

Pengaruh party identification, political trust, political interest dan government performance terhadap intention to vote dengan variabel moderasi negative news = The influence of party identification, political trust, political interest and government performance toward intention to vote using negative news as moderation variable

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Abstrak

Political marketing menjadi subjek yang semakin menyita perhatian. Salah satu hal yang membuat topik ini menarik adalah karena semakin berkembangnya negative campaign pada saat melakukan political marketing. Namun sumber negative campaign bisa juga berasal dari pemberitaan negatif di media. Pemberitaan negatif di media ini yang kemudian dapat mempengaruhi intention to vote dari masyarakat. Oleh karena itu penelitian ini bertujuan untuk menguji peran dari negative news dalam memoderasi party identification, political trust, political interest dan government performance terhadap intention to vote. Subjek penelitian ini adalah dampak pemberitaan negatif gubernur incumbent terhadap Pemilihan Gubernur DKI Jakarta 2022. Metode yang digunakan untuk penelitian ini adalah SEM dengan menggunakan variabel moderasi. Hasil menunjukkan bahwa political interest tidak memiliki hubungan yang signifikan terhadap intention to vote sedangkan ke tiga variabel lainnya terbukti memiliki hubungan positif yang signifikan. Sedangkan negative news terbukti hanya memperlemah hubungan political trust dengan intention to vote incumbent. Pada akhirnya dapat disimpulkan bahwa negative campaign terhadap incumbent melalui negative news masih terlihat belum efektif dalam melemahkan intention to vote incumbent seseorang.The growth of negative campaign committed during marketing is one of the factors that is making political marketing topic interesting. On the other hand, the negative coverage done by the media can also be the source of negative campaign. The negative news from media can then influence public's intention to vote. Therefore, this study is aiming on examining the role of negative news in moderating party identificaiton, political trust, political interest and government performance towards interntion to vote. This study's subject is the impact of negative news towards incumbent governors on the election of the DKI Jakarta's Governer in 2022. The method used for this study is Structural Equation Model (SEM) method with moderation variable. Results shows that political interest doesn't have any significant relations towards the intention to vote. On the other side, the other three variables are proved to be positively influence intetion to vote. Meanwhile, negative news is proved to weaken the relationship between political trust and intention to vote incumbent but not in others. In conclusion, negative news is somehow still inefective in weakening one's intention to vote for incumbent.