CHAPTER II

PDIP PROFILE, POLITICAL NEWS ATTITUDES, PERCEIVED IMPORTANCE OF RELIGIOUS, AND ITS INTENDED POLITIC SUPPORTS

2.1 PDIP (*Partai Demokrasi Indonesia–Perjuangan)* **Profile**

PDIP, a significant political party in Indonesia, combines Soekarnoism philosophy, as seen by its militant supporter base and leadership (Khoiruly et al., 2013), with a heavy usage of symbols in political campaign messages (Ardha, 2017). However, the party has had internal problems, notably between 2005 and 2009, which have been linked to reasons such as the emergence of the *Gerakan Pembaharuan* and the influence of political oligarchy (Faisol, 2015). These variables, when combined, result in a complex and dynamic political environment inside the party.

Several major conclusions emerge from research on the political nature of PDI Perjuangan (PDIP) and its influence on audience or supporters' views while reading party-related news. Rachmandani et al. (2020) emphasizes the importance of social media in crafting the party's policy and preserving its influence. Anggraeni et al. (2020) emphasizes women's active political engagement in the party, notably in election and organizational activities, which is impacted by family and community encouragement. Hasibuan (2022) examines the party's political education institution, with a focus on promoting its ideology and the Bung Karno philosophy. Fuad (2014) adds a cultural layer to the topic, pointing out that ethical standards,

such as candidates' politeness, might affect supporters' voting choices. These findings together demonstrate that PDIP's political nature, as expressed in its social media strategy, women's engagement, political education, and ethical ideals, might influence the views of its audience and supporters when they consume party information.

Haryatmoko (2003) and Knoke (1990) both highlight the use of power and manipulation in Indonesian politics, with Haryatmoko emphasizing the need for political ethics and Knoke discussing the dominance of politicians in the legal system. These perspectives suggest that religious figures may use political strategies to gain support from the PDIP, potentially through the manipulation of religious beliefs and the legal system. Yazid et al. (2023) further explores the role of political communication in consolidating support, indicating that religious figures may use persuasive rhetoric and linguistic strategies to appeal to the PDIP's base. It also underscores the importance of political education, suggesting that religious figures may use this as a tool to influence and mobilize support from the PDIP's constituents.

The PDI P party in Indonesia has a strong base of supporters, particularly in regions where it has a historical presence (Khoiruly, 2013; Sufiangga & Musiyam, 2017). The party's success in elections is attributed to its political marketing and strategy, including collaboration with the community and good communication (Nofriadi et. al, 2021). However, the party has been criticized for its centralistic tendency and oligarchy culture, particularly in their based province, especially in

Central Java (Khoiruly, 2013). The party's public relations activities have been identified as a weak point, leading to a defeat in their cadres in election, one of instance is in Bali (Wiratman, 2018).

2.2 Political News Attitudes

Feldman (2011) found that opinionated news can directly influence attitude change, with little variation by partisanship. G. Lee and Cappella (2001) similarly found that exposure to political talk radio, particularly from hosts with similar political views, can shape attitudes. Wojcieszak et al. (2016) further explored the relationship between news consumption and political participation, finding that pro-attitudinal news exposure can increase intended participation, with attitude strength being a key mediator. Wenner (1983) added to this by identifying various orientations to political news, including avoidance, conversation, and issue guidance, which can influence how audiences process and respond to political news.

The study of audience attitudes toward political media indicates a complicated link between media use and political opinions. Jakobsson (2022) discovered that support for 'media welfare state' is connected with leftist and GAL-oriented values, whilst right-wing views are associated with scepticism regarding state interference in the media. According to Bartels (2014), exposure to political advertising may alter attitudes, with good commercials resulting in more favorable opinions of politicians and the government but less engagement in the election process. Entman (1989) emphasized the influence of media on readers' political sentiments, arguing

that news viewpoints and editorial liberalism influence support for interest groups, governmental programs, and politicians. Holbert et al. (2016) investigated the effect of political interest in news media exposure and discovered that it is a major predictor, especially for press coverage.

Cultural, maternal, and social factors play a major role in how political news is received in Indonesia, where people use the media to confirm their preexisting political views (Ahlstrand, 2020). Political contestation and image are greatly influenced by the media, with a candidate's image emerging as a key strategic concern (Indrayani, 2012). Journalists' willingness to accept news media logic, their beliefs that the media are the main sources of political information, and their perceptions of media powers as political image-makers are all factors that influence their perceptions (Ahmad, 2022). Online mass media had a major impact on public opinion and played a pivotal role in political contestation during the 2019 election campaign (Fadhlurrohman, 2020).

2.3 Perceived Importance of Religious

Legal and political systems, as well as socio-political relations, are significantly shaped by religious importance, which are a subset of social norms (Karpenkov, 2021). These importance of using religious influence local moral geographies, identity politics, and the law in Asia, both directly and indirectly (Pacey, 2020). While religious importance have varied effects on politics in Southeast Asian nations, religion is frequently employed as a political tool (Puniyani, 2020; Afrianty, 2012).

Despite the dividing of Islamic parties, religious traditions continue to have a significant impact on Indonesian politics. This influence is frequently expressed via the employment of religious language and symbols, which might endanger the democratic system (Wijanarko, 2021). The presence of religious political parties, particularly Islamic ones, emphasizes the importance of religious values in Indonesian politics (Woodward, 2008). Traditional Muslim society, driven by literal conceptions and local traditions, also shapes political conduct (Situmorang, 2020). These religious values and symbols are frequently utilized to promote political parties, which has the ability to both strengthen and undermine the democratic process.

Religious in Indonesia are impacted by the confluence of Islamic and other religious norms (Farkhani, 2022). The focus on religious values and public order shapes these standards even further, perhaps limiting freedom of religion or belief (Bagir, 2020). The state is heavily involved in controlling religious issues and encouraging religious tolerance, with the government carefully balancing the contributions of different groups to create a distinct Indonesian identity (Ropi, 2019). Religious moderation, as a policy to establish harmony across religious communities, is defined by the expansion of Islam without violence, contemporary lifestyle, rational thinking, a contextual perspective, and the employment of the ijtihad technique.

Individual religiosity, social conduct, and belief all contribute to the maintenance and reinforcement of religious importance (Arıkan, 2019). This

importance are impacted by latent, interpretative, and elective elements, and religious believers frequently combine faith-based and secular societal standards in their health norms (Mpofu, 2018). Religious identity is linked to normative behaviors, and norm conflict leads to decreased identification and well-being (Louis, 2023). Reference groups, particularly family and religious peers, play an important role in upholding these standards (Roberts et al., 2001).

2.4 Political Support Intention

Political support for a party is a nuanced notion impacted by a variety of social, historical, and psychological elements (Badcock, 2007). Public relations and campaign methods are critical for political parties to attract support, especially during elections (Apriyanti, 2009). The choice of candidates has a substantial influence on political support, with radical candidates potentially increasing support for the opposition party (Mueller, 2007). Support parties, which play an important role under minority government, can exert policy influence without suffering electoral losses, although they may struggle to grow their vote share (Thesen, 2016).

Pavlova and Silbereisen (2014) found that supportive social contexts, particularly from family and community, play a significant role in shaping intentions for civic and political participation. This suggests that a positive social environment can lead to greater support for a political party. Baber (2020) further explored the factors influencing intentions to participate in political crowdfunding, highlighting the importance of resources, political engagement, and online community engagement. These findings suggest that a combination of personal and

environmental factors can influence intentions to support a political party. Mueller (2007) proposed a model of political supporters, suggesting that sympathy for a candidate with similar preferences and fear of a candidate with different preferences can shape political support. This implies that personal beliefs and perceptions of candidates can also influence intentions to support a political party.

In order to boost voter support in the 2019 parliamentary elections, the party is working to simplify party equipment and fortify party identity, as noted by Budiana (2022). Fuad (2014) highlighted how voters' decisions, especially in executive elections, are influenced by moral principles and cultural trends. Lubis and Tagor (2022) talked on the party's methods for political communication, which included building a brand image, using the media, and delivering consistent political messaging. Bos (2018) broadened the conversation by addressing the function implicit attitudes play in predicting party affiliation, implying that less extreme voters may be more influenced by these views.

According to Slors (2019), the notion of intention to support is complex and includes both conscious and unconscious demands. Dependence on this goal is a crucial component, and it is intimately associated with the sense of having decided on a path of action (Alonso, 2017). The behaviors of different stakeholder groups have an impact on a company's willingness-to-support, which is a measure of its standing (Gozzi, 2007). Intention plays a big part in encouraging support for out-groups, and the employment of solid spokespeople and message structure are important components (Summers, 2017). Additionally, Venkatesh et al. (2003) in

line with Ajzen research about human behavior use three inquiries to gauge the intention of doing an activity, especially:

    a. Have an intended to perform a behavior

    b. Have a plan to perform behavior

    c. Have the predict to do a behavior

In Indonesia, the PDI Perjuangan (PDI-P) is still a powerful political movement as of the 2024 parliamentary elections. With 16.72% of the vote, or around 25.39 million votes, the party won (Lembaga Survei Indonesia, 2024). PDI-P now has the majority of seats in the House of Representatives, despite their vote percentage declining from 19.33% in the 2019 elections (Indikator Politik Indonesia, 2024).