

Pemrosesan pesan kampanye dan perilaku split-ticket voting (analisis fenomenologis interpretatif pada pemilih yang mengalami split-ticket voting pada pemilihan legislatif dan presiden tahun 2014 di DKI Jakarta) = Messages processing of campaign and split-ticket voting (interpretative phenomenological analysis on the split-ticket voters in parliamentary and presidential elections 2014 in Jakarta)

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Abstrak

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Tesis ini membahas tentang bagaimana pengolahan atau pemrosesan informasi (dalam hal ini pesan-pesan kampanye) yang dilakukan oleh pemilih yang melakukan split-ticket voting, yaitu memilih kandidat dari partai yang berbeda pada pemilihan Legislatif dan pemilihan Presiden tahun 2014. Penelitian ini adalah penelitian kualitatif dengan analisis fenomenologis interpretatif. Hasil penelitian ini menunjukkan bahwa pemilih melakukan pemrosesan pesan kampanye yang sederhana. Pemilih tidak membanding-bandingkan dan memikirkan ideologi partai, kekuatan partai dan lembaga pemerintahan, serta kekuatan isu. Pemilih dalam penelitian ini masuk dalam kategori unintentional, yaitu pemilih yang tidak sengaja melakukan split-ticket voting dan tidak memiliki motivasi khusus atau kepentingan tertentu. Selanjutnya, teori-teori split-ticket voting perlu diuji kembali di Indonesia dalam konteks akademis dan metodologis. Sementara dalam konteks praksis, para kandidat maupun partai politik perlu memikirkan strategi khusus menghadapi pemilih unintentional di Indonesia.

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<b>ABSTRACT</b><b>

This study discusses how information processing (in this case the campaign messages) by split-ticket voter. They vote the candidates form the different parties in legislative and presidential election in 2014. This study is a qualitative research and uses interpretative phenomenological analysis. This study results that voters do a simple campaign message processing. Voters are not comparing and thinking about ideological moderation, party strength and institutional roles, and issues ownership. Voters in this study are unintentional, are accidentally split-ticket voting and they don't have specially motivation. Theories of split-ticket voting needs to be re-examined in the context of academic and methodological in Indonesia. While in the context of praxis, candidates and political parties need to think about specific strategies to face unintentional voters in Indonesia., This study discusses how information processing (in this case the campaign messages) by split-ticket voter. They vote the candidates form the different parties in legislative and presidential election in 2014. This study is a qualitative research

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