

# General Attitude In Election Political Advertising President And Vice Of The President Of Indonesia 2019

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**Abstract:** One of the important things about this research was evidence on the strategic position about the beginner voters such as the number of voters' data remain presidential and vice-presidential in the 17 April 2019 Indonesia election. The number of beginner voters becomes an important force that must be considered by the political parties and the candidates for president also vice president. This research aims to analyze beginner voter attitudes toward political advertising candidates for President and Vice President of Indonesia in the 2019 election. A design methodology was used by a qualitative approach. The data are primary and secondary data collection by conducting in-depth interviews. Validity test of research data used by the triangulation method. The results showed that all informants stated for political advertising does not become the primary source in determining an attitude of beginner voters in selecting candidates for president and vice president. Political advertising just a small part of the information in determining about attitudes towards a choice of candidates for president and vice president. This research has a novelty such as analyze beginner voter attitudes especially student university toward political advertising candidates for President and Vice President of Indonesia in the 2019 election.

**Index Terms:** Attitudes, Political Advertising, Beginner Voters, Indonesian Election 2019.

## 1 INTRODUCTION

General Election Commission (KPU) in East Java has been ensured by a permanent voter list (DPT) in the easternmost Java province in the 2019 election. The total numbers are 30,643,550 people. Because there are novice voters in East Java who reach more than 487,831 people (<https://jatim.tribunnews.com/2018>). A permanent voter list (DPT) was included in the novice voter such as community aged 17 years between 27 June 2018 to 17 April 2019. In East Java Regional Election (Pilkada) 2018, the number of permanent voter list (DPT) was known to be 30,155,719 people. So, if you add a beginner voter, it will be 30,643,550 people. Many condition at the provincial level above are also the same as the final voter list (DPT) for voters in Gresik Regency. There were 927,045 voters registered by an increase of 300 voters compared to the permanent voter list (DPT) in East Java regional head election, 2018. Eventually, 927,045 voters are consisted by details of 465,833 men and women as many as 461,212 people (<https://regional.kompas.com/read/2018>). The term political year condition is "amini" by the Indonesian people considering that in 2019, there were three major political agendas such as an election between a President and Vice President in Indonesia, legislative members (Parliament) between DPR and DPRD I at provincial level, then DPRD II at district level and Council Regional Representative (DPD). Elections between President and Vice President, legislative (Parliament) starting from the Gresik regency (DPRD Level II), provincial (DPRD Level I), and central (DPR RI), then DPD are held on 17 April 2019.

On September 21, 2018, through a plenary meeting, the KPU appointed by Joko Widodo who was paired with Ma'ruf Amin as the Presidential and Vice President Candidate of Indonesia with serial number 01. Prabowo Subianto who was paired with Sandiaga Uno as the Presidential and Vice President Candidate of Indonesia with serial number 02. It was selected and held on April 17, 2019 (<https://www.cnnindonesia.com/national/2018>). In general, one of the instruments are chosen as a means of winning the strategy in political competition, both regional head elections (Pilkada), Regional Representative Council (DPD) elections, legislative elections, and the election of President and Vice President (17 April 2019). It was used by advertisements as an instrument of media communication and persuasion to choose candidates for regents, governors, DPD, legislative, as well as presidential and vice presidential candidates who appear and promoted by advertisement. Pradhanawati (2011) stated that the victory of political parties or candidates in elections is not always determined by political imaging and political marketing through political advertising, but the data reported by Nielsen on the growth of advertising spending. It was shown that continued by growth of advertising spending throughout the election campaign period (March 24 - 13 April 2019), out of the total advertising expenditure in the category of Government and Political Organization. It also contributed by a large portion, such as 12 percent with a total advertising expenditure on Rp1,1 trillion. This number has been increased by significantly compared to the 2018 Election campaign period with a total advertising expenditure on IDR 429 billion. The total advertising expenditure of Government and Political Organizations in the election campaign period, which is a largest advertising contributor is Candidates for President & Vice President with total advertising expenditure around Rp206.6 Billion (<https://www.nielsen.com:2019>).

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**Table 1.** Growth in Advertising Expenditures for the period March 24-April 13 2019 and 2018 in Indonesia

Years	Value (Rupiah)	Results
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2018	429 Billion	
2019	1.1 Trillion	An increase on 12 percent when compared by the same period in 2018

Source: <https://www.nielsen.com:2019>.

This research has aims to analyze the attitudes of novice voters on political advertising in the 2019 Indonesian Presidential and Vice President elections.

## 2 LITERATURE REVIEW

### Political Marketing

Political marketing has similarities with marketing activities in the business world. Political marketing is related about how to sell products / programs to target audiences in an appropriate manner. Political marketing activities are include 4 P strategy in Marketing Mix (Product, Place, Promotion and Price). Political marketing was becomes an instrument for political parties and voters for make a best decisions from many choice that exist in the community. Values in marketing help voters and political parties communicate for community development and optimization between economic and social goals (O'Cass: 1996). The marketing mix in the business can also be published on political marketing to help political candidates and also political parties and political organizations in designing, implementing and evaluating political marketing campaigns to create trust and confidence from voters, and to win as many sympathizers as possible (Astuti: 2008). Political marketing activities are include several aspects, such as programs, political organizations, individuals carried by political parties, political marketing concepts, voter groups, leadership and image, then policies offered (Maryani: 2015). Referring to some of these concepts, political marketing can be concluded as a marketing process to influence voter groups in political activities (elections) towards programs or candidates from political parties with marketing mix instruments.

### Political Advertising

Advertising becomes one of the effective media in conveying messages, building brand preferences or for educating the public (Kotler and Keller: 2012). Political advertising is a part of promotional activities aimed by information and remind voters about candidates. In addition to advertising, promotion was includes publication activities and sales promotion through social activities (Astuti: 2008).

### Political advertising has two influences on voter behavior:

- 1 It is to mobilize individuals to participate in an election agenda.
- 2 There is an influence about individual choice on one particular political candidate (Gordon et al., 2012).

Advertising as a means about marketing goods or service products is able to appear attractive and persuasive (Jefkins, 1997: 15). The message contained in advertisements taken in the form of a combination between verbal and non-verbal messages. Verbal messages, words that are composed by vowels and consumers with form certain meanings. While, for all messages are not verbal messages and non-verbal

messages. Referring to some previous definitions, it can be concluded that political advertising is one of the important instruments in political marketing. In this case, can order to communicate many program about political parties or individual candidates for leadership either through mainstream media, social media, online media or offline. Political advertising, especially audiovisual advertising, plays a strategic role in political marketing. Nursal (2004), Kotler & Keller (2012) stated that there are several stages of voter response to stimulation of political advertising:

- a. Awareness is if someone can remember or realize that a certain party on election contestant. The large number of election contestants, building awareness was quite difficult to do, especially for new parties. It has become the political law of political marketing, in general voters will not spend their time and energy memorizing the names of contestants who are bright, a voter will not choose contestants who do not have Brand Awareness.
- b. Knowledge is when a voter knows some important elements about the contestant's product, both substance and presentation. These elements will be interpreted to form certain political meanings in the minds of voters. In marketing commercial products, this stage is also referred to as the stage of forming brand association and perceived by quality.
- c. Liking is the stage where a voter likes a certain contestant because one or more political meanings are formed by a mind in accordance with his aspirations.
- d. Preference is the stage where a voter considers that one or several political meanings formed by the interpretation of the political product from a contestant that cannot be produced more satisfactorily by other contestants. Thus, the voter has a tendency to vote for the contestant.
- e. Conviction is many voter arrived at the belief to choose certain contestants.

### Beginner Voter

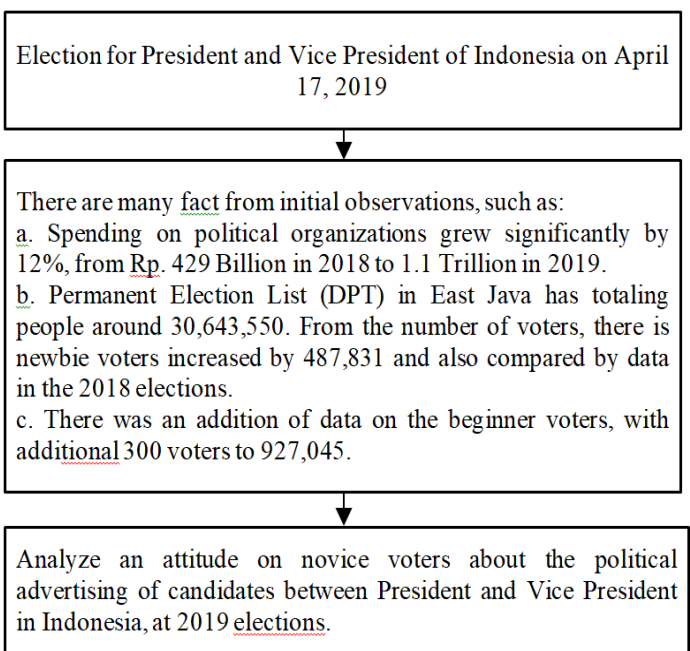
Beginner voters are one of the groups that need special attention on the election agenda. Beginner voters are individuals or someone who is 17 years of age or older, already / has been married (Diana et al., 2014). The KPU stated that novice voters are people aged 17 years between 27 June 2018 to 17 April 2019. (<https://jatim.tribunnews.com/2018>). Referring to the age limit, beginner voters are categorized as a young people. The approach to novice voters is certainly different from other voter groups. As Zamhasari's research (2017) concluded that novice voters have stronger ideals. Generally, beginner voter groups are more better concerned by the issue then change towards the future of Indonesia. Novice voters were focus on the issue between job creation, economic welfare, and improve to education. Novice voters has a think about a good transportation, elimination of corruption, that prevalent in Indonesia.

### There are several types of voters in a political constituency (Firmanzah, 2007).

1. Rational voters, who have a high orientation to "policy-problem-solving" and low orientation to

ideological factors. Voters has prioritize for ability of political parties or contestant candidates in their work programs.

2. It is critical voters, this type of voter group was combined by the high orientation towards the ability between a political party or contestant in resolving national problems and a high orientation about ideological in nature.
3. It is traditional voters, this type has a very high ideological orientation and do not really see the policy of a political party or a contestant as something important in decision making. Traditional voters prioritize between social-cultural closeness, values, origins, ideology, and religion as a measure for choosing a political party. For Indonesia, this type of voter is still the majority.
4. It is skeptic voters, such as voter groups who do not have an ideology orientation high enough with a political party or a contestant, also do not make policy as something important. The desire to be involved by a political party with this type of voter is lacking, because their ideological ties are very low indeed. They also pay less attention to the "platform" and policies of a political party.



*Figure 1: Research Model*

#### Attitude

Attitude is one of the most important concepts used by marketers to understand consumer behavior. Ajzen, and Fishben (2005) stated that attitude is the overall evaluation of a person against an object, event or person. Attitude is an evaluation of someone against to the objects that are around him (Sallam and Algammash: 2016). According to Schiffman and Kanuk (2007: 232), defined that attitude as a learning tendency to act consistently whether pleasant or unpleasant for an object. Three components are Cognitive, Affective, and Conative. Humans can form attitudes towards an object or issue. Attitudes can be formed by various types between information and are not limited to facts and figures (Kardes: 2002: 85). Referring to some concepts about the attitude, it can be concluded that the attitude is an individual assessment for all objects.

### 3 RESEARCH METHODS

This research was used by a descriptive qualitative approach, such a research that seeks to describe facts as they are and analyzed then concluded about these facts. The research location is in the Faculty of Economics, University of Muhammadiyah Gresik, which is located at Sumatra roads no.101 GKB, Gresik, East Java. The research was conducted in early April 2019. A current research has a limitation to the advertisement display between presidential and vice presidential candidates before the election on April 17, 2019. Many informant are novice voters, who are beginning students (class 2018) at the Faculty of Economics and Business, University of Muhammadiyah Gresik. It has the right form to vote for the first time in the presidential and vice presidential elections of Indonesia on April 17, 2019. The validity method was used with the triangulation method, by combining data both quantitatively and qualitatively. Creswell (2014) stated that there are three components in qualitative data analysis such as data reduction, data presentation, and drawing conclusions.

### 4 RESULTS AND DISCUSSION

Data collection activities were conducted in the first week of July 2019 before the presidential election was held on April 17, 2019. Due to limited time and resources with the presidential election schedule held on April 17, 2019, the selection of informants was carried out by initial screening between the informants' knowledge and interests. The political advertisements of presidential candidates were aired before April 17, 2019. Some informants who were first-year students and already had to the right vote in presidential election.

#### Beginner Voter Attitudes Towards Political Advertising for Presidential and Vice-Presidential Candidates 2019

Based on the results, by in-depth interviews with all first-time voter informants who have a right system to vote in the presidential and vice-presidential elections. All informants were claimed to be able to remember, known, and have seen more than once. It stated that they understood about political advertising between two pairs such as presidential candidates and the vice president who aired during the campaign period, both Joko Widodo-Ma'ruf Amin (01) and Prabowo Subianto-Sandiaga Uno (02). Presidential and vice presidential candidates that only amounted for two (2) pairs, which is make it easy for informants to remember and differentiate the two candidates for the presidential election of Indonesia. The following excerpts statement beginner voter responses to the political ads of candidates for president and vice president. Umam stated: "Even though, I consider that the political advertisements between sides 01 or 02 to be less attractive, Jokowi is calmer, less passionate, simple person, but Prabowo tends to be harsh because of his military background and I often see advertisements via the internet and Youtube". Whereas, Ivan said that he rarely sees political advertisements from TV, more often sees them on Youtube: Jokowi-Amin ads are easy to digest, people are simple, shown a work performance, while Prabowo-Sandi ads are still in the form of promises. Prabowo really looks tougher and firmer". Female novice voters such as Novita and Ulfa stated that from the



advertisements on TV, I consider Prabowo to look strict, whereas Jokowi is a simple person". Ulfa also stated that although they did not often see advertisements, ad information was not enough to know each candidate's program more clearly. Novita, who currently has the first voting rights, believes: "I know each of the presidential candidates' political advertisements, whether Prabowo or Jokowi, but for me advertising is not important. I am digging information from news links-other news between presidential and vice presidential debates". Following Novita's statement as a management study program student at the Faculty of Economics & Business stated that:

"...Advertising for me is not very useful, ads can be modified. Advertising is only enliveners for the presidential election. For me, read a news link via cellphone, debate about the presidential and vice presidential candidates can increase knowledge. Past achievements are important".

#### **An attitude for any voters in the terms of cognitive**

Based on the results, interviews with three informants, female voter beginner advertisements became the initial information about the presidential candidates. Advertising becomes important in order to build awareness (Nursal: 2004) for novice voters (female students). None of the novice female voters stated that advertising is not important or not very useful, this is different from male novice voters who see advertisements via the internet, assume more clearly seeing advertisements through Youtube. In terms of age, novice voters who have started to mature and educated with student status feel about advertising is not of much use it. This is reasonable considering that an age has reached by 17 years and over, then also entered by adulthood. It was currently pursuing for higher education, which is certainly not enough just based on advertising in an effort to obtain information. For this condition, Franz and Ridout stated that considerable evidence that advertising persuades and impact for many varies characteristics. If beginner voter informants who are students think that they feel not enough just get an information from advertisement about a candidate. Beginner voters are included in the rational voter category (Firmansyah: 2007). Rational voters are the type of voters who have a high orientation on policy-problem solving, prioritizing about the ability of prospective contestants in their work programs. Novita's informant's statement stated that "... advertising can be modified" ... it was important to know about track records and other mainstream news sources. There is a credible news source (figure) in an advertisement, which is one important factor can influence to voter attitudes. Kartikasari et al. (2018) said that rational voters who have the willingness to track many candidate.

#### **An attitude from voters in the terms of affective aspects**

Based on the results, interviews with all informants, both male and female beginner voters who have the right platform to vote in the presidential and vice presidential Indonesian elections on April 17, 2019. Many researcher can known that all informants already have emotional closeness or feelings of pleasure and displeasure towards one presidential candidates between Jokowi-Amin and Prabowo-Sandi. The opinions from female voter informants such many element for students, who are still novice voters likely to like Jokowi. Male novice voters

are divided in two choices between Jokowi-Amin and Prabowo-Sandi. The following quote from results such as: *Novita stated that:*

"... I really prefer a simple Jokowi, Prabowo is a hard person ...". Ulfa said that: "... I like Jokowi, the person is simple ...". While, other male novice voters, Ivan, tend to choose Prabowo and Sandi. Ivan: "... I like Prabowo to be more authoritative, resolute ...". Umam was more pleased with Jokowi: "... if you look at YouTube and the debates, I prefer Jokowi ...".

Many statements of the beginner voters above, from an affective side to be awakened and inseparable from the cognitive aspects. Because of attitude factor is like interaction between affective and cognitive. Attitude is a person's overall evaluation of objects, events or people (Ajzen and Fishbein: 2005) In addition, political advertisements displayed have been able to play a strategic role in shaping contestant's image and emotional attitude (like or dislike) of voters towards candidates (Nursal: 2004 : 256).

#### **Voters' attitude in the terms of Conative aspects**

Based on the results, interviews were conducted with all first-time voter informants who have the right vote in presidential election 2019. So, it can be seen that each female voter already has a tendency of the name to be elected by president of their choice in the April 17, 2019. Umam stated that:

"...God willing, I choose Jokowi ...". Novita stated that: "...I choose Jokowi, the person is not loud..". Ulfa said that: "... I chose Jokowi, because the person is simple ...". In addition, to Jokowi's statement choosing from three beginner voters also stated that he would not intend to try to influence his friends when discussing the presidential election. While, Ivan argued that: "...I prefer Prabowo, from English language more better than Jokowi...".

From the conative side, many informants were stated that they obtained with information about the presidential candidates who would be selected from various sources such as family, friends, various mainstream, and social media. This is consistent with the study of Kartikasari et al., (2018), which stated that advertising is not only a source of reference in determining the election of presidential candidates to be elected, but also one important point almost the same substantial and interesting to underline. For all the informants, both male and female voter voters, all have opinion that they would not make an effort to influence other peoples. They see programs that make sense and the logic to think, then it can make economic development. According to Zamhasari's research conclusions (2017) which stated that novice voters who tend to have stronger ideals, in choosing Indonesian leaders, they are more pleased with figures and bring change for the good condition. This expectation is reasonable, which is considering to the many novice voters and also feel to change directly for their own future.

## **5 CONCLUSIONS**

In the terms of cognitive aspects, political advertising is not only important thing to build awareness for novice voters in the current millennial era. But also, for novice voters who are

educated and enter adulthood through the world of tertiary education, feel that advertising is not much used by media advertising. Judging from the affective aspects, political advertisements displayed by presidential and vice presidential candidates have been able to play a strategic role in shaping the image of contestants and the emotional attitude (like or dislike) of voters towards candidates. Judging from the conative aspect, all novice voters, both men and women, believe that they already have a clear choice before voting day at the polling station (polling station). All informants such as male and female beginner voters, which are they will not make an effort to influence others people.

## 6 SUGGESTION

In making political advertisements, many participant as the election contestants and political ad practitioners should pay attention with the target audience on political advertisement viewers. Participants in the election contestants should pay attention to first-time voters, especially those who are educated (through tertiary education) as part of voters who have good rational and cognitive power in tracing all information, not limited to one advertisement source. The importance of paying attention to accurate information through channels other than advertising, such as the debate over presidential and vice presidential candidates that are considered by novice voters and also important part to get any information between presidential and vice presidential candidates.

## 7 LIMITATION

The limitations of this research only focus on the novice voters who are studying from higher education in Gresik, Indonesia. Suggestion is to be able to conduct research on novice voters who are not currently studying in tertiary institutions, for example those who only work or are unemployed (not currently studying and not currently working) on the momentum for the next regional or presidential election in Indonesia.

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