

Efek prejudice terkait isu SARA terhadap sosok pemimpin (studi kasus demo warga Lenteng Agung sebagai bentuk diskriminasi pada Lurah Susan) = Prejudice effect on leadership in regards to racial and religious issue (study case demonstration of Lenteng Agung citizens as a form of discrimination to Lurah Susan)

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Abstrak

[ABSTRAK
Jurnal ini membahas tentang kasus diskriminasi yang dilakukan oleh warga Lenteng Agung terhadap Lurah Susan terkait dengan isu SARA. Yang menjadi permasalahan adalah dengan diangkatnya Lurah Susan memunculkan demo di kalangan Warga Lenteng Agung. Jika mengacu kepada konsep social cognition, terjadinya demo tersebut disebabkan adanya errors in social thinking berupa biased preception. Berdasarkan hal itu, yang menjadi pertanyaan penulis adalah apa yang dilakukan Lurah Susan untuk mengcounter prejudice terhadap dirinya untuk mendapatkan kesan positif. Dari hasil pembahasan, penulis mendapatkan bahwa cara yang dilakukan Lurah Susan sudah cukup efektif dalam membangun kesan positif, dibuktikan dengan diperolehnya penghargaan dan sanjungan oleh Gubernur DKI.

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ABSTRACT
This journal discusses about discrimination case done by Lenteng Agung citizen against Lurah Susan related to SARA (Ethnicity, Religion, Race, and Social Groups). The main problem was the inaguration of Lurah Susan, Lenteng Agung citizen started a demonstration. Referring to social cognition concept, the demonstration occurent was caused by errors in social thinking in form of biased preception. Based on the research, arise a question on what Lurah Susan did to encounter the prejudice towards her to get a positive image. Conclusion of this matter is Lurah Susan did a quiet effective way in building her positive image, proven by her achievement and flattery she got from the DKI Governer., This journal discusses about discrimination case done by Lenteng Agung citizen against Lurah Susan related to SARA (Ethnicity, Religion, Race, and Social Groups). The main problem was the inaguration of Lurah Susan, Lenteng Agung citizen started a demonstration. Referring to social cognition concept, the demonstration occurent was caused by errors in social thinking in form of biased preception. Based on the research, arise a question on what Lurah Susan did to encounter the prejudice towards her to get a positive image. Conclusion of this matter is Lurah Susan did a quiet effective way in building her positive image, proven by her achievement and flattery she got from the DKI Governer.]