

## Performa kebijakan, issue salience, dan presidential approval di era bidenomics (2021-2023) = Policy performance, issue salience and presidential approval in the era of bidenomics (2021-2023)

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### Abstrak

Bidenomics telah dijadikan agenda yang diunggulkan dalam kampanye Presiden Joe Biden menjelang Pemilihan Presiden pada tahun 2024, dan telah dinyatakan sebagai penyelamat perekonomian Amerika Serikat pasca pandemi COVID-19. Meskipun Bidenomics telah dinilai berhasil menciptakan lapangan kerja dan memulihkan ekonomi, tren presidential approval secara keseluruhan terhadap Biden terus menurun. Maka dari itu, artikel ini mengkaji dua area kebijakan Bidenomics untuk menjelaskan fenomena tersebut, yang mana salah satunya yakni perubahan alam, yang relatif baru dalam bidang studi kepresidenan Amerika. Dengan menggunakan data survei mingguan di tingkat agregat dari bulan Januari 2021 hingga Agustus 2023, penelitian ini menguji model di mana issue salience memoderasi hubungan antara performa kebijakan – ekonomi dan perubahan iklim – terhadap presidential approval. Temuan artikel ini menunjukkan bahwa issue salience tidak memoderasi pengaruh performa kebijakan terhadap presidential approval. Di satu sisi, performa kebijakan ekonomi memiliki pengaruh signifikan secara konsisten terhadap presidential approval, terlepas dari tingkat issue salience. Sementara itu, performa kebijakan perubahan iklim hanya memiliki dampak yang signifikan terhadap presidential approval jika terdapat combined effect antara issue salience dan performa kebijakan. Artikel ini berargumen bahwa perbedaan pada dampak issue salience terhadap performa kebijakan kedua isu tersebut diakibatkan oleh perbedaan pada konsekuensi ketika kebijakan ekonomi dan perubahan iklim Biden dinilai tidak efektif, serta efek partisan terhadap pandangan masyarakat terkait kedua isu tersebut.

..... Bidenomics has taken center stage to President Joe Biden's campaign leading up to the Presidential Election in 2024, and has been attributed to the successful post-pandemic economic recovery in the United States. Despite achievements in job creation and economic recovery, overall presidential approval has continued to decline. This paper introduces a new policy domain to the existing American presidential scholarship—climate change. Utilizing weekly aggregate-level data from January 2021 to August 2023, this study tested a model wherein issue salience moderates the association between policy performance—for the economy and climate change—on overall presidential approval. The results suggested that issue salience does not moderate the effect of policy performance on overall approval. The impact of economic policy performance was consistently significant regardless of the level of salience. However, climate change policy performance had a significant impact on presidential approval only in the presence of the combined effect of salience and policy performance. The paper contends that the discrepancy in the impact of issue salience on the policy performance of these two issues stems from the distinct consequences faced by the general American public in their daily lives when they perceive Biden to be ineffective in handling either the economy or climate change. Additionally, due to increasing polarization, public perception of the economy and climate change through partisan lenses further contributes to this variation.