

# **Face Negotiation Communication of The Demokrat Party in The Koalisi Perubahan Untuk Persatuan Towards The 2024 Presidential Election**

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**Abstract.** The Koalisi Perubahan untuk Persatuan in the 2024 Presidential Election, which is nominating Anies Baswedan as Presidential Candidate, appears to be discord. The Demokrat Party which also supported Anies had to swallow the bitter pill after AHY, which was predicted to be a party with the Mercy logo, failed to be selected by Anies as the vice presidential candidate who would accompany him in the 2024 presidential election. Unilaterally, Nasdem, who was nominating Anies as the 2024 presidential candidate, 'switched his heart' to PKB by declaring Muhaimin Iskandar as the vice presidential candidate accompanied Anies. Suddenly, this incident made the Demokrat and their cadres angry, and turned their backs on Anies. This research aims to explain the Demokrat Party's facial negotiation communication in the Koalisi Perubahan untuk Persatuan towards the 2024 Presidential Election. This qualitative research uses Stella Ting-Toomey's Facial Negotiation perspective as the theoretical basis. The primary data for this research was obtained from YouTube social media related to AHY and the Demokrat Party after the AMIN Declaration. The units of analysis used in this research are words, phrases, clauses, sentences, and images in videos of AHY and the Demokrat Party on YouTube media. The analysis technique used is descriptive. The research results show three ways in the Demokrat Party's face negotiation communication perspective, namely facework, face-threatening actions, and conflict management which tend to give in and it is better to leave the Koalisi Perubahan untuk Persatuan by looking for and finding a new more solid coalition.

**Keywords:** facework, face-threatening actions, conflict management, 2024 election, the demokrat party, ahy

## **INTRODUCTION**

General elections have a close relationship with the electability of a presidential candidate in the election (Husain et al., 2023). Electability according to the Big Indonesian Dictionary KBBI (2016) is a person's ability to be elected to a position. Based on a survey conducted (NewIndonesia Research & Consulting, 2023) regarding the electability of presidential candidates, Agus Harimurti Yudhoyono (read: AHY) is in fourth place on the list with a fluctuating percentage value from 2021 to 2023. In 2021, AHY's electability as a presidential candidate is 5,8%. In 2022 it will decrease to 4,3% and in 2023 it will increase to 5%.

AHY's track record in politics, which has helped boost his electability as a presidential candidate, can be examined from various activities, including being a candidate for Governor of DKI Jakarta in 2017, paired with Sylviana Murni (Purba, 2017). Second, as Commander of the Joint Task Force (Kogasma) to lead and be a campaigner in efforts to win the 2018 legislative election and the 2019 presidential election (Ma'ruf & Amina, 2022). Third as general chairman of the Demokrat Party 2020-2025 (Mawardi, 2020). AHY succeeded in demonstrating his ability as General Chairman by increasing the electability of the Demokrat Party and building consolidation of the Demotrat Party, so that he could lead the Demokrat Party to join the Koalisi Perubahan untuk Persatuan (Dirgantara & Rastika, 2023).

AHY's electability is a provision for AHY to improve his self-image and competence as a 2024 presidential candidate (Rafiq et al., 2022). Social media has also become an important part of politicians (including AHY) to build communication in cyberspace. Even the presence of social media in the world of politics cannot be simply denied. Social media in political dynamics in Indonesia can

be used as a campaign medium, developing political literacy, and increasing voter participation (Abadi & Putri, 2016).

**Table 1 / Electability of Presidential Candidates**

No	Electability of Presidential Candidates	2021	2022	2023
1.	Ganjar Pranowo	20,5%	13,5%	24,2%
2.	Prabowo Subianto	16,7%	20,2%	20,1%
3.	Ridwan Kamil	16,1%	8,1%	4,8%
4.	Anies Baswedan	6,0%	13,8%	18,3%
5.	Agus Harimurti Yudhoyono	5,8%	4,3%	5,0%
6.	Sandiaga Uno	5,2%	6,5%	4,2%
7.	Tri Rismaharini	4,7%	3,8%	-
8.	Erick Thohir	4,5%	4,0%	2,8%
9.	Giring Ganesha	2,6%	2,3%	-
10.	Khofifah Indar Parawansa	2,1%	1,7%	2,5%
11.	Puan Maharani	1,4%	1,5%	3,6%
12.	Airlangga Hartanto	1,3%	1,0%	1,2%
13.	Moeldoko	1,1%	-	-
14.	Susi Pudjiastuti	-	1,4%	-
15.	Mahfud MD	1,0%	1,3%	1,1%
16.	Andika Perkasa	-	1,1%	1,7%
17.	Yenny Wahid	-	-	1,0%
18.	Others	0,8%	0,4%	0,4%
19.	Don't know/didn't answer	10,2%	15,1%	9,1%

Source: (NewIndonesia Research & Consulting, 2021, 2022, 2023)

Table 1 shows the electability of AHY which is in fifth place. Starting from this electability, the Demokrat Party joined the Koalisi Perubahan untuk Persatuan together with two other parties, namely the National Demokrat Party (NasDem) and the Keadilan Sejahtera Party (PKS) to nominate Anies Baswedan as a presidential candidate (Shafira & Wibowo, 2023). This coalition gives Anies the freedom to choose and determine the vice presidential candidate who will accompany him (Guritno, 2023).

As a result, the candidate for vice presidential candidate chosen by Anies turned out to be Muhaimin Iskandar from the Kebangkitan Bangsa Party (PKB) which was declared at the Yamato Hotel in Surabaya on August 29, 2023. Suddenly, Anies' choice hurt the Demokrat Party which nominated Anies as presidential candidate in 2024. The Democrats' hopes with the election of Anies as a presidential candidate, AHY could become a vice presidential candidate to accompany Anies. The failure to fulfill the Democrats' hopes of nominating AHY as Anies' vice presidential candidate caused the Demokrat Party to leave the Koalisi Perubahan untuk Persatuan (Febriyan, 2023).

This condition certainly gave rise to disturbances and stereotypes within the Demokrat Party

towards Anies and the coalition of parties that supported him. Demokrat Party agents tend to manage the phenomenon of coalition breakdown that exists in various situations. Therefore, there is a need to understand the attitude taken by the Demokrat Party towards the conditions currently being faced through integration or mutual-face behavior. Integration behavior is the unification of collective actions to work together to achieve the goals of a political party (read: Demokrat Party) (Al Azis & Irwansyah, 2021; Fauziyah, 2018), namely saving AHY from the embarrassment of failing to become Anies' vice presidential candidate in 2024. The interesting thing in research conducted by (Syarizka et al., 2021) shows that a collectivistic culture combined with several self-image characteristics, both independent and interdependent, can create ways or strategies for dealing with conflict.

Starting from this phenomenon, researchers are interested in studying the phenomenon of the Demokrat Party in the Koalisi Perubahan untuk Persatuan from a Facial Negotiation Communication Perspective. The aim of this research is to explain the Demokrat Party's face negotiation communication in the Koalisi Perubahan untuk Persatuan towards the 2024 Presidential Election. This research uses Stella Ting-Toomey's face negotiation theory.

(S Ting-Toomey, 2004) in her theory states that each person must have cultural differences and different thoughts regarding the perception of other people's faces. This different thinking about faces results in different ways of dealing with conflict. Besides that, Ting-Toomey believes that in appearance, the front stage of the face is something that can always be seen by other people in communicating and determines the identity of each individual (S Ting-Toomey, 2004). Face is a manifestation of one's self-image and even one's self-esteem which is an important part to show in the eyes of other people (Wirawan, 2010). Ting-Toomey also explained that the definition of face is a form of self-image that can influence how someone is treated or perceived by other people (Oetzel & Ting-Toomey, 2003). In this case, most people try to maintain their self-image and avoid conflict with other people because some behavior that is slightly different from what other people usually see tends to cause conflict and have an impact on a person's bad image (Wahid et al., 2021).

Face negotiation theory can also look at how a person defends, maintains, and improves one's self-image as well as how a person defends or attacks the self-image of others through verbal and non-verbal strategies which are usually called facework. However, each culture will have a different facework, which depends on the relationship between the messages conveyed, both verbal and nonverbal (Putra et al., 2018). Through facework, culture can be divided into two, namely individualistic culture and collectivistic culture. Individualistic cultures are defined as independent cultures while collectivistic cultures are defined as cultures that need each other or depend on each other (West & Turner, 2013). (Stella Ting-Toomey & Kurogi, 1998) considers these two cultures to have an important role in how facework and conflict are managed. (Hofstede, 1983) groups individualistic and collectivistic characteristics. Where individualistic characteristics tend to (1) prioritize one's interests over others; (2) the identity is "I"; (3) often communicate directly without further ado. Meanwhile, according to (Hofstede, 1983) collectivistic characteristics are (1) prioritizing group interests rather than individuals; (2) the identity is "us"; and (3) often communicating indirectly by making small talk first. According to Hofstede's research, Indonesia is considered a country with a culture of collectivism, because it upholds the value of togetherness as one unit.

Face negotiation theory can also be used to manage conflict, including (1) avoiding, people will

avoid disagreements and exchanges with other people; (2) obliging, passive actions that seek to satisfy other people's desires; (3) compromising, people will try to find a middle way to a dead end problem by using a give and take approach; (4) dominating, people who tend to behave by exploiting authority; (5) integrating, tends to be done to find solutions to problems together (West & Turner, 2013). Conflict itself occurs because of emotions that threaten the face of each individual (Zhang et al., 2014). The conflict that occurs will give rise to face-threatening actions from individuals (Littlejohn & Foss, 2009) explain that face-threatening actions are actions that make someone lose face. When someone's face is threatened, this will result in the individual experiencing hurt, anger, frustration, and even revenge. From this face threat, there are two actions that can be taken by individuals, namely saving face and restoring face. Saving face is an effort made by an individual to prevent events that could damage his or her self-image, while restoring face is a strategy used to maintain autonomy after the individual has lost face (West & Turner, 2013).

## **METHODS**

This research uses a descriptive qualitative approach. Descriptive qualitative research Descriptive qualitative was conducted to explain regarding the Demokrat Party's face negotiation communication towards the Koalisi Perubahan untuk Persatuan towards the 2024 presidential election. The units of analysis for this research are words, phrases, clauses, sentences, and images in videos of AHY and the Demokrat Party on YouTube media. The primary data for this research is video of (1) "SBY dan AHY Umumkan Arah Koalisi Demokrat Pasca Anies Baswedan Merapat ke Cak Imin"; (2) "Kecewa, Kader Demokrat di Sejumlah Wilayah Turunkan Baliho Anies-AHY"; (3) "Tok! Demokrat Cabut Dukungan ke Anies Baswedan sebagai Capres 2024"; (4) "AHY Umumkan Arah Koalisi Demokrat di Pilpres 2024 Pasca Cabut Dukungan ke Anies"; (5) "Demokrat Deklarasi Pencapresan Prabowo". Secondary data for this research comes from news and online articles, social media, journals, and related books to support research.

The theory used in this reaserch is facial negotiation communication perspective (S Ting-Toomey, 2004). Here are three ways in the face negotiation perspective to explain the Demokrat Party's attitude, namely facework, face-threatening actions, and conflict management. Facework is a verbal and nonverbal action carried out by the Demokrat Party to show its identity in interacting with media crew and the public which can be seen through the use of positive or negative faces. Face-threatening actions are an effort to restoring face and saving face of the Demokrat Party. Conflict management is an action taken to prevent and resolve conflict mediated by face and the use of culture, both individualistic and collectivistic. Conflict management includes avoiding, obliging, compromising, dominating, and integrating (S Ting-Toomey, 2004; West & Turner, 2013).

This research data analysis technique uses the model from Miles and Huberman which has three stages of analysis. These stages include first, data reduction, second, data presentation, and third, data verification (Miles et al., 2014). Data reduction is the selection of data according to the focus and scope of research which focuses on videos of the Demokrat Party after the Koalisi Perubahan untuk Persatuan nominated Muhaimin Iskandar as a vice presidential candidate.

## **FINDINGS AND DISCUSSION**

Based on the conditions experienced by the Demokrat Party, researchers analyzed facial

negotiation communications from several press conference videos after the declaration of Muhaimin Iskandar as vice presidential candidate for Anies Baswedan from the Koalisi Perubahan untuk Persatuan. In these videos, you can see the behavior of the Demokrat Party after leaving the Koalisi Perubahan untuk Persatuan. To analyze the attitude of the Demokrat Party, researchers used a face negotiation communication perspective in three ways, namely, facework, face-threatening actions, and conflict management.

### **Facework**

Facework is an attitude carried out both verbal and nonverbal to maintain and improve an individual's self-image (S Ting-Toomey, 2004; West & Turner, 2013; Zhang et al., 2014). The self-image shown by the Demokrat Party through AHY and Susilo Bambang Yudhoyono (read: SBY) can be analyzed through several faceworks used, including when SBY said:

"I really understand the feelings of the cadres, I ask that we calm our hearts and our minds. This is not the end of the world, this is not the end of our struggle, no. We must interpret this as a test and trial that we must face and then overcome. Remember! After hardship there is ease." (Demokrat Party High Council Meeting, 2023).

**Figure 1.** Demokrat Party High Council Meeting



Source: (KOMPASTV, 2023)

The sentence spoken by SBY in Figure 1 shows the considerate facework conveyed to all Demokrat Party cadres so that they are equally steadfast in facing problems. The words 'This is not the end of the world' are figurative words that show that this problem is not the end of everything, meaning it strengthens all members of the Demokrat Party so as not to get caught up in the problem. Apart from that, the sentence 'After hardship there is ease' shows the meaning that in every test that is passed, there will be a way out which is a solution to the problem.

Another self-image is shown by the Demokrat Party cadres who are united in reducing all attributes related to Anies Baswedan in every region. This shows a solidarity facework between all cadres in acting on a problem.

**Figure 2.** Demotion of Anies billboards by Demokrat Cadres



Source: (Kompastv, 2023)

"According to instructions from the center, we have to take down all the props that Mr. Anies has. As cadres, we feel disappointed with the new coalition they are running." (Demokrat Cadre, Cirebon, 2023).

"I immediately instructed legislative candidates in the Depok City this morning that all of Anies' attributes be revoked." (Demokrat Cadre, Jakarta, 2023).

In the first sentence in Figure 2, the Cirebon Demokrat Party cadre representative explains with the sentence 'According to instructions from the center' which means the reduction of all forms of attributes, both in the form of billboards and images containing Anies Baswedan's photo, comes from orders from the central Demokrat Party. Apart from that, this cadre also expressed feelings of 'disappointment' with the actions of the Koalisi Perubahan untuk Persatuan, which means that all Demokrat Party cadres from Cirebon are united in feeling compactly disappointed with the unilateral decision of the Koalisi Perubahan untuk Persatuan.

In the second sentence, representatives of cadres from Depok City stated that they would simultaneously reduce all forms of Anies Baswedan's attributes. These two sentences mean that it is not only SBY and AHY who feel disappointed with the unilateral decision of the Koalisi Perubahan untuk Persatuan, but all cadres from all over Indonesia also feel disappointed by taking action to reduce and remove all forms of attributes on the highway-related to Anies Baswedan.

AHY also showed another image of the Demokrat Party during a press conference after leaving the Koalisi Perubahan untuk Persatuan, showing a positive face in protecting the identity of his party.

**Figure 3.** AHY Press Release Announces Coalition Direction



Source: (KompasTV, 2023)

This can be shown through the sentence delivered by AHY:

"I can understand and feel what is in the hearts and minds of demokrat cadres. Raging, also mixed with anger, disappointment, and sadness. There are those who choose to remain silent, but quite a few then express it in public spaces." (AHY press conference, 2023).

The sentence in Figure 3 also shows considerate facework that show concern for all cadres to accept this problem more gracefully. Proven by the sentence 'I can understand and feel what is in the hearts and minds of Demokrat cadres', this means that each party cadre expresses these problems differently. However, AHY still appreciates and understands whatever the cadres show as feelings rather than feelings between the Party General Chair and the cadres. Apart from that, the use of the word 'I' as the first person singular pronoun is a form of self-expression for AHY who can understand and feel what is in the hearts and minds of the cadres. Apart from that, AHY also showed his sincerity and patience by saying:

"For this reason, I congratulate Mr. Anies Rasyid Baswedan and Mr. Muhaimin Iskandar who have just been declared as presidential and vice presidential candidates for 2024. Good luck". (AHY press conference, 2023).

It can be identified that congratulations to the presidential and vice presidential candidates Anies Baswedan and Muhaimin Iskandar from the Koalisi Perubahan untuk Persatuan are a form of approval facework. Where AHY saw the positive aspects of the declaration of the presidential and vice presidential candidates Anies Baswedan and Muhaimin Iskandar by providing support and congratulations to the two presidential and vice presidential candidates. In this sentence, AHY gets rid of negative aspects such as disappointment and betrayal by showing more positive aspects of his attitude through support as a form of approval facework from fellow political party representatives.

From these three types of facework, it can be concluded that the Demokrat Party tends to show its identity by accepting Muhaimin Iskandar's declaration as vice presidential candidate for the Koalisi Perubahan untuk Persatuan and inviting all cadres to remain patient in facing this problem. This is proven by the use of positive faces in every sentence spoken by AHY and SBY.

### **Self-Identity**

Self-identity in the Demokrat Party can be seen in Figure 1 where facial expression is in the spotlight. SBY and AHY in Figure 1 and 2 shows a firm, tense, and expressionless facial expression, which means that there is a feeling of disappointment that must be conveyed to the public regarding the Koalisi Perubahan untuk Persatuan's unilateral decision to unilaterally declare Muhaimin Iskandar as vice presidential candidate.

Based on Figures 1, 2, and 3, it can be seen in each video that SBY, AHY, and Demokrat Party cadres all wear blue, including party uniforms, shirts, and other formal clothes. The color blue seems mandatory for all cadres to wear in party activities. The color blue itself symbolizes trust, loyalty, responsibility, and security. If we look at the meaning of the blue symbol, the Demokrat Party prioritizes a sense of trust in each other, high loyalty between cadres and the party, high responsibility for all positions held, and creating a sense of security and kinship between cadres.

The Demokrat Party's self-identity tends to show a party image that is firm, rational, and prioritizes

a sense of trust and loyalty towards all party members. This is proven by several signs that can be seen through the facial expressions of SBY and AHY, as well as the color blue as a symbol of trust and loyalty which is always used by all cadres in every party activity.

### **Face-Threatening Actions**

(S Ting-Toomey, 2004) explains that there are two face-threatening actions in defending someone's face, namely saving face and restoring face. When the situation threatens both positive and negative faces, the Demokrat Party saving face as shown in the press conference in Figure 2 by saying: "From the start, the Demokrat Party has reminded us never to carry out a fate accomplice or in quotation marks to force the Demokrat Party to accept a unilateral decision without involving participation in making that decision. The basis is the emergence of trust, a sense of mutual trust as well as a spirit of justice and equality which is the meeting point of the struggle. (AHY press conference, 2023).

The sentence delivered by AHY means that the Demokrat Party will never take actions that threaten the party's identity, such as being forced to accept unilateral decisions by the Koalisi Perubahan untuk Persatuan. This means that the Demokrat Party is taking face-saving action by emphasizing that transparency must always be prioritized in a group.

Further actions to restoring face were taken by the Demokrat Party through the results of the party's high council meeting which stated that the Demokrat Party had officially left the Koalisi Perubahan untuk Persatuan and withdrawn support for presidential candidate Anies Baswedan. This was conveyed directly by the Secretary of Demokrat Party high council, Andi Mallarangeng, "Demokrat Party High Council Meeting stated that the Demokrat Party withdrew its support for Anies Baswedan as a presidential candidate in the 2024 presidential election and the Demokrat Party was no longer in the Koalisi Perubahan untuk Persatuan because there had been a breach of the agreement that had been built so far." (Demokrat Party High Council Meeting Results, 2023).

**Figure 4.** Demokrat Party High Council Meeting Results



Source: (WartaKotaProduction, 2023)

Figure 4 includes the restoring face which was carried out as a form of step by the Demokrat Party to maintain its autonomy and prevent it from losing face in front of society. Furthermore, the next step taken by the Demokrat Party is to join another coalition. This was conveyed at the Demokrat Party's National Meeting (Rapat Pimpinan Nasional) on September 21 2023 that the Demokrat Party will support Prabowo Subianto as a presidential candidate and officially join the Koalisi Indonesia



Maju. AHY also advised in his speech to entrust two ideas that the Demokrat Party is fighting for to be realized:

"We are confident that under Mr. Prabowo's leadership, continuity and change towards an advanced Indonesia in the future can be realized." (Demokrat Party's National Meeting, 2023).

**Figure 5.** Demokrat Party National Meeting



Source: (TvOneNews, 2023)

Look at the sentence delivered by AHY in Figure 5 which contains the words 'Kesinambungan dan Perubahan' or 'Continuity and change', this is linked to the idea of the Demokrat Party which always prioritizes 'Kesinambungan dan Perubahan Perbaikan' or 'Continuity and Improvement Change'. This word is used to restoring face of the Demokrat Party as a reason for the similarities between the Koalisi Indonesia Maju and the ideas of the Demokrat Party so that the face and identity of the Demokrat Party can be maintained. The use of the word 'We' as a form of the first person plural pronoun also means that AHY and all Demokrat Party cadres speaking in front of the invitees at the Demokrat Party's national meeting said they were confident in choosing and supporting Prabowo Subianto's leadership. Apart from that, AHY also explained the reasons for supporting Prabowo as a presidential candidate and joining the Koalisi Indonesia Maju:

"We see that the spirit that we entrusted earlier is continuity and sustainability, but also changes and improvements, which we believe can be carried out by Mr. Prabowo as president in the future. God willing, he will be our leader in the future." (Demokrat Party's National Meeting, 2023).

"It is important to building a coalition, building togetherness must be based on mutual trust in each other, then a sense of mutual need and mutual strengthening of each other." (Demokrat Party's National Meeting, 2023).

The reason given in AHY's speech for supporting Prabowo as a presidential candidate is another form of restoring face that the Demokrat Party has chosen. In the sentence conveyed, the Demokrat Party believes that Prabowo can realize the two ideas of the Demokrat Party, namely 'Continuity and Improvement Change' or 'Kesinambungan dan Perubahan Perbaikan'. Apart from that, he also said that 'building a coalition, building togetherness must be based on mutual trust' is a form of restoring the Demokrat Party's face from the feeling of being betrayed by the previous coalition which apparently lacked a sense of trust and solidarity between party members. The reason for mutual trust was used as a form of restoring face with the aim that the Demokrat Party had found another coalition that was solid and in line with its ideas. The use of the word 'We' as the first person plural pronoun

also means that AHY and all Demokrat Party cadres believe that Prabowo Subianto can realize the two ideas of the Demokrat Party in front of the national meeting invitees.

It can be concluded that the Demokrat Party is taking saving face by not accepting any coercion to agree to the unilateral decision of the Koalisi Perubahan untuk Persatuan to nominate Muhaimin Iskandar as a vice presidential candidate. This is a form of threat to the Demokrat Party's identity and includes actions that are contrary to its autonomy.

Apart from that, the Demokrat Party's face-restoring action was to leave the Koalisi Perubahan untuk Persatuan and join the Koalisi Indonesia Maju because it felt that it was compatible with the ideas that the Demokrat Party always put forward namely 'Continuity and Improvement Change' or 'Kesinambungan dan Perubahan Perbaikan'. This idea is what made the Demokrat Party decide to support Prabowo Subianto and join his coalition because they felt that the Koalisi Indonesia Maju was more solid and had mutual trust between coalition party members.

### **Conflict Management**

In conflict management, culture always influences the conflict management process. The cultures that influence this include individualistic and collectivistic cultures. Most Indonesian people will use a collectivistic culture in managing conflict (Hofstede, 2001; S Ting-Toomey, 2004; West & Turner, 2013).

Referring to Figure 3, AHY shows that management managed its conflict through a press conference after leaving the Koalisi Perubahan untuk Persatuan as follows:

"In an effort to fight for change and improvement, Demokrat will make efforts to join other coalitions that have similar viewpoints, national vision, and political ethics." (AHY press conference, 2023).

The sentence said by AHY is a form of avoiding style of conflict management. Avoiding means the act of avoiding arguments and disagreements with other people. In this case, the Demokrat Party relented and preferred to leave the Koalisi Perubahan untuk Persatuan rather than have to fight and take further prolonged action.

Furthermore, in the sentence in Figure 2 which shows the unified attitude of Demokrat Party cadres in taking down the attributes of Anies Baswedan existing props is one of conflict management where in Figure 2 one of the cadres says:

"According to instructions from the center, we have to take down all the props that Mr. Anies has." (Demokrat Cadre, Cirebon, 2023).

The sentence 'According to instructions from the center' shows a form of obliging style of conflict management which means agreeing with suggestions and orders from other people. Through these words, it can be interpreted that all cadres agreed to the instructions given by the central Demokrat Party to take down all the attributes of Anies Baswedan's props.

Apart from that, the sentence 'According to instructions from the center' is also included in the dominating style of conflict management, which means that someone uses their influence and authority to make and determine decisions. In this case, it can be interpreted that the central Demokrat Party used its authority to instruct all cadres to take down all forms of props that Anies Baswedan had, whether in the form of billboards or photos.

In Figure 3, AHY's press conference after leaving the Koalisi Perubahan untuk Persatuan also said that one form of conflict management was:

"Let's open a new page going forward. We have to move on immediately. Today, we are the Demokrat Party family, are proud and humble to declare that we are moving on and ready to welcome the good opportunities ahead." (AHY Press Conference, 2023).

It can be seen in the fragment of the sentence 'Proud and humble to declare that we are moving on and ready to welcome the good opportunities ahead' showing a form of compromising style of conflict management which means that the Demokrat Party prefers to accept the unilateral decision of the Koalisi Perubahan untuk Persatuan which declares Muhaimin Iskandar as a vice presidential candidate. The form of compromise is to find a middle way between the two parties to avoid new problems arising which increase the conflict that occurred before.

Figure 5 shows the Demokrat Party's decision to determine the direction the coalition will go. At the Demokrat Party National Meeting, AHY said:

"Therefore, this evening, Thursday 21 September 2023, at the Demokrat Party National Meeting at the Jakarta Convention Center, I am Agus Harimurti Yudhoyono, General Chair of the Demokrat Party, officially and openly declare Mr. Prabowo Subianto as a presidential candidate for the Republic of Indonesia in the 2024 election. ". (Demokrat Party National Meeting, 2023).

From the sentence 'I am Agus Harimurti Yudhoyono, General Chair of the Demokrat Party, officially and openly declar Mr. Prabowo Subianto as a presidential candidate of the Republic of Indonesia in the 2024 election', this is a form of the integrating style of conflict management which means an effort to find solutions by working together or collaborate with others. Apart from that, the use of the word 'I' as the first person singular pronoun is a form of AHY's representation as General Chair of the Demokrat Party declaring support for Prabowo Subianto as a presidential candidate in the 2024 election and joining the Koalisi Indonesia Maju. This action is a form of conflict management that affects the party's image in front of the public.

From the five conflict management styles that have been analyzed, the Demokrat Party uses the five conflict management styles adapted to the situation that is pressing for the party. These five conflict management styles can be used by the Demokrat Party based on the aspects and conflicts they are facing. However, in general, the Demokrat Party tends to use the conflict management styles of avoiding, compromising, and integrating. This is shown by the attitude of the Demokrat Party which prefers to give in and join another coalition rather than having to prolong the problem with the Koalisi Perubahan untuk Persatuan.

The Demokrat Party as a political party in Indonesia has its own way of maintaining its party's image. This is shown by some of the facework applied. Facework itself is used by the Demokrat Party to maintain and improve the party's image in front of the public. Research results from (Aprilia & Yuliani, 2022; Sari & Salam, 2017) show that interacting requires facework both verbal and non-verbal by looking at language, social values, and individual or group habits. This action is used by the Demokrat Party to show a positive face and deal with all kinds of threats to restore the positive face of the party that is liked by the public.

The Demokrat Party shows actions to defend and maintain its political image by presenting a positive face that aims to change people's perceptions so that they don't hate them. Other research

also explains that facial expressions or facework are quite important to observe in this theory because there are nonverbal and verbal communications that show a person's emotions in interacting and communicating socially with intercultural society (Fauziyah, 2018).

Indonesia, with its collectivistic culture, influences the pattern and strategy of defense and image maintenance of the Demokrat Party. Research (Syarizka et al., 2021) explains that a person's self-image in a collectivistic culture, both independent and interdependent, can influence the way conflict is managed in the process of resolving the conflict faced. The Demokrat Party shows its conflict management attitude by tending to give in and choosing to leave the Koalisi Perubahan untuk Persatuan. Research from (Kamala, 2023) shows that the attitudes of individuals or groups living in areas with collectivistic cultures tend to be tolerant and relenting.

Thus, the Demokrat Party also gave a statement that it would prefer to leave the Koalisi Perubahan untuk Persatuan as a form of action to restore face and avoid the collapse of the political image that had been built by the Demokrat Party. This is in line with the results of research from (Jamal, 2021) which shows that the factors of threatening and restoring face are influenced by social status, relative power, and a person's level of familiarity. This can be proven by the Demokrat Party leaving the Koalisi Perubahan untuk Persatuan and joining the Koalisi Indonesia Maju to support Prabowo Subianto as a presidential candidate. This face-restoring action aims to show the public or even members of the previous political party that even though the Demokrat Party left the coalition, the Demokrat Party has proven that it can find another coalition that is more solid and in line with the party's autonomy and ideas.

## CONCLUSIONS

The Demokrat Party's face negotiation communication in handling the unilateral decision of the Koalisi Perubahan untuk Persatuan to nominate Muhaimin Iskandar as Anies Baswedan's running mate can be seen in three ways. Firstly, through its facework, the Demokrat Party tends to show its identity by accepting Muhaimin Iskandar's declaration as vice presidential candidate for the Koalisi Perubahan untuk Persatuan, and suggesting all cadres remain patient in facing this problem. The Demokrat Party's self-identity tends to show a party image that is firm, rational, and prioritizes a sense of trust or loyalty towards all party members. Second, through face-threatening actions, the Demokrat Party took face-saving actions by not accepting any coercion to agree to the unilateral decision of the Koalisi Perubahan untuk Persatuan to nominate Muhaimin Iskandar as vice presidential candidate. Then, in face-restoring actions the Demokrat Party chose to leave the Koalisi Perubahan untuk Persatuan and join the Koalisi Indonesia Maju and support Prabowo Subianto because they felt that it was compatible with the ideas that the Demokrat Party had always put forward. Apart from that, the reason the Demokrat Party joined the Koalisi Indonesia Maju was because they felt more solid and had mutual trust between coalition party members. Third, through conflict management, the Demokrat Party tends to use the conflict management styles of avoiding, compromising, and integrating. This is shown by the attitude of the Demokrat Party which prefers to give in and join another coalition rather than having to prolong the problem with the Koalisi Perubahan untuk Persatuan.

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