Stage Design and Package Graphics in The Fifth 2024 Presidential Debate

Angghi Muliya Ma'mur
angghi.muliya@lecture.umn.ac.id
Universitas Multimedia Nusantara

Fajar Kurniawan
fajar.fuw@bsi.ac.id
Universitas Bina Sarana Informatika

ABSTRACT

The General Election Commission of the Republic of Indonesia holds a Presidential Election every five years. The KPU holds a Presidential Candidate Debate as part of the Presidential Candidate Campaign. The KPU held a debate to provide space for voters to see directly the clear vision and mission of the presidential candidates. The KPU broadcasts the Presidential Candidate Debate live or directly via television broadcast. The KPU appointed a combination of television stations to hold the Presidential Candidate Debate 5 times. The TV station organizing the Debate must present the stage design and graphics for the Presidential Candidate debate to the KPU and Representatives of the Presidential Candidates. The time between debates is two weeks. Television stations require location setup preparation time of at least 3 or 4 days before Implementation. So, the design discussion process only takes five working days. This research uses qualitative methods, namely interviews and field observations, as well as primary and secondary data collection through searching library sources such as books, journals and media. Representatives of presidential candidates have a different view of stage design and graphic packages, namely, electorally. Representatives of the Presidential Candidates see this Debate as an opportunity to increase electability so that the display on the television screen does not disturb the viewer's concentration. So, the TV station organizers have to adjust the design.
Keywords: Presidential Candidate Debate, TV Station, Stage Design, Graphic Package

INTRODUCTION

The Indonesian people will take part in the general election on February 14 2024, namely the election of the President and Vice President. The General Election Commission (KPU) is the general election organizing institution, according to Law No. 7 of 2017, concerning the Implementation of elections. Besides holding general elections, the law requires the KPU to have campaigns and debates between

presidential and vice presidential candidates. KPU Chairman Hasyim Ashari explained that the KPU would hold five debates, namely three times for Presidential Candidates and two times for Vice Presidential Candidates (KPU, 2023).

The KPU appointed television media as organizers of the Debate; the details are First Debate by TVRI on 12 December 2023, Trans Corp and Kompas TV and BTV on 22 December 2023, MNC Group and Garda TV on 7 January 2024, EMTEK Group and Metro TV on January 21, 2024, and finally the fifth Debate, namely VIVA Group and Net TV on February 4 2024.

The fifth Debate, or final Debate, attracted people's attention. TVOne and ANTV, as members of the VIVA Group and NET, are trying to make the Fifth Debate look magnificent and satisfy Indonesian viewers, especially voting rights voters. The TVOne Design Team attempted to create a stage design and graphic package that could attract the primary attention of viewers from this fifth Debate. The Design Team took the concept of the Presidential Palace and Indonesia because this fifth Debate will take the Presidential Candidates to the Presidential Palace if elected on February 14 2024. Robin Landa (2011, P. 387) stated that viewers might need help understanding the design of television media. Made. However, viewers will notice the contradiction in the design on display because designs in television media can convey messages more expressively.

The KPU, as the election implementing agency, also includes a team of representatives of the Presidential and Vice Presidential candidate pairs to collaborate with the organizing TV media. There are three representative teams for the Presidential candidate pairs, namely Representatives of the Presidential and Vice Presidential Candidate Pair serial number 01, Anis and Muhaimin, Representatives of the Presidential and Vice Presidential Candidate Pair serial number 02, Prabowo and Gibran and Representatives of the Presidential and Vice Presidential Candidate Pair serial number 03 Ganjar and Mahfud MD. This representative team is tasked with providing input to organizing TV media according to the needs of each Presidential and Vice Presidential Candidate. The team representing the Presidential and Vice Presidential Candidate Pairs also paid attention to the political needs of holding this Debate because the Debate is one of the factors that determines the choice of President and Vice President. Chandra Bayu (2020), in his research, explains Harold Laswell's political communication theory, namely that the process of socialization, participation and transmission of political information depends on communication between parties. Forms of political communication such as political debates are complete forms of political communication because they contain propaganda, mass agitation, and rhetoric or campaigns.

The presidential candidate debate took place five times using the same format. However, the stage and graphics design package can differ depending on the TV

organizer. The time gap between debates is two weeks, so the preparation process for the live broadcast of the Debate is very tight. The KPU will hold discussions with TV Organizers and Representatives of the Presidential Candidate Pairs to discuss approval of stage and graphic designs. As a result, the implementation process will be rushed. This research aims to find a suitable design for the Presidential campaign debate so that the stage and graphic design process does not become the main topic of discussion between the KPU, Representatives of Presidential Candidate Pairs and TV Organizers. So that it can be a reference for holding future presidential campaign debates.

METHOD

Research methods are how research is carried out (Hasan, 2002) or the methods researchers use in collecting research data, such as interviews, observations, tests or documentation (Arikunto, 2002). According to Subagyo (2006), research methods are a way to obtain solutions to all problems.

This study uses a qualitative method. According to Moleong (2017), qualitative research is a research technique that produces descriptive data that can be observed. Arikunto (2010) said that qualitative research aims to collect information about pre-existing conditions and symptoms, namely the state of symptoms, when the survey was conducted. Therefore, qualitative research can reveal phenomena about the subject you want to study. This type of qualitative research involves field research, namely research carried out systematically by taking data in the field (Arikunto: 1995).

The data in this research comes from primary data and secondary data. Primary data collection techniques can be carried out through interviews and observations in the field (Sugiyono, 2017). Interviews for this research were conducted with Wahyu Kustyanto as TV One News Manager, Dodi Nasution as TVone Executive Producer, and Iwan Sudirwan as representative of Presidential Candidate 01. Observations were carried out using attended discussions between the KPU, Representatives of Candidate Pairs and the TV organizers of the Debate, namely TVOne, ANTV and Net.

Picture1. The atmosphere of the Presidential Candidate Debate Discussion Meeting at the KPU

Observations were also carried out by examining the process of holding the Presidential Candidate Debate at the Jakarta Convention Center on Saturday, February 4 2024.

Picture2. Live Atmosphere of the Presidential Candidate Debate at the JCC

Apart from primary data, this research also takes secondary data, supporting data through searching and reviewing library sources, such as books, journals, scientific works, and others relevant to this research.

RESULTS AND DISCUSSION

As TV Organizers, TVOne, ANTV, and Net presented the design of the Presidential Candidate debate television program, which will be broadcast live from the Jakarta Convention Center on February 4 2024.

Picture3. Debate Stage Set Design

TVOne news manager Wahyu Kustyanto presented the stage set design concept and graphic package, namely the Indonesian Palace. This concept was proposed in a discussion meeting between the KPU and representatives of the three pairs of Presidential Candidates.

Picture4. Split Windows Package Graphic Design

"The concept of the Indonesian Palace was created because the Presidential Candidate debate that we are holding is the fifth or final Debate. We want to convey that this final Debate will lead the Presidential Candidates to the Presidential Palace to become the 8th President of Indonesia. Because ten days later, elections will be held. The pillars in the stage design symbolize the Pillars in the Merdeka Palace. "Meanwhile, in the graphic design of the package, we use red and white with the movement of the red and white flag as a symbol of Indonesia."
(Wahyu Kutyanto, 2024)

Wahyu Kustyanto (2024) explains the use of motion graphics in graphic design to attract the attention of TV viewers at home and conveys the message that the Presidential Candidate debate is to elect the President of Indonesia for 2024-2029. So that the concept message can be communicated to the audience. The General Election Commission, through KPU member August Mellaz, then carried out an inventory of input from 3 representatives of candidate pairs.

No	Presidential Candidate Candidates	Design	Problem
1	Anies-Muhaimin	Graphics Package	Motion disturbs the viewer's concentration
2	Ganjar Mahfud	Pillar	The light from the three pillars of potential dazzles the presidential candidates

Table1. List of Input Representatives for Presidential Candidate Candidates

The representative of Presidential Candidate pair number 01, namely Iwan Sudirwan (2024), explained that the Presidential Candidate debate was intended so that the public, especially voters in the Presidential Election, would receive complete and correct information regarding the vision and mission of the Presidential Candidates.

> "When giving a vision and mission statement, the presidential candidates are only given around 2 or 4 minutes. This short time requires the viewer's concentration to grasp the meaning of the Presidential Candidate's statement. We assess that nothing should disturb or distract the viewer's attention on the television screen. One thing that will be disruptive is motion graphics."
> (Iwan Sudirwan, 2024)

Iwan (2024) also explained that graphic displays should be kept to a minimum, especially when Presidential Candidates speak so that the viewer's focus remains on the content of the Presidential Candidate's conversation. So, the background appearance of the presidential candidate must be dark without being disturbed by graphic elements.
In the previous Presidential Candidate debate, the background when the Presidential Candidates spoke was the KPU logo and the organizer's TV logo.

Picture 5. A look at the third presidential candidate's Debate

For TV Organizers, the graphic design of TV station logos in the Presidential Candidate debate is branding. Robin Landa (2011, p. 240) explains that branding is a marketing effort that is broader than visual identity because it involves the focus of the viewer's attention.

Chandra Bayu (2020), in his research on the preferences of first-time voters in the 2019 presidential election during the Presidential Candidate Debate, produced:

1. The presidential and vice presidential debates allow voters to find out information about the presidential candidates' vision and mission.
2. Presidential Candidate Debate is a source of factual information that serves as a basis for selecting presidential and vice presidential candidates.
3. For Presidential and Vice Presidential Candidates, the Debate is an opportunity to increase electability among first-time voters.

In the 2024 election, first-time voters are the largest, reaching 46,800,161 or around 22.85% of the total number of Permanent Voter Lists. These new voters are Generation Z, born between 1997 – 2012 (Muhamad, 2023).

Iwan Sudirwan (2024) stated that the Presidential Candidate debate event must have an electoral effect on the Candidates.

> "CandidateThe President must benefit from this Presidential Candidate Debate. All television stations in Indonesia and the media will make this Presidential Candidate debate their main news. We hope that Presidential Candidates can increase their electability figures in surveys before the election. The campaign team will immediately conduct the latest survey after the Debate." (Iwan Sudirwan, 2024)

CSIS researcher Arya Fernandes (2024) explained that in the first Presidential Candidate debate, namely on December 12 2023, there was a phenomenon among voters, namely 78.4 percent were confident in their election after watching the Debate. However, 15.9 percent of voters doubt their choice, and 3.1 per cent of voters will change their choice of Presidential Candidate. This proves that in Indonesia, the Presidential Candidate debates, which are broadcast all over television, are a trusted source for voters. That Debate can make the short campaign period more effective in conveying the vision and mission.

Robin Landa (2014, p. 73) explains the design process in 5 phases: Orientation, Analysis, Conception, Design and Implementation.

In the orientation phase, the designer must explain in detail, hearing from the parties involved, in this case, the KPU and Representatives of Presidential Candidates. And also look at the target audience, namely people in Indonesia who have the right to vote. Viewers want to receive clearer vision and mission information from Presidential Candidates.

The next phase is analysis, which looks at the problems: the request to change the pillars and eliminate motion in the red and white graphics. As a symbol of the President, the palace pillars can be transformed into palace walls above which the ornaments of the presidential palace are still visible.

Picture6. Changes to Palace Walls in Stage Design

The design of the walls of the President's palace can be used as a backdrop for the MCs, thus making the KPU's message take the Presidential Candidates to the Palace.

Picture7. Palace Wall as MC Background

The changes that occur do not cause any changes to the Conception phase. The stage design and Graphic Package still use the Indonesian Palace concept with red and white remaining on the windows but not motion graphics.

Picture8. Final Package Graphic Display

The next phase is design, changing the requests from the representatives of the presidential candidates while still following the concept that has been created.

"We will continue to follow requests for changes from the Representatives of Presidential Candidates 01 and 03. However, we will still maintain the Red and White Palace concept. "So it can be a middle way for implementing the design display in this final debate." (Wahyu Kustyanto, 2024)

The final phase, namely Implementation, displays all the designs created on stage.

Picture9. Final View of Stage Design

The pillar was turned into a book as a background for the 3 MCs.

Picture10. View of the Palace Walls

This design was implemented on H-1 of the broadcast schedule on Saturday, 4 February 2024. So that the on-air process could run smoothly, including carrying out three rehearsals.

Unfortunately, the branding of the three televisions, namely TVOne, ANTV and Net, could not be maximized in layers because the background was without graphics when the Presidential Candidate spoke.

CONCLUSION

The Presidential Candidate debate is held within a narrow period, namely only 1 or 2 weeks. Meanwhile, TV stations need at least 3-4 days to prepare and carry out broadcasts. To speed up the design discussion process, the design that must be carried out is:

1. TV stations must have a concept in stage design and graphic packages.
2. The stage design is balanced with the Presidential Candidate's concentration when expressing his vision and mission.
3. There is no motion in the graphic package to maintain the concentration of television viewers when listening to the presidential candidate's vision and mission.
4. The background of the Presidential Candidate when expressing his vision and mission is dark and plain, without any branding from the television station.

The Presidential Candidate Debate has been routine for five years every time there is a Presidential Elec, so the standardization of Stage Design and Graphic Packages will make it easier to prepare for the Debate within a narrow period.

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