

# Component Campaign Against Attitudes Vote in the Elections in 2010

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## Abstract

The process of democratization in Indonesia is part of the flow of world democratization changes. In the political field, reform has replaced the authoritarian political system of the past with a democratic system. A democratic political system guarantees freedom of association and voice, including establishing political parties. This study aims to determine the effect of current events, personal events and epistemic issues on voting attitudes in the 2010 Pilkada in Ternate. The number of respondents being sample as many as 220 respondents. The description of the respondent's answer is the result of the respondent's answer to each research variable. In political campaigns there are two relationships that will be built, namely internal and external. Current events, personal events and epistemic issues. Current events have a significant effect on voting attitudes, this result provides support for the one hypothesis in this study. The component of attitude that has the most influence on the formation of voting attitudes in current events is cognition. Personal events have a significant effect on voting attitudes, this result provides support for the two hypotheses in this study. The attitude component that has the most influence on the formation of voting attitudes in private events is conation. Epistemic issues have a significant effect on voting attitudes, these results provide support for the three hypotheses in this study. The component of attitude that has the most influence on the formation of voting on epistemic issues is affection.

## Keywords

Campaign, Attitude, Current Event, Personal Events, Epistemic Issues

## 1. Introduction

In the regional and global environment, this political context changes in line with a number of other democratic changes in a number of countries. In other words, the process of democratization of Indonesia is part of the changing flow of world democratization. In the political sphere, reform has replaced the past authoritarian political system with a democratic system. The democratic political system guarantees freedom of association and voices including establishing political parties. The president and representatives along with regional heads, both governors, regents and mayors, are now directly elected by the people, thus making competition or competition between candidates from advanced parties increasingly crowded. in the election.

The old paradigm won the battle for political power, especially general elections during the new order with repressive patterns that were outdated The number of parties that were diverse, directly implicated in tactics and strategies to win the struggle for political power. Political parties that rely on force and repressiveness are no longer

looked at by voters. Openness and information reference options that are quite aggressive give many choices for voters in determining their political attitudes and choices. Patterns and strategies are carried out by trying to use a new approach to political marketing such as the suggestion of using marketing methods in politics. Nursal (2004) 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). This political marketing approach is something new in Indonesia, political parties or parties that use political marketing patterns in reality are able to achieve maximum and significant support. According to Faisal Basri, at least about ten parties are certain to implement a political marketing strategy in the 1999 election, PAN put forward the character of Amin Rais as a reform figure, so that the theme of reform became a PAN power that was marketed (Setiyono, 2008: 18). PKB uses for example strong segmentation in East Java on the basis of Islamic boarding schools or NU, and others.

Politics is controversial (Newman et al, 1992). In marketplace where every day citizens or communities are faced with pro and contra arguments (Gamson, 1992). Political parties must look at the strategic role of the community and its constituents. Voters are not only those who are expected to vote for contestants in general elections, more than that voters are partners and sources of inspiration for political parties in developing their work programs and political issues. Long-term relations will only be realized if political parties have the consistency of values, ideology and work programs, political parties have important points to always try to keep the promises given to their constituents. Besides being relational, according to the marketing perspective, relations in politics must also pay attention to the way that the political parties concerned can build intensive and continuous interactions, not only with supporters but also with society at large. A high level of satisfaction is very helpful to improve the reputation and image of a party in the long term. This greatly facilitated the political parties or contestants concerned during the official period of the general recovery campaign. The main objective in developing relational relations with the community is the creation of constituent loyalty to individual parties or candidates, because each candidate hopes that their political parties can continue to win elections in the future. This will not be achieved without voter loyalty and attitude. Attitude is a summary that is made into a summary assessment based on cognitive beliefs and the impact on feelings and emotions ((Cohen and Areni, 1991; Erevelles, 1998).

Max Weber is a person who can be categorized as the founder of modern political thought. In his book entitled Economic of Society (1959), Max Weber emphasized the aspect of professionalism in the world of modern politics. Competition is needed because political competition can objectively evaluate whether what they are doing is correct or not, then competition is needed to continue to motivate political parties try better and not easily satisfied with what he achieved. Another thing that the party needs to have is the ability to assess and evaluate who their customers are. Voters will choose parties or candidates who have the most ideological and policy closeness. The party or candidate must have a close relationship and related activities with the community. How can you have a close relationship of course the party or candidate must be able to communicate their ideas to the community, which in marketing science is known as promotion, so that the desire to be chosen by the public as voters can be achieved, in this study the researcher takes the theme "Component campaign against attitudes vote in the elections in 2010".

## **2. Literature Review and Hypotheses**

Election campaigns are characterized by the high costs to be incurred by each contestant, uncertainty about the results and the mobilization of all forms of business to lead voters to voting chambers and vote for them. Election campaigns increase the affordability, certainty and accuracy of political messages conveyed by contestants to voters (Firmanzah, 2008: 272).

### **2.1 Current Events**

Current events are events that refer to issues and policies that develop before and during the campaign (Newman and Sheth, 1985). Current events can cause voters to switch their votes to other candidates. Candidates get utility or value due to their attitude to the situation.

### **2.2 Personal events**

Personal events are events that refer to the candidate's personal life which causes voters to transfer their votes to other candidates. Candidates get utility or value caused by a personal or family event that has preceded the decision to vote. (Newman and Sheth, 1985).

### **2.3 Epistemic Issues**

Hartini et al. (2020) states that epistemic or novelty is something that is very important in relation to consumption experience, the choice of a product and reflects a person's curiosity and the need to experience variations in consumption or product selection. Epistemic issues are issues that refer to reasons that justify the perception of satisfaction of curiosity, knowledge, and the explorative needs offered by candidates as changes in pace (Newman and Sheth, 1985), for example candidates who in the election campaign succeed in showing themselves as faces fresh. And get the sound of victory because of the saturation of the community towards the old government, and want something new. This epistemic issue is very likely to emerge in the midst of public mistrust of political institutions that are part of the running system.

## **2.4 Attitude of Choice**

The attitude of predisposition or tendency is learned from an individual to respond positively or negatively with moderate and adequate intensity towards objects, situations, concepts and others (Aiken, 1988; Ramdhani, 2008). Attitude is a tendency that is learned in behaving in a fun or unpleasant way towards a particular object (Schiffman and Kanuk, 2004: 253). Peter and Olson (2000a) define attitudes as an overall evaluation of concepts carried out by someone. In general, some references state that attitudes have 3 (three) components namely: cognitive, affective, and action tendencies (Howard and Kendler 1974, Gerungan, 2000). The three component attitude model, namely attitude consists of three main components of cognitive components, affective components, and conative components.

1. Components of Cognition, namely knowledge and perception obtained based on a combination of direct experience with attitude objects and related information from various sources.
2. The affection component is related to a person's subjective emotional problem towards an object of attitude. These emotions and feelings are often considered by consumer researchers to be very evaluative in nature, which includes a person's assessment of the object of attitude directly and thoroughly (or until where someone judges the object of attitude "pleasant or unpleasant," "good or not").
3. Component of conation is a component that relates to the possibility or tendency that individuals will take special actions or behave in a certain way towards certain attitude objects.

## **2.5 Relation of Current Events, Personal Events and Epistemic Issues to Attitudes.**

In addition to genetic and physiological factors, other factors that determine the formation of attitudes are personal experiences both directly and indirectly. According Ramdhani, (2008), one aspect that specifically contributes to forming attitudes is events that give strong impressions to individuals (current events). Epistemic issues are specific election issues, this affects the attitude as said by Azwar (2008:24). Azwar said that the issue is usually something that has been patterned in the mind. The influence of the issue on attitudes is also said by Petty & Cacioppo, 1986; Baron & Byrne, 1991).

## **2.6 Previous Research**

Gama and Widarwati (2008) entitled Relationship Between Regional Head Candidate Campaigns and Female Political Participant Voter Behavior. The research conducted in Sukoharjo, Central Java took a sample of 100 respondents. This study concludes that there is a relationship between the campaign with candidates for regional head and female voter behavior. Gender research is carried out because of the notion that politics is not the world of women, causing women to stay away from it. Therefore, the proposed research model is shown in Figure 1 below:

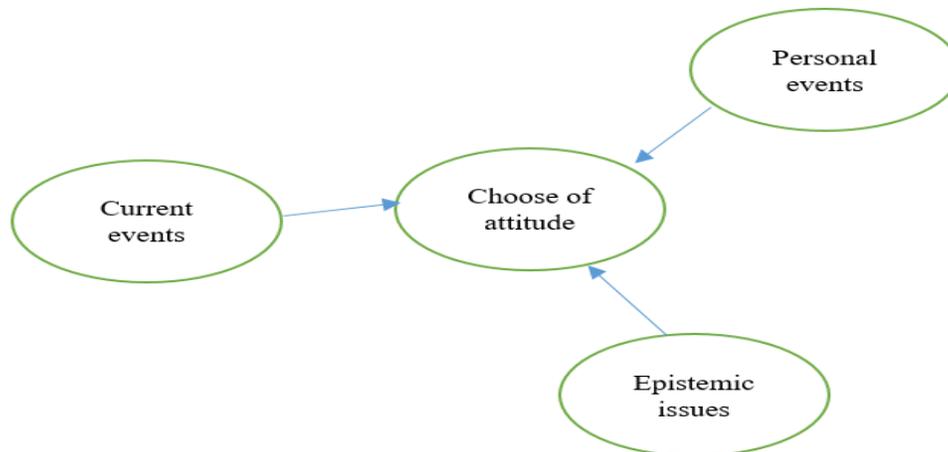


Figure 1. Research Model

### 2.6 Hypotheses

- H1: Current events have an effect on voting attitudes in the 2010 regional elections in Ternate
- H2: Personal events affect the voting attitude of voters in the 2010 regional election in Ternate
- H3: Epistemic issues have an effect on voting in the 2010 regional elections in Ternate

### 3. Method

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:

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

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

### 3.1 Test Reliability

Reliability test results are shown in Table 1 below

Table 1. Reliability Test

Variable	Cronbach's Alpha	Value critis	Note
Current events (X <sub>1</sub> )	0,676	0,600	Reliable
Personal Events (X <sub>2</sub> )	0,768	0,600	Reliable
Epistemic Issues	0,861	0,600	Reliable
Cognition	0,928	0,600	Reliable
Affection	0,937	0,600	Reliable
Conation	0,945	0,600	Reliable

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

### 3.2 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  $\alpha = 0.05$ . If the significance value is  $< 0.05$ , then there is the influence 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 2 below:

**Table 2. Result of Hypothesis**

Variable			Value of CR	Sig.
Attitude of choice	<---	CR	2,424	0,015
Attitude of choice	<---	PE	2,114	0,034
Attitude of choice	<---	IE	2,054	0,040

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

1. The magnitude of the CR value calculated by this variable on the attitude of choice is 2.424 with a significance level of 0.015. Because this significance level is smaller than 0.05, it is concluded that there is a significant effect of current events on the attitude of voting.
2. The magnitude of the CR value calculated by the personal event variable on the voting attitude is 2.114 with a significance level of 0.034. Because this significance level is smaller than 0.05, it is concluded that there is a significant influence of personal events on the attitude of choosing.
3. The magnitude of the CR value calculated the epistemic issue variable on the attitude of choice is 2.054 with a significance level of 0.040. Because this level of significance is less than 0.05, it is concluded that there are significant epistemic issues with regard to voting attitudes.

### 4. Results and Discussion

From the results of the tests carried out using SEM with Amos program, that current events, personal events and epistemic issues show a significant effect on attitudes. Current Events have a significant effect on voting attitudes, this result provides support for the fifth hypothesis in this study, namely the current event influences the attitude of voting. The component of attitude that has the most influence on the formation of voting attitudes in current events is cognition. Personal events have a significant effect on voting attitudes, this result provides support for the sixth hypothesis in this study, that is, personal events affect the attitude of voting. The attitude component that has the most influence on the formation of voting attitudes in private events is conation. Epistemic issues have a significant effect on voting attitudes, these results provide support for the hypothesis in this study, namely the epistemic issue influences the attitude of voting. The component of attitude that has the most influence on the formation of voting on epistemic issues is affection. The results of this study support previous research conducted by Azwar (2008: 24); Petty & Cacioppo, (1986); Baron & Byrne, (1991).

### 5. Conclusions

Based on the results of the study, some suggestions were given as follows: 1) For successful teams, it is better to offer programs that are more specific to the community as voters and 2) For local governments to better prepare campaign facilities, including TV channels. local, so that the candidates and programs offered are truly known by the community.

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