

# Ethical Leadership Paradigm in Governor Election Discourse of DKI Jakarta 2017: Phenomenology Study on News Online Media from January 1, 2017 to February 14, 2017

Frederikus Fios<sup>1</sup>, Christofora Megawati Tirtawinata<sup>1</sup> and Lelo Yosep Laurentius<sup>1</sup>

<sup>1</sup> Character Building Development Center, Computer Science Department, School Of Computer Science, Bina Nusantara University, Jakarta, Indonesia 11480

**Keywords:** Ethical Leadership, Governor Election, Phenomenology, Online News

**Abstract:** The 2017 is an important momentum for the people of Jakarta who elect the governor on February 15, 2017. Quantitative pooling of opinion has been conducted by many survey institutes to measure potential candidates for elected governors. Statements in the mass media have been discourse related to the leadership paradigm desired to lead Jakarta. The discourse published in online media can be an interesting scientific research material from a phenomenological perspective. The purpose of this study is to examine phenomenologically the leadership discourse in the online mass media with a focus on mapping the paradigm of ethical leaders in the 2017 governorship of Jakarta. The researcher focuses on the statements of figures and the public in the online media related to the leadership keywords before the election of the Jakarta governor on February 15, 2017. The study focused on exploring the discourse of online media news published between January 1, 2017 to February 14, 2017. The analysis shows that there is a relevant constructive concept related to the ethical leadership paradigm in the Jakarta regional head election. The paradigm of ethical leadership is very dominant in the discourse of governor election Jakarta 2017. Leadership desired by the people of Jakarta refers to ethical leaders in attitude, ethical behavior, polite and civilized. Ethical leadership for Jakarta refers to the Aristotelian ethical model that takes into account the dimensions of attitudes, behaviors and good actions as the subject of leaders in relationships with others, in public social. The research uses qualitative methods, especially the philosophical element of phenomenology based on the online news discourse as a text.

## 1 INTRODUCTION

The 2017 is a political year for citizens of DKI Jakarta. The people of Jakarta City elected a governor on February 15, 2017. Many surveys have been conducted by quantitative survey agencies to measure the acceptable level of leaders by the Jakarta community with varied results. There is a survey institute that won Agus Harimurti Yudoyono (AHY), some of which won Basuki Tjahaya Purnama (BTP) and Anies Baswedan (AB). Everything is fickle and uncertain. There is also a statement as discursive discourse published widely in various online mass media relating to the relevant leadership for DKI Jakarta. They are interesting phenomena to be analyzed or studied reflectively phenomenologically.

Paradigm is the principle of thinking in the context of scientific philosophy. Thomas Kuhn put

forward the concept of paradigm. A paradigm is a fundamental image of the subject matter within a science. It serves to define what should be studied, what should be asked and what rules should be followed in interpreting the answer. The paradigm is the broadest unit of consensus within a science and serves to differentiate one scientific community (or sub community) from another. The paradigm is closely related to fundamental views relevant to the subject of the philosophy of science on the object of research, the formulation of questions, and the rules that need to be pursued in interpreting a desired answer. Kuhn understands paradigms as accepted laws, theories, applications and instruments, so it is a model that serves as a steady source and traditions in specialized scientific research (Kuhn, 1970).

Leader and leadership are important discussed prior to the election of Jakarta's regional governor (leader). It is useful to provide enlighten information

for the public or community to choose the right leader. Selecting leaders requires important and ideal criteria that need attention. The criterion becomes the normative standard that is inherently attached to the leader figure. Leaders who meet the normative standards are assumed to be good leader paradigms. The paradigm of a good leader is considered and believed to be able to mobilize the society (people) towards a condition of improving the quality of life that ensures the common good.

Based on the scope of paradigmatic understanding above, then the question of this research problem includes: a. What is an ethical leadership? b). What is the structure of discourse dynamics constructed in the election of Jakarta leader? c. How does the philosophy (cognition and ideology) of the leadership paradigm be constructed in the election of the Jakarta leader? d. What is the ethical leader's paradigm for Jakarta in an online discourse of 2017 governor election?

This research uses qualitative research methods with phenomenological analysis approach. Researchers conducted phenomenological analysis of online news discourse January 1, 2017 edition - February 14, 2017. Research on this discourse was developed by using documentation studies of journal articles and books relevant to the research topic. The study focuses on two (2) important constructs: leadership and ethics. Thus, the researchers identified a paradigmatic model of ethical leadership that was discussed ahead of the 2017 governor election. Data collection techniques were conducted by accessing (downloading) data from online media news which published statements, comments, and opinions about leadership in the local elections governor of Jakarta.

## 2 CONCEPTS OF LEADER AND ETHICAL LEADERSHIP

We strongly encourage authors to use this document for the preparation of the camera-ready. Please follow the instructions closely in order to make the volume look as uniform as possible (Moore and Lopes, 1999).

Among the existing theories about the genealogy of the birth of a leader, there are three (3) most dominant theories (Arifin, 2012), ie the genetic theory that holds that leader is born and not made in which he gifted leads because the off spring not because formed. Social theory says that a person becomes a leader because it is formed, not because of

being born and not born. While ecological theory says that one will be a good leader while already have the talent of lead from birth, but developed also in education or training to develop the talents owned. Other experts propose theories with different focuses such as theories of nature (trait theory), behavioral theory and situational contingency theory. Ordway Tead says a leader needs to have the nature: physical and mental energetic, aware of goals / direction, passion and passion, friendly and love, honest and sincere, mastering technical matters, firm decision-making, intelligent, skilled at teaching and trusted (Arifin, 2012). Terry says a leader must be strong, stable emotionally, knowing human relationships, honest, objective, self-motivated, communicative, able to teach, socially skilled, technically and managerially skilled (George, 1960). Behavior Theory says that a leader will be oriented to two behaviors: task oriented or people oriented. Whereas situational contingency theorists say that only leaders who know the organizational situation / needs can be an effective and efficient leader.

In 2007, Setiadi (Psychology of Atma Jaya) made research on the characteristics and style of leadership in the Indonesian context. His research shows that an effective leader needs to have self-integrity. The object of this research focuses on the managers who work in private companies national, state-owned and private foreign. In 2012, the research team of CBDC Binus University, Tarigan et al examined the character of courage in the leadership figure of Martha Tillar, Director of PT Mustika Ratu-Jakarta (Tarigan, et al., 2012).

Ethics is derived from the word *ethos* (Greek) which means the habit that character (Prawironegoro, 2010). Ethics is the study of the good and bad of human action in social reality with others. The ethical discipline consists of two (2) sections namely general ethics and special ethics. General ethics concentrates on the study of themes of conscience, freedom and responsibility, values and morals, rights and duties and ways in which people live morally-ethically. While special ethics is closely related to how the application of common ethics in a particular context or condition. Then there is applied ethics. Beauchamp says: "The term 'applied ethics' and its synonym 'practical ethics' came into use in the 1970s when philosophers and other academics began to address the pressing moral problems in society and in professional ethics (especially medical ethics and business ethics) (Beauchamp, 2003). Historically, applied ethics began to develop in the 1970s as the development of biomedical and business fields caused humanitarian

problems. This is exacerbated by the occurrence of various problems that are so complex in the world of work (industry). Not to mention the addition of nuclear arms race between the Soviet Union and America called the cold war accompanied by a variety of negative excesses. Social movements such as the labor movement, the movement of environmental conservation, the anti-war movement, the gender movement, the democratization and so on are more intensively conducted. All of this whips up the birth of a serious and profound ethical reflection in accordance with the problematic context that accompanies the dynamics of the existential journey of humankind on this earth.

In addition to the ethics of Aristotelian virtues, the ethics of virtue of Alasdair MacIntyre was used as a reflection for its applicative aspect. The Ethics of Virtue MacIntyre emphasizes the noble values of cultural traditions as the source of virtues of human action in social reality (MacIntyre, 2007). Wherever he is, man is supposed to act in the context of the local culture he lives and owns. The interesting and unique of this research are the actuality dimension (news published in early 2017), popularity (issue of regional governor election / governor of Jakarta) as a hot issue during January to middle of February 2017, before the election of Jakarta's regional governor conducted, and analysis techniques used phenomenological perspective. This becomes a very important new issue to enrich the model / paradigm of leadership research in Indonesian education.

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Please note that the word "Table" is spelled out.

## 2.1 Figures

Please

Program in Pascal:

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begin
  Writeln('Hello World!!');
End.
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References and citations should follow the Harvard (Autor, date) System Convention (see the References section). As example you may consider the citation (Smith, 1998). Besides that, all references should be cited in the text. No numbers with or without brackets should be used to cite or to list the references.

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## 3 FINDINGS AND DISCUSSION

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Not many online media publish news or discourse related to ethical leadership content. Research conducted by the researchers found there are five (5) Indonesian online media that expose about ethical leadership in the context of Jakarta governor election discourse during the period between January 1, 2017 until February 14, 2017. The fifth online media that is: <http://www.tribunnews.com/metropolitan/2017/01/02/soal-kasus-penempelan-stiker-cagub-cawagub-anies-baswedan-harus-jaga-etika-dan-adab>, <https://news.detik.com/berita/d-3395877/saat-agus-bicara-soal- eviction- so-character-leading-jakarta?>, <https://www.rappler.com/indonesia/berita/158905-karakter-pemilih-pilkada>, <https://tirto.id/agus-value-ahok-lugas-tapi-kasar-dan-beringas-ciPr>, <https://tirto.id/success-assistance-assurance-or-violence-verbal-ci4j>.

Tribunnews online issue on Monday, January 2, 2017 lowered the news titled "Problem Case Sticking Sticker Cagub-Cawagub, Anies Baswedan: Must Keep Ethics and Civils" (Ismail, 2017). This news shows the perspective of the need for a Jakarta governor's election process based on procedural, ethical and civilized means, strategy, and methods.

Newsdetik.com publishes the news on Saturday, January 14, 2017 under the title "When Agus Talks

about Evictment to Leaders Character Jakarta" (Detiknews, 2017). This news contains the criticism of Agus Harimurty Yudhoyono (AHY) against the approach of Ahok Governor who during the lead displaced the houses of the building owned by the community (the people) so as to bring suffering and unhappiness for the small community. Leaders also, according to Agus, must have good example / example and good integrity.

Rappler.com media edition January 20, 2017 expose a news entitled "Knowing the Voter Character in the Election of DKI Jakarta" (Florene, 2017). The content of this story contains an analysis of political observers named Hanta Yuda (Executive Director of the Poltracking Institute) which gives the view that Jakarta's people are patterned to choose leaders based on criteria: vision-mission programs, roles in attitude and rhetoric (ethics, psychology) / handsome (aesthetic) and similarity of religious and sociological attributes.

Tirto.id edition February 10, 2017 published a news entitled "Agus value Ahok Flexible, But Rough and Violent" (Hasan, 2017). The contents of this story contained the view of Agus Harimurti Yudhoyono (AHY) which provides a critical assessment on the character of Jakarta leaders in the lead. Agus emphasizes the important principles of the ideal leader character that is maintaining the etiquette of communicating, not dividing the citizens, not acting arbitrarily, not applying rude to the citizens and must be in accordance with applicable legislation. Tirto.id edition February 14, 2017 publish a news story titled "Loud Speech: Assertiveness or Verbal Violence"? (Kirnandita, 2017). This news reveals the principle of leadership that needs to maintain etiquette in communicating to all parties especially to women.

Ethical leadership is a process of leading public institutions or organizations (state institutions) that run by paying attention to normative principles and standards of goodness values that are regarded as the virtues of life that are longed for, valued and upheld by society in the praxis of the reality of social life of society to create a common good. Ethical leadership is the process of personal subject of the candidate for governor to fight for and carry out the common welfare to be achieved, executed and actualized by placing the virtues of goodness as the standard of attitude and behavior. Ethical leadership is not only an effective and democratic leadership, but also a person who realizes ethical values in his or her life practice. Practical leadership in this study refers to candidates for governors who will lead the city of Jakarta in the period 2017-2022.

The structure of discourse-praxis dynamics consists of three (3) aspects of language in analyzing texts namely: locutionary, illocutionary and perlocutionary dimensions. Below is an analysis of the online media discourse of January 1, 2017 to 14 February 2017.

Table 1: The Analysis of Online Media Discourse

Speech Act / Pragmatics	Locutionary (Meaning)	Ilocutionary (Strenght constative/explicit and directive/implicit)	Perlocutionary (build believing/motivate to do)
"Concerning the Case of Sticking the Cagub-Cawagub Sticker, Anis Baswedan: Must Keep Ethics and Civils".	Attaining power in the election of leaders must apply ethical means	People are invited to choose ethical leaders	People are persuaded to choose ethical leaders
"When Agus Talking about the Eviction to Leaders Character Jakarta".	The importance of a populist / populist leader who respects to the lower class	Leaders who do not appreciate the little people are criticized, people are encouraged to choose leaders that apply to the marginal society	People are persuaded to choose leaders who care to the margin people
"Knowing the Voter Character in DKI Jakarta Elections".	People have their own paradigm in choosing leaders according to their desires / freedom	There are different patterns or paradigms in society in determining leaders	People are convinced to be rational and freely to choose leaders
"Agus value Ahok Flexible, But Rough and Violent".	The importance of ethical leaders	Society needs to see / know the subject of ethical or unethical leaders	Communities are persuaded to choose ethical leaders in attitudes / behaviour
"Hard Saying: Firmness or Verbal Abuse"?	The importance of ethical leaders in verbal words	Need to pay attention to ethical leaders in speaking	Communities are convinced to choose ethical leaders in attitude and speech

The structure of the above discourse is actually aiming at a fundamental target that the existing discourse constructs a philosophy / ideology of ethical leadership. In choosing a leader, society needs to be rational to choose / determine ethical leaders. Ethical leaders are based on norms, social values, attitudes and actions that show good ethical behavior in the context of social relationships with others. This leader model is placed in the context of the moral values, traditions, social and cultural habits of Indonesian society in general and Jakarta in particular of polite and sociable social interaction.

Paradigm is the principle of thinking in the context of scientific philosophy. Thomas Kuhn put forward the concept of paradigm as a law / frame / benchmark used in interpreting an object (Ritzer, 2002). Paradigms are laws, theories, applications and instruments that are accepted together as models (Kuhn, 1970). Thus, the paradigm is essentially a model, pattern, form, scheme and understanding of certain dimensions of human reality. Paradigm is a model of thinking in observing a particular reality in reality as the object of science under study.

Based on the discourse and results of previous research, it is clear that the discourse shown by many people in the Jakarta regional head election targets the importance of ethical leaders. Leaders and leadership of ethical character are indispensable in determining the choice to elect a governor who will lead Jakarta. Looking at the paradigm or model of leaders like what is discourse in the discourse of online media that exist, it seems Jakarta people tend to choose and want leaders who have ethical virtue. Leaders who have ethical wisely feels important by citizens of Jakarta. The ethical leader is very relevant to Jakarta. This is evident in the word and speech discourses found in this study that target ethical leaders

The ethical leadership paradigm that the people of Jakarta want is consistent with Aristotle's ethical model. The ethical leadership of the Aristotelian paradigm refers to the character of the human person who cares for and upholds the virtues of action or good behavior in the reality of society to achieve the common good. Thus a leader needs to pay attention and seek good deeds / actions in the totality of his life especially in the effort to carry out the functions of leadership that done. The need for a model of ethical behavioral leaders is crucial and very much needed by society in today's world order. At least the ethical leadership discourse contained in this study proves that the ethical leader's character remains relevant in today's public leadership.

## 4 CONCLUSIONS

The ethical leadership found in the case study of online discourse January 1 to February 14, 2017 (the election of the Governor of DKI Jakarta) is a model of leadership of political organizations (governors) that need to be run by taking into account the normative virtues and standards of good values that considered as important life virtues, longed for, valued and upheld in the praxis of the reality of social life to create a common good. Dynamic structure of practical discourse Jakarta society generally tend to want leaders who have personal character that is ethical and polite in attitude, behavior and actions. The online news leadership discourse of January 1, 2017-14, 2017 edition constructs ethical philosophy / ideology of leadership. The people of Jakarta are inspired to be rational in selecting / deciding leaders who have ethical capacity. Ethical leaders are based on norms, social values, attitudes and actions that show good ethical behavior in the context of social relationships with others. This leader model is placed in the context of the ethical, social, and cultural values of Indonesian society that are polite and sociable in social intercourse. The model of ethical leaders of online media discourse January 1, 2017-14 February 2017 tends to lead to a model of leaders who have ethical virtues of attitude or action in accordance with the ethical model of Aristotle (virtue ethics).

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