

Focus and scope

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The political communication style of ridwan kamil in west java spatial news

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Abstract This research is aimed to understand the political communication style of Ridwan Kamil as the governor of West Java province towards the urban spatial planning in West Java. This research utilises van Dijk's critical discourse analysis method because it is considered to be a clear method in the process of data analysing. Sources of this research will be gathered from spatial planning-related three online news (tempo.co, inilahkoran.com, pikiranrakyat.com) from September 2018 to July 2019. This research discovers that Ridwan Kamil has an equalitarian style, which he able to digest the situation with his two-way communication and idea acceptance.

Keywords: communication style; ridwan kamil; spatial; west java

INTRODUCTION

The formulation of this article is based on the duty of the government in the realisation of the achievement of national development. Certainly, national development will not be realised if it is not started from the lowest administration possible, which is the province level. In this article, the development will be focused on the spatial layout in West Java. The research shows the importance of regional-scale geothermal mapping in: (a) data-poor circumstances such as West Java and (b) geo-tectonic areas comparable to the study region (Carranza, Wibowo, Barritt, & Sumintadireja, 2008).

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The spatial plans issued by the national and common governments for controlling long haul arrive utilise on the northern coast of Java have not coordinates measures against dangers related to worldwide sea level rise. In the meantime, numerous existing improvements have as of now been influenced by coastal immersion. Instead of lessening the presentation towards coastal surge dangers (Suroso & Firman, 2018).

The results of this work identify current and future areas where water problems are more likely to arise, and where water is working together must be actively pursued to avoid the possibility of tension especially under changing environmental conditions (Farinosi et al., 2018).

In this era of globalisation, diseases are contagious A transnational threat to the survival of the people who live in our global village. Through further studies and investigations on risk and mitigation Infectious diseases after natural disasters, opportunities Abundant support for ideas and contribute to their creation's good prevention, response and recovery. People also become Students are more aware of the risks that can threaten their quality of life after facing a crisis. So, hopefully they can Actively participate and have preventive practices, responses, And recovery (Pascapurnama et al., 2018).

A spatial arranging arrangement arranged towards strict advancement control in flood-prone zones leads to a considerable moderation of the in-creased surge harm. By differentiate, a spatial arranging approach only arranged to infill advancement with no advancement confinements in flood-prone zones would be the foremost negative in terms of introduction to surge hazard (Mustafa et al., 2018).

This spatial planning problem is often hindering the disaster mitigation planned by the government. For example, the flood that occurred in Pagarsih area is deemed as difficult to be handled by the government due to the lack of evacuation access. In which at that time the fire brigade had to use their boats to evacuate a trapped car, despite the routinely discussed reports of obstacles and the neighbourhood's situation in their regular meetings.

There are some areas with high hazard and now have been under coordination. The most hazard areas are spread in four riverbanks: Cikapundung, Cidurian, Cipamokolan, and Citarum (Ranawati, 2018).

The synergy that exists between the elements in the environment, social life, and environment manager in a spatial planning system is expected to realise the purpose of national development, which is to realise social welfare. However, the reality on the field still reflects the minimum understanding of the importance of sustainably managed natural resources and environment. Moreover, the increase in the statistics of violation of spatial planning regulations and poor law

enforcement regarding Indonesian spatial planning are also worsening the obstacles (Jazuli, 2017).

This research becomes important due to the substantial contribution of the city for a nation's development, as it is the centre of economic activities. With its role as an economic centre, its effort for fulfilling the need of its citizens will produce more problems. The growing population will always influence urban spatial planning, which deemed as a negative situation according to the environmentalist. Moreover, there is an occurrence in the developed country, where there are uncontrolled developing urban regions. Another reason is that the more people live in an urban area, it will generate problems such as the diminished or downgraded urban space, uncontrollable traffic, not optimal greenery, floods, et cetera (Wajib Nurwino, 2016).

Those spatial planning problems are certainly become the problem that has to be delivered by Ridwan Kamil as the governor of West Java because the development of facilities and infrastructures connecting Jakarta and Bandung makes West Java must act in delivering the spatial planning task.

This article wants to understand the political communication style of Ridwan Kamil as the governor of West Java. This research will answer the performance of Ridwan Kamil in his first year as a governor that more focused on spatial planning problems, which is the same focus when he served as the mayor of Bandung during the period of 2013-2018, yet until this article is written, West Java's spatial planning problems are have not fully delivered yet.

A communication style can be interpreted as an effort in interaction activities through a verbal or non-verbal method by giving signs that reflect the meaning of the real communication that intended to be delivered to the opposite party to be understood. Communication style is an effort to understand how this world views an individual being as a whole as a unique person. This can affect a person's relationship between career and emotional welfare level. When a person can understand a communication style, it will enlarge the opportunity for the person to work in an environment that deemed as a "good environment" (Allen, Bajaj, Khatri, Ram, & Siau, 2006).

It is also can be concluded that communication style is a method, or it also can be stated that it is more important than the content or message in a communication activity. Moreover, it can be interpreted that people who understand the content or message in communication activity, his or her message cannot be understood by its opposite parties because of his or her inability to deliver the message. In terms of communication style, it is important to be applied towards public figures such as Ridwan Kamil that has daily meetings with people.

Political communication is an intelligently handle concerning the transmission of data among lawmakers, the news media, and the open. However, political communication is permanent Inherently driven by messages, where composition, time, and metaphor are

necessary components of the whole message (Pal & Gonawela, 2017). It is also an information deliverance on various matters related to politics that originated from the government's side aimed for the people, and vice versa (Surbakti, 2010). It has an intention to attract the sympathy of the people in the effort to increase political participation, mainly when approaching the general or local election (Ardial, 2010).

Maintaining and fostering leadership can be a strategic step in doing political communication. On the other hand, another strategic step is through the enlargement or stabilisation of their political institution.

Political communication is the process of delivering messages from the regional head to the community. Political communication can be carried out by using a choice of speech codes according to their purpose and function (Eliya & Zulaeha, 2017).

The function of political communication substantially affects the government programme because, in the programme's implementation, there must be an agreement between communicator and the communicant. In short words, political communication will enclose political messages and actors, or every matter related to the government, power, and policy. This definition, in the field of applied science, stated that political communication is not a new thing. Political communication is also can be understood as interaction types in a relationship between the ruling and the ruled.

Communicating politics without concrete political action can be done by everyone: student, lecturer, seller, et cetera. In communication practice, political communication tightly related to daily activities. Because in daily life, people, as a social being, have to do the communication activity and sometimes trapped into analysis and study in political communication.

The aim of this political communication is closely connected to all forms of political messages that want to be delivered by the political communicator. Based on the goal of communication, it is known that the purposes of political communication are efforts of shaping political image, the deliverance of political information, formation of open conclusion, and also controlling inputs or accusation from the political opposition. Furthermore, the purpose of political communication is also to attract people's sympathy to increase their presence in political participation in ahead of a general or local election (Ardial, 2010).

Building the political image: the essential purpose of political communication is to construct a positive political image for the public. This political image will be constructed through the received information, either directly or through political media. It is also can be received from mass media that aims for informing the general and actual political message (Arifin, 2011).

Forming and fostering public opinion: a public opinion that formed at a political communication is certainly determined by the role of

political media such as mass media. Mass media such as press, radio, film, and television besides having the purpose of informing, educating, connecting, and entertaining, also can form political image and public opinion. which is an important dimension in political life (Arifin, 2011).

Encouraging political participation: Political participation has the intended political communication purposes so that every individual can participate in every political activity (Arifin, 2011).

From the explanation of the political communication purposes above, it is concluded that the aim of this political communication is related to the political message that will be delivered by political communicator, whereas political communication has three purposes: building a political image, forming and fostering public opinion, and encouraging political participation.

Political communication channel encloses every actor or all elements that cause the messages can be delivered from the communicator to the targeted public (Siagian, 2015). In this context, there are three types of political communication channels that can be utilised in every political campaign activity, which are mass, interpersonal, and organisation.

A mass communication channel is constructed out of two forms: face-to-face communication, such as when a candidate communicating on a forum or the appearance of a public figure in front of the public will occur when there is a medium positioned between the communicator and members of the public. Here, media, technology, facilities, and other communication tools have a role. The information delivered by mass media will cross the borderlines of geographical and social class. Mass media is believed to be a channel that can deliver political information. This means the political effects can be proven by mass media in a political system in a society.

Taylor revealed that interpersonal communication occurs when someone communicates in a manner directly with other people in the situation One-to-one or in groups small (Taylor, 2007).

Interpersonal communication channel explains the political problems in interpersonal communication between the members of the society, is one that considered as an indication and safe sense of members of the society in conducting political communication. If compared the political talks through a mass communication channel with an interpersonal communication channel, both of the experts stated several matters such as talking politics using interpersonal communication channel is active political participation, whereas the mass communication channel is relatively the passive one. Talking about politics with another person shows a safe feeling in conducting political communication. Because, no matter what, talking politics means inviting risk, which in totalitarian countries can be considered as high risk. Even in a country with a more democratic atmosphere, talking politics still bears the risk, even though on a small scale.

Organisation communication channel can combine both the aforementioned communication channels. Therefore, it should be understood first on the purpose of the organisation and why and how they communicate. There are two types of the organisation communication channel; internal and external channels. The internal bureaucratic communication process has three aspects: an individual must have information as a base in decision making, decision and base of the reason must be broadcasted to organisation members to be implemented, and the existence of channels for "organisation talks", daily conversation in doing tasks.

Spatial planning is a realisation of a spatial structure and pattern. A spatial structure is an arrangement of residential centres and also a system of the facilities and infrastructure that has a function not only as a social activity assistant that hierarchically has a functional relationship (Budihardjo, 1997).

The development activity is one of the important and inseparable parts of a nation's progress. Indonesia as one of the countries that follow the idea of the welfare state has the obligation to held development to ideally utilise every resource to fulfil the need of the society. The state has an obligation on that matter, and it is strengthened by the mentioning in Article 33 Paragraph 3 of the state's 1945 Indonesian Constitution which states that the state has the power over earth and its natural wealth inside to be optimally used for people's wealthiness. In other words, this determination means that the state has various way and cannot be sued under any reason to reach the goal of welfare (Akib, 2013).

Until recently, spatial planning has not shown any significant differences. On 1997, the problem of spatial planning has already seen, but it goes ignored due to the economic condition. The problem on Indonesia's spatial planning is that the government has not shown adequate performance, because there is still authority violation on the field and still not properly serve the public.

METHODOLOGY

This article will employ a qualitative approach and utilises critical discourse analysis by van Dijk. Qualitative research is more focused on the utilisation of methods to explore and understands the particular meaning in which certain individuals or groups will be considered as arrived from a social or human problem (Creswell & Poth, 2017).

Analysis of sociocultural discourse is supportive for the use of language for collective thinking (Johnson & Mercer, 2019). Whereas in this study using critical discourse analysis.

Researchers want to dismantle the structure of discourse related to Ridwan Kamil's communication style news in handling spatial planning as Governor of West Java. Because in research conducted by Putranto (2019) the structure of discourse on Djarum's CSR news in the field of sports, especially badminton in the online portal

(Tribunnews.com, Detik.com, and Kompas.com), the news can be dismantled using van Dijk's critical discourse analysis (Putranto, 2019). So that in this study researchers used van Dijk's critical discourse analysis also to determine Ridwan Kamil's style of political communication

In previous research too, critical discourse analysis (CDA) was also used as a conceptual framework for investigating gender stereotypes in political media discourse (Sriwimon & Zilli, 2017).

CDA, which is rooted in a linguistic tradition that is critical of how social reality is built by discursive, with which shows how it relates to certain forces in society as a result of how to reproduce texts (Stamou, 2018).

Discourse Analysis as a method of seeing how the structures in a text the power has to discourse a representation or ideology behind the text. Critical discourse analysis conceptualise the language as a form of social practice and try to influence the reader to realise the impact of a reciprocal relationship between the language element and social structure side that usually remain ignored (Van Dijk, 1993).

This type of analysis emphasises the constellation of powers existed in the process of production and reproduction of meaning because a language cannot solely be understood as neutral medium outside the speaker. Language should also be understood as a representation that has roles in the creation of certain subjects, themes of certain discourse, or strategies inside it. Therefore, discourse analysis is certainly employed in the effort to discover certain power available in every process of the language. On the other hand, permitted borders become discourse, a perspective that has to be used, and talks that have to be discussed. It is because discourse also views the language that always involved in the relationship with power. Using a critical perspective, this type of discourse analysis can be dubbed as critical discourse analysis.

van Dijk's analysis as a whole will connect textual analysis, which will be focused not only on the text but also to a more comprehensive approach on how a text is arranged, not only its relationship between individuals but also between the society. Therefore, the important point of discourse analysis is using those three dimensions to be merged as a unit. This article analysis model will be visualised as follows (Van Dijk, 2016).

One of the most productive ways of contemplating discourse is to understand that discourse is not only a cluster of signs or parts of a text but also as a practice that systematically used to form an object that is discussed (Mills, 1997).

In this matter, van Dijk dissects the elements in this analytical discourse into three levels: macrostructure, superstructure, and microstructure.

Table 1. The textual structure on text dimension of van Dijk's analytical framework

Macrostructure
Global/general meanings of a text that can be observed in a topic/theme depart from a certain text.
Superstructure
Frame of a text, such as introduction, contents, closing remarks, and conclusion.
Microstructure
Local meaning of a text that can be observed from word choices, sentences, and word styling used in a text.

Source: (Eriyanto, 2001)

In the framework of van Dijk's critical discourse analysis model, the structure of discourse is composed of three building structures that form a single unit. Each is a macro structure, super structure, and micro-structure (macro structure, superstructure, and micro-structure). Macro structure refers to the overall meaning (global meaning) which can be observed from the themes or topics raised by a discourse. Super-structure refers to the framework of a discourse or schematics, such as the prevalence of conversation or writing that starts from the introduction, continues with the main content, followed by conclusions, and ends with a conclusion. The building of discourse must consider aspects of global meaning shown through analysis of macro structures and super structures that are far above the analysis of words and sentences, even though structural analysis micro also be calculated (Van Dijk, 1985).

Analysis unit in this research are the signs in the form of online news text from three online portals which are tempo.co, inilahkoran.co, and pikiranrakyat.com that viewed from the aforementioned elements (macrostructure, superstructure, and microstructure) existed in the news that addresses West Java's urban planning in the period of 10 months, ranging from September 2018 to July 2019.

According to Hamidi, in its principal, data analysis technique of qualitative research is processed through the way of induction – interpretation - conceptualisation. Therefore, it can be explained that detailed field reports (induction) also can be in a form of data that can be easily understood, and hidden notions can be searched from the meaning so that the true meaning will be discovered from the story (interpretation) and finally, a concept can be conceived (conceptualisation) (Hamidi, 2004).

There is a concept which is centralised and has a contribution to this analysis, which is an ideology. Because by nature, text, discussion, et cetera is a practice of ideological practice or a reflection of a certain ideology, due to the understanding that discourse, for an ideology, is a media that communicates to the public from the owned power so that it is the truth. All form of characteristics will be important in the critical analysis discourse, and this analysis will require analytical approach

pattern. This matter is needed to explain how a discourse will be developed and influenced the public. By nature, ideology and power is a unity. It is hard to deny that a text is presented as a reflection of hegemony (ideology and power). The classical theory states that ideology is certainly constructed by dominant groups that aimed for producing and legitimating their domination (Suciartini, 2017).

Table 2. Discourse elements on van Dijk's discourse structure

DISCOURSE STRUCTURE	OBSERVED MATTERS	ELEMENTS
Macrostructure	THEMATIC Theme/topic brought forward in a text	Topic
Superstructure	SCHEMATIC How a part and order of a news are being schemed in an intact news text	Scheme
Microstructure	SEMANTICS Meaning that wants to be emphasised in a news text such as by giving a detail on one side or making an explicit form of one side and reducing other sides.	Background, details
	SYNTAX How a sentence (form, arrangement) is being selected.	Sentence form, coherence, preposition
	STYLISTICA How a word being chosen as a part of news text	Lexicon
	RHETORICS How and in what way an emphasis is conducted.	Graphics, metaphor, expression

Source: (Eriyanto, 2001)

Representation existed in a text of certain media can be functioned ideologically as long as the text contributes to the forming of a domination and exploitation effort of social relationship. Ideological representation generally has an implicit character in the text and united in using a language that is naturalised and understood by media people, society, and succeeding parties. Therefore, an ideology that followed by certain media can influence representation in the reality that conducted by media with a certain interest.

In a critical view, media is regarded not only as a tool of dominant groups but also as a producer of the dominant ideology. Media also

assist the dominant groups to spread their ideas, control other groups, and creating consensus between members of a community. Through the media, ideology becomes dominant so that matters that "good" and "bad" can be established because media is not only a merely free channel, but also a subject that constructs the reality, completed with their views, biases, and alignments.

RESULTS AND DISCUSSION

The author aims analysed some news using CDA following the van Dijk' model and resulted in some table:

Table 3. Analysis on the news of Tempo.co edition of 9 November 2018

DISCOURSE STRUCTURE	OBSERVED MATTERS	ELEMENTS	INFORMATION
Macrostructure	THEMATICS	Topics	West Java governor, Ridwan Kamil, delegated West Java's Regional People's Representative Assembly (DPRD) to immediately discuss several regional regulation drafts, including Draft of Revision of Regional Regulation of West Java Spatial Planning (RTRW).
Superstructure	SCHEMATICS	Scheme	Several infrastructure projects planned by the provincial government will be put into West Java's RTRW revision.
Microstructure	SEMANTICS	Background, details	Ridwan Kamil becomes the object of the news. His name and image showed on the news. And in this news, there is a comment from Ridwan Kamil that supposed to appear in the news.
	SYNTAX	Preposition	Appearance of "RTRW" word
	STILISTICA	Lexicon	The choosing of "RTRW" word and its mentioning as many as twelve times.
	RHETORIC	Graphics, metaphor, expression	The main person in the main image is Ridwan Kamil who's delivering a speech with his right-hand pointing up.

In the report of Tempo.co (Kodrat Setiawan, 2018) the keyword of the news is "RTRW", which already written in the news title as one of Ridwan Kamil's regional development plans. One of the programmes planned by the central government that still waits for the regional's RTRW revision is the Cikembar airport of Sukabumi.

Critical discourse analysis comprehensively attempts to connect some textual analysis towards a more comprehensive analysis such as how the text is being produced.

Such as the news report stated in <https://bisnis.tempo.co/read/1144695/ridwan-kamil-minta-dprd-jawa-barat-kebut-pembahasan-revisi-rtrw/full&view=ok> that entitled "Ridwan Kamil asks the West Java DPRD to Hurry the Revised RTRW Discussion". Ridwan Kamil becomes an object in this news report and his name and images are also shown there, and the news should contain Ridwan Kamil's comments.

Ridwan adds that if there are no discussions by January 2019, West Java has no legal reason to discuss despite the intense plan submissions, hearings, and discussions. Ridwan Kamil gives the example of central government's programme that awaits the Revised West Java's RTRW is the plan to build Cikembar airport in Sukabumi.

Documents used in the location determination for the legal base of the airport's land clearing will be started if only the plan already written in West Java's RTRW. The central government also still has a plan to build the airport in the next year (2020). Plans incorporated in the National Strategic Projects (PSN) still have to wait for the West Java's RTRW, one of them is the Jakarta-Bandung high-speed rail service. On the other hand, the determination of transit-oriented development along the rail line also still waiting for the revision. Several provincial government projects that will be inputted into the West Java's Revised RTRW are the extension of Soroja-Pusdai toll road dubbed as North-South link that has the length of 14.3 kilometres through the route of Pasirkoja - Mohammad Toha - Gatot Subroto - Surapati with the estimated budget of IDR 8.491 trillion, Sukabumi - Cianjur - Padalarang toll road, and Pangandaran - Banten railroad.

The second news report of inilahkoran.com (Inilahkoran, 2019) shows Ridwan Kamil of hoping that there will be no conflict from the RTRW determination because the spirit of RTRW is to provide comfort for the people in the future. When the population increases, the plan has to be prepared as well as possible with no exception on the mining sector.

Written on the news report in <https://www.inilahkoran.com/berita/6487/jurus-ridwan-kamil-agar-tambang-di-jabar-tak-berpolemik> that entitled "Ridwan Kamil's Style to Eradicate Conflicts in West Java's Mining Sector". Ridwan Kamil becomes the object of the news. His name and image are not shown on the news. And in this news, there is a comment from Ridwan Kamil.

Table 4. Analysis of the news report of Inilahkoran.com edition of 11 February 2019

DISCOURSE STRUCTURE	OBSERVED MATTERS	ELEMENTS	INFORMATION
Macrostructure	THEMATICS	Topics	Ridwan Kamil also hopes that there will be no more conflict from the mining activity in West Java because the spirit of RTRW is to provide comfort for the people in the future. When the population increases, the plan has to be prepared as well as possible with no exception on the mining sector.
Superstructure	SCHEMATICS	Scheme	Ridwan Kamil asks the Regional Development Planning Board (Bappeda) of West Java to study RTRW.
Microstructure	SEMANTICS	Background, details	Ridwan Kamil becomes the object of the news. His name and image are not shown on the news. And in this news, there is a comment from Ridwan Kamil that supposed to appear in the news.
	SYNTAX	Preposition	Appearance of "RTRW" word
	STILISTICA	Lexicon	The choosing of "RTRW" word and its mentioning as many as seven times.
	RHETORIC	Graphics, metaphor, expression	The main image depicts Ridwan Kamil delivering a speech with his hands forms a fist.

Ridwan asks the *Bappeda* (Development Planning Agency at Sub-National Level) of West Java province to study the RTRW because with almost 50 million population estimation with the future estimation to reach 70 million, RTRW today must be fit for future development to ensure the comfort of our future generations.

Table 5. Analysis on the news report of pikiranrakyat.com edition of 26 April 2019

DISCOURSE STRUCTURE	OBSERVED MATTERS	ELEMENTS	KETERANGAN
Macrostructure	THEMATICS	Topics	Ridwan Kamil will review spatial planning in Northern Bandung and will cooperate with the Directorate-General for Spatial Planning to do site visitation.
Superstructure	SCHEMATICS	Scheme	Ridwan said that the policy is well-implemented. Now he will focus on the execution. Ridwan expects that Northern Bandung Region (KBU) gets all parties' attention.
Microstructure	SEMANTICS	Background, details	Ridwan Kamil becomes the object of the news report. His name and image are not shown in the news report. However, there are Ridwan Kamil's comments in the news report.
	SYNTAX	Preposition	The appearance of the word "KBU (Northern Bandung Region)".
	STILISTICA	Lexicon	The choosing of the word "KBU (Northern Bandung Region)" as many as three times.
	RHETORIC	Graphics, metaphor, expression	The main figure of the news report is Ridwan Kamil, yet the main image for the news report is a nature-themed image.

The news delivered by pikiranrakyat.com (Dewiyatini, 2019) stated that Ridwan Kamil will also evaluate spatial planning, started

with the Northern Bandung Region, and along with the General Directorate of Spatial Planning will conduct a joint field visitation.

As written in <https://www.pikiran-rakyat.com/bandung-raya/2019/04/26/ridwan-kamil-akan-tinjau-ulang-tata-ruang-kbu>, that entitled "Ridwan Kamil will Re-evaluate KBU Spatial Planning", Ridwan Kamil becomes the object in the news. His name and image are not shown in the news, yet his comments appear in it.

Ridwan stated that there are possibilities of permit issuance in the cities/regencies' level are not as strict as province level. Therefore, he will monitor the field's condition. Ridwan also asks all parties to monitor the field. He said that all policies are well-implemented and now he will focus on the execution action. He also hopes to keep the attention on KBU. He admits that he has been intercepted on conducting this plan, and the very first action that he will do is to crack down the spatial planning permit violation in KBU.

In the text dimension, the news reports on Ridwan Kamil's political communication style are visible on those three online portals that Ridwan Kamil includes involved parties in each of his programmes and steps. Tempo.co states that Ridwan Kamil has asked that West Java's DPRD to immediately discuss three drafts of regional regulations, one of them is West Java's RTRW Draft. Inilahkoran.com reports that Ridwan Kamil asks *Bappeda* of West Java province to immediately conduct the study of RTRW. Pikiranrakyat.com reports that Ridwan Kamil will form coordination with General Directorate of Spatial Planning to check the field's condition.

In the dimension of social cognition, the common ideology of those three news portals is the importance of becoming a public figure or the governor that cares about the environment and society. It proved by the news reports that spatial planning programme in West Java is being conducted to realise the purposes in supporting national development.

In the dimension of context, those three online portals have the alignment towards political context because they attempt to report the figure of Ridwan Kamil that has great dedication, responsibility, and depicting him as a populist person so it can attract public sympathy to strengthen his existence as a public figure in a positive way.

CONCLUSION

Ridwan Kamil has an equalitarian style, in which he able to process the situation with his two-way communication and accepting ideas. He already has a positive impression towards the public and he also dubbed as a "millennial leader" through his social media-based political communication style. Through this new medium, he delivers his ideas and thoughts. Ridwan Kamil does great in well-packaging every message he wants to deliver to the public. On the other hand, he also does great in his skills of networking people. In terms of leadership, Ridwan Kamil is one of the leaders that have the most

awareness of communicating with the public. And the authors hope for the next there will be a study of the impact of Ridwan Kamil's leadership after leading West Java.

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