

## Media and Political Campaigns by Independent Candidates as Winners in Regional Election of Rejang Lebong Regency for the 2015 and 2020 periods

Akbar Brilian Utama<sup>1</sup>, Pawito<sup>2</sup>, I A Satyawan<sup>3</sup>

<sup>1</sup>Master of Communication Science, Universitas Sebelas Maret, Jl. Ir. Sutami  
No.36, Surakarta City, Central Java 57126, Indonesia

<sup>2</sup>Communication Science Study Program, Universitas Sebelas Maret, Jl. Ir. Sutami  
No.36, Surakarta City, Central Java 57126, Indonesia

<sup>3</sup>International Law Study Program, Universitas Sebelas Maret, Jl. Ir. Sutami  
No.36, Surakarta City, Central Java 57126, Indonesia

\*Corresponding author, e-mail: [Akbarbrilianutama\\_24@student.uns.ac.id](mailto:Akbarbrilianutama_24@student.uns.ac.id)

Author1's Name<sup>1</sup>, Author2's Name<sup>2</sup>, and so on

(Authors' names without academic title, TNR size-12 pt, single spacing, align center)

<sup>1</sup>ORCID Number Information, Institution/affiliation, address of institution/affiliation

<sup>2</sup>ORCID Number information, Institution/affiliation, address of institution/affiliation

\*Corresponding author, e-mail: [xxxx@xxx.xxx](mailto:xxxx@xxx.xxx)

### Abstract

Write the abstract in English. The Abstract should be informative and completely self-explanatory. The Abstract should be **201 to 250 words** in length. The abstract should be written in the past tense. Standard nomenclature should be used and abbreviations should be avoided. No literature should be cited, use TNR 11 pt, single space, and the word 'Abstract' is align left. Beside that, the keyword list provides the opportunity to add keywords, used by the indexing and abstracting services, in addition to those already present in the title. **The abstract must include the following separate sections:**

**Introduction:** **The context and purpose of the study.** This is where you explain 'why' you undertook this study. If you are presenting new or novel research, **provide a clear statement of the problem.** When you are building base on previous research, **briefly explain why you felt it was important to do so.** This is your opportunity to let readers know why you chose to study this topic or problem and its relevance. Let them know what your key argument.

**Methods:** **This is 'how' you did it.** Let readers know exactly what you did to reach your results. For example, did you undertake interviews and observations? Did you carry out an experiment? How the statistical tests used? What tools, data analysis technique or datasets did you use?

**Findings:** **Here you can explain 'what' you found during your study, whether it answers the problem you set out to explore, and whether your hypothesis or your research assumptions was confirmed.** You need to be very clear and direct and give exact explanation, rather than generalise. It's important not to exaggerate or create an expectation that your paper won't fulfill.

**Originality:** This is your opportunity to provide readers with an analysis of the value and novelty of your study. It's a good idea to ask colleagues whether your analysis is balanced, fair and again, it's important not to exaggerate. You can also conjecture what future research steps could be.

**Keywords:** minimum 3 and maximum 5 words or phrases from paper (Write the keywords in English, TNR size-11 pt).

## Introduction

The authors have to refer to [Jurnal The Messenger] guidelines for format and style. [Jurnal The Messenger] also provides a template to assist Authors in preparing manuscripts. To use this template, please just 'Save As' this file to your document, then copy and paste your document here.

The manuscript is written in Microsoft Word, single space, Times New Roman 12 pt, which can be downloaded at the website: <https://journals.usm.ac.id/index.php/the-messenger/index>. The main text format consists of a flat left-right columns on A4 paper. The margin text from the left, right, top, bottom 3 cm; and total number of pages is 14-25. The terms in foreign languages are written italic. Authors are suggested to present their articles in the section structure: **Introduction - Methods - Results - Discussion - Conclusion - Conflict of Interest - Acknowledgements - References**. This article format is intended to provide a comprehensive understanding to the readers or colleagues on what the article discusses and delivers.

The introduction should provide a clear background, a clear statement of the problem, explain the reason why this study is important to do, the relevant literature on the subject, the proposed approach, and the new value of research (novelty) which it is innovation, as well as the urgency. The research's state-of-the-art is necessary to be explained within the introduction to show novelty and originality of the topic to be discussed and presented.

This section must present theories or concepts too (select ones in line with the focus of analysis) and/or research type to be used. Note that citation or adoption from references, i.e. international journals, should become a priority (minimum 30 references). On the other hand, secondary data, such as sources from the textbooks/e-books, national journals, scientific works (thesis or disertatation) and/or internet must be adopted according to previous studies. The secondary data must not exceed 10 per cent of the total references.

## Methods

It should be written clearly and completely containing a clear description of analytical, and/or statistical procedures; so they can be repeated by other researchers. References of original methods/procedures must be stated and all modifications of procedures (if any) should be explained. Methods comprises brief information concerning research paradigm to be applied, approach(es), procedure(s), and type/characteristic (please select one of them) as the leading format for your research. Mention unit of analysis with comprehensive data analysis. Meanwhile, tables are presented center, as shown below and cited in the manuscript.

Table 1. The title should be brief and clear. Only the initial word is capitalized, typed above the table, and numbered using Arabic number

No	Age	Amount	Percentage
----	-----	--------	------------

1.	<20	69	59
2.	21-30	39	34
3.	>30	8	7
Total		116	100

Note: Footnote for statistical analysis should be written. Each abbreviation or symbols should be described in footnote (AA=.....; AB=.....)

Tables should be prepared using Microsoft Word Table function, select Insert>Table and follow the instruction. Please do not separate cells into rows and columns by using tabs and spaces. Tables should be clear and stand alone giving complete information although without text.

## Results

This part presents results or findings. Figures or graphs can also be presented here to support your findings, and there should be no duplication of data in graphs or figures. We suggest that you mention supporting instrument(s), in forms of illustration, figures, photographs, tables, and graphs. Each instrument must be orderly numbered and given a title, followed by source from which you make the citation. Should the instrument is the result from the author's analysis, please write: 'source: author's analysis.' Meanwhile, figures are presented center, as shown below in the manuscript.

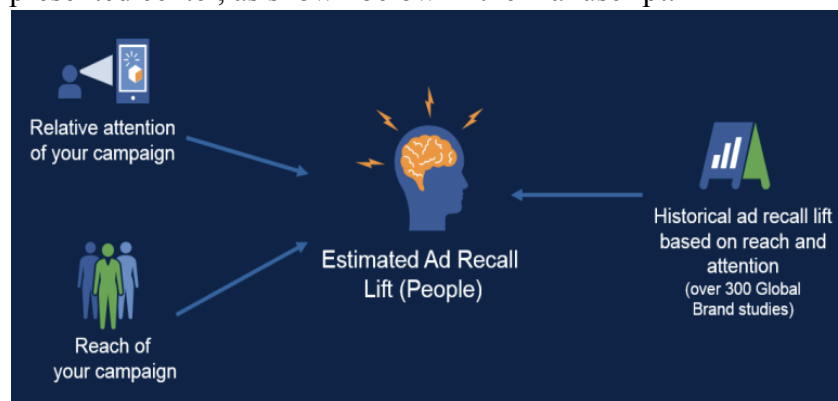


Figure 1. Title should be brief and clear, located under the figure or graph. Only the initial word is capitalized and numbered with Arabic number. Symbols or abbreviations, and description of figure and graph should be defined in title ( $\pm$ =.....; AA=.....; AB=.....) (source: ...)

Graphs using Microsoft Excel program and figures using JPEG or PDF format. Symbols and description of figure and graph should be defined in title. Figure and Graph must have good resolution. Bar charts should be made minimum in 2-dimension in the simplest shading, not a solid or block shading.

## Discussion

This part contains analysis of the findings and reflection/discussion according to the research findings. In presenting the discussion, use a comprehensive explanation in order to elaborate the whole data found during the research. Review the information in the introduction part, evaluate their gained results, and compare it with past studies. By doing so, you can fill gap of knowledge. Furthermore, in the discussion section should be logically lead to the conclusion: are the results presented related to original question, make sure there is no repetition of results in discussion section, limitation and weakness

of the study need to be explained.

### Conclusion

Conclusion should be written briefly in single paragraph. This part presents recommendation as well as implication of the finding as a whole, either intended to broaden method realm or to develop a theoretical framework, as such that it outreaches the users from broader societies. Moreover, it can also be added the prospect of further studies into the next (based on results and discussion).

### Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

### Acknowledgements

The authors would like thank: scholarship, funders, enumerator etcetera.

### References

(write the references in alphabetical order).

- **Citation within the text uses a bodynote.**
- **Citing a citation, using 'Anonym' as reference are not allowed.**
- Minimum number of the priority references is 30 (references published last 10 years, 100% from international journals).**
- The secondary data (textbooks/e-books, national journals, scientific works (thesis or dissertation) and/or internet) does not include the 30 priority references. The secondary data (references also published last 10 years) must not exceed 10 per cent of the total references.**
- **Updated references (references published last 10 years) contribute to more than 90% of your paper acceptance.**
- References writing and Citation must use reference management software (Mendeley) with APA Styles (Seventh Edition).**
- **make sure the metadata you entered into the Mendeley database is correct, so when you call the metadata, the reference data that appears in the paper is also right.**

### Example:

- Dines, G., & Humez, J. M. (2015). *Gender, Race, and Class in Media: A Critical Reader*. SAGE Publications.
- Khoa, B. T. (2020). The Perceived Enjoyment of the Online Courses in Digital Transformation Age: The Uses - Gratification Theory Approach. *2020 Sixth International Conference on e-Learning (econf)*. <https://doi.org/10.1109/econf51404.2020.9385490>
- Kochkina, N., & Riccardi, M. (2021). How Covid-19 Pandemic Reshaped Cultural Environment in Italy and Ukraine: Facebook Content Analysis. *Jurnal The Messenger*, 13(3), 194-210. <http://dx.doi.org/10.26623/themessenger.v13i3.2780>
- Setiawan, Y. B., Sarwono, B. K., Asteria, D., & Sunarto. (2018). Representation about Widow on Mass Media Content. *E3S Web of Conferences*, 73, 10-12. <https://doi.org/10.1051/e3sconf/20187314013>
- Trips, R. (2017). *How Chatbots can help reduce Customer Service costs by 30%*.

---

Retrieved May 04th from  
<https://www.ibm.com/blogs/watson/2017/10/how-chatbots-reduce-customer-service-costs-by-30-percent>

**Note:**

**Please be sure to check for spelling and grammar before submitting your paper.**