

# Political Messages Processing of Presidential Candidate through Heuristic and Systematic Model in the 2014 Presidential Election in Indonesia

Dr. A. Rahman H.I, M.Si

Fakultas Ilmu Komunikasi Universitas Mercu Buana

**Abstract:** *The democratic process in choosing the President with the principle of one person, one vote, one weight depends on the voice of the most people. Political advertising through mass media, personal opinion, media use, information processing will determine the choice of audiences. Based on these conditions, the researcher wants to reveal how far the influence of political message processing of presidential candidate through heuristic and systematic model in 2014 presidential election for novice voters in West Jakarta, Indonesia? The survey method using questionnaires and data analysis with Path Analysis obtains information that adolescent referral source and satisfaction of mass media usage of heuristic and systematic information processing on Prabowo-Hatta is bigger than Jokowi-JK. However, the voter's attitude of Jokowi-JK is greater than the voter's attitude to Prabowo-Hatta. It occurs because the voter's attitude to the Jokowi-JK is determined by the reference source, the use of heuristic and systematic mass media processes, while Prabowo-Hatta is determined by reference sources, satisfaction of mass media use and systematic processes. The model that determines voter attitudes on Prabowo / Hatta pairs is the systematic process and model that determine Jokowi-JK's choice is a systematic and heuristic process.*

**Keywords:** Political Communication, Referral Source, Audience Agenda, Use of Media, Systematic and Heuristic Model, Presidential Election

## 1. Preface

Every process of democracy in the Presidential Election, there will be ways to get public support from the society especially those who have the right to vote. The introduction of political figures as personal and institutional and / or political coalitions will be built along with the introduction of political ideas, to gain acceptance from the electorate. Through a democratic system, every individual has the same political rights as 'one person, one vote' 'one weight' "depending on the voice of the majority people who have the right to vote and come to vote by electing the presidential candidates legitimately by law. The presidential candidates will compete on the same target, namely the electorate.

To gain public support, namely the electorate, the Presidential Candidate with his partisan coalition, undertakes various strategic measures to improve the knowledge not only of candidate pairs, party programs, the values being championed but also to gain public confidence of the electorate. The voters' knowledge will determine the evaluation that results in voters' recollection. It is about like or dislike and chooses or not choose. Aspect of attitude building or a change of attitude supporting the presidential candidates are the first target built through political communication. The consistency of attitude with short-term behavior is certainly the determinant of victory in a democracy based on the most votes, the long-term political experience will determine the affiliation or political choice in the future.

Voting on elections is a kind of political participation. However, political participation is not solely measured by voting at the time of the election. Basically there are many kinds of political participation such as: sending letters to government officials, participating in protests or

demonstrations, becoming members of political parties, becoming members of community organizations, running for public office, contributing to parties or politicians, to participate in fundraising events (Morissan, 2016: 98).

To attract constituents, there are not a few political parties and politicians who use creative political advertising to touch the emotional and logic of constituents. The normative perspectives of political advertising as a form of creativity of the nation's children in preparing political advertisements, the use of national resources and the impact of advertising economically as part of the political process. The values of democracy and the increasingly mature political process for the community especially for novice voters, especially from this nation, certainly as a democratic spirit that is more valuable than the cost of advertising. When it is viewed from the political and democratic economics perspective, the political advertising should have a positive effect on political support, shouldn't it ?

Political parties will choose party resources and from not a part of the party as political communicators, spokesperson, and ad model that are deemed capable and have appeal in the public eye. Political figures, religious leaders, lawyers, educational experts, economists, state experts, technologists, humanists and experts in their field and even community are used as political communicators. The attractiveness of communicators from the entertainment side, including musicians, singers, filmmakers, comedians, comedians, models, athletes and some are chosen as political communicators. The credibility theory of this communicator can be used as an explanatory factor of how this political communicator is chosen.

The selection of political communicators is closely related to the variations of the contents of political messages are

delivered. Informative, persuasive, educative, even "provocative" message packaging becomes a distinctive fight in building public opinion. Some messages that have a provocative value as either a negative campaign or a guide to political propaganda become all-round. The issues of the past, present and future are constructed all at the time of composing a message. The persuasive theories of "how messages are made" with various packaging contents, message structures, message styles, built values, time and space orientation can be used as explanatory factors.

The power of the mass media is determined by the content of the mass media. This is the substantive position of political parties in influencing the content of the media in various ways. It is about who speaks, who represents interests, what ideas are presented, what is preached, what the media agenda is, what is advertised and the rest as will determine the content of the mass media. Mass media is a source of opinion. It is not all the contents of mass media which can be controlled by Political Parties. Media coverage, political news, political dialogue and publicity mass media can be controlled by political parties. One of the ways of political parties in controlling the contents of the mass media is renting the media space. One of the ways to rent the mass media space is through political advertising.

It is like what is stated by Bolland (1989) in Mc Nair (1999: 94). "Bolland defines advertising as the 'paid placement of organizational messages in the media' (1989, p.10). 'Political advertising therefore, in the strict sense, refers to the purchase and use of advertising space, paid for at commercial rates, in order to transmit political messages to a mass audience. The media used for this purpose may include cinema, billboards, the press, radio, and television."

Motivation and interest will determine whether a particular advertising message is noticed or not, If it is noticed how the message is processed. Severin and Tankard (2001: 203-206) argues that "the primary process models of persuasion is the theory of information processing (theory of McGuire, 1968), and two dual-process model elaboration likelihood model (elaboration likelihood model) Petty and Cacioppo (1986), and the model of systematic-heuristics (heuristic-systematic model) Chaiken, Liberman and Eagly (1989), a model of systematic-heuristic describes two ways of processing the messages persuasive, systematic and heuristic. The systematic processing reflects observations careful, analytical and serious to messages. Heuristic processing is a simpler way of using predictor rules or schemes to shape judgments or make decisions.

Political advertising through the mass media with the arguments presented will be confronted with different beginner voter knowledge structures. A good knowledge structure will be able to process information logically and cautiously or via the central path on ELM and systematic on HSM. Little knowledge of political parties, ideologies, party work programs will tend to cultivate based on happy or displeased emotions. More complex than it, the structure of knowledge allows voters based on existing knowledge he cultivate a persuasive message is illogical and are not aware or are likely to vote on ELM emotional or peripherals and heuristic in HSM.

The political process in the 2014 Presidential Election is marred by the use of the mass media as an advertising vehicle for the party with the financial resources of the party with a relatively large portion of public space and the use of mass-media space. Various contents of the ad strived by political parties, the results of political advertising has not yielded results as expected political party bearer pairs of presidential and vice presidential candidates. Political ads that do not produce results in the memory of the electorate can theoretically succeed when using the Heuristic and Systematic Model (HSM) approach or theory correctly. The problem in this study is arranged as follows: How far is the influence of the political message processing of presidential candidates through heuristic and systematic models in the 2014 Presidential election for voters in West Jakarta, Indonesia?

## 2. Literature Review

### 2.1 Philosophy of Democracy

The normative value of democracy should be based on equality in the law, equality of voice of on person, one vote, one weight, liberty, freedom, diversity (pluralism), respect for difference (tolerance), togetherness, and respect for human rights (HAM). The normative value of democracy has been studied and criticized, so it is broader than political democracy itself, such as equality. Equality is not just equal to the people to be elected, equality in voting, but it is broader. It is equality in the access of government services, equality in the opportunity, equality in obtaining prosperity and happiness.

### 2.2 Political Communication

According to Littlejohn (2009: 757), political communication theory explains the process of purpose in which elected leader, leader, media, and citizens using the message to construct meaning about political practice. When people use power to support the public interest, their messages and interactions are strategic means of influencing public policy. The conceptualization of who has power and how they run it is prevalent in the theory of political communication. Power consists of the ability of political actors to acquire, retain, and exercise authority in government affairs and to influence relations and policies. Political elites (elected officials, party leaders, legislators and agency directors) have the power to influence large populations because they create laws and behavioral sanctions, impart and retain social and economic benefits to citizens, and influence the source of the mass media.

This is where the true color of the political party that consists of several interests in it. The function of Political Parties in the democratic state of political role has several functions that are carried out, namely the source of political education, political communicator, running a process of communication that takes place is two-way means that the communication takes place from top to bottom (bottom down) through the formal path from bottom- up) in the form of feedback from constituents. The effort to gain power through democracy is based on the involvement of all members of society who are deemed worthy to decide or

mature. Opinion and choice of people is conducted by direct or indirectly institutionalized institutional state in obtaining political decisions. Political decisions of society will provide legitimacy of political power in deciding the direction and purpose of the nation. The majority agreement in democracy is obtained from the election.

### 2.3 Heuristic and Systematic Model

The heuristic and systematic approach, high motivation messages, high argument levels, from credible sources will be processed through systematic channels, whereas ambiguous, unclear, illogical messages with low motivation to pay attention and look for other sources as a complement to persuasive messages will be processed through the heuristic Heuristic-Systematic Model of Eagly and Chaiken's (1993).

Steenbergen (2011 :4-5) One of the most prominent dual-process theories is the heuristic-systematic model developed by Chaiken and her colleagues (Chaiken, 1980, 1987; Chaiken, Liberman and Eagly, 1989; Chen and Chaiken, 1999). Here, systematic processing refers to the systematic use of decision-relevant information. When in systematic processing mode, individuals absorb and take heed of the decision-relevant information that is currently available.... heuristic processing requires much less effort. here, the decision maker applies a set of judgmental rules often in the form of standing decisions if that operate independently and in insulation from the information environment.

According to Eagly and Chaiken, choice and decision-making are not based on a superficial message but they are based on the overall message, reliable sources and data as a matter of analysis in a comprehensive manner and well understanding to the information. The easy decision-making is as a heuristic processing. This processing is not only based on the capacity to think and critical power, but it is also based on the feeling of being able to find relevant information

Information processing which is systematically or heuristic will form a long-lasting memory or not. Systematic information processing has a tendency for what is perceived to be able to settle in a more permanent memory than heuristic processing. Similarly, the result of information processing can strengthen resistance (rejection) or even strengthen the attitude (recognize) on political parties with its attributes. Information processing in a systematic and heuristic way can determine opinions, decisions, and considerations for choosing the presidential candidates.

Eagly and Chaiken states that in defining or interpreting, it will involve existing knowledge structures through the heuristic path. The subjective experience of the electorate will be more familiar with the attributes of the party or the name of a particular character than the other. Similarly, the process of thinking consciously of systematic processing will evaluate messages based on existing knowledge, from other sources that can strengthen or weaken its arguments. Deposition of the process will shape or change the attitude of the individual.

Political advertising is ideally processed in a heuristic way. It means that the audience does not have to think long about the content of the ad, no need to process advertising too long, with a little attention already understood, a simple way of processing, with a little knowledge having no time to find other information, the decision taken away quickly, how to decide in a simple way, the source does not need to be trusted but the communicator attribute is the same as me, no need with high arguments as long as funny, make fun, attribute message same to me (audience), decision does not require much consideration, take easy and this message quickly forgotten.

The processing of political advertising information is conducted systematically, if the audiences process consciously, carefully, logically and based on compelling reasons to make inferences. Processing by using this way takes a longer time and requires a number of supporting information as much as possible, then making decisions. Messages are packaged openly, completely, explicitly, coherently, from competent sources in constructing arguments along with supporting data that will be processed systematically. Conversely, if the message is not able to provide adequate argument in accordance with the capacity to think and critical power, the message will not be processed systematically, but it will be processed in a heuristic. It is decided easily namely not being followed.

Social acceptance is acceptable if it is at a minimum to know the various issues that are discussed socially or have views that can increase social acceptance for a person. Social situations give birth to social needs to be accepted by others in addition to personal factors. According to Eagly and Chaiken's (1993) about Heuristic-Systematic Model, the processing of information is determined by the psychological capacity of the person who processes the information. Heuristic-Systematic Model is described as follows:

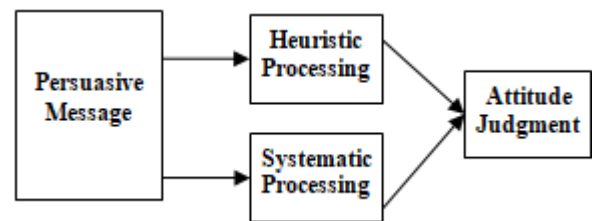


Figure 1: Heuristic-Systematic Model

The psychological capacity of audiences with the contents of mass media can be explained by Uses and Gratification Katz, Blumer, and Gurevitch (1974) theory in Rachmat (1999: 65.) Social and psychological factors of audiences will determine the different needs. They are not only type of needs but they are also the importance of things compared to another. Personal capacity, in terms of knowledge possessed, the ability to process information, entertainment needs, the ability to think logically, ownership of time to process information will determine the motivation in using mass media and processing the content. Low or high motivation will determine the process of information systematically or heuristically. Based on the description, it is explained that the approach of Uses and Gratification Katz, Blumer, and Gurevitch (1974) can be an explanatory factor of how social

and psychological factors will determine the needs, motives in using mass media and how the mass media is used, processed systematically or heuristically.

Information processing involves prior knowledge (cognitive capacity) or preconceptions as a basis for understanding the growing public opinion on social situations and media opinion. In the context of the presidential election, mass media opinion is as a whole the views and the views are positive or negative on the vision, mission, presidential candidates, candidates for president, party coalition and overall party resources. Individual opinion is as a positive or negative opinion and opinion as an existing precipitate of knowledge used to evaluate and understand the entire presidential candidate and the presidential candidate pair as well as political advertisement messages in the mass media.

Further, Chaiken, Liberman and Eagly (1989) states: "messages will be processed systematically if logical messages with argument are consciously processed, cautious, and on sound grounds, careful observation, analytical and serious to the message, low involvement, high motivation, high argument level, from a credible source, an explicit message, will of the communicator (top down), deliberate, complex response, and high processing ability."

#### **2.4 Spiral of Silence Theory in Heuristic and systematic processing**

Spiral of silence Noelle-Neumann (1991) theory states that mass media have a powerful impact on public opinion. Audiences form an impression of the distribution of opinion by determining whether they are a majority that ultimately determines whether public opinion is in line with them. If they feel that they are minorities, surely they prefer to be silent about the issues they think about. When they are silent, people increasingly feel that certain points of view are not represented (Littlejohn & Foss, 2009: 429).

The results of the matching of things with preconception and the experience of individuals have different experiences. The results are the same or may be different. If the same individual does not need to use his cognitive ability and logical thinking to evaluate further. If a thing is different, it will use the ability of logical thinking to think about it, but it needs to be underlined that not every individual has that ability, so it will return to his preconceptions and experience in a heuristic way.

The desire to be accepted by others encourages the individual to see opinions growing around him as widely shared by others. When public opinion is assumed as an accumulation of the rational process of society which is the rationality of individuals as what is stated by Chaiken (1987) about heuristic and systematic information processing, the processing of information systematically is as a rational processing because it has the material, ability and motivation, high interest on situations and opinions developed in the community. Those who have low motivation and a little knowledge will process heuristically.

#### **2.5 Agenda-Setting Theory**

The Agenda Setting begins with two thoughts initiated by Walter Lipmann and Bernard Cohen. Lipmann views the mass media as a painter of reality, audiences which cannot and may not experience all events, even though require a public response (Lipmann, 1965: 3-20). Lipmann views the reality created by the media and then the public will respond to the reality created by the media. It is not only the reality, but it is the social construction. In line with that, according to Long (1992: 209) those who respond to the construction of reality created by the media, will receive the consequences of media dependence and media distortion itself, many problems that arise in our heads.

The political agenda of the media agenda becomes an important point in building public opinion by influencing perception through the content of mass media. Various researches have been proved that what is important according to the mass media will be perceived as important according to the audience. The intensity of publication and the emphasis of the content (through mass media including elite thinking, political news, media tracking or the purpose of creating the issue, breaking the issue and bringing its agenda gives the opportunity to be perceived more by the audience. Campaign issues can be made with the placement of issues through the mass media. The placement of issues with media coverage or with rational political or advocacy ads can be pursued. Media coverage is highly dependent on media agendas and interests, but the paid coverage or paid advertising is determined by the rationalization of the media economy. Political advertising is an attempt to place political agendas on a media agenda that is more easily controlled economically.

#### **2.6 Uses and Gratification Theory**

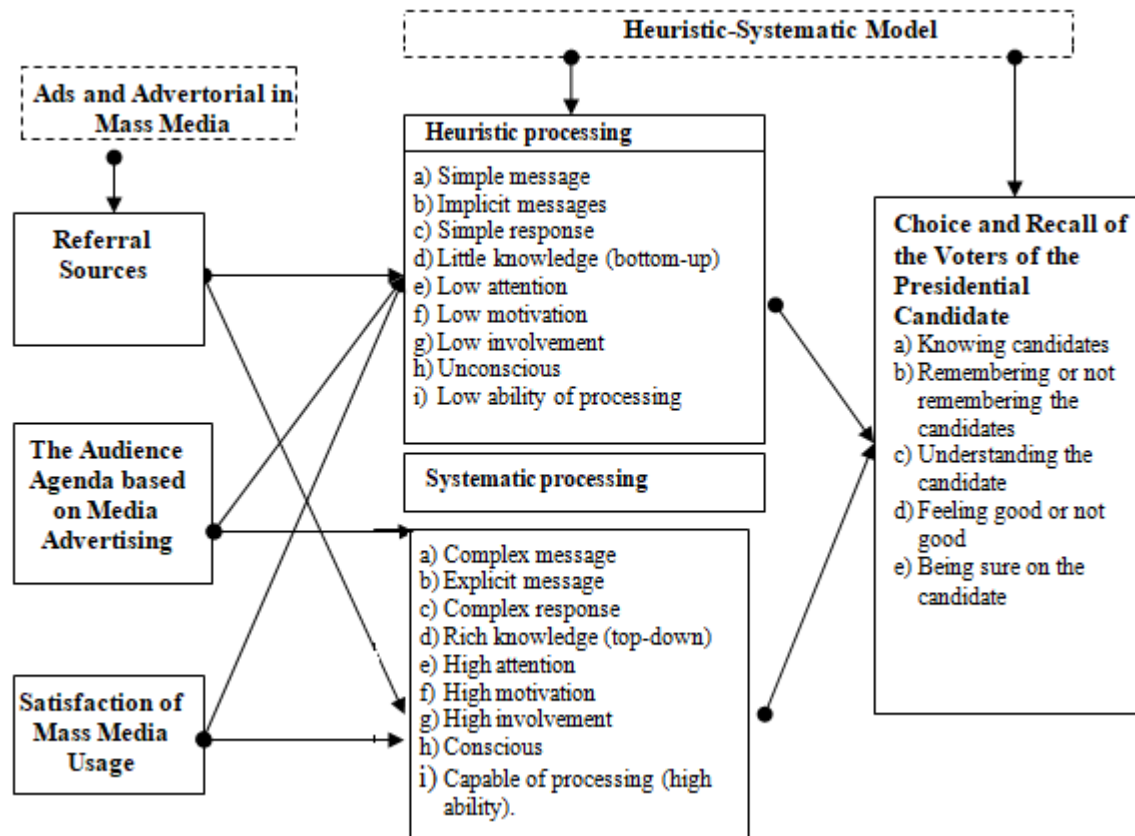
The power of the mass media as a source of information increasingly shifts as the number and type of mass media more and more, in terms of number, type and accessibility of information. Passive audience shift to audiences that are active in using mass media is as one of the study of how audiences at the time confronted the mass media.

Katz, Blumer, and Gurevitch (1974) in Rachmat (1999: 65) suggest that the concept of use and satisfaction which are examined are (1) social and psychological sources, (2) need, childbirth, (3). expectations, of (4) the mass media or other sources, which causes (5). differences in the pattern of media exposure (or involvement in other activities), and produce (the fulfillment of needs and other consequences, even unintended consequences).

#### **2.7 Framework**

To explain the thinking from this research, the researchers try to describe it in the picture below:





**Figure 2: Framework**

### 3. Methodology

This study uses survey method with explanative design. According to Singarimbun (1998), a survey study takes samples from a population and uses a questionnaire as a primary data collection tool. Survey study is often used in the social science to help observations of a social phenomenon. In the survey study, the researchers selects a number of respondents as samples, and gives them a standardized questionnaire. Respondents are the ones who provides the data to be analyzed by answering the questionnaire (Morissan, 2016: 4). This uses explanative design, namely a study on the phenomenon to obtain clarity of causal relationship among referral sources, voters' agenda and satisfaction of mass media usage, heuristic and systematic information processing on attitudes and decisions in choosing Presidential Candidate on the 2014 Presidential Election. Comparative causal design is used to gain clarity on the effects of reference sources, voters' agenda and satisfaction of mass media use, heuristic and systematic information processing on attitudes to Prabowo-Hatta and Jokowi-JK.

The populations in this study are novice voters in the 2014 presidential election as a 17-22 year teenagers watching television ads, reading political newspaper ads, listening to political ads via radio. Total number of national voters based on DPT KPU data is 187,798,441 people, and the initial voters about 14 million people or 7.5%. Based on KPU data, the number of voters in Jakarta is 7,070,475 people, and the total number of permanent voters in West Jakarta is 1,661,193 people ((23,5%) consisting of 846,629 men and 814,564 women.

Based on the data delivered by the KPU, the beginner voter is 14%. With that assumption, the beginner voters in West Jakarta are 14% of 1.661.193 people, the population in this study is 232 567.02  $\square$  232,568 people. The sample size is calculated using Taro Yamane formula with 95% precision ( $d = 5\%$  or 0.05). Based on the formula, the size of the sample set 400 teenagers as a novice voter. Sampling technique is conducted proportional stratified random sampling, sampling with criteria and purposive sampling. These are the criteria stipulated, namely: 1) 17-22 years at the time of presidential election 2014, and 2) Watching, listening and reading advertising and political advertorial in the 2014 Presidential Election through the media Television, Newspapers and Radio and willing as a respondent.

To fulfill the sample philosophy as a population representation, the random sampling technique is conducted by multi-stage sampling technique or multi stage cluster sampling. This technique is conducted by determining primary clusters and secondary clusters at random. In which case the secondary clusters are needed, it can be conducted gradually. Multi stage cluster sampling does not require a full list of members in the target population of the primary cluster, but the required sampling frame is from the cluster in the last stage. The next stage is from the population in the last cluster taken purposively (it is based on the purpose of study, namely respondents using advertising messages and advertorial from Television, Newspapers and Radio).

The data are collected by using a closed and open questionnaire according to the conceptualization of the concept. The questionnaire is a set of questions that are logically related to the research problem, and each question is a meaningful answer in testing the hypothesis. Assessment

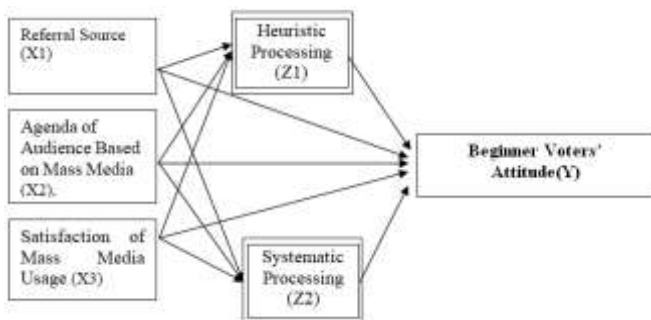
of the answers to the questionnaire is submitted and designed using the Likert Scale, namely SS = strongly agree, S = agree; R = uncertain TS = disagree; STS = strongly disagree.

Documented data are from various sources related to the purpose and object of the study, from literature, company, Perhumas, study result of other researcher, etc. used to obtain supporting data in this research. Before the questionnaires used in the study, it is tested on respondents who have the same characteristics or characteristics at least 30 respondents. With a minimum number of 30 people, the distribution of scores will be closer to the normal curve. Test validity is conducted by calculating the correlation between each statement with the total score by using the formula of correlation technique "product moment" (Ancok, in Singgarimbun and Effendi, 1989: 137).

Reliability of research instrument used "split second" technique. According to Ancok, in (Singgarimbun and Effendi, 1989: 144), to seek the reliability of all valid items by testing the reliability of the Two-Spearman Brown method, there are some following steps:

- 1) Dividing the valid items into two halves namely the odd item in the first hemisphere and the even item in the second half.
- 2) Summing up each score in the hemisphere, so that the total score of each hemisphere.
- 3) Correlating the odd and even total scores with product moment correlation.

The development of theoretical model is carried out by studying the use and gratification theory which Elihu Katz and the various opinions of McQuail, Blumer, Brown, and William F. Eadie, as well as the application of this theory to new media. Based on the theoretical study: Source of opinion references (X1), mass audience based on mass media (X2), Satisfaction of mass media usage (X3), influence Heuristic Processing (Z1), Systematic Processing (Z2) Heuristic Processing (Z1) and Heuristic Processing (Z1) effect on beginner attitude (Y). Here is the explanation:



**Figure 3:** Technique of Data Analysis

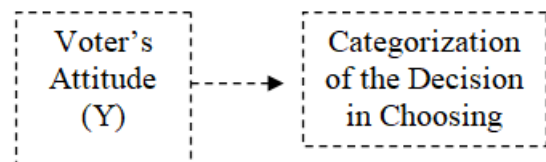
The hypothesis in this study are as follows:

- 1) The referral sources affect the information processing in a heuristic manner.
- 2) The agenda of audience based on mass media affects the information processing in a heuristic.
- 3) The satisfaction of mass media usage affects the heuristic information processing.

- 4) The referral sources affect the information processing systematically.
- 5) The agenda Audience based on personal mass media affect the information processing systematically.
- 6) The satisfaction of mass media usage affects the information processing systematically.
- 7) The referral sources affect the attitude of novice voters.
- 8) The agenda Audience based on mass media affects the beginner voters' attitude.
- 9) The satisfaction of mass media usage affects the voters' attitude.
- 10)The processing of advertising messages in a heuristic affects the voters' attitude.
- 11)The processing of advertising messages systematically affects voter attitudes.
- 12)Opinion, personal perception, satisfaction of mass media usage, Heuristic and systematic advertising message processing affects the voters' attitude.
- 13)The referral sources, audience agendas based on Media advertising, satisfaction of mass media usage, andheuristic and systematic processing of advertising messages affects the voters' attitude on Prabowo-Hatta.
- 14)The referral sources, audience agendas based on Media advertising, satisfaction of mass media usage, and heuristic and systematic processing of advertising messages affects the voters' attitudes on Jokowi-JK.

To answer the problem formulation, research objective and research hypothese, then the data analysis is conducted as follows:

- 1) Data analysis with descriptive statistics (sum, mean, media, and proportion) is used sufficiently to obtain a description of the demographic and the respondent's opinion and the categorization of the decision in choosing.



- 2) Path Analysis is used to explain and analyze causal relationships (causation) that have been hypothesized. Ordinal data is increased to an interval scale with Multi Successive Interval technique. The path analysis proposed by Sewall Wright is essentially a multivariate regression. The stages of analysis Path analysis is proposed by Sewall Wright (1934) in (Al Rashid, 1998: 7 - 10). To get accuracy in the calculation, it is used Microsoft office excel 2007 and IBM SPSS 21.

## 4. Results and Discussions

Based on the hypothesis test, the Referral Source, Agenda of Audience based on the mass media agenda of heuristic information processing has no significant effect. The satisfaction of mass media usage to information processing of presidential candidates in a heuristic has a positive and significant influence around 16.1%.

Information processing systematically, referral sources show no significant influence. The agenda of audience based on mass media to information processing systematically is 0,4% and the satisfaction of mass media usage to information processing systematically affects 27%.

Further analysis shows that the Referral Sources affects the voters' attitude around 1.4% and the processing of advertising messages systematically affects the voters' attitude around 17.3%.

The referral source obtained from the majority opinion of the environment contributes to the voters' attitude on the presidential candidate. The referral sources of teenagers' opinion from the celebration or the environment is more dominant than the agenda of audiences that come from the mass media.

The influence of all variables  $X_{zp}$  in processing information systematically affects the variable  $Y_p$  Voters attitude on Prabowo-Hatta around 13.2% and Influence of Variable  $X_{1j}$  seferral sources opinion,  $Z_{1j}$  Heuristic information processing and  $Z_{2j}$  Processing information systematically affects the variable  $Y_j$  Voters' attitude on Jokowi-JK around 13.9%

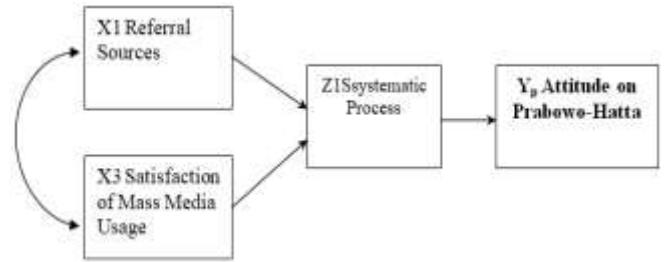
Based on the research finding, Jokowi-JK's political advertising message is processed by adolescents with motivation, higher argument and sources that ads are deemed credible (credible) according to the voters than the Prabowo-Hatta according to the voters. Based on Eagly and Chaiken's opinion (1993), the information processing on political advertising is systematic, if the audience processes it consciously, carefully, logically and on the basis of a strong reason to make conclusions.

Based on the analysis by using path analysis conducted in the overall influence of "Referral sources, Agenda of Audience based on mass media, Satisfaction of mass media usage, process heuristic, systematic process together to beginner voters' attitude", it is indicated that that all variables have an effect. However, based on the hypothesis test, only "Reference sources of opinion and Satisfaction of the use of mass media affect the beginner voters' attitude".

**Model of Influence among Variables on Prabowo-Hatta**

Examining the further data by separating the respondents' answers who choose Prabowo-Hatta and Jokowi-JK. Based on the data analysis, the "Referral sources, mass agenda based on mass media, Satisfaction of mass media usage, heuristic process, and systematic process affect the beginner voters' attitude on Prabowo-Hatta".

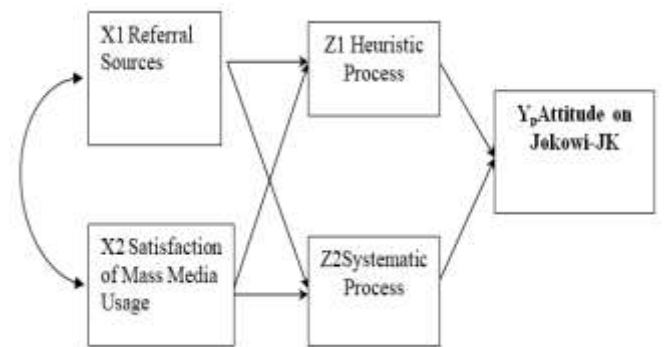
Based on the result of hypothesis test in this study, the true construction of systematic and heuristic model that determines the beginner voters' attitude as a whole is more determined by the source referral opinion, Satisfaction of media usage and systematic processing. Model of relationship among variables after doing hypothesis test in this study are defined as follows:



**Figure 4:** Model of Influence among Variables on Prabowo/Hatta

**Model of Influence among Variables on Jokowi-JK**

Based on the result of hypothesis test in this study, the true construction of systematic and heuristic model that determines the beginner voters' attitude as a whole is more determined by the source referral opinion, Satisfaction of media usage and processing in a heuristic and systematic. Model of relationship among variables after doing hypothesis test in this study are defined as follows:



**Figure 5:** Model of Influence among Variables on Jokowi-JK

**5. Conclusions and Suggestions**

**5.1 Conclusions**

Based on the result of study, data analysis and theoretical discussion obtained from result of study, the types of mass media that are widely used as a source of information about presidential candidates in the 2014 presidential election in sequence are Television, Newspapers and Radio. Media options with national coverage are combined with media with regional coverage.

This survey is conducted 2 (two years) after the election period of the President, adolescents as novice voters still remember the reasons for choosing, attributes and greetings of each candidate. It means that teenagers in processing information systematically and strongly, so it is still remembered.

The attitudes and behaviors of youth are determined by various reasons from various personal and media sources. Ten reasons to choose the presidential candidate, namely Prabowo-Hatta in 2014 Presidential Election are conscientious and responsible, courageous, capable and competent, convincing and trusting, track record, vision-mission work program, strong and dashing, military, authoritative, character and determination strong. Choosing



Jokowi-JK, the presidential candidate in a row is simple, vision-mission, populist, kind, able, honest, convincing / trust and track record.

The various personal and social needs of adolescents who are satisfied with the use of mass media influence the heuristic processing of the candidate pairs. Admission of adolescents to candidates with a process that is not complex, the process of thinking is not complicated, fast, without completing data sourced from attributes about candidates who are obtained from need fulfillment.

Information processing which is systematic can occur not only determined by the satisfaction of information needs about candidates from the mass media, but also the agenda of the audience. The agenda of the audience as a logical effort is conducted to choose the type of media, the type of media content, the level of attention on candidates that determine the attention to the mass media.

The attitude of the electorate is determined by the reference source used and the fulfillment of who and what agenda of the existing coalition party on the variation of curiosity and the needs of cognition, affection, social needs and entertainment derived from political and advertorial advertising on candidates and parties .

According to adolescent referral sources and satisfaction of mass media usage of heuristic and systematic information processing, Prabowo-Hatta is bigger than Jokowi-JK. But for voters' attitude on Jokowi-JK is bigger than voters' attitude on Prabowo-Hatta. This occurs because the voters' attitude on the Jokowi-JK is determined by the referral source, the use of heuristic and systematic mass media processes, while the voters' attitude on Prabowo-Hatta is determined by the reference source, the satisfaction of mass media usage and the systematic process. The model that determines voters' attitude on Prabowo-Hatta is the systematic process and model that determines Jokowi-JK's choice is a systematic and heuristic process.

## 5.2 Suggestions

For political parties carrying the presidential candidate and political consultants in designing messages with varied attributes about candidates, advertising messages and political advertorials in the short term are packed with heuristic approaches with simple packaging, explicit (open), easy to digest, acceptable, understood even if easily forgotten. In order to settle for longer the content of advertising messages and advertorials, it must be logical, data-driven, and implicit (covert) or systematic. The structure of advertising messages and political advertorials should pay attention to personal logic to improve youth voter acceptance.

Advertising messages and political advertorials should be packaged in accordance with the deposition of public opinion, knowledge, understanding, desires that already exist in personal majority opinion and voter referral sources, so it is more heuristic because it is quickly accepted by novice voters.

The attitudes on the presidential candidates have been accepted in heuristic supported by more systematic political advertisements and advertorials, whereas the attitude on the presidential candidates accepted systematically is supported by more heuristic political adverts and advertorials. Recommendations for presidential elections in the future, for advertisement content and political advertorials with novice voter targets should look for figures that have attributed attributes that are perceived in 2014 presidential election or in making ad content with attributes that teenagers remember.

## References

- [1] Al Rasyid,Harun, 1993, *Teknik Penarikan Sampel dan Penyusunan Skala*, PPS UNPAD, Bandung
- [2] Chen, Serena Kimberly Duckworth, Shelly Chaiken, 1999, *Motivated Heuristic and Systematic Processing*, *Psychological Inquiry*, vol 10 No.1 p44-49.JSTOR, Published by Lawrence Erlbaum Associates.Inc
- [3] Eugene F. Shaw, *Agenda-Setting and Mass Communication Theory*, *International Communication Gazette*, Downloaded from <http://ialiis.birzeit.edu/userfiles/Agenda-Setting-and-Mass-Communication-Theory1.pdf>, p101
- [4] Irawan, Pera Enjang. The Dynamic of the Role of Volunteer as a Political Communicator: A Descriptive Study on Volunteer's Agus-Sylvi at the Election of the Jakarta Governor 2017. *Asian Journal of Humanities and Social Studies (ISSN: 2321 – 2799) Volume 06 – Issue 03, June 2018*
- [5] Lippman, Walter. 1965, *Public Opinion*. New York: Mc Millan Publishing Co
- [6] Littlejohn, Stephen W., Karen A. Foss, 2009, *Encyclopedia of communication theory*, SAGE Publications Ltd.1 Oliver's Yard 55 City Road, London, EC1Y 1SP,United Kingdom
- [7] Littlejohn, Stephen W dan Karen A. Foss. 2009. *Teori Komunikasi* (9<sup>th</sup>ed.). Jakarta: Salemba Humanika.
- [8] Long, Northon dalam Severin, Werner J dan Tackard, James W. Jr. 1992 .*Communication Theories: Origins, Method, and Uses in The Mass Media*, 3th ed, New York & London: Longman Publishing Group
- [9] Malaspina,Cristina 2014, *The Spiral of Silence and Social Media: analysing Noelle-Neumann's phenomenon application on the Web during the Italian Political Elections of 2013*, Published by Media@LSE, London School of Economics and Political Science ("LSE"), Houghton Street, London WC2A 2AE, 2014, <http://www.lse.ac.uk/media@lse/research/mediaworkingpaperselectronicMSdissertationseries.aspx>
- [10] Mc Nair, Brian, 1999, *An introduction to Political Communication*, by Routledge 11 New FetterLane, London
- [11] Rakhmat ,Jalaludin, 1999, *Metode Penelitian Komunikasi*, Rosdakarya, Bandung
- [12] Singarimbun, Masri dan Sofian Effendi. 1989. *Metode Penelitian Survey*. LP3ES. Jakarta.
- [13] Morissan. *Tingkat Partisipasi Politik Dan Sosial Generasi Muda Pengguna Media Sosial*. *Jurnal Visi Komunikasi*/Volume 15, No.01, Mei 2016: 96 – 113
- [14] Steenberg, R.Marco, Hangartner Dominik, de Vries E. Catherine, 2011, *Choice under Complexity: A*



*Heuristic-Systematic Model of Electoral Behavior*,  
Paper prepared for the Annual Meeting of the Midwest  
Political Science Association, Chicago, March 31-  
April 3, 2011