



BIOGRAPHICAL STUDY OF DEDI MULYADI'S POLITICIANS : POLITICAL BRAND IDENTITY THROUGH THE SUNDANESE TRADITIONAL HEAD TIE

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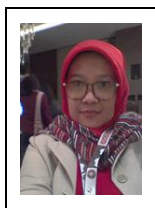
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Author's Biography



My Doctoral, Master and Undergraduate Education is from the Faculty of Communication Science. I once worked at a radio station. I have attended International Seminars in the Phillippines and national seminars as presenters. As well as having a paper that has Copyright.

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Research Highlights

Dedi Mulyadi is a regional leader who is different from other regional leaders. As a public figure, Dedi Mulyadi distinguishes himself, both through speech, attitude and fashion. One of the differentiations is through a part of the traditional fashion or attribute that is often used by Dedi Mulyadi, namely the headband typical of Sundanese or Sundanese Iket (same with Iket Sunda). Dedi Mulyadi is one of the original Sundanese politicians born in Subang, West Java province - Indonesia. He was once destined to lead Purwakarta Regency for 3 Periods, became deputy Regent 1 period (2003 - 2008), served as Regent 2 periods (2008 - 2018), and while leading Purwakarta Regency, Dedi Mulyadi could not be separated from the use of Sundanese headbands or Sundanese Iket in formal and non-formal activities.

Research Objectives

Iket Sunda or Sundanese Iket is part of Dedi Mulyadi's daily fashion, as the essence of nonverbal communication. Through fashion, as if Dedi Mulyadi wanted to convey a deep message, because Sundanese Iket used in his head was not only limited to the fabric of binding, but there was a good meaning or noble philosophy. So that researchers feel the need to raise the issue of cultural attributes through the typical head tie symbol of Sundanese or Sundanese Iket into a research study. The focus of this research is on identifying the problem, namely; How can Sundanese iket become the political brand identity of Dedy Mulyadi? The purpose of this study was to find out Sundanese etiquette as the political brand identity of Dedi Mulyadi. Theoretically it is expected that it will contribute to the study of communication actors through biographical studies that are still rare in the field of Communication Sciences.

Methodology

Data Collection Technique. In research with the subject of research on individuals it is done 1) Access and rapport (Creswell, 2007a), 2) Purposeful Sampling Strategy (Creswell, 2007b); 3) Forms Of Data (Creswell, 2007c), 4) Recording Procedures (Creswell, 2007d), 5) Field Issues (Creswell, 2007e), 6) Storing Data (Creswell, 2007f), **Data Analysis Technique** (Creswell, 2007g) : 1) Data Management, 2) Reading, 3) Presentation, 4) Classification, 5) Interpretation, and 6) Presentation, and the author collects the findings of data in the field, so that the construction of the Sundanese Iket analysis results as Dedi Mulyadi's political brand identity . **Data Validation Techniques** (Creswell, 2007h), Validation of data is done by analyzing the results of data from several informants, both living witnesses and experts or experts, namely: Dedy Mulyana (Professor of Communication as well as Professor of Padjadjaran University Bandung), Enjang AS (Sundanese Cultureist and academician, namely Deputy Dean 1 Faculty Communication and Da'wah of the State Islamic University of Sunan Gunung Djati Bandung), Vega Darwanti (Indonesian Artist) who has collaborated several times with Dedi Mulyadi at cultural events, and Heri Anwar (Head of Tourism and Culture in Purwakarta Regency - West Java Province).

Results

Dedi Mulyadi, who is now actively competing in the political realm, has developed a separate strategy that is managed continuously so that when in the view of Marketing, A strategy that is not easy when having to maintain consistency using cultural attributes, namely Sundanese Iket in more than 15 years, especially when always close to the people through their services. As a politician, Dedi Mulyadi seemed to want to show that Sundanese people could play all out in





national political circles. A Sundanese political strategy that is unique, interesting but simple, so if called imaging can be ambiguous. The Sundanese icon used by Dedi Mulyadi was finally known through the findings of this study, can be described political brand identity through an 8-facets prism. Sundanese Iket is a symbol of Sundanese identity. Dedi Mulyadi performed his role by implementing the Iket Sunda philosophy in leadership. For politician Dedi Mulyadi, Iket Sunda as a cultural attribute has played a major role in shaping its Political brand identity through analysis of the 8-facets Prism

Findings

Political Brand Identity Prism 8 Facets Of Dedi Mulyadi

1. PHYSICAL

- Appearance of Sundanese,
- More than 15 years Using Sundanese Iket

4 RELATIONSHIP

- Iket Sundanese icon a symbol
- 10.4 Million followers
- Not Embarrassed to Wear Traditional Clothing at the World Level
- Receive Several Cultural Awards

5. REFLECTION

- Sundanese Clothing Trendsetter
- Sundanese Can Be Political
 - Popular

7. PROFESSION

- Leader of a Political Party
- Former Regional Leader
- Sundanese culture

2. PERSONALITY

- Has a life philosophy in Sundanese cosmology
- Living according to Islamic Guidance

3. CULTURE

- Living in harmony
- Life Must Compound With Nature
- Pattern of upbringing discipline

6. SELF IMAGE

- I am Indonesian
- I am Moslem
- I am Sundanese

8. STANDARD

- High self Confidence
 - Consistent
 - Never give up
 - Ambitious
 - Hard work
 - Discipline



EKSTERNALISASI

INTERNALISASI

Acknowledgement

Thank you to our Almighty GOD and The Prophet Muhammad SAW, to all my Promoters. Especially for beloved husband's and my son.

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