

CHAPTER I

PREFACE

1.1. Background

Public Opinion is an opinion of a community group or synthesis of opinions and obtained from a social discussion from parties who have an interest connection. This aggregate of attitudes and beliefs is usually embraced by the adult population. Determining public opinion is not the majority (numerical majority), but the majority is effective (effective majority). The process of forming public opinion describes person's perceptions so that the formation of a public opinion, which is rooted in cultural background, experiences, and values, will establish an interpretation or establishment of someone and in the end will form a public opinion; whether later will be supportive, and will against. Establishment is what someone feels and arises on an attitude (that reflects compliance and a sense of respect sincerely) as the attitude that can be hidden in a person, and can be in the form of symbols, body language, verbal, mimic face and even from a color that is used (Rubani, 2010).

At this time, public opinion often occurs due to matters or policies that happen, especially in terms of politics. In 2019, the election held again in Indonesia where this Presidential Election has a different atmosphere from the previous election. In 2019, there are many things that are out of control such as covert campaigns, provocations, incorrect information (HOAX), many attributes that exceed capacity and drop each other candidates by supporters of each candidate. This was also supported by Bawaslu's revelation in which many

political party attributes were scattered in the locations of disaster evacuation in several regions in Indonesia. In addition, stickers or other printed media was distributed at the location deliberately so that the candidates for the legislature or the President and Vice President candidates would get votes in this year's Election.

Based on the law number 7 of 2017 general elections concerning the stages, programs, and schedule for holding the 2019 general election, the election organizer is an institution that organizes elections consisting of the General Election Commission, the Election Supervisory Agency and the Election Organizer Honorary Council as a single function. Those hold elections to elect members of the People's Representative Council, members of the Regional Representative Council, the President and the Vice President and to elect members of the Regional People's Representative Council directly.

KPU is national, permanent, and independent in conducting elections. According to KPU regulation number 33 of 2018 concerning the general election campaign there are several articles, namely:

Article 25

1. Political parties that have been designated as election participants are prohibited from conducting campaigns before the start of campaign period as referred to in Article 24 paragraph (1) and (2).
2. Political parties as referred to in subsection (1) can carry out socialization and political education within Political Parties.

3. Implementers, Participants and Campaign Teams are prohibited from disclosing self-image, identity, special characteristics or characteristics of political parties.
4. Executor, Participants and Campaign Teams are prohibited from publishing self-image, identity, characteristics of a political party through printed media, electronic media and online media containing picture signs and serial numbers of political parties, outside of the campaign advertisement broadcast period for 21 days prior to commencement quiet period.

In Indonesia, there are several regions or villages that impose restrictions on the installation of attributes of political parties for various reasons. For example, in the province of Yogyakarta, there are several regions that implement these regulations, one of which is the village of Tirtonirmolo located in Kasihan sub-district, Bantul. Like the case in other areas which have certain reasons for this regulation, in the village of Tirtonirmolo it is motivated by internal problems between residents which heat up at different times of choice in the election. At that time, in RT 08 Kersan hamlet had a problem starting from the general election during the New Order era, namely in 1971 where every house in the RT08 Kersan hamlet was guarded by the military to ensure that every citizen who had voting rights to vote for the party that had been determined in that period so that this is what causes trauma so that people become afraid if the incident recurs in their environment. To overcome this problem, the entire community proposed to the head of RT08 Kersan hamlet to make regulations that could overcome these problems,

namely prohibition the installation of party attributes in the general election 2019 in their environment. In addition, the reason for the formation of this regulation is to create comfort in neighborhoods and to make the environment clean from various party attributes.

With the limitation on the placement of political party attributes, it is feared that it could potentially hamper the flow of information related to elections which could reduce citizen participation in elections (voter's turns out).

1.2. Formulation of the Problem

The formulation of the problem that can be drawn from the background of study is stated as follows:

"What are the reason why a group of people in Tirtonirmolo village rejected the installation of political party campaign attributes in general election 2019?"

1.3. Research Purposes

The objective that can be taken from this study is mentioned as follows:

1. To recognize the reasons why a group of people in Tirtonirmolo village rejected the installation of political party campaign attributes.

1.4. Benefits of Research

This study can give sources about the reasons of the community or voters in the Tirtonirmolo village to the policies made in the area and how much the policy has made influences the voters in Tirtonirmolo village in general election 2019.

1.5. Literature Review

In writing this research the author used other related research, theories and findings that become sources in examining existing data. The related research, theories and findings have similarities in the themes, objectives and benefits of this recent research. Some of the research, theories and findings which the authors refer to are as follows:

First is The Potential of Public Opinion on the Existence of Mass Organization and Islamic Parties (Yulianita, 2003). According to Yulianita, in the context of the formation of Mass Organization and Islamic Parties, it is impossible to form without the support of public opinion. If the support of public opinion is strong, then the formation of Mass Organization and Islamic parties will meet expectations.

Second is Influence and Effectiveness of the Use of Social Media as Political Communication Channels in Forming Public Opinion (Siagian, 2015), According to Siagian, communication channels are one of the most important parts in the context of political communication. As a channel for political communication, social media has the power to exert political influence because social media can play a role in shaping public opinion.

Third is The Impact of Political Communication and Public Opinion on Community Behavior (Indrawan, 2017). Indrawan states that one of the goals of political communication today is the making of public opinion.

Fourth is the research conducted by RirisLoisa and YugihSetyanto about "Finding the Form of a Typical Indonesian Political Campaign: Imaging Based on Cultural Dimensions" (Riris Loisa, Yugih Setyanto, 2012). The results of this study reveal that in the candidate campaign, it is necessary to build imagery based on cultural values in this case imaging that reduces power distance and is oriented towards the value of femininity.

Fifth is Public Opinion and Government Policy (Chatamallah, 2007). Chatamallah states that a reciprocal relationship exists between public opinion and government policy. Public opinion shaped and reshaped government policies, on the other hand, regulation also influences and transforms the public.

Sixth is a study conducted by Niko L. Kana about "Strategies for the Management of Elitic Political Competition in Suruh Sub-District Areas" (Kana, 2001). The result of this study shows that the provision of money or Money Politics which has been used to take place in every Pilkades in the past. By the local community this is seen as a symbol of compassion.

Seventh is the study of forms of Money Politics in Elections (Sumarto, 2014), namely money politics involving the "political support market". ("Voice buyers" or vote buyers) give money or goods and services in accordance with what is desired "vote seller", and the voice seller submits his vote as a reward for the money or goods and services he has received.

Eighth is the Role of Netizens in Forming Public Opinion (case study on SMK 4 Bekasi) (Fitriyanto, Ilham Albar Pane, Romi Syahril, Achmad Maulizal, Ade Chitra Permatasari, 2018). The results of this study found that adolescents are still very ordinary in understanding the impact of what is distributed: they are limited to spreading and tend to follow viral news.

Ninth is Public Opinion on the Credibility of the 2014 Presidential Candidates in Student Perspectives (Ita Nurlita, Widiawan Ardiansyah Putra, 2014), the results of this study are that there are three indicators, namely having good thoughts, good morals and good moral character and has a good intention (good will) where according to the standard values from Pace & Faules namely for the upper limit of the scale of 3.80 and the scale of 2.80 for the lower limit, the overall average value of Mr. Jokowi is 3.91 points and Mr. Prabowo is 3.51 so that Mr. Jokowi is considered very credible compared to Mr. Prabowo.

Tenth is newspapers as one of the media for submitting political information to political participation in the community (Suharyanto, 2016). Suharyanto states that by subscribing to newspapers and reading newspapers, especially news about politics, public awareness of the importance of participation can be increasingly realized.

From the text above, the author find out that there are also some differences from the research which are from the location, main focus of the problem, the time, the stakeholders or people who involve in this case.

Therefore, this research with the title "Prohibition on Installing Party Attribute (Case Study of Tirtonirmolo Village). Study focused on how the society trust in political parties while in the area the installing party attribute are prohibited, and how would they know about the value of the general election without any installing party attribute but they still know their choices, also they still used their right to vote in general election 2019.

1.6. Theoretical Framework

There are several theories that the author uses to establish and limit the scope of research. The theories are as follows:

1. *Public Opinion Theory*

Public opinion is an expression of belief that is a shared grip among members of a group or public, regarding a controversial issue that concerns the public interest (Moore, 2004).

Public opinion can be stated if that is considered competent or can meet the requirements of public opinion in a special sense, if there are facts that are used as a benchmark for the formulation of public opinion, namely the existence of good and bad research elements of the community, concerning an issue that exists in common life, and is rational. The requirements as public opinion in the typical meaning can be viewed from the facts, values and competencies (Nugroho, 2004).

According to Leonardo W. Doob, public opinion is people's attitude about an issue where they are members of a common society (Ardianto, 2005). This definition states that public opinion is related to human attitudes, namely attitudes both personal and as a member of a group. Public opinion will be formed through personal attitude of a person or group because their attitude is determined by their experience.

Public opinion is an activity to express or delivered what certain people believe, rate and expect by someone for their interests from certain situations (Arifin, 2010).

There are three components contained in public opinion according to (Gun Gun and Shulhan, 2013), including:

1. Trust;

This concerns whether something being discussed is believed to be true or, on the contrary, is not trusted by the public.

2. Values;

Almost all public opinion is related to what is felt or strived for by the public.

3. Expectations.

Relating to conative and inclination, it is often equated with impulse, desire and striving.

2. *Political Education Theory*

Political Education is a deliberate and systematic educational effort to make individuals to be able to become ethically / morally responsible participants in achieving political goals (Kartono, 1996).

Political Education become an effort to increase the people's political knowledge so that they can participate optimally in their political system, in

accordance with the understanding of people's sovereignty or democracy that people must be able to carry out the task of participation (Kantaprawira, 1988).

Political Education is education or guidance, fostering citizens of a country to understand, to love and to have a high sense of belonging towards the nation, the state and all existing institutional devices (Djahiri, 1995).

Political Education becomes a conscious effort to change the process of political socialization of the community so that they understand and appreciate the values contained in the ideal political system to build (Alfian, 1981).

3. Campaign Props

Teaching aids are tools or objects that can be absorbed by the eye and other five senses with the aim of helping to achieve the goal. Props aims to communicate or provide messages to those who read and see them. Props according to PKPU number 33 of 2018 according to article 32, namely:

1. The campaign props used are billboards, banners, and videotrons.
2. The size of the campaign props must match, such as a billboard of at most 4m (meter) x 7m (meter), and the largest banner is 1.5m (meter) x 7m (meter).
3. Design and materials on campaign props contain at least the vision, mission and programs of the election participants.
4. Election participants print campaign props by prioritizing the use of materials that can be recycled.

1.3 Conceptual Definition

1. *Public Opinion*

Public opinion means an opinion, attitude, and the certain attitude created in the surrounding community because of an issue or a problem that occurs and is related to public interests or social problems. Public opinion can only develop in countries that embrace democratic ideals and can be delivered both oral and in written.

2. *Political Education*

Political education is a formal and non-formal effort devoted to help next generation to think independently of law and power, make them aware of the importance of education about politics.

3. *Campaign Props.*

Campaign props are objects commonly used by election participants which can be visual or not and have the vision, mission and programs of the general election participants. Campaign props are also a means of information for public to find out their future leaders in the general election.

1.7. Operational Definition

1. *Public Opinion.*

- a. Trust.
- b. Value.
- c. Expectation.

1.8. Research Methodology

1.8.1 Type of research

The purpose of this study is to recognize the reasons why a group of people in Tirtonirmolo village rejected the installation of political party campaign attributes in general election 2019. In this study, there is one research variable, which is a group of people at RT 08 Kersan hamlet. Then the indicator was developed into questions that were used as an interview. After that, the results of the data obtained were made into narrative description. This study used of qualitative method. Qualitative research is a research paradigm with an interest in meaning and interpretation. Bogdam and Taylor state that qualitative research is a research process that produces descriptive data in the form of written words from the person being observed. In its principle, qualitative research is research that produces descriptive data in the form of written words from the interviewee and the behavior of the person being observed naturally to be interpreted (Mujahidin, 2014).

1.8.2. Data Collection Technique

Data collection techniques in this study used interview and documentation. Minimum primary data obtained from interviews to a group of people at RT 08 Kersan hamlet that consists of 118 householders, which is only 4 people become the samples. The definitions of those technique are as follow:

a. Interview

There are two parties who have different roles in this technique. They are one party in the position of information seeker and the other as information provider (respondent) (Soegijono, 1993). Interviews are conditions facing each other between interviewers and respondents who have a purpose to explore information that is expected and needed, and aim to obtain data from respondents with a minimum bias and maximum efficiency (Singh, 2004).

The interview was used as the primary data source for strengthening validity of the research. The researcher interviewed 4 people consist of Mr. Marjuki, Mr. Marjani and Mr. Suprasetyo, they were society of RT 08 who involved Mr. Ngadimin as a head of RT08 Kersan hamlet. The researcher interviewed the 4 people because these 4 people were community leaders at RT08 Kersan hamlet who had quite dominant voices in making policies in the region regarding the prohibition of putting on the attributes of political parties in the election 2019. From the results of interviewing the 4 people, it was obtained quite strong information, especially the reasons and behind the creation of this regulation in their area.

b. Documentation

The document is a record of events that have already passed (Sugiyono, 2013). Documents can be in the form of writing, drawings or monumental works by a person. Written documents are diaries, life histories, biographies and policy regulations. Documents in the form of images are such as photographs, life drawings, sketches and others. In this case, the documentation obtained by the researcher is in the form of direct information from the speakers and a photo with the resource person who provides information about the regulations prohibiting the installation of political party attributes in the 2019 election at RT08 Kersan hamlet.

1.8.3. Data Analysis

Data analysis is an important stage, where data collected were processed and presented to help researchers to answer the problems they are researching (Qomari, 2009). Data analysis is the process of systematically searching and compiling data obtained from interviews and documentation by organizing data into categories, describing into units, synthesizing, arranging into patterns, choosing which ones are important and which ones were studied, and made conclusions so that they are easily understood by themselves and others (Sugiyono, 2006).

The steps in analyzing the data carried out by the researcher were to first observe the area because the region made a regulation about prohibiting the installation of political party attributes in the last 2019 election. Furthermore, the researcher prepared several questions related to the

problems in that area. Then the researcher interviewed 4 people at RT08 Kersan hamlet where these 4 people were the initiators of the creation of the regulation in their area.

1.9. Research Sites

Based on the research objectives, the research was conducted in Tirtonirmolo village especially at RT 08 Kersan hamlet. In this case, the researcher took the Tirtonirmolo village because the people have rules that prohibition the installation of attributes of political parties in an area while the opposite area allows the installation of attributes of political parties. In addition, in the region there are two party branch offices, namely the Gerindra party and PKS party where both of them are large parties and are sufficiently calculated for their electability in the general election 2019.

1.10. Systematic Writing Plan

The systematics used by the author is what has been determined by the Department of Governmental Science, Muhammadiyah University Yogyakarta. The explanation of the systematics of writing is presented as follows:

CHAPTER I. This chapter consists of Background, problem formulation, research objective and benefit, theoretical framework, literature review, conceptual definition, operational definition, type of research, research location, data collection techniques and data analysis.

CHAPTER II. This chapter organize an overview of the physical and social aspects of the Tirtonirmolo village, especially at RT 08 Kersan hamlet.

CHAPTER III. This chapter discusses as follow: making rules for prohibiting the installation of attributes of political parties ahead of general election in 2019 and influencing factors, results of the data and the impact of the rules issued by officials in the region.

CHAPTER IV. This chapter draws conclusions and recommendation compiled and summarized by researchers as a result of research.