CHAPTER I

INTRODUCTION

1.1 Background

Politics is the work to establish rules that are acceptable to the majority of individuals, in order to move society closer to a harmonious common existence (Budiardjo, 2003). The contemporary political atmosphere in Indonesia may be defined as a democracy in the process of consolidation, with high political dynamism but also initiatives to deepen democracy and a more active role for civil society (Indonesia Investments, 2024). Indonesia has had intense political activity since the reform era, including leadership transitions, and debates over strategic concerns, also inter-party clashes or political parties' clashes.

Based on UU Number 2 Year 2011, it stated that political parties are national organizations formed voluntarily by a group of Indonesian citizens with a common will and ideals to fight for and defend the political interests of members, society, nation, and state, as well as to maintain the integrity of the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution (Mahkamah Konstitusi Republik Indonesia, 2012). Following reform, Indonesia has seen a major increase in political rivalry, with the establishment of several new political parties, with multiparty system. Indonesian political parties are now competing fiercely, particularly in legislative contests, with each party employing a variety of techniques to handle internal and external rivalry (Arsono, 2014). To broaden its

support base, the PDIP, one of the biggest political parties in Indonesia, depends on a regional network of cadres and followers.

The acronym PDI-P or PDIP stands for *Partai Demokrasi Indonesia Perjuangan*. This is one of Indonesia's political parties. Founded in 1999, the PDIP is a political party with democratic social values. In the 1999 general election, PDIP ranked first in the DPR vote with 151 seats. Furthermore, PDIP won the 2014 and 2019 Presidential Election by nominating Joko Widodo for President of the Republic of Indonesia. However, the electability condition supporting PDIP as the winner in the previous elections has been decreasing over time, where the people. The electability is influenced by people's behavior towards PDIP where government performance is considered unsatisfactory, the emergence of new parties that attract the public, and ineffective campaign strategies (Zaini, 2024).

According to Prakash (2019), human behavior is the potential and manifested capacity of individual humans or groups to react to both internal and external stimuli throughout their existence (mentally, physically, and socially). It has used behavioral analysis to explain the motives behind supporting decisions, highlighting that supporting behavior is subjected to the same contingencies as other significant types of behavior, such as human behavior (Friese et al., 2012). Party politicians strategically take advantage of human behavior by matching their personality with people preferences, highlighting policy concerns that resonate with the electorate, and effectively persuading people through different campaign techniques (Kulachai et al., 2023). Information about supporting behavior, which is

part of human behavior, is an important record for political campaign teams because it can be used to explore measures that are predicted to improve the likelihood of people making support decisions (Lau et al., 2018).

A party with their candidate's victory can be employed by various strategies such as creating a favorable atmosphere for him such as his personality, his movements, and the people who campaign for him being in his circle to support party (Bruter & Harrison, 2020). According to Bruter & Harrison (2020), it is made up of components of the human mind, cognition, and willingness that can alter support and influence tangible choices regarding participate in support politicly as a human behavior context. If a party succeeds in attracting participation form by intention to make a support decision towards him/her as a party contestant who deserves to be elected from various judgments before the general election, then the party's chances of winning in political competition are greater (Rothschild & Wolfers, 2011). Intention to support as participation of politics is an individual's plan of action to support in a related party activity by casting an interaction to one of the party candidates based on the behavior towards the candidate, he/she intends to support for (Lee et al., 2016).

Intention according to Fishbein and Ajzen (1975) refer to a concept that describes an individual's level of intend, predict, and plan to do or not do action of something. Support intention according to Julina et al. (2019) in the context of political marketing, is defined as the tendency in a person's heart to conduct by supporting a political object. Homyamyen and Kulachai (2023), in their research,

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explained that several factors influence people's intention to support for their political choices, one of which is attitude toward supporting. Attitude toward supporting refers to the extent feelings to which a person presents either a favorable or unfavorable evaluation of their intended behavior (Morar et al., 2015). Thus, attitude toward support is an individual's thoughts, opinions of an object or issue relevant to support decisions. Almond and Powell (1966) describe political news attitude toward politics segment, which is pertains to the way people (audience) perceive, respond to, and engage with news regarding political involvement by encompassing their understanding of the significance of being involved in the political process, the extent of necessity to get involved, and their judgement to participate in political activities. Friese et al. (2012) described the impact of political news attitude on supporting intention as normally positive, since positive attitudes are connected with a higher chance of supporting for a specific candidate or subject. Otherwise, because of the negativity effect, which causes negative information to influence preference formation more than positive information, political news attitudes toward supporting intention may be negatively impacted (Fałkowski & Jabłońska, 2018).

Apart from attitude, social norms such as perceived importance of religious may also influence supporting intention in participate in politics, which is a subjective norms representation (Montgomery, 1989). Ajzen (2006) defined subjective norms in the context of using perceived importance of religious, as refer to set of rules and standards shaped by religious thoughts and values that have an important effect on many sectors of society with injunctive as prescriptions of

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societal expectations accompanied expected social punishments and descriptive as an individual believes others behave in a specific scenario. In Mohanachandran and Govindarajo (2020) study, the supporter's intention to act is significantly influenced by the subjective norm variable of person involvement, such as perceived importance of religious. Otherwise, Sihombing and Pramono (2021) shows that subjective norms show no significant relationship with intentions to vote for a presidential candidate.

These two aspects must be considered by party or cadres to increase people's intention to support. Thus, the political party is more likely to win the people support. The form of support for political party personnel can be said to be political participation by the public, or in simple terms it can be said to be a form of political participation. Political participation encompasses a wide range of actions in which individuals form and express their ideas about society and how it is governed, as well as attempt to influence and shape choices that impact their lives (Khasnabis et al., 2010). One form of substances of political support is outcome from elections.

Perbandingan suara parpol di pemilu

| Partai | 2024 | | 2019 | | |
	Jumlah Suara	Persentase %)	Jumlah suara	Persentase (%)	Kenaikan/penurunan (%)
PDIP	25.387.279	16,73	27.053.961	19,33	-6,16
Golkar	23.208.654	15,29	17.229.789	12,31	34,70
Gerindra	20.071.708	13,22	17.594.839	12,57	14,08
PKB	16.115.655	10,62	13.570.097	9,69	18,76
NasDem	14.660.516	9,66	12.661.792	9,05	15,79
PKS	12.781.353	8,42	11.493.663	8,21	11,20
Demokrat	11.283.160	7,43	10.876.507	7,77	3,74
PAN	10.984.003	7,24	9.572.623	6,48	14,74

Figure 1.1 Percentage of increasing and decreasing voters compare from 2019 and 2024 legislative election.

Source: (CNBC Indonesia, 2024)

Based on data conducted by CNBC Indonesia (2024) in Figure 1.1 below, it was found that there was an increase in the votes of 7 political parties competing in the 2024 Legislative Election and there was only 1 party that had a decrease, but the party whose votes decreased still won the 2024 Legislative Election, namely PDIP. In addition, PDIP is positioned as an incumbent party by winning the previous legislative election in 2019 and won the 2024 with a decreased vote compared to before, with a percentage decrease of -6.16%.

This shows that there is a decrease in support for the PDIP party from the previous election period, which shows from influenced by people's behavior towards PDIP where government performance is considered unsatisfactory, the emergence of new parties that attract the public, and ineffective campaign strategies (Zaini, 2024). Although people's intention to support to winning party is getting

weaken, this phenomenon is differently proportional to people's intention to support for the Ganjar-Mahfud pair, candidate who represent PDIP for presidential election. This is shown by displacement of support from the PDIP base and other than PDIP who voted for Jokowi in 2019 to the candidate pair, where Jokowi is the incumbent president who is a cadre of the PDIP Party. This division is the support of people who are part of the PDIP and those who are not part of the PDIP but support the PDIP. In general, the PDIP presidential candidate (Ganjar-Mahfud) in 2024 has decreased support from supporters of the previous PDIP presidential candidate (Jokowi-Maruf) in 2019, both from PDIP sympathizers and non-PDIP sympathizers (Lembaga Survei Indonesia, 2024).
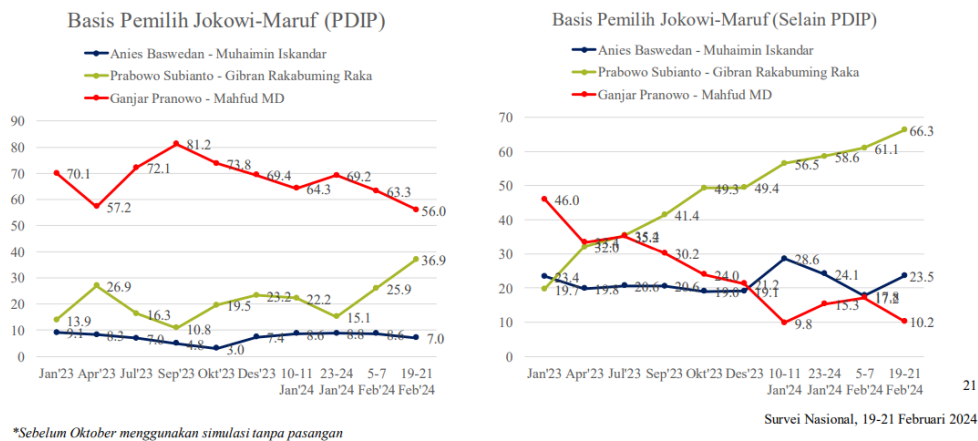

Figure 1.2 Percentage trend of supporting 2024 presidential candidate from supporters of Jokowi -Maruf candidate (PDIP 2019 presidential candidates) from PDIP and non-PDIP supporters

Source: Lembaga Survei Indonesia, 2024

Surveys trend in figure 1.2 about support from each candidate reported by Lembaga Survei Indonesia (LSI) have shown a decrease from the highest number of PDIP supporters who voted PDIP 2019 presidential candidate (Jokowi-Maruf) in January 2023 starting with 70.1% to only 56% in February 2024. Furthermore, the extreme decrease also recorded from the non-PDIP supporters who voted PDIP 2019 presidential candidate (Jokowi-Maruf), starting from 46% in January 2023 into just 10.2% in February 2024. This is also shown by the results of the 2024 Presidential Election, where Ganjar placed 3rd out of 3 competing candidates, with 16.47%, inversely proportional to the PDIP candidate in the previous election (Jokowi-Maruf) with 55.32% in the 2019 election.

This could indicate that PDIP support is declining on two different fronts, legislative and executive. But uniquely, PDIP, the party who decreased votes from previous election, is the winner of the 2024 legislative election, while its presidential-vice-presidential candidate (Ganjar-Mahfud) is not the winner in the 2024 executive election. Thus, there is a weakening and decline in PDIP support, which points out a problem in support intention on PDIP.

The tendency of attitudes of individuals to support leaders who seek to be seen as close to the people and represent their interests is reflected in both political news consumed (Werner & Giebler, 2019). The personalization of politics, particularly through online platform, further enhances this effect, downplaying substantive goals in favor of leader assessments (Garzia, 2019). Based on a poll with 2975 respondents conducted by Indikator Politik Indonesia (2024), it was found that the

sources political news by PDIP of categorized as online news such as TikTok, Facebook, Instagram, YouTube, Online News Portal, Twitter, and WhatsApp were of the things most used by the majority of supporters. It is clear that the number of PDIP supporters who access sources of information regarding related political issues is lower than rival parties such as PKB and Golkar, where the lowest number for PDIP is on online news portal platforms and WhatsApp. This condition is illustrated in Figure 1.3 which depicts the main reasons for choosing a party/candidate based on information source platform.

BASIS PARTAI MENURUT SUMBER INFORMASI TERKAIT MASALAH SOSIAL, POLITIK, & PEMERINTAHAN
[Weighted By Real Count*]

	Base	PKB	Gerindra	PDIP	Golkar	NasDem	PKS	PAN	Demokrat	PSI	PPP	Lainnya
Televisi	61.8	15.4	11.5	12.6	13.2	14.1	7.1	9.8	8.1	1.0	5.2	2.1
Tiktok	38.4	19.4	12.2	11.8	14.3	7.7	10.9	4.9	9.2	2.3	1.0	6.3
Facebook	30.7	15.7	14.0	14.5	14.9	3.4	12.2	5.1	7.2	3.0	2.4	7.5
Instagram	25.7	23.1	13.0	13.1	16.3	3.8	13.6	6.7	5.0	2.0	1.0	2.5
Youtube	23.1	15.5	10.6	9.9	18.9	1.1	15.9	4.3	7.6	5.4	2.9	8.0
Portal berita online	15.3	8.9	16.8	4.7	13.0	10.6	15.3	5.3	18.0	3.0	.1	4.4
Twitter	12.9	25.6	14.6	17.2	18.2	1.7	9.4	3.1	4.6	2.5	.0	3.0
WhatsApp	11.9	12.8	14.2	3.4	20.8	3.6	14.9	1.8	13.1	5.5	1.8	8.2

Figure 1.3 Ranking of Information Sources Platforms from Based Chosen Political Party

Source: Indikator Politik Indonesia (2024)

If we look at the poll in Figure 1.3, it can be concluded that the attitude of the supporters toward support to party is mostly through online platform such as social media and news portals, which is categorised as the way of supporters approach political news. Thus, Sari (2024) shows that accessing political news creates attitudes which are more dominant, where there is an inability to maintain the loyalty of PDIP voters to vote for the pair proposed by PDIP (Ganjar-Mahfud),

despite the branding "supporting the lower class" as the factor of supporting PDIP and convincing programs through campaign.

ALASAN UTAMA MEMILIH PARTAI/CALON PARTAI

	PKB	GERINDRA	PDIP	GOLKAR	NASDEM	PKS	PAN	DEMOKRAT	LAINNYA
Program-program yang dijalankan atau dijanjikan paling meyakinkan	15.9	22.6	21.4	21.2	21.8	21.3	20.8	19.2	26.4
Anggota keluarga semua memilih partai itu	25.9	18.5	16.8	22.4	14.9	16.7	16.9	20.2	16.0
Calonnya paling bagus	9.7	14.0	10.2	9.8	16.6	7.4	11.0	11.5	8.1
Paling mudah diingat dan meyakinkan karena kampanyenya lewat pawai, spanduk, iklan di TV, dll.	9.6	13.2	10.4	9.8	10.1	7.1	14.7	9.8	9.3
Paling memperjuangkan kepentingan rakyat kecil	4.3	7.2	12.5	7.5	7.4	8.8	5.7	7.7	6.9
Ketemu langsung dengan calon atau orang dari partainya	6.5	5.6	6.3	8.1	8.7	11.0	9.2	7.7	8.1
Punya pemimpin/tokoh di pusat yang paling meyakinkan	3.3	8.1	4.0	4.5	4.6	4.7	6.7	4.6	10.3
Sudah terbiasa memilih partai tersebut	3.0	3.8	9.1	6.9	2.6	2.5	6.5	5.4	3.0
Keluarga dari dulu mendukung partai tersebut	1.7	2.2	4.2	4.8	3.2	3.0	3.9	4.3	2.7
Paling memperjuangkan agama	4.7	0.2	0.3	0.3	2.8	10.3	2.4	1.3	2.7
Partai tersebut memiliki kaitan dengan organisasi agama (NU, Muhammadiyah, dll.)	9.9	0.3	0.5	0.5	0.9	3.3	0.0	0.6	1.1
Anjuran seorang pemimpin atau tokoh di sekitar sini (RT/RW/Kepala Desa/Lurah, dll.)	1.5	1.6	1.2	2.0	1.9	0.5	0.0	0.9	1.0
Anjuran kiai/pemuka agama di daerah sini	1.8	0.0	0.2	0.6	0.4	2.1	0.0	1.3	1.8
Paling memperjuangkan kepentingan perempuan	0.3	0.0	0.5	0.0	1.2	0.0	0.0	0.5	0.8
TT/TJ	1.9	2.8	2.5	1.7	2.8	1.2	2.0	5.1	1.8

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Figure 1.4 Ranking of People's Reasons for Supporting PDIP and other Partys.

Source: Indikator Politik Indonesia (2024)

Based on a poll conducted by Indikator Politik Indonesia (2024) in figure 1.4, it was found that most of the reasons why people have the intention to support for PDIP apart from perceived importance of religious, are because of convincing programmes and "supporting the lower class". This provides a contradiction, where Indonesians supporters tend to have different attitude toward support in different

aspects of PDIP politician (Ganjar Mahfud), in how interpret political news attitude, which this research highlighted political news attitude.

According to Indikator Politik Indonesia (2024), attention to the people as majority followed by convincing programme is more prominent in supporting party politician campaigning by online platform, which is a least political news attitude supporter's trait possessed by Ganjar-Mahfud, but the trend results say in fact they won the legislative election. In fact, PDIP politician in executive (Ganjar-Mahfud) received the lowest number of supports compared to the other candidates. Which points out there is a problem in political news attitude toward support in intention to support PDIP.

When supporting a party, the people need to look at several factors before making a decision, therefore this procedure clearly indicates that some people have yet to decide who they would supporters for. The public frequently waits for improvements to the social norms' environment and informational landscape as factor before supporting politician and party (Little & Little, 2014). Based on the respondents' answers, the reason they have not made a support is that they are still waiting for the development of information on politician party's and are still considering the surrounding people environment (Kawula, 2024). The decreasing in support preferences to one that is influenced by the surrounding environment indicates the existence of an issue.

For instance, Annur (2023) explains that many prospective supporters who leave PDIP politician (Ganjar-Mahfud) tend to run to non-PDIP politician, which is showed in figure 1.2 by Lembaga Survei Indonesia, where supporters of PDIP tend to change the direction to others. Social norms considerations and surroundings information are considered to solidify a decision support party politician; this is also demonstrated by the presence of transfer as a result of one of these social and surroundings factors (Fershtman & Segal, 2018).

When supporting a party, one social factor addressed at the discussion table includes the effect based on perceived importance of religious involvement (Razaghi et al., 2020). The survey in figure 1.4 before found that perceived importance of religious are influences, which are consisted of "parties with links to religious organizations" and "most fight for religion" have a strong influence on the individual's support, while in figure 1.5 according to Kawula (2024), recommendation perceived importance of religious who support for PDIP politician

(Ganjar-Mahfud) have a passive influence on changes in individual supports rather than non-PDIP politician (Anies-Muhaimin and Prabowo-Gibran).
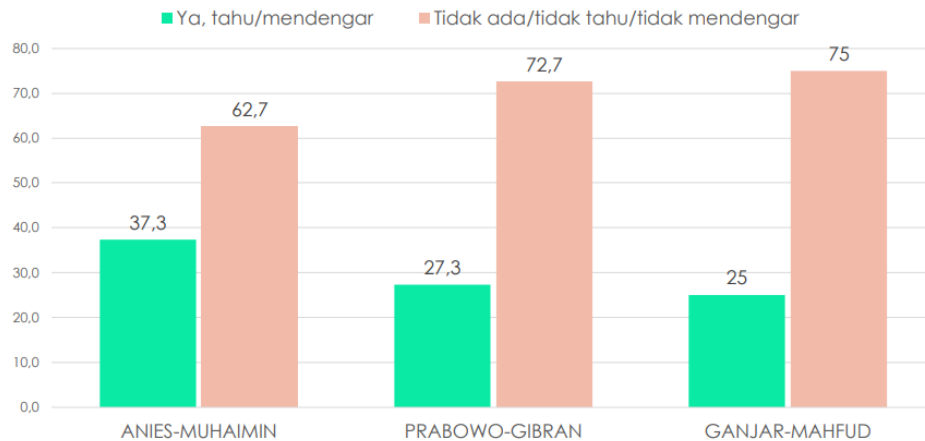
Figure 1.5 Percentage of perceived importance of religious when supporting (vote) political party candidates.

Source: Indikator Politik Indonesia (2024)

Despite the decline in support of PDIP candidates in figure 1.5, which Ganjar-Mahfud received below than both of non-PDIP candidates, PDIP was still the winner in the legislative elections, but not the winner in the executive or presidential elections. PDIP politicians actually lost in a landslide marked by the defeat of Ganjar as PDIP politician. The subjective norm mostly effect, which is limited perceived importance of religious influences, appears in PDIP politicians rather than another parties. Lenoci and Flaherty (2021) explained perceived social norms, include expectations from social effect such as perceived importance of religious can strongly influence someone's support. Marshall (2013) showed that those

lacking confidence in their own political decision-making may depend more heavily on the opinions of their social norms circles, making subjective standards more powerful, despite the modest number, the act has a raised more effect. Thus, indicating there is a problem in the perceived importance of religious on the intention to support PDIP.

Based on the assumptions of previous research which states that news attitudes and perceived importance of religious have an influence on PDIP support intention, in reality what happens in the field, supporters who show a preference for PDIP still choose support others, which is non-PDIP politician and another party. Thus, indicated by a significant decreasing in support PDIP and Ganjar-Mahfud's (PDIP Candidate) ranking in the supports of the people of Semarang City which is losing support than its party. The differences in the results of previous research and the conditions that occur in the people of Semarang City make the author interested in conducting research with the title "**THE INFLUENCE OF POLITICAL NEWS ATTITUDE AND PERCEIVED IMPORTANCE OF RELIGIOUS ON INTENTION TO SUPPORT PDIP AFTER 2024 INDONESIAN GENERAL ELECTION**".

1.2 Research Problem

As lowering numbers of political supports, Belinda (2024) highlighted the manipulation of information in the election, which could have impacted the party's image and voter perception, which are combination of psychological factors, information manipulation, and the role of social media may have contributed to PDIP lower support in the 2024 election. This emerged despite the massive presidential and party campaign funding its almost 183 billion Rupiah, the highest in among others and 5 times behind the second position of the party with the most campaign funds, namely PSI (Santika, 2024). The use of perceived importance of religious for political benefit, the inability to confront internal party difficulties, and the impact of internet media all contributed to the PDIP's downfall (Samosir, 2021; Parinduri, 2023; Pratama, 2016; Wiyono et al., 2023). It is said that campaign to gain political support, have a yet failed.

Political supports are strongly influenced by political news attitude, especially when it comes from right-leaning sources, as research has repeatedly demonstrated (Earle, 2022). Political affiliation also affects how news views affect political support; news consumption, especially among members of the ruling party, has a more direct impact on democratic satisfaction and democratic trust (Lamberth, 2021). In the case of PDIP, the political news attitudes on PDIP conflict are quite massive, as conflict influenced by personal, relational, and organizational factors, and is managed through a variety of styles (Priyowidodo, 2014).

Otherwise, political support influence by the subjective norms in terms of religious perceived importance, which are Pamungkas et al. (2020) and Parinduri & Pujiati (2023) draw attention to the likelihood of using perceived importance of religious for political gain; Pamungkas goes into more detail about the use of perceived importance of religious issues as a political tool. Indikator Politik Indonesia (2024) already showed an exist number perceived importance of religious and the act of support based on their preference to religious perceived importance, besides their rival parties of religious perceived importance influence are one aspect of the decline in support for PDIP.

Based on this description, this research wants to find out "how is influence does political news attitude and perceived importance of religious have on the intention to support for PDIP?"

1.3 Research Objective

The purpose of this research to examine the influence that resulted of the political news attitude and the perceived importance of religious towards intention to support PDIP after the 2024 Indonesian General Election.

1.4 Research Significance

1.4.1 Theoretical

This research would contribute to the scientific understanding of human behavior in political news interactions, as evidenced by their attitudes toward political support and subjective norms via the Theory of Planned Behavior (TPB), which used on them.

1.4.2 Practical

This research can be a reference on topics that discuss political news attitudes on support intentions and perceived importance of religious on intentions to support for political participators in such as elections, especially for parties and media such as citizen participants and the government after such a triggered event.

1.4.3 Social

The research would be capable can add new information in conducting political interactions with the wider community in understanding the influence of political news attitudes and perceived importance of religious on support intentions for party candidates.

1.5 Theoretical Framework

1.5.1 State of the Art

Understanding Support for European Integration Across Generations: A Study Guided by the Theory of Planned Behavior (Francesco La Barbera and Icek Ajzen, 2020)

The research conducted Francesco La Barbera and Icek Ajzen in 2020 entitled "Understanding Support for European Integration Across Generations: A Study Guided by the Theory of Planned Behavior". This study was conducted with effort to utilize the theory of planned behavior to investigate the causes of voting for EU integration in an Italian convenience sample (N = 441) of varied ages. To begin with, researchers formulate primary goal of this study was to determine the predictive value of attitude, subjective norm, and perceived behavioral control in

connection to the intention to vote in favor of EU inclusion. The second goal was to uncover the important behavioral, normative, and control beliefs that underpin attitudes, subjective norms, and perceived behavioral control. A third goal was to investigate the function of age as a moderator of the impacts of the three primary TPB constructs (ATT, SN, and PBC) on intention, as well as the impact of beliefs on these three key constructs. According to the findings, perceived behavioral control, which was primarily driven by participants' opinions about the challenges of exercising direct democratic control through citizenship and voting, had a substantial impact on intentions to vote in favor of EU integration across age groups. Furthermore, the attitude that older individuals had towards EU integration also had an impact on their intentions, mainly because of their concerns about losing their sense of national identity.

Theory of Reasoned Action and Citizen's Voting Behaviour (Dileep Kumar Mohanachandran and Normala S. Govindarajo, 2022)

The research entitled "Theory of Reasoned Action and Citizen's Voting Behaviour" by Kumar Mohanachandran and Normala S. Govindarajo in 2022. Research using the theory of reasoned action (TRA) examined the impact of attitude and ethnicity on voting intentions, with social media and gender acting as moderators. The study used a quantitative research approach and a cross-sectional methodology to gather data from five Gujarat locales. Purposive sampling yielded a sample size of 1680 voters. The PLS-SEM analysis found that voting behavior is influenced by attitude, ethnicity, social media use, and gender. Voter attitude has a favorable and large impact on voting intention, with a predictive probability of

51.8%. In this study, ethnicity was found to be a subjective norm that influences voting intentions. Ethnicity has a predictive probability of 48.9%. Previous study suggests that ethnicity plays a significant role in decision-making. Therefore, results show that all direct hypotheses are validated, demonstrating the significance of TRA.

Intentions to participate in political crowdfunding- from the perspective of civic voluntarism model and theory of planned behavior (Hasnan Baber, 2020)

The research entitled "Intentions to participate in political crowdfunding-from the perspective of civic voluntarism model and theory of planned behavior" by Hasnan Baber in 2020. This study uses the civic voluntarism and planned behavior models to assess people's intentions towards political crowdfunding. It also investigates how the civic voluntarism model (CVM) and theory of planned behavior (TPB) impact individuals' desire to engage in political crowdfunding campaigns. The study, conducted in India, the world's biggest democracy, had 374 respondents. The data was analyzed using SmartPLS-3.2 with partial least squares structural equation modeling (PLS-SEM). The study investigated the impact of two social-behavioral theories on the intention to participate in political crowdfunding. According to the theory of planned behavior, attitudes and subjective norms have a significant impact on crowdfunding intentions, while perceived behavior control is insignificant. This study will assist political parties and candidates in identifying elements that increase crowd funding and support for political campaigns.

Study on Collaboration Intentions and Behaviors of Public Participation in the Inheritance of ICH Based on an Extended Theory of Planned Behavior (Xia et al., 2020)

The research entitled "Study on Collaboration Intentions and Behaviors of Public Participation in the Inheritance of ICH Based on an Extended Theory of Planned Behavior" by Hongmei Xia, Tong Chen, and Guanghui Hou in 2020. This study used an expanded theory of planned behavior (TPB) to investigate the efficacy of public involvement intentions and actions in the transmission of ICH during the cooperation process in the inheritance of Regong art in Qinghai Province, China. The strength of correlations among components was assessed using structural equation modeling, and data was collected via a questionnaire (completed by 351 inhabitants). The findings demonstrate that this expanded theory of planned behavior may be used to assess the collaborative process in the inheritance of ICH. The public's cooperation intention was shown to be most strongly influenced by their attitude about collaboration in regard to ICH inheritance, followed by subjective norm and perceived behavioral control.

Understanding Political Participation: A Theory of Planned Behavior Approach (Patipol Homyamyen & Waiphot Kulachai, 2023)

This study examines some of the literature that explains political participation using the Theory of Planned Behavior (TPB). A systematic review was conducted on related articles that were published within the last decade. The results showed that the TPB can explain political participation in different nations. The intention to participate in politics, which has a direct impact on an individual's behavior, can

be predicted by attitudes toward political participation, subjective norms, and perceived behavioral control. In addition, a number of variables, including economic, social, and political issues, have a significant impact on the intention to participate in politics. Lastly, people's life satisfaction can be a consequence of their political participation. As a result, the theoretical framework was suggested for additional study.

Different from previous research, this research focuses on finding out how much influence political news attitudes and subjective norms have on the support intention of one of the Indonesian political parties, PDIP. Differences in supporting intentions cause people to have their own opinions and perceptions regarding their decisions regarding potential parties with personnel when influenced by attitudes and subjective norms. This is also influenced by various attitudes that try to focus on political news attitudes and perceived importance of religious with social norms. Specifically, this research studies the influence of political news attitudes and perceived importance of religious on intention support PDIP after an election.

1.5.2 Research Paradigm

Paradigm is fundamentally a method to justify or identify the truth. The paradigm used in this research is the positivist paradigm. Paradigm is fundamentally a method to justify or identify the truth. Quantitative or positivistic research is based on cause and effect, which is typically understood by taking a theoretical scientific approach to research (Bucy & Holbert, 2010). Researchers investigate the influence between independent variables and dependent variables.

There are two independent variables or X used in this study, namely the first variable is attitude, the second is subjective norms, and the dependent variable or y is the intention to act.

1.5.3 Political News Attitude

According to Ajzen (2014), attitude is a learned predisposition to react either good or bad regarding a specific object, person, situation, or issue. The concept of "attitude toward support" refers to a supporters' general evaluation of the practice of support and the political process, whether positive or negative. In realizing the attitude towards support, it is necessary to have insightful and political news behavior towards the country and respect the rights and obligations as citizens in the country. A person's or audience learned tendency to respond either favorably or unfavorably to support and the larger political process, which can be belief influenced by a variety of factors including cultural, social, economic, and historical contexts, as well as personal experiences and exposure to political information and discourse, is referred to as their political news attitude toward supporting, whether in Indonesia or any other nation (Holbrook et al., 2001).

The attitude of political news toward supporting political parties seeks to impact the opinions and inclinations of the public, shape their understanding of the political process, and advance the parties' strategic objectives (Wenzel, 2018; Anderson et al., 2012; Strömbäck, 2017). This attitude is a form of public attention to the political process in Indonesia, which involves the community. Political news attitudes toward supporting political parties are a form of political participation,

which is a citizen's obligation to actively participate in their country's political process by demonstrating a commitment to influence the country's political direction and policies through participation in the political system, which includes a support political party (Singh, 1974).

The political news attitude of people who want to carry out political participation by supporting certain political parties is a strategic form of individuals to align themselves with the party based on ideological beliefs, policy positions, performance in government, social identity, personal experience, media, and supporting strategies to avoid other political parties in power (Knoll et al., 2018; West & Iyengar, 2020; Zaslove et al., 2020; Werner & Heinisch, 2023). People employ shortcuts to obtain enough information such as news to make rapid decisions, which involves pursuing defined goals and prioritizing certain types of facts, and the 'political news', which involves relying on emotions, gut feelings, values, beliefs, habits, and the familiar (Cairney & Kwiatkowski, 2017). An attitude is shaped by behavioral beliefs, which in turn are shaped by a variety of factors, one of which is rational and irrational, or emotionally and rationally, which factors combine to create many dimensions that are used to assess political news attitudes toward conduct (Ajzen & Fishbein, 2014).

According to Almond and Powell (1966, p. 120), political parties can be considered 'powerful agents for political socialization involving processes that influence and shape different cognitive, affective, and evaluative dimensions following participation in party interest actions' (Almond and Powell, 1966, p. 124).

This political process may involve the reinforcement or alteration of political attitudes occurring. Thus, political news attitudes towards political party support are measured using measurements made by Almond and Powell (1966, p. 50) using a scale consisting of three indicators, namely:

a. Cognitive (C), knowledge of the significance of being involved in the of political systems works, leading actors, and current problems of policy and beliefs,

b. Affective (A), feelings of attachment, involvement, rejection, and the like, about political objects,

c. Evaluative (E), judgments and opinions 'about political systems works, leading actors, and current problems of policy, which usually involve or participate political activites.

1.5.4 Perceived Importance of Religious

Subjective norms refer to individuals' perception of a certain conduct, impacted by the judgment or social norms of significant individuals (for example, parents, partner, friends, and educators), which comes from previous indications to act (Ajzen, 1991). Individuals don't just act in a certain way due to social norms they feel; they also supply information about whether the conduct is appropriate for the situation they are in. Individuals are normally under intrinsic norms to seek acceptance and views from others who might affect the subsequent conduct, and these social norms are related to the potential that key reference groups approve or reject a behavior (Ajzen, 1991).

In the context of political party support behaviour, perceived importance of religious refer to a directly to how people that we concern about may respond about us taking part in a given behavior to support or not support a particular political party (Apffelstaedt et al., 2022). Perceived importance of religious play an important role in supporting political parties by mapping voter characteristics and preferences, building a party's political image, conveying voter aspirations, and mobilizing support, which shows the question of whether to support a particular party and whether there is motivation to conform to these references or not (Prihatini, 2013). In the same way that supporters are more likely to modify their intentions of support when their referent has strong negative feelings toward something, more people will support a party if they hear more positive references to it from others (Li & Cai, 2024).

In order to obtain subjective norm measures, one common method is to ask respondents to rate the degree to which they believe important people would approve or disapprove of their actions. Questions or statements intended to gauge an individual's opinion of the support or opposition of significant others to the behavior under review may be included in measures of subjective norms or perceived importance of religious. Subjective norms or perceived importance of religious gauge how people feel about the social norms they encounter when engaging in particular activities. Perceived importance of religious can be measured through indicators from Ajzen (2006) as follows:

   a.   Injunctive (I), It refers to base on what people as the truth or facts of a situation do. Thus, respondents have been approved and committed by

religious preachers think of normative belief strength and motivation to comply to support a political party.

b. Descriptive (D), It refers to base on what people it is necessary or desirable to do. Thus, respondents have been approved and committed by religious preachers think of descriptive normative belief and identification with the referent to support a political party.

From the explanation of perceived importance of religious above, it can be determined that people's perspective with social norms as shaped cultural context of human factor, which adapted from subjective norms, and determined over these two elements.

1.5.5 Intention to Support PDIP

According to Ajzen (2005), intention can be defined as an indication of how strong a person's belief is to try a behavior, and how much effort is planned to be made. People's tendency to act can be predicted by their intentions, particularly when they believe that specific acts will yield results that are consistent with their values; this demonstrates that intentions are obviously connected to intents (Jhangiani & Tarry, 2022). This research looks at how political participation intentions or supportive intentions to support political parties. Intention support refers to the extent to which a person intends to provide support or support an object, such as a political party, and includes the level of individual confidence that they will support the political party, as well as the amount of effort they intend to put in to do so (Coleman, 1996).

Individuals who are interested in receiving advantages from a party or, in this example, a political product have the purpose or desire to support it (La Barbera & Ajzen, 2020). Intention to support a party is an evaluation step that occurs prior to decision-making and leads supporters to develop preferences among party options, which can lead to the intention to support the party based on what is preferred or followed (Jankowski et al., 2022). Based on this understanding, it can be concluded that the intention to support a party, in this case the PDIP party, is the tendency that a person feels will continue to support a political party that is in accordance with the preferences and thoughts of supporters among various political parties. According to Martin Fishbein and Icek Ajzen (1975: 292), there are four distinct parts of purpose, which are as follows:

a. Behavior: It is a special behavior that will be manifested

b. Target: Is a person who is the target of behavior or can be called an object

c. Situation: Is a state that will allow to perform a behavior or the occurrence of a behavior

d. Time: Represents the time the behavior takes place and can be   seen more specifically, such as a certain day, date, hour, period or future time.

Fishbein and Ajzen (1975: 58-59) identified behavior as measuring intention on several dimensions such as 10, 20, 30, never, sometimes, often, and always. Subjects are asked to indicate the conduct they might display in a specific circumstance. The category picked will eventually influence the substance and power of the purpose. Intention to support the party, namely PDIP, may be evaluated by the amount of respondents' intention to support the party. The more a

person intends to support the party, the more likely he or she will do so. Venkatesh et al. (2003) also measures the intention to perform a behavior using three items, namely:

1. Have an intended to perform a behavior

2. Have a plan to perform behavior

3. Have the predict to do a behavior

1.5.6 Political News Attitude and Perceived Importance of Religious on Intention to Support PDIP

Political News Attitude and Perceived Importance of Religious on Intention to Support PDIP after 2024 Indonesian General Election possibly effected by using Theory of Perceived Behavior (TPB). Icek Ajzen developed the Theory of Perceived Behavior in 1991, with the goal of predicting and explaining human behavior in certain settings (Ajzen, 1991). This theory explains human behavior that has several factors, namely attitude toward behavior or attitude and subjective norm. According to this idea, the primary reason of a person's conduct is their purpose or intention to take part in a certain action. Intention is considered to be capable of reaching features of motivation that are thought to influence behavior, specifically what extent a person wants to try and plan a behavior. Essentially, the Theory of Planned Behavior (TPB) states that the stronger a person's intention to engage in an action or behavior, the greater the likelihood of behavioral performance. The model that will be employed in this study is illustrated below, based on Ajzen's theory of planned behavior (1991):
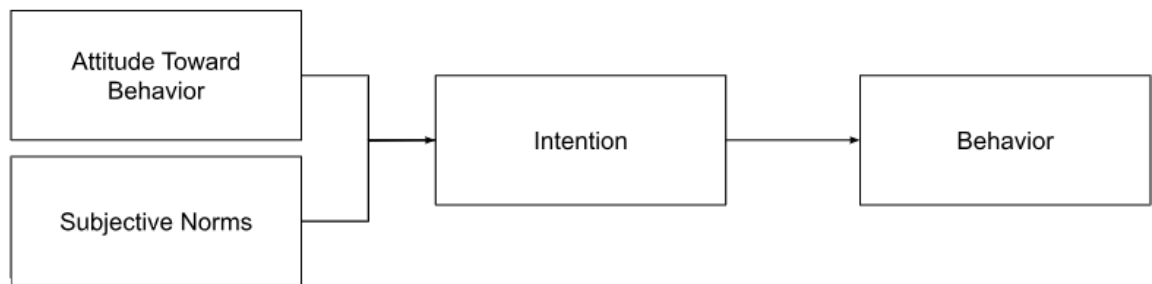
Figure 1.6 Theory of Planned Behavior

a. Attitude Toward Behavior

   Attitude toward behavior refers to the range of individual assessments regarding the favourability or unfavorability of the emergence of certain behaviors.

b. Subjective Norm

   Subjective norm is a form of individual belief in the views of reference groups to approve or disapprove of certain behaviors when doing the same.

c. Intention

   Intention is the primary component in determination that influences a person's behavioral intentions; the stronger the intention to participate in a certain activity, the higher the possibility of doing that behavior.

The following is a conceptual framework of research based on the Theory of Planned Behavior according to Ajzen (1991):
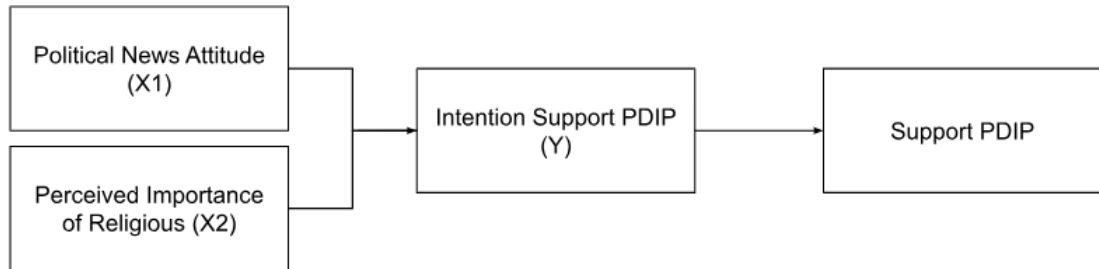
Figure 1.7 Conceptual Framework

The Theory of Planned Behavior is the primary theory used in this study since each research variable has a link. TPB argues that each of its components influences behavioral intentions, which then lead to behavior. Ajzen also emphasizes the nature of TPB as a theory developed to predict and explain the influence of human behavior in specific contexts; thus, this theory is extended to the context of attitudes toward political participation or political party support and subjective norms, namely perceived importance of religious as highlighted the social norms, are related to behavior or intention to support.

TPB is used to directly estimate people's intention to be part of politics or to support political parties. The TPB offers the chance to comprehend the effects of individual and contextual background factors potentially relevant in relation to a political behavior, in addition to providing a clear depiction of the factors influencing intentions and behaviors within the framework of a general theory (La Barbera & Ajzen, 2020). The sort of effort needed to carry out a behavior or intention, like supporting a political party, is related to the part that intentions play in the decision-making process. The Theory of Planned Behavior measures attitude

variables and subjective norms on a scale of agree or disagree, whereas intention is determined by how much an individual intends to carry out a behavioral intention. If it shows high results, people tend to have the intention to behave or intend to.

1.6 Hypothesis

The hypothesis that will be proven in this study are:

H1: The variables of political news attitude and perceived importance of religious have an influence on the variable of intention to support PDIP after 2024 Indonesian general election.

1.7 Conceptual Definition

1.7.1 Political News Attitude

Political News Attitude refers pertains to the way people (audience) perceive, respond to, and engage with news regarding political involvement by encompassing their understanding of the significance of being involved in the political process, the extent of necessity to get involved, and their judgement to participate in political activities.

1.7.2 Perceived Importance of Religious

Perceived importance of religious are a set of rules and standards shaped by religious thoughts and values that have an important effect on many sectors of society with injunctive as prescriptions of societal expectations accompanied expected social punishments and descriptive as an individual believes others behave in a specific scenario.

1.7.3 Intention Support PDIP

The intention support PDIP reflects to a concept that describes an individual's level of intend, predict, and plan to do or not do action of support PDIP.

1.8 Operational Definition

1.8.1 Political News Attitude

Political news attitude is measured by Almond and Powell (1966, p. 50) in the following indicators:

a. Cognitive (C), respondents have knowledge and belief of political news of political system works, political leading actors, and political current problem of policy.

b. Affective (A), respondents have feelings of news attachment, involvement, and rejection, on political support PDIP.

c. Evaluative (E), respondents have news judgments and opinions 'about political system works, political leading actors, and political current problem of policy.

1.8.2 Perceived Importance of Religious

Perceived importance of religious is measured by Ajzen (2006) in the following indicators:

a. Injunctive, respondents have been approved and liked by religious preachers think of normative belief strength and motivation to comply to support a political party.

b. Descriptive, respondents have been approved and liked by religious preachers think of descriptive normative belief and identification with the referent to support a political party.

1.8.3 Intention Support PDIP

The intention support PDIP is measured by Fishbein and Ajzen (1975) in the following indicators:

a. Intention to support of behavior, target, situation and time:

- Have an intended to perform a behavior

- Have a plan to perform behavior

- Have the predict to do a behavior

1.9 Research Methodology

1.9.1 Research Type

This research uses explanatory type research where the type of research is to prove the theory or hypothesis for amplify or decline both of it. The variables studied were two variables, namely two independent variables in separate way, namely political news attitude (X1), perceived importance of religious (X2) with one dependent variable being intention support (Y) to Indonesian Democratic Party of Struggle or PDIP after 2024 Indonesian General Election.

1.9.2 Population dan Sample

1.9.2.1 Population

The population included in this research are Generation Z which are 18-30 years old, which these generations are the most supporters or have early supporter of party and dominated age in political process in Indonesia nowadays.

1.9.2.2 Sample

a. Sampling Technique

The sampling technique used for this research is non-probability sampling method. Non-probability sampling is chosen in this research for sampling technique considering due to infinite number of populations. Non-probability samples can be completed if there is an honest communication and it the population size estimate is unlikely to be fully adjusted if using inclusion probabilities because they are unknown with certainty (Boyd et al., 2023). Specifically, Convenience sampling or accidental sampling is a type of non-probability sampling method in which the researcher selects participants based on their willingness and availability to be studied. This approach provides targeted feedback based on an individual's demographic profile, making it easier to analyse data without the need for participant selection or interviews (Adeoye, 2023).

b. Sampling Size

According to Roscoe (1975), the ideal sample size is between 30 and 500. Furthermore, the sample size of the population for this research are 100 respondents.

1.9.3 Data Types and Sources

The types and sources of data in the present research use primary sources of data, which are collected directly from respondents via a questionnaire.

1.9.4 Data Collection Tools and Technique

1.9.4.1 Data Collection Technique

The approach used is a self-administered questionnaire, which consists of providing a set of questions to be completed by respondents, including independent and dependent variables.

1.9.4.2 Data Collection Tools

In this study, data was collected via a questionnaire.

1.9.5 Data Processing Technique

Three stages will be followed by the data used in this investigation and the data processing methods employed:

- Editing

Review of acquired data, fulfilment of the requirements that the responder must follow, and the relevancy of the response which have finished filling it out.

- Scoring

In response to the question, it provides some sort of number to assist researchers in obtaining quantitative data for hypothesis submission.

- Tabulating

Data is summarised and organised by categorising it into tables.

1.9.6 Validity and Reliability Test

1.9.6.1 Validity Test

In this study, validity used to determine or ensures that constructs that should be connected are indeed influenced, which refers to the theoretical relationship between two constructs (Taherdoost, 2016). Thus, this research questionnaire has high reliability in measuring the relationship between X1, X2 and Y even though there is a possibility to be discriminant validity.

1.9.6.2 Reliability Test

Reliability refers to the consistency and stability of measurement findings over time and between trials, which is connected to repeatability (Taherdoost, 2016). Testing for reliability ensures consistency throughout a measuring instrument's components. The scale has high internal consistency reliability if its components measure the identical construction and "hang together" Cronbach Alpha coefficient is considered the best indicator of reliability for Likert scales. According to Ursachi et al. (2015), a dependability score of 0.5-0.7 is considered satisfactory, while 0.8 or more is considered extremely excellent. Furthermore, participants who obtain an excellent score that is regarded as more satisfactory on a single test question will additionally receive an excellent score that is satisfactory on other test questions.

1.9.7 Analysis Technique

In this study, data collected directly from respondents will be processed systematically, followed by hypothesised testing using multiple linear regression. Multiple linear regression is used to determine two variables independent on dependent variables, simultaneously. Finding and studying the relationships between independent and dependent variables is a commonly used method for this in explaining natural phenomena. This quantitative study uses the SPSS software to test hypotheses with statistical numbering process.