

# Voter perception of campaign components against voting attitudes in the 2010 Ternate regional election

Himawan Sardju, Indrianawati Usman, Hindah Mustika, Mateus Ximenes & Siti Rokhmi Fuadati

## Abstract:

The number of respondents being sampled as many as 220 respondents. The description of the respondent's answer is the result of the respondent's answer to each research variable. The description of the answer will be explained based on the frequency and the results of the mean calculation of each categorized variable. In political campaigns there are two relationships that will be built, namely internal and external. Program, image of social, emotional feeling and image of candidates. The program has a significant effect on voting attitudes, these results provide support for the first hypothesis in this study. Social image has a significant effect on voting attitudes, these results provide support for the second hypothesis in this study. Emotional feelings do not have a significant effect on voting attitudes, this result is contrary to the third hypothesis in this study. The image of candidate has a significant effect on the attitude of choosing, this result provides support for the fourth hypothesis in this study. For politicians or candidates who take part in the elections so that they pay more attention to the image, especially the image of the candidate. Because voters are more interested in choosing in terms of the candidate's image. For a successful team should offer more courses menyentu on society as a voter. For the next researchers, it is expected to use a cluster sampling method so that the possibility of the population being represented in the sample is greater.



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## Introduction

The collapse of the authoritarian political system since May 1998, which then brought Indonesia into a period of democracy, is a dramatic change in Indonesia's internal political life (Sukma, 2005). The old paradigm won the battle for political power, especially the general elections during the new order with repressive patterns that were outdated. The number of parties that varied, directly implicated in tactics and strategies to win the struggle for political power. Nursal said that anyone needs marketing discipline, except in places where competition does not grow. Political marketing according to Nursal is a series of planned, strategic but also tactical activities, long-term and short-term dimensions to spread political meaning to voters (Nursal: 2004: 23). In the new order, political relations between political parties and constituents are one-way relationships that can be said to be beneficial only to political parties. Henneberg (2004) says political parties not only act but also think in terms of marketing or conducting marketing management, they also try to integrate the use of marketing instruments in a strategy. Classical studies show that selling behavior is also implicitly and explicitly formed from two-way relationships, politics means selling ideas and ideas to the public. Selling ideas and ideas means having a work program that is acceptable to society (Evans: 1963; Firmanzah, 2008: 53). If further noted the relationship between political parties and the community is actually very much in accordance with the concept of a service company. In this case political parties offer services that are providing solutions for solving community problems (Menon, 2008). In relational relations between political parties and constituents and society at large, the important thing to consider is community satisfaction (Marshment, 2006; Menon, 2008). Community life satisfaction is the degree to which individuals positively evaluate overall quality of life. When the community judges that overall there is an improvement in quality of life, satisfaction with the party will increase, and vice versa when they see a decline in quality of life, such as high rates of inflation, unemployment and low quality of human rights implementation. Usually life satisfaction is associated with the achievement of economic improvement by the ruling party (Radcliff, 2001; Firmanzah, 2008: 55). But this is not absolute but relative to the life burden of the community, therefore it must be seen proportionally. With the satisfaction of the community towards the performance of a party the greater the desire of the community to maintain long-term relationships. However, it must also be remembered that the dimensions of community satisfaction are not objective but subjective dimensions, where they are satisfied or dissatisfied very much depends on the initial expectations that arise because of the promises of a political party. The marketing concept in the political domain includes market orientation, competition, consumers, segmentation and others (Firmanzah, 2008: 158). Furthermore it is said that market orientation in the political domain is a brand design process. policies and political messages adjust to what consumers need means what happens at the external environment must be the main foundation for developing political products, of course, market orientation must be wrapped in the framework of party ideology. Competition orientation is an understanding and attitude that competition is needed and from there all the things that will be offered are arranged. Political marketing is synonymous with the use of persuasive techniques in campaigns to promote politicians and policies or programs. Promotion as an effort made by marketers to communicate with prospective audiences. Communication is the process of sharing the ideas and information or feelings of an audience. Use of communication tools such as advertising and public relations is believed to symbolize the concept of political marketing. The party is like a business trying to promote their products, one is looking for votes and the other is selling (Menon, 2008). Election campaigns are all political activities aimed at leading voters to voting places (Firmanzah,

2008: 726). Every word, sentence, thought and political activity is analyzed by the masses and society so that by Gama and Widarwati (2008). said that the program, social image, emotional feeling, candidate image, current events, personal events, and epistemic issues were elements in the campaign, according to Nursal (2004: 69), as a marketing approach. Programs, present policies or programs that are fought for and promised by political parties or candidates if they win the election. The social image shows the stereotypes of candidates or parties to attract voters by creating associations between candidates or parties and certain segments of society. Candidate images refer to important personal characteristics and are considered as candidate characters. Current events refer to events that developed before and during the campaign. Personal events, referring to personal life and epistemic issues are specific election issues that can trigger voter curiosity (Newman and Sheth, 1985) Increasing competition between parties and the changing behavior of voters, making political candidates or parties need to attract the attention of voters and be able to influence the attitude of voters. Attitude is an important part of social life, because human life is always in interacting with other people. Attitudes are certain regularities in terms of feelings (affections), thoughts (cognitions), and predisposing actions (konasi) of someone towards an aspect in the surrounding environment (Secord & Backman, 1964; Azwar, 2008: 5). Social attitudes are formed from the existence of social interactions experienced by individuals. Social interaction means more than just the presence of social contacts and relationships between individuals as members of social groups. Voter perceptions of campaign components against voting attitudes in the 2010 Ternate regional election.

## 2. Literature review

### 2.1. Definition of Politics

Etymologically, the word politics comes from Greek, namely "policy" which means city or community as a whole. The concept of "policy" is the idealist project of Plato (428-328 BC) and Aristotle (384-322 BC). Why is this politics considered so important? Because since a long time ago people managed collective life well, given that people often face limited natural resources, or need to find a way of distributing resources so that all citizens feel happy and satisfied, this is politics (Budiardjo, 2008: 14). This is what is said as an idea or idea. Political parties are then defined as public organizations that aim to bring their leaders to power and enable their supporters (politicians) to benefit from such support (Fimanzah, 2008: 66). (Budiardjo, 2008: 404). The four basic characteristics that characterize the organization are categorized as political parties: 1. Long-term organization, 2. Organizational structure, 3 ruling goals, 4. Broad political support. Definition of Regional Election Kepaa (PILKADA) is the direct election of regional heads by the local community to elect a new regional head or Election of Regional Heads both for the level of Governor, Regent, Mayor and their representatives determined by direct election by the people who are based on direct, public, free, confidential, honest and fair.

### 2.2. Definition of Marketing

Marketing deals with identifying and meeting human and community needs. One of the shortest marketing definitions is to meet needs profitably (Kotler & Keller, 2007: 6). We can distinguish social and managerial definitions about marketing. Social definition shows the role marketing plays in society. A marketer says that the role of marketing is 'giving up a higher standard of living' here there is a social definition that supports us, marketing a social process in which individuals and groups get what they need and want, by creating, offering and freely exchanging products that valuable with other parties. Political marketing implies

the use of marketing tools, techniques and methods, in the political process. In other words, political marketing is the result of marriage between marketing and politics. As an activity and method, political marketing reflects the penetration of political space through marketing. Political advertising, celebrity use, the involvement of professional consultants and campaign managers, campaigning on line, cell phone collection, segmentation, making small targets and others are some of the methods extensively used in

### **2.3 Political marketing.**

Political marketing is not only about political advertisements, political party broadcasts and election speeches, but it covers all areas of the party in electoral markets (Harrop, 1990; Kolovos and Harris, 2004) Political marketing composes several strategies and a tool to track and study public opinion before and during election campaigns, to develop campaign communications and to assess their impact (Kavanagh, 1995,1996; Scammel, 1995, Kolovos and Harris, 2004; Menon, 2008). Political marketing is the result of marriage between marketing and politics, and empirically, it represents the permeation of the political arena through marketing. In his view, this combination provides a more complete picture of the behavior of political parties (Lees-Marshment, 2001: 693; Haris and Kolovos, 2004; Menon 2008).

#### **2.3.1.Campaign**

Campaigns are part of political marketing (Henneberg, 2003; Mensah, 2007). The goal is nothing but influence people. Political campaigns are related to political image (Maarek 1995; Menon, 2008). In political campaigns there are two relationships that will be built, namely internal and external.

##### **2.3.1.1 Program**

The program is a design of principles and business (ketatanrgaraan, perekonomian and others) that will be carried out. Program also means ideas or ideas (Firmanzah, 2008: 53). The choice of what political issues to be revealed must be in accordance with the ideology of the party.

##### **2.3.1.2. Image of Social**

Image is defined as a picture of mind, which is a picture that is in someone's mind (Rinehart and Winston in [http://id.wikipedia.org/wiki/citra\\_](http://id.wikipedia.org/wiki/citra_)). Candidates get positive or negative stereotypes based on their relationship with various segments between demographics (age, gender, religion) socio-economic (income, employment), culture / ethnicity (race, style, life), or politics / ideology (Demokrat, Republik) in society (Newman & Sheth 1985).

##### **2.3.1.3. Emotional Feelings**

Emotional feelings are basically an urge to act. Emotional root is movere (Latin) which means moving or moving, plus the prefix "e" to give the meaning "move away" implies that the tendency to act is an absolute right in emotions. In general, psychologists focus on defining emotions in three main components, namely physiological processes (changes in the face, brain and body), interpretations of events and cultural influences (forming emotional experiences and expressions) (Carole Wide and Carole Tavriss, 2007: 106). Emotion is a situation of stimulation that involves changes in the body and face, activation of the brain, assessment of cognitive, subjective feelings, and tendencies to do an action formed entirely by the rules contained in a culture.

##### **2.3.1.4. Image of Candidates**

Image is an impression obtained from the level of knowledge and understanding of facts about people (Philip Henslowe, in <http://id.wikipedia.org/wiki/citra>). The candidate image is seen in the profile of personality traits that represent one or more dimensions of the candidate's image. Candidate images refer to important personal traits which are considered

candidate characters. For example, in 1980 Reagan got the image of "strong leader," whereas in 1984 John Glenn tried to seize the nomination of the Democratic Party by utilizing his image as "hero". Some of the images that are the image of the candidate are energetic, honest, courageous, intelligent, clever in expressing their thoughts or articulations, etc. (Newman and Sheth 1985).

### 3. Define attitude

Many attitudes have been defined by experts, including attitudes as a pattern of behavior, tendency or anticipatory readiness, predisposing to adjust to social situations, or simply, attitude is a response to conditioned social stimuli (La Pierre, 1934; Allen, Guy, & Edgley, 1980; Azwar, 2008: 5). According to them the attitude is a kind of readiness to react to an object in certain ways. It can be said that the readiness in question is a potential tendency to react in a certain way if the individual is faced with a stimulus that requires a response. Attitude is certain regularity in terms of feeling (affection), thought (cognition), and predisposing action (konasi) of someone to an aspect in the surrounding environment (Secord & Backman, 1964; Azwar, 2008: 5). Factors that influence the formation of attitudes become internal factors and external factors.

a. Internal factors include physiological factors and psychological factors.

b. External factors are tangible situations faced by individuals, experiences, norms that exist in society, obstacles or drivers in society.

### 3.1 Change of attitude

Attitude is a product of the socialization process which is largely determined by cultural factors, this is because many of these attitude approaches are through social culture, so that changes in this attitude are often situational. The process of changing attitudes is similar to the learning process. From the marketing perspective learning can be considered as a process for individuals to acquire the knowledge and experience they apply in future behavior.

### 3.2 Three Component Attitude Model

The three component attitude model, namely attitude consists of three main components of cognitive components, affective components, and conative components.

#### 1. Component of Cognition

Cognition is knowledge and perception obtained based on a combination of direct experience with attitude objects and related information from various sources. This knowledge and the perceptions it causes usually take the form of believe, namely believe consumers that object attitudes have various traits and that certain behaviors will cause certain results.

#### 2. Affected Components

The affective component concerns a person's subjective emotional problem towards an object of attitude. These emotions and feelings are often considered by consumer evaluators to be very evaluative in nature, which includes a person's assessment of the object of attitude directly and comprehensively (or until where someone judges the object of attitude "pleasant or unpleasant," "good or bad").

#### 3 Components of Conation

Konasi is a component that relates to the possibility or tendency that individuals will take special actions or behave in a certain way towards certain objects of attitude.

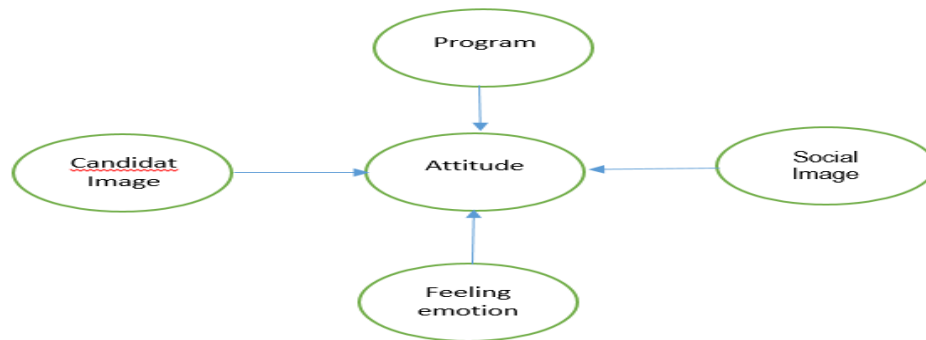


Figure 1 Conceptual framework

#### 4. Hypothesis

H1: Programs affect the voting attitude of voters in the 2010 regional election in Ternate

H2: The social image influences the voting attitude of the voters in the 2010 regional election in Ternate

H3: Emocial feelings affect the voting attitude of voters in the 2010 regional election in Ternate

H4: Image of candidates influences voting attitudes in voters in the 2010 regional election in Ternate

#### 5. RESEARCH METHODS

This study uses a quantitative approach, namely research which aims to quantify and generalize the results of the sample to the population by means of statistical method analysis with structured data collection. (Simamora, 2004: 99). Respondents in this study were people who would participate in the post-conflict local election in Ternate City in 2010, with the number of respondents being sampled as many as 220 respondents. The description of the respondent's answer is the result of the respondent's answer to each research variable. The description of the answer will be explained based on the frequency and the results of the mean calculation of each categorized variable. The rules used in categorizing are:

$$\text{Interval class} = \frac{\text{High value} - \text{low value}}{\text{Total class}}$$

$$\begin{aligned} \text{Interval class} &= \frac{5-1}{5} \\ &= 0.8 \end{aligned}$$

Information :

The highest value is 5, the lowest value is 1, the number of classes is 5.

From the above formula, the class interval values are obtained as follows:

## 5.1 Test reliability

**Table 1**  
Test reliability

| Variable                            | Cronbach's Alpha | Value kritis | Note     |
|-------------------------------------|------------------|--------------|----------|
| Program (X <sub>1</sub> )           | 0,874            | 0,600        | Reliable |
| Image Social (X <sub>2</sub> )      | 0,786            | 0,600        | Reliable |
| Feeling emotional (X <sub>3</sub> ) | 0,632            | 0,600        | Reliable |
| Image candidat (X <sub>4</sub> )    | 0,841            | 0,600        | Reliable |

Source: data is processed (2010)

Based on the table 1 above, the results of reliability testing in the table above on the endorser credibility and attitude variables on the ads all have a Cronbach alpha value greater than 0.6. Thus the item statements in the questionnaire are reliable and further analysis can be carried out.

## 5.2 Structural Equational Modeling

### Test of Convergent Validity

Convergent validity testing is used to determine whether each estimated indicator validly measures the dimensions of the concept being tested. If each indicator is standardized loading > 0.3, this indicates that the indicator validly measures what is actually measured in the model presented

## 5.3 Hypothesis testing

Parameters of whether or not the effect is partially can be known based on the significance value of CR (Critical Ratio). To determine whether there is an influence of exogenous variables on endogenous and endogenous to endogenous, the following provisions are used:

1. Viewed from the level of significant is = 0.05. If the significance value is <0.05, then there is the effect of exogenous variables on endogenous or endogenous towards endogenous.
2. And vice versa if the significance value is > 0.05 then there is no effect of exogenous variables on endogenous or endogenous towards endogenous. The complete results of hypothesis testing can be seen in the table below:

**Table 2: Result test hypothesis**

| Variable           |      |                 | Value of CR | Level of Sig. |
|--------------------|------|-----------------|-------------|---------------|
| Attitude of choice | <--- | Program         | 2,596       | 0,009         |
| Attitude of choice | <--- | Social citra    | 2,211       | 0,027         |
| Attitude of choice | <--- | Feeling emotion | 0,165       | 0,869         |
| Attitude if choice | <--- | Candidat citra  | 3,997       | 0,001         |

Source: data is processed (2010)

Based on the table above 2, the hypothesis test can be explained as follows:

1. The value of the program variable CR count against the attitude of choosing is 2.596 with a significance level of 0.009. Therefore this level is less than 0.05, we conclude there is a significant influence on attitudes selecting program.

2. The value of the variable count CR social image of the attitudes choose is 2.211 with a significance level of 0.027. Therefore this level is less than 0.05, we conclude there is a significant influence on the attitudes of social image pick.

3. The value of the variable count CR emotional feelings against the attitude of choosing is 0.165 with a significance level of 0.869. Because this significance level is greater than 0.05, it is concluded that there is no significant effect of emotional feelings on the attitude of choice.

4. The value of the variable count CR image of candidates to choose attitude is 3.997 with a significance level of 0.001. Because this significance level is smaller than 0.05, it can be concluded that there is a significant effect of the candidate's image on voting attitudes.

Based on the results of hypothesis testing is well known that the most minor significance whose value is one that has the most impact. So in this case the image of the candidate with a significant value of the smallest 0.001 influence between the other significance values shows the variable that has the greatest influence on the attitude of choosing respondents.

## 6. Discussion of Research Results

From the results of testing carried out using SEM (Amos program 16), that program, social image, emotional feeling, candidate image, showed a significant effect while emotional feelings did not significantly influence attitudes.

## 7. Conclusion

Based on the results of the study after testing the effect of the program, social image, emotional feeling, candidate image, current events, personal events and epistemic issues, then conclusions can be drawn as :The program has a significant effect on voting attitudes, these results provide support for the first hypothesis in this study, namely the program influences the attitude of choosing. Component best attitude gives a great influence on the formation of attitudes choose the program was konasi. Social image has a significant effect on voting attitudes, these results provide support for the second hypothesis in this study, namely the social image influences the attitude of choosing. Component best attitude gives a great influence on the formation of attitudes choose the social image is affection. Emotional feelings do not have a significant effect on voting attitudes, this result is contrary to the third hypothesis in this study, namely emotional feelings affect the attitude of choice. The image of the candidate has a significant effect on the attitude of choosing, this result provides support for the fourth hypothesis in this study, namely the image of the candidate influences the attitude of choosing. Of the three components of attitude that most provide considerable influence on the formation of attitudes selecting the candidate image is affection.

## 8. Suggestion

For politicians or candidates who take part in the elections so that they pay more attention to the image, especially the image of the candidate. Because voters are more interested in choosing in terms of the candidate's image. For a successful team should offer more courses menyetu on society as a voter. For the next researchers, it is expected to use a cluster sampling method so that the possibility of the population being represented in the sample is greater.

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