

Hubungan kredibilitas sumber (source credibility) dan daya tarik sumber (source attractiveness) dengan sikap masyarakat pada kebijakan walikota = The Relation of source credibility and source attractiveness with public demeanour on government policy / Yunesha Puti Lalita

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Abstrak

[Penelitian ini membahas mengenai hal-hal yang memengaruhi sikap masyarakat terhadap kebijakan pemerintah dengan memperhitungkan sosok pemimpin yang memimpin pemerintahan tersebut. Dua konsep yang diukur adalah konsep kredibilitas sumber (Source Credibility) dan daya tarik sumber (Source Attractiveness). Jika kebijakan dianalogikan sebagai produk setiap pemerintahan, maka dibutuhkan seseorang yang memiliki kredibilitas dan daya tarik di mata masyarakat agar pesan yang disampaikan oleh pemerintah tersebut dapat diterima dengan baik oleh masyarakat. Sehingga dengan kredibilitas dan daya tarik yang tinggi, hendaknya setiap kebijakan yang diambil mampu dianggap positif oleh masyarakat.

Berdasarkan paparan tadi penelitian ini meneliti Hubungan Kredibilitas Sumber (Source Credibility) dan Daya Tarik Sumber (Source Attractiveness) Dengan Sikap Masyarakat Pada Kebijakan Pemerintah di Kota Surabaya, di bawah pimpinan Ibu Tri Rismaharini. Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh antara variabel-variabel terkait pembentukan sikap positif masyarakat yang disebabkan oleh adanya kredibilitas sumber dan daya tarik sumber..

Penelitian ini adalah penelitian kuantitatif dengan desain eksplanatif, responden pada penelitian ini adalah mahasiswa Ilmu Politik Universitas Airlangga Surabaya berjumlah 136 orang yang ditarik secara acak sederhana (simple random) pada populasi keseluruhan mahasiswa 2012-2013 yang berjumlah 214 orang. Metode analisis data dilakukan dengan analisis statistik deskriptif dan analisis regresi berganda untuk membuktikan hipotesis dalam penelitian ini.

Hasil penelitian menunjukkan adanya pengaruh yang positif dan signifikan dari variabel-variabel yang diuji dimana variabel Kredibilitas Sumber (Source Credibility) dan Daya Tarik Sumber (Source Attractiveness) masing masing memiliki pengaruh yang signifikan dan positif terhadap sikap masyarakat pada kebijakan pemerintah Surabaya. Pada pengujian koefisien determinasi juga ditemukan bahwa total variabel sikap dapat dijelaskan sangat tinggi oleh variabel Kredibilitas Sumber (Source Credibility) dan Daya Tarik Sumber (Source Attractiveness), dimana kedua variabel ini juga dipastikan memiliki pengaruh secara bersama-sama dalam pembentukan sikap.; This research discusses the things that affect public demeanour towards

government policy by considering a leader who leads government. Two concepts measured related to the role of the leader in the context of political communicators in establishing positive public demeanor towards the policy is source credibility concept and source attractiveness concept. If the policy is analogue as a product of each government, it takes someone who has the credibility and attractiveness on the public, so that the messages delivered by government can be well received by the public. High credibility and attractiveness will make the public consider the policy positive.

This research study the relation of source credibility and source attractiveness with public demeanor on government policy in Surabaya under the leadership of Mrs. Tri Rismaharini. This research's purpose is to identify and examine the influence of the variables related to establishment of positive demeanor of public caused by the presence of source credibility and source attractiveness.

This research is a quantitative research with explanatory design. The respondents in this study were students of political science in University of Airlangga amounted 136 people drawn randomly (simple random) in the overall population of students from year 2012 and 2013 which amounted 214 people. Methods of data analysis conducted by descriptive statistical analysis and multiple regression analysis that prove this hypothesis.

The research showed that there is positive and significant influence of the variables examined. Each source credibility and source attractiveness variables has significant and positive influences on public demeanor towards government policies in Surabaya. Coefficient of determination showed that the total of demeanor variable can be explained by source credibility and source attractiveness variables, which is also confirmed both variables have influenced collectively in the demeanor establishment.; This research discusses the things that affect public demeanor towards

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