear with the magic of his way of communicating. If you quote one of the academics Siswanto Rawali in online media about Anis Baswedan's communication style, he explains that Anis's communication style is "a combination of the intellectual style and the assertive style". The leader's communication style is intellectual and the leader's communication style is characteristically democratic. This is a combination of two excellent communication styles and reflects that he is a credible communicator. The credibility of a communicator according to communication science is determined by 4 things. Namely expertise, trustworthiness, charisma and dynamism.

Anis Baswedan in conveying his ideas to political audiences or in his leadership in several types A communication style that makes itself the center of public attention with a unique communication style that can be understood by the public or political elite. This communication style can be explained in the view of Sylvia Mos and Suranto (2011), communication style is a set of specialized interpersonal behaviors used in a particular situation. Each communication style consists of a set of communication behaviors that are used to obtain certain responses in certain situations. The appropriateness of a communication style used depends on the intentions of the sender and the expectations of the receiver.

With the explanation above, it is clear that Anis Baswedan's communication style is something that is specialized in him which is implemented in the context of leadership which is needed to explain the meaning of the policies that will be implemented in his leadership. And with the definition above, it can be explained that Anis Baswedan's communication style is a set of interpersonal behavior that cannot be separated from the way human interaction is used in a particular situation and Anis Baswedan is a person who can place a communication style towards other individuals in a context. loyalty or alignment.

The communication style used by Anis Baswedan which is found in the results of the interview above with the informant is that there are types of Anis Baswedan's communication style with things that are dynamic with communication patterns and behavior that are used to get fitback or certain responses in a dynamic life interaction (Indra et al., 2021).

As in the presentation of types of communication styles by Tubbs and Moss (2008), a person's communication style is divided into several types, namely: a) The Controlling Style is a communication style that is to control something which is characterized by the presence of a will or intention to limit, force, regulate the behavior, thoughts and responses of other people. People who use this communication style are known as one-way communicators. Parties who use this controlling style of communication focus more attention on the sender of the message, rather than their efforts to receive the message. They do not have the interest and attention to share messages and feedback, unless the feedback or feedback is used for their own interests. b) The Equalitarian Style (Equality Style). It is a communication style that has a common basis. The Equalitarian Style of Communication is characterized by the two-way flow of verbal and written messages (two way traffic of communication). People who use a communication style that means equality are people who have a high caring attitude, as well as the ability to build good relationships with other people both in personal contexts and in other spheres. The Equalitarian Style makes it easier for people to communicate in groups or with each other (Puspitasari, 2020). c) The Structuring Style is a

structured communication style that utilizes written and verbal verbal messages to solidify orders that must be carried out. Messaging pays more attention to the desire to influence others. In this communication style, someone is able to plan verbal messages to further strengthen their goal of providing confirmation or having answers to every question that arises (Triono, 2023). d) The Diamic Style (Dynamic). A dynamic communication style is communication that has aggressive tendencies, because the sender or sender understands that the environment is action-oriented. The aim of this communication style is aggressive communication. This aggressive communication aims to stimulate the recipient of the message to do something better. e) The Relinquishing Style (style of letting go). This communication style reflects a willingness to accept other people's suggestions, opinions or ideas, rather than a desire for orders, even though the sender of the message has the authority to give orders. The purpose of this communication style is a style of collaborating with other people. f) The Withdrawal Style This communication style appears by weakening communication actions, which means that no one uses this style to communicate with other people. because there are several interpersonal problems or difficulties and several problems experienced by other people. This communication style can be said to divert the style of diverting problems.

So communication style is an important instrument contained in an individual (human) personality, so that it can influence other individuals to move and change, style in general is the interaction of objects or humans or anything that can cause something to change in motion, either in the form of direction and construction (Prasetyanto, 2020).

4. CONCLUSION

Based on the results of the analysis and discussion of this research, the conclusion of this research is that the figure of Anis Baswedan is a person who is trained in communicating in public with this specialized ability which makes him a leader who has many achievements and is skilled in communicating, with a very distinctive rhetoric that becomes his strength. A special attraction for his listeners, we can see polite communication from his personality. Issues about Anis Baswedan's minimal achievements in developing Jakarta and issues about the failure of the projects he has carried out can gradually disappear with the magic of his way of communicating.

As for leadership who is only good at speaking, Anis is a dialogue person who is open to accepting thoughts and is used to exchanging ideas. Anis Baswedan really respects this freedom, we can see from the many people who slander the facts through social media, but Anis Baswedan responds in an adult, mature and calm manner and this all reflects his maturity in democracy and responding with reality, not attacking back with statements but showing the reality of his work. Anis Baswedan is not only good at arranging words in conveying ideas, narratives and works that are catalysts to embody change. And the results of this interview provide an illustration and confirm that Anis Baswedan's political communication style in his leadership with subordinates or the community has a significant impact in realizing the vision and mission of his leadership goals. By building a relationship of mutual trust, support and collaboration between leaders and those they lead, they can create a positive environment during their leadership. In the future, leaders will not just be good at talking and making promises but must have an impact on what is delivered in a measurable, contextual way.

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