Leadership Style of Herman Deru in Social Media Frames: An Evaluation of Framing Leadership Style in Regional Development

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Abstract:
This literature review paper discusses about Herman Deru's leadership style in enhancing regional development seen from social media frames, Instagram.This research used Gamson and Modigliani Framing Model which consists of framing devices; methapors, cathcphrases, exemplar and depiction, a device of reasoning consisting of roots, Appeals to principle and Consequences. Based on research that has been done, it can be concluded that Herman Deru's leadership style as the Governor of South Sumatra in the frame of social media is the Democratic leadership style. This can be seen from how the framing of the headlines, the theme of the activities, the captions and photos that show the characteristics of democratic leadership.

Keywords: leadership style, framing analysis, instagram.

I. INTRODUCTION

Social media and technological developments have now become a basic necessity in people's lives. Its presence in public space becomes its own color in supporting various human activities. From entertainment, social, economic needs and even political needs. One of the social media that has become a staple in this millennial era is Instagram

Instagram is one of the social media in the form of photo and video sharing application that allows users to take photos, take videos, apply digital filters and other networking activities. Instagram was established on October 6, 2010 from a company called Burbn, Inc. The company was founded by Kevin Systrom and Mike Kreiger who is now the CEO of Instagram itself. The name of the Instagram comes from the words "Instant" and "Telegram". The word "instant" underlies the name "insta" which is meant to be a polaroid camera which is known as instant photo. While the word telegram refers to a tool that works to send information to others quickly.(Sendari : 2019)

From 2010 to now, Instagram continues to transform into a social media tool that is increasingly enjoyed and needed by the public. Instagram is not only owned by individuals, artists, business people or young people. Instragram has

now propagated various sectors including politics and government. Almost all government agencies, political figures, community leaders, regional heads and even heads of state have official accounts. Instagram is now able to become a government communication tool that has proven clarity and speed of information.

Likewise, the Governor of South Sumatra, Herman Deru, was officially appointed on 2 October 2018. From the campaign period to the present, the activities carried out by Herman Deru have been neatly arranged on his Instagram account @ Hermanderu67, while all complete activities related to his position as Governor are shared through the official account @humasprovsumsel. The following picture is from an official Instagram account:
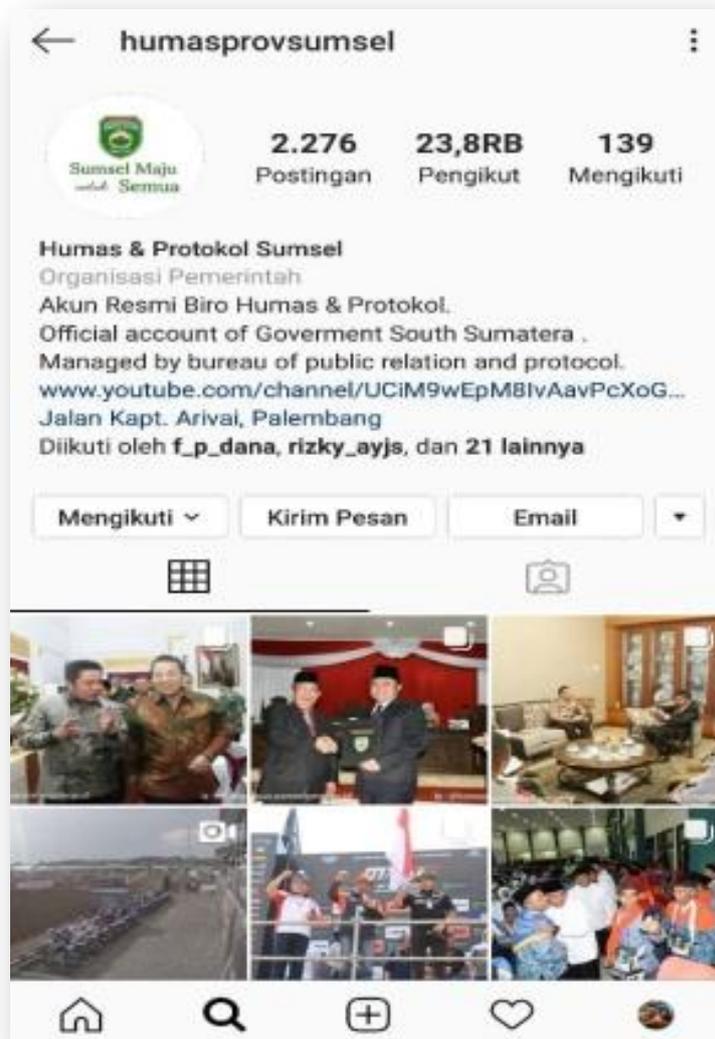

Figure 1.Province public relations Instagram account

Figure 1 above is the official account of @humasprovsumsel, seen in the account there are 2,275 posts containing various activities that were attended and carried out by Herman Deru such as Work Visit, Audience, Progress Report, Socialization, Signing of MoU / Cooperation, Handover Ceremony, Inauguration and Regional Work Meetings.

The focus of this research is to see how framing Herman Deru's leadership style in regional development, particularly regarding infrastructure development posted through the Instagram account @humasprovsumsel which is calculated from October 2018 to June 2019. According to Wijaya (2008) Framing analysis is a variant. analysis for analyzing media texts. Framing analysis tries to look at the ideology behind the news, to explain that news is not a free entity but a struggle of ideas, knowledge and complex interests.

This is interesting to study further, considering that social media has a very important and strategic role in forming public opinion. Although social media have not necessarily represented, but the media can shape people's perceptions so that an assessment of Herman Deru's leadership style is created. However, social media or Instagram is a reality reconstruction agent that is very influential in society. Social media is not objective. Differences often occur with reality in the field. So that the right way to capture the reality of social media results is by framing. Based on the description on the background above, the red thread can be drawn from the problem to be examined, namely: "How is the frame of Herman Deru's leadership style in building the area in October 2018 until June 2019?"

II. RESEARCH METODOLOGY

This paper uses the archival method. So that most of the data used is secondary data in the form of journals, e-journals, articles, mass media news, and books related to leadership style, social media and framing analysis. The secondary data is reduced, analyzed, conclusions drawn and verified.

III. LITERATURE REVIEW

AStyle of Government Leadership

According to G.U. Cleeton and C.W.Mason in InuKencana (2013: 2).Leadership indicates the ability to influence men and secuire results through emotional appeals rather than through the exercise of authority. Leadership shows the ability to influence people and achieve results through emotional appeal and this is better than through the use of power. Whereas according to Ordway Tead (1929)Leadership as a combination of traits which enables on individual to induce others to accomplish a given task.Leadership is defined as a combination of temperament that allows someone to be able to encourage others to complete their tasks.

In the branch of governmental science, government leadership has become a discipline that studies the relationship between leaders and those who are led in this case the leaders are the government while the ones who are led are the people themselves. Furthermore Syafi'ie (2013) describes governance leadership as art and government leadership as moral. As an art, leadership is interpreted as expertise in carrying out a beautiful government. Art in persuasive, motivational and communicative. While as a moral, leadership is defined as the ability to control the community from negative things, as well as the ability of leaders to help or fulfill what is needed by the community.

According to Syafi'ie (2013) there are several styles in government leadership, namely: First, democratic style in government leadership is the way and rhythm of a government leader in dealing with abwahan and society by using the method of division of tasks with subordinates, as well as between subordinates equitable and fair, then the selection of tasks is done openly and it is recommended to discuss in advance to reach agreement and consensus on mutual agreement.

Second, the bureaucratic style in government leadership is the way and rhythm of a person in government leadership in dealing with subordinates and their community by using methods indiscriminately, meaning that each subordinate must be treated in the same discipline.

Third, the style of freedom in government leadership is the way and rhythm of a person in government leadership in dealing with subordinates and society by using the method of giving the maximum freedom to subordinates, this method is also known as Laissez Faire or liberalism.

Fourth, the autocratic style of government leadership is the way and rhythm of leadership in subordinates and their community by using coercive power.

B. Gamson and Modigliani's Framing Model

Framing analysis is a variant of analysis for analyzing media texts. Framing analysis tries to look at the ideology behind the news, to explain that news is not a free entity but a struggle of ideas, knowledge and complex interests. (Wijaya: 2008)

The concept of framing is basically a concept developed by the cognitive tradition of neoassciacition (Bryant in Wijaya, 2008). This tradition and perspective of social psychology is in the circle of cognitive theory in the context of communication science. From a constructionist perspective, the reporting process in media organizations will greatly influence the news frame that will be produced. Frames processed in media organizations cannot be separated from the educational background, knowledge and ideology of journalists to the ideology and capital structure of media institutions. (Wijaya, Toni: 10)

According to Gamson and Modigliani (in Wijaya, 2008) frames are a way of telling stories or a group of ideas organized in such a way and presenting the meaning construction of events related to the object of a discourse. Media discourse in the form of news consists of several packages (packages) that contain constructs of meaning for the events that will be reported. Packaging or package is a series of ideas that show what issues are discussed and which events are relevant.

There are two framing analysis tools presented by Gamson and Modigliani (in Wijaya, 2008). First, framing devices (Framing Devices) consisting of methapors; parables and presuppositions, Catchphrases are phrases that are interesting, contrasting, or prominent in a discourse usually in the form of jargon or slogan. Exemplar is to associate a frame with an example and / or description (it can be a theory or comparison) that clarifies the frame. Depiction is a depiction or representation of something connotative usually in the form of vocabulary or lexicon to label something visual images are images, graphics, or images that support the frame as a whole, can be photos, cartoons or graphics to emphasize and support the message to be conveyed

Second, Reasoning Devices consisting of roots are causal or causal analysis. Appeals to principle, namely the basic premise and moral claims.

Consequences are the effects or consequences obtained from the frame.

This paper uses the framing analysis of Gamson and Modigliani, because this analysis model is able to dissect more deeply related to the meanings of phrases, images made by the media

IV. DISCUSSION

From the results of research conducted on the Instagram account @humasprovsumsel from October 2018 to June 2019, data obtained that the provincial public relations posts of South Sumatra are around 1080 posts. In one day the average

@humasprovsumsel account uploads the activities of the Governor and Deputy Governor as many as 4-5 posts both in the form of photos and video activities. Even when there is a very busy activity schedule this account is able to upload photos / videos of activities for up to 7 posts. So that within one month, there are around 120 photos and videos of the activities of the Governor of South Sumatra.

However, specifically for posts about regional infrastructure development there are 28 activity posts. Following are news headlines for posts about regional development:

Table 1.Instagram Headlines for Herman Deru's Leadership in Regional Development

No.	Date	News
1.	July 9, 2019	South Sumatra is ready to become the Secretariat of the Governor of Sumatra in accelerating Development on the island of Sumatra
2.	July 8, 2019	Governor of Sumatra Coordination Meeting "Equality of Vision in an effort to contribute Sumatra to the Acceleration of National Development"
3.	July 6, 2019	Construction of the Center for Integrated Islamic Center of Sriwijaya Mosque
4.	June 4, 2019	Equity and financial improvement for the Village and Village Governments to Accelerate Development of the South Sumatra Province
5.	June 17, 2019	86 Billion Rupiah for Acceleration of Development in Palembang City
6.	June 27, 2019	11.5 Billion for the Acceleration of Development of North MusiRawas Regency
7.	February 23, 2019	Gathering and Synchronization of Government Development Programs in South Sumatra Province
8.	February	Gathering and Synchronization of the Government of South Sumatra Provincial

	22, 2019	Development Program together with East OKU Regency Government
9.	February 20, 2012	Synchronization of the Development Program of the Lahat District Government with the Development Program of the South Sumatra Province
10.	February 19, 2019	Gathering of the Governor of South Sumatra together with residents of Ulak Mas Village, Lahat Regency

(Development assistance for PratamaLahat Hospital) |
| 11. | February 14, 2019 | Hearings of the Chairman of the Palembang Mosque Foundation in the Grand Mosque Development Program |
| 12. | February 11, 2019 | Discussion on "Light Rail Transit (LRT) Palembang" with Republic of Indonesia Minister of Transportation Budi KaryaSumadi and Mayor of Palembang |
| 13. | December 25, 2018 | Gathering with the community in SeiKembang Village, MuaraKuang District, OganIlir Regency

"The role of the Government in improving road infrastructure" |
| 14. | December 23, 2018 | OKU Middle School 2 Grand Reunion

"The obligation of the province to repair the MuaraKuang-OKI road - Review of OKU-Beringin-Prabumulih"

National Dialogue 37 Indonesia Advances in OganKomeringIlir (OKI) District on Infrastructure Development |
| 15. | December 22, 2018 | National Dialogue 37 Indonesia Advances in OganKomeringIlir (OKI) District on Infrastructure Development |
| 16. | December 15, 2018 | Governor's Gathering with Bangun Jaya SP 9 Cecar village, BTS Ulu District, MusiRawas Regency |
| 17. | December 6, 2018 | National Dialogue 37 Indonesia Advances in OganKomeringIlir (OKI) District on Infrastructure Development

Governor's Gathering with Bangun Jaya SP 9 Cecar village, BTS Ulu District, MusiRawas Regency

Working visit of the Minister of Agriculture (Minister of Agriculture) to the location of the Swamp Land Pilot Project in Banyuasin Regency |

18.	December 6, 2018	Governor of South Sumatra signed an Irrigated Map of Irrigation and Rice Fields for 14 National Rice Barn Provinces
19.	November 25, 2018	Gathering of the President of the Republic of Indonesia with village officials and cadres of the development of the province of South Sumatra
20.	November 18, 2018	The progress of mosque construction with figures from South Sumatra and the Palembang Sriwijaya Great Mosque Foundation
21.	November 13, 2018	Plans for the construction of the 13.5 kilometer Babylon-South Sumatra Bridge
22.	November 6, 2018	Printing 250 thousand hectares of new rice fields on OganIlir swamp land Inauguration of the A-Fatah Mosque at the Aziziah Islamic Boarding School
23.	November 6, 2018	Inauguration of the A-Fatah Mosque at the Aziziah Islamic Boarding School
24.	November 3, 2018	FGD Transit Oriented Development (TOD) for Palembang LRT
25.	October 27, 2018	Working visit of the Minister of Transportation in the context of reviewing transportation facilities and infrastructure in Palembang-South Sumatra Province
26.	October 30, 2019	Audience Director of PT. Semen Baturaja in supporting the acceleration of infrastructure development in South Sumatra
27.	October 23, 2018	Discussion with the board of the South Sumatra Development Acceleration Forum (FPPSS)
28.	October 9, 2019	Peasant Consultation 2018 Strengthening Agrarian Reform and the Sovereignty of South Sumatra Farmers

Source: Processed by the author, 2019.

From the table above, it can be seen that the regional development launched by Herman deru has been socialized since 9 October 2018, but the development that is a priority here is development in the agrarian sector. This is because South Sumatra has rice barns in several districts. And, Herman Deru also has the basic of being a Regent in the rice-producing region, namely East OKU. Furthermore, to strengthen agrarian reform and peasant sovereignty, on December 6, 2018, Herman Deru signed Irrigated Regional Irrigation and Rice Field Maps for 14 National Rice Barn Provinces and developed The Pilot Project of Swamp Land is a modern agricultural land in Banyuasin Regency.

This is a follow-up of the visit and the desire of Herman Deru to print 250 hectares of Swamp in OganIlir into rice fields. However, out of 120 posts about agrarian development, there are only four posts that discuss the field and stop in 2018. For 2010 there has been no sustainability in the field of development of the paddy fields.

The rest, the posts about infrastructure development activities become activities that continue to be carried out by Herman Deru, from October 23, 2018 to July 9, 2019. Periodically Herman Deru is committed to conducting South Sumatra Development Planning, starting from conducting discussions, opening forums, and conducting meetings coordination and synchronization of accelerated regional development in the province of south Sumatra.

Leadership Style in Instagram Postings Framing

Regarding framing devices on each news or post on the @humasprovsumsel account, the admin has posted each post with methapors, parables and suppositions in each caption, catchphrases or phrases that are interesting, contrasting, and prominent in each post, Sumsel Forward for All, Synchronization of Development Acceleration. always use very positive and convincing language. Not forgetting the name of Governor of South Sumatra is included complete with ceremonial photos, each activity is always posted positively, interestingly and neatly. Here are some examples of post captions in the @humasprovsumsel account related to regional development.

"The Governor of South Sumatra Herman Deru accepted the board of the South Sumatra Development Acceleration Forum (FPPSS) in the governor's guest room, Tuesday (10/23). The presence of a team consisting of dozens of professors brought fresh air to HMDY to realize development in South Sumatra"

Exemplar is to associate posts with examples and that clarify with positive and complete captions. Depiction, each post is equipped with photos of activities and videos supporting overall framing and communication through messages that have been delivered.

While reasoning devices (Reasoning Devices) consisting of roots are causal or causal analysis. Appeals to principle, namely the basic premise and moral claims. Consequences namely the effects or consequences obtained from the frame relate to how the Herman Deru Leadership Style is framed in each news caption and headline. In each post of his activities, Herman Deru always conducts hearings, discussions, holds forums with field experts as well as coordination and synchronization with the local government and with the parties concerned. This shows how Herman Deru's Leadership Style is democratic, open and close to stakeholders, local government and the community. The Democratic Leadership Style emphasizes group meetings where the leader only acts as a motivator or director. This can be seen from the synchronization and coordination that Herman Deru has carried out. Here is one of the captions that show Herman Deru's Democratic leadership style:

Governor of South Sumatra Herman Deru wants the East OKU region as one of the largest producers of food barns in South Sumatra, he said during a gathering and synchronization of the provincial government's development programs with the East OKU Regency Government on Saturday (22/2). Raise back food production. "Any strategy that will be carried out by Pak Regent KholidMawardi will be supported by me to restore the food barn," he

said. Then also Deru Herman promised to carry out development that was evenly distributed in the regencies / cities in South Sumatra, as well as in East OKU Regency. "

The caption above shows that Herman Deru supports the development of food granary producers in the East OKU area. He entrusted to the East OKU Regent to make a strategy or policy that was in accordance with the needs of his community. Whereas Herman Deru as the Governor facilitates these objectives by carrying out the development needed by the Regency or region. Indirectly, the caption has filtered the democratic leadership style for Herman Deru.

In addition, leaders with this democratic style always act fairly, evenly and give full authority to their subordinates. All subordinates have the right to submit suggestions, input to criticism to leaders in accordance with the rules and rules that apply. The indicator of the democratic style was then framed in a number of news posts and captions in the @humasprovsumsel account, namely Gathering and Synchronization of the South Sumatra Provincial Government Development Program with Lahat District, 11.5 Billion for the Acceleration of Development of MusiRawas Utara Regency, Silahturahmi with the community in SeiKembangVillage, MuaraKuangSubdistrict, OganIlir Regency ", The Government's Role in Road Infrastructure Improvement", 86 Billion Rupiah for Accelerating Development in Palembang City, Audience Director of PT. Semen Baturaja in supporting the acceleration of infrastructure development in South Sumatra, National Dialogue 37 Indonesia Forward in OganKomeringIlir (OKI) District on Infrastructure Development. This shows how the Appeals to

principle and consequences or the effects of news framing have gone well.

From the results of the research and analysis conducted by the author on the photos, videos and captions presented by the @humasprovsumsel account, it shows that the Gamson and Modigliani Framing Models consist of framing devices (Framing Devices); methapors, cathcphrases, exemplar and depiction, reasoning devices (Reasoning Devices) consisting of roots, Appeals to principle and Consequences have shown that Herman Deru's leadership style as the Governor of South Sumatra in the frame of social media is Democratic leadership style. This can be seen from how the framing of the headlines, the theme of the activities, the captions and photos that show the characteristics of democratic leadership.

v. CONCLUSION

From the results of the research that has been done, it can be concluded that Herman Deru's leadership style as the Governor of South Sumatra in the frame of social media is the Democratic leadership style. This can be seen from how framing of the headlines, the theme of the activities, the captions and photos that show the characteristics of democratic leadership. by using the Gamson and Modigliani Framing Model which consists of framing devices; methapors, cathcphrases, exemplar and depiction, a device of reasoning consisting of roots, Appeals to principle and Consequences.

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