

Impact of Prabowo Subianto Figure on the Political Attitudes of First-Time Voters in the Re-nomination of the Indonesian Presidential Candidate 2019-2024

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ABSTRACT

The possibility of Prabowo Subianto's re-nomination as a presidential candidate in Indonesia for 2019-2024 raises questions about whether his figure, having previously lost in the 2014 presidential election, can create a positive attitude among the Indonesian public, especially first-time voters. In addition to perceptions of the figure which is the focus of this research, the media's significant role in shaping the attitudes of first-time voters is also discussed. This study is a quantitative research with primary data obtained from questionnaires of 250 respondents from five universities in Jakarta and Bandung. The research also uses supplementary data through interviews and literature studies. The analysis technique utilizes multiple regression analysis. The results show a significant and positive influence between the figure and media on the attitudes of first-time voters in viewing Prabowo Subianto. The findings reinforce theories of political communication and political culture regarding the role of figures / political actors in shaping public attitudes or opinions with the aid of media reporting.

Keywords: Public Figure; Political Communication; Political Culture.

INTRODUCTION

In the dynamics of politics, various factors influence the public's attitude towards political candidates, especially in the context of presidential elections (Chhotray & Stoker, 2009; Cooper & Pugh, 2002; Ferreira, 2017; Tholens, 2017). This attitude is not only formed from the actions of the candidates highlighted by the media but also from the public's knowledge and understanding of the political symbols represented by the candidate. Credibility, trust, and orientation towards political symbols, along with cultural background and individual interests, play a significant role in forming this attitude. The 2014 Indonesian presidential election featured a tight race between Joko Widodo and Prabowo Subianto, where Jokowi was elected president. However, the media indicates that both figures will compete again in the 2019 Presidential Election.

This study is based on Political Communication Theory and Political Culture Theory (Chhotray & Stoker, 2009; Lin & Kaewkhunok, 2021). These theories help understand how political figures and the media influence the formation of political attitudes, especially among first-time voters. Previous research indicates that candidates who lose in elections often do not participate in the following elections, as happened with Megawati, Amin Rais, and others. However, the case of Prabowo Subianto is different, where he is considered to run again as a presidential candidate in the 2019 Presidential Election.

Recent studies indicate that Prabowo has the potential to be nominated again in the 2019 Presidential Election, with strong support despite losing in the 2014 Presidential Election. Electability surveys show that Prabowo has significant support, especially among young voters. This research aims to analyze the public's attitude, especially students, towards the feasibility of Prabowo Subianto running again in the nomination for the president of Indonesia for the period 2019-2024. The focus of this research is to assess how the public perceives the figure of Prabowo and how media reporting influences this attitude, to understand the opportunities and possibilities of Prabowo being re-elected as president.

METHOD

The study uses a quantitative approach, employing a survey method with a number of research respondents. According to Neuman, quantitative research emphasizes the accuracy of measuring variables and testing hypotheses that connect cause-and-effect explanations. This research seeks to understand the attitudes of first-time voters towards the figure of Prabowo Subianto, thus the population to be studied are these first-time voters. First-time voters are defined as individuals aged 17-21 years in the upcoming year of 2019 (falling under the category of first-time voters in the 2019 elections). Therefore, the sample used in this study consists of first and second-year university students from five universities.

A sample represents a small group from the entire population or research object, which can represent and reflect the results of the entire population. Thus, if researchers wish to study first-time voter students, it is feasible to conduct research on a small number of students. The minimum required sample size is 253 respondents. With five universities under observation, the researcher uses a sample size of 50 respondents from each university. For data collection, the researcher employs the accidental sampling technique by visiting places where students are active. Accidental sampling makes it easier for researchers to find respondents that meet the research criteria. Additionally, accidental sampling facilitates the research process in terms of time, as it allows for collecting many respondents in one data collection session.

The data collection technique involves two types of data: primary data obtained from questionnaires and secondary data obtained through interviews and related documents, such as results from searching online news sites (Creswell & Clark, 2017; Creswell & Creswell, 2017).

Hypotesis

H1: The influence of the figure of Prabowo on the political attitudes of first-time voters.

H2: The influence of the figure of Prabowo on media messages to first-time voters.

H3: The influence of media messages on the political attitudes of first-time voters.

RESULTS AND DISCUSSION

Result

1. Validity and Reliability Test Results

Before testing the influence between research variables, a research instrument test was carried out which included validity and reliability tests. Researchers used the *corrected item total correlation test* to test validity. The critical value of a research instrument is declared valid by comparing the $r_{\text{calculated}}$ with the r_{table} . Meanwhile, the reliability test was carried out using *Cronbach's alpha*, with the minimum reliability value is 0.70 (good reliability).

- If $r_{\text{count}} > r_{\text{table}}$ (2-sided test with sig. 0.05) then the instrument or question items are significantly correlated with the total score (declared valid).
- If $r_{\text{count}} < r_{\text{table}}$ (2-sided test with sig. 0.05) or r_{count} is negative, then the instrument or question items do not correlate significantly with the total score (declared invalid).

With sig. 0.05 and the sample used was 30 respondents, then the $r_{\text{table value}}$ obtained was 0.3061. So the validity and reliability test results obtained are as follows:

Table 1. Validity and Reliability Test Results for Figure Variables

Items	Validity		Reliability	
	Corrected Item Total Correlation	Conclusion	Cronbach Alpha	Conclusion
Leadership Dimensions			0.956	Reliable
Prabowo is an Expert in Leadership	0.756	Valid		
Prabowo Military Expert	0.512	Valid		
Prabowo Development Expert	0.873	Valid		
Prabowo is an Expert on Improving the Economy	0.844	Valid		
Prabowo's Skills Match the Ideal Leader	0.889	Valid		
Prabowo is experienced in all skills	0.798	Valid		
Prabowo's Experience Matches the Ideal Leader	0.880	Valid		
Prabowo is Knowledgeable in Many Things	0.875	Valid		
Prabowo's Knowledge Matches the Ideal Leader	0.779	Valid		
Prabowo has the quality to solve problems	0.876	Valid		
Prabowo is able to move many people	0.676	Valid		

Items	Validity		Reliability	
	Corrected Item Total Correlation	Conclusion	Cronbach Alpha	Conclusion
Dimensions of Trustworthiness			0.949	Reliable
Prabowo is able to be loved by many people	0.782	Valid		
Prabowo is expected to be the ideal leader	0.768	Valid		
Prabowo is honest at work	0.875	Valid		
Prabowo Guarantees Change	0.914	Valid		
Prabowo Serves Without Compensation	0.918	Valid		
Prabowo Can Be Trusted	0.837	Valid		
Dimensions of Attractiveness			0.898	Reliable
Prabowo's expression is firm and attractive	0.581	Valid		
Prabowo's tone of voice is interesting	0.602	Valid		
Prabowo's Body Attitude is a Sign of a Good Leader	0.845	Valid		
Prabowo's intelligence is the advantage of a president	0.824	Valid		
We both love the Republic of Indonesia with Prabowo	0.861	Valid		
Feel familiar with Prabowo	0.656	Valid		
Dimensions of Nationalism			0.929	Reliable
Prabowo Has the Best Understanding of Nationality	0.846	Valid		
Prabowo really loves the Republic of Indonesia	0.875	Valid		
Prabowo Always Prioritizes the Nation's Interests	0.851	Valid		

Source: Data processing of 30 respondents using SPSS 22

Based on table 1, it can be stated that all question items in the figure variable research instrument are declared valid (all calculated r values are greater than $r_{table} = 0.3061$). Meanwhile, all the

dimensions studied were declared reliable and had excellent power to measure the same variable with different objects.

Based on table 2, it can be stated that all question items in the media variable research instrument are declared valid (all $r_{\text{calculated}}$ values are greater than $r_{\text{table}} = 0.3061$). Meanwhile, the overall media variables studied were declared reliable and had very good power to measure the same variable with different objects.

Table 2 Validity and Reliability Test Results for Media and Attitude Variables

Items	Validity		Reliability	
	Corrected Item Total Correlation	Conclusion	Cronbach Alpha	Conclusion
Media				
Lots of Good Media Messages About Prabowo	0.673	Valid	0.930	Reliable
There are always interesting media messages about Prabowo	0.798	Valid		
Easy to Understand Media Messages About Prabowo	0.775	Valid		
Often see Prabowo news in many mass media	0.794	Valid		
The media reporting on Prabowo are varied	0.836	Valid		
Long Duration Prabowo News Message	0.778	Valid		
Prabowo's news is interesting for discussion	0.842	Valid		
Prabowo's Positive Messages Outnumber Negative	0.587	Valid		
Attitude				
Prabowo is the Best Presidential Figure	0.843	Valid	0.967	Reliable
Prabowo is the Most Trusted President Compared to Others	0.902	Valid		
Really like Prabowo's figure	0.899	Valid		
Strongly supports Prabowo's candidacy	0.949	Valid		
Will Help Make Prabowo President a Success	0.941	Valid		

Source: Data processing of 30 respondents using SPSS 22

Based on table 2, it can be stated that all question items in the attitude variable research instrument are declared valid (all $r_{\text{calculated}}$ values are greater than $r_{\text{table}} = 0.3061$). Meanwhile, the

overall attitude variable studied was declared reliable and had very good power to measure the same variable with different objects.

2. Data Normality Test

The normality test aims to test whether the data is normally distributed or not. A good model is a model that has normally distributed data. To test whether the data distribution is normal or not, one way to see the normality of the data is through the *Kolmogorov-Smirnov normality test*. The following are the results of tests carried out on the data that has been obtained.

Table 3 Data Normality Test Results

	Figure	Media	Attitude
Kolmogorov-Smirnov Z	0.054	0.087	0.073
Asymp. Sig. (2-tailed)	0.071 ^a	0.065 ^a	0.083 ^a

Source: Data processing of 250 respondents using SPSS 22

Based on table 3, the results of the research data normality test, the three research variables are stated to have data with a normal distribution and are suitable for inferential statistical analysis, such as multiple regression analysis. This can be seen from the significance value of each research variable which is more than 0.05. Where the figure variable is 0.071, the media 0.065, and the attitude variable with a significance of 0.083. So next the researcher will describe the results of hypothesis testing using multiple regression.

3. Results of the Influence of Figures on the Attitudes of Beginner Voters (First Hypothesis)

The first hypothesis relates to the influence of political figures in having an impact on people's political attitudes (in this context, first-time voters) whether they support or not support the political figure, the following is the first research hypothesis:

H0: There is no influence between Prabowo's figure on the political attitudes of first-time voters

$$t_{\text{count}} < t_{\text{table}} \text{ or } \alpha (\text{sig.}) > 0.05$$

H1: There is an influence between Prabowo's figure on the political attitudes of first-time voters

$$t_{\text{count}} \geq t_{\text{table}} \text{ or } \alpha (\text{sig.}) \leq 0.05$$

Table 4. Hypothesis Test Results #1

Model	Coefficients		R ²	Conclusion
	t	Sig. (α)		
(Constant)			0.730	
Figure	25,876	0,000		H1 Accepted

Dependent Variable: Attitude

Source: Data processing of 250 respondents using SPSS 22

Based on table 4, the calculated t_{result} is 25.876 and the significance is 0.000. With $df = 200$, the $t_{\text{table value}}$ is 1.65251, so the value is $25.876 > 1.65251$ and $0.000 < 0.05$ ($t_{\text{count}} \geq t_{\text{table}}$ and $\alpha (\text{sig.}) \leq$

0.05). So it can be concluded that we accept H1, which means that there is a positive and significant influence between figures on the attitude of first-time voters in supporting or not supporting a political figure. This means that the better a figure a person sees and perceives, the better the attitude of novice voters will be in being able to support and vote for that figure.

With a coefficient of determination of 0.730, it means that there is a 73% change in the variance of the attitude variable that can be explained by the figure variable separately. This fairly large coefficient of determination value shows that the main strength in which a political figure can win an election is by establishing a good figure and character in the eyes of the public. This includes expertise, trustworthy values, personal attractiveness to nationalism and nationalistic values.

4. Test Results of the Influence of Figures on Media Messages (Second Hypothesis)

The second hypothesis relates to the influence of political figures in having an impact on media reporting. Whether the figure shown can create positive media coverage about the political figure or not, the following is the second research hypothesis:

H0: There is no influence between Prabowo's figure on media messages perceived by first-time voters

$$t_{\text{count}} < t_{\text{table}} \text{ or } \alpha (\text{sig.}) > 0.05$$

H1: There is an influence between Prabowo's figure on media messages perceived by first-time voters

$$t_{\text{count}} \geq t_{\text{table}} \text{ or } \alpha (\text{sig.}) \leq 0.05$$

Table 5. Hypothesis Test Results #2

Model	Coefficients		R ²	Conclusion
	t	Sig. (α)		
(Constant)			0.662	
Figure	22,025	0,000		H1 Accepted

Dependent Variable: Media

Source: Data processing of 250 respondents using SPSS 22

Based on table 5, the calculated t_{result} is 22.025 and the significance is 0.000. With $df = 200$, the $t_{\text{table value}}$ is 1.65251, so the value is $22.025 > 1.65251$ and $0.000 < 0.05$ ($t_{\text{count}} \geq t_{\text{table}}$ and $\alpha (\text{sig.}) \leq 0.05$). So it can be concluded that we accept H1, which means that there is a positive and significant influence between figures on the media coverage that novice voters feel about a political figure. This means that the better the figure someone sees and perceives, the better the media coverage that novice voters will perceive about that figure.

With a coefficient of determination of 0.662, it means that there is a 66.2% change in the variance of the media reporting variable which can be explained by the figure variable separately. This fairly large coefficient of determination value shows that the main strength of a political figure can make media coverage positively received by the public. This includes expertise, trustworthy values, personal attractiveness to nationalism and nationalistic values.

5. Test Results of the Effect of Media Messages on the Attitudes of Beginner Voters (Third Hypothesis)

The third hypothesis relates to the influence of media reporting in having an impact on people's political attitudes (in this context, first-time voters) whether they support or not support someone reported by the media. The following is the first research hypothesis:

H0: There is no influence between the media on the political attitudes of novice voters
 $t_{\text{count}} < t_{\text{table}}$ or $\alpha (\text{sig.}) > 0.05$

H1: There is an influence between the media on the political attitudes of novice voters
 $t_{\text{count}} \geq t_{\text{table}}$ or $\alpha (\text{sig.}) \leq 0.05$

Table 4.25 Hypothesis Test Results #3

Model	Coefficients		R ²	Conclusion
	t	Sig. (α)		
(Constant)			0.570	
Media	18,126	0,000		H1 Accepted

Dependent Variable: Attitude

Source: Data processing of 250 respondents using SPSS 22

Based on table 5, the calculated t result is 18.126 and the significance is 0.000. With df = 200, the $t_{\text{table value}}$ is 1.65251, so the value is $18.126 > 1.65251$ and $0.000 < 0.05$ ($t_{\text{count}} \geq t_{\text{table}}$ and $\alpha (\text{sig.}) \leq 0.05$). So it can be concluded that we accept H1, which means that there is a positive and significant influence between media coverage on the attitude of first-time voters in supporting or not supporting a political figure. This means that the better the media coverage is perceived by the public, the better the attitude of first-time voters will be in being able to support and vote for that figure.

With a coefficient of determination of 0.570, it means that there is a 57% change in the variance of the attitude variable which can be explained by the media variable separately. This fairly large coefficient of determination value shows that the media can determine and win the hearts of voters in an election. In this case, media reporting is directly related to the formation of a good figure and character in the eyes of the public, so that good media reporting will determine the attitude of the public (in this case, first-time voters). Positive things about this media include the frequency of news, the duration or depth of the message in the news, the viewpoints raised and the diversity of media that convey messages about a political figure.

6. Simultaneous Influence of Figures and Media on the Attitudes of New Voters

Next, the researcher describes the analysis of the influence of two independent variables (simultaneous) on the dependent variable. This influence test is related to the role of figures and the media simultaneously in having an impact on people's attitudes towards these figures. The following are the test results obtained:

Table 6. F Test Results (Multiple Regression)

Model	Unstandardized	Coefficients		R ²	Conclusion
	Coefficients	F	Sig. (α)		
(Constant)	B				
	4,482	352,173	0,000	0.740	H1 Accepted
Figure	0.187				
Media	0.159				

Dependent Variable: Attitude

Source: Data processing of 250 respondents using SPSS 22

Based on table 6, the calculated F_{result} is 352.173 and the significance is 0.000. With $df(N1) = 3$ and $df(N2) = 200$, the F_{table} value is 2.65, so the value is $352.173 > 2.65$ and $0.000 < 0.05$ ($F_{\text{count}} \geq F_{\text{table}}$ and $\alpha(\text{sig.}) \leq 0,05$). So it can be concluded that there is a simultaneous influence between figures and the media on the formation of attitudes of first-time voters. This means that both things regarding figures and media that are good at conveying news will have an impact on the formation of better public attitudes in supporting political figures. With the R^2 value showing 0.740, it means that there is a 74% change in attitude variables (variance) which can be explained by the presence of figure and media variables. Meanwhile, the remaining 26% is explained by other variables not measured in this study.

Discussion

Increasing regional original tax revenue in the era of the COVID-19 pandemic has become a critical concern for many countries and local governments. The pandemic has significantly impacted tax revenues and the financial stability of small and medium enterprises (SMEs) (Ntiamoah et al., 2023). The outbreak has led to a decrease in tax revenues and an increase in recurrent expenditures, necessitating the need to re-engineer revenue drives for future development (Adekoya et al., 2021). The allocation of funds for COVID-19 prevention has also contributed to deficit financing, affecting regional revenue and expenditure budgets (Adekoya et al., 2021). Studies have shown that the pandemic constraints have had a negative effect on business entities and tax revenue (Femi-Olagundoye & Olagundoye, 2022). Furthermore, the analysis of developing Asia's fiscal landscape has revealed a lag in tax revenues compared to high-income economies, emphasizing the challenges faced by developing regions (Go et al., 2022).

In response to these challenges, researchers have proposed various strategies to address the impact of the pandemic on tax revenues. These strategies include utilizing mixed-frequency data and implementing tax incentive policies to support national economic recovery (Kumala & Bakar, 2022; Lahiri & Yang, 2022). Additionally, evaluating the quality of tax service during the pandemic era has been highlighted as a crucial factor in maintaining taxpayer compliance and satisfaction (Rahmiati & Inayah, 2022). The impact of the pandemic on specific sectors, such as hotel and restaurant tax revenue, has also been analyzed, emphasizing the need for targeted interventions to support affected industries (Andriansyah et al., 2021).

Moreover, the pandemic has affected the compliance level of annual tax reporting for individual taxpayers, posing a challenge for countries aiming to increase tax revenues (Ambarwati et al., 2021). In response, tax policies have been introduced to mitigate the economic impact of the pandemic and provide incentives for taxpayers (Padyanoor, 2020). Additionally, the implementation of accounting standards and education levels has been identified as factors influencing taxpayer compliance during the pandemic (Kristiana et al., 2021).

CONCLUSION

There is a positive and significant influence of a political figure's image on the formation of political attitudes in first-time voters. A better image of the figure leads to more positive attitudes. In this context, Prabowo Subianto's image is perceived as average by respondents, affecting their neutral attitudes, with many undecided about supporting him. Approximately 73% of attitude changes in first-time voters can be attributed to their perception of the figure. There is a positive and significant influence of a political figure's image on media reporting as perceived by first-time voters. A better image leads to more favorable media coverage. Prabowo's image, perceived as average, results in average media reporting, with respondents indicating an average amount of interesting news about him. About 66.2% of changes in media perception by first-time voters are due to their perception of the figure.

There is a positive and significant influence of media reporting on first-time voters' attitudes towards Prabowo Subianto. Better media perception leads to more positive attitudes. Prabowo's image, viewed as average, and the media coverage, also perceived as average, influence voters' attitudes. Approximately 57% of attitude changes in first-time voters can be attributed to their media perception. In assessing Prabowo Subianto's image and first-time voters' attitudes towards him, several factors could indicate potential support or positive attitudes. These include positive evaluations of Prabowo's expertise, including leadership and military skills, high knowledge, and mass mobilization abilities; positive perceptions of his physical and personal appeal, including expressiveness, strong oration, leadership posture, intelligence, and patriotism; and positive perceptions of media reporting, including consistently good and interesting messages about Prabowo and widespread media coverage.

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