

Information of Public Opinion through Change.org

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Abstract—Various issues and problems that exist in society will generate public opinion. Along with the development of technology and mass media, Change.org is a website that became the media for the formation of public opinion, through campaigns that were conducted trying to garner support for public opinion raise, and through change.org allows minority or marginalized groups to voice their opinions. This research would like to see the factors that influence the formation of public opinion through the Change.org media. This research is an explanative survey research, with sampling area in Jakarta and taken 210 people as samples with accident sampling technique. By using SEM analysis, the result shows that formation of public opinion is influenced by the construction of opinion and opinion forming factor.

Keywords—public opinion; change.org; marginalized groups

I. INTRODUCTION

Communication in this era does not have to be done directly since many types of media can facilitate it. In a real social life, many of us encounter opinions, issues, and news that developed through the media. Media also severely limit the information with which audiences understand the issue and that alternative solution. The way in which media coverage can operate to limit understanding of possibilities of social change, the media have constructed uncertainty around the issue and how this has led to disengagement in relation to possible changes in personal behaviors [1]. Opinions and issues are developing through the internet or social media can be used even up to millions of people in a very short time. This research is interested in seeing how the decision process in public opinion. This is due to the fact that all activities that affect people's lives will not be separated from the opinions that develop in the community, especially on the internet or social media. Examples of news and opinions of the case "Ustad Abdul Somad" which discussed several bans in several regions, this case raises various opinions that develop around the pros and cons of "UAS". Currently, there are institutions that have attention and studies on public opinion, namely Change.org media, which is a site from internet media that facilitates individuals or groups who want to voice opinions and provide information getting approval. This movement is actually a challenge or answer from the "The Spiral of Silence" theory put forward by Elisabeth Noelle-Neumann in 1980 which states that majority opinions are increasingly strengthened by the media, while those who are with minority opinion more depressed because they are afraid of being ostracized. Public opinion is created in a society as well as the

empirical measurement of an actual public opinion existing at that moment. Members of that public are aware of, and reflect on, both those imagined and measured publics to varying extents and interpret and talk about these forms of public opinion in their everyday lives. This assemblage evolves as new technologies and techniques emerge [2]. This study wants to see things that have an impact on the formation of public opinion, especially public opinion formed through the media change.org. Public opinion is an activity to express or convey what is issued by the community, accurate and appropriate for their purpose or they will look for individuals or groups [3]. Public opinion is formed through an opinion construction process, which includes subjective personal constructs, social constructs based on groups or masses, and political construction which is a combination of social construction with activities related to general problems [3]. Whereas public opinion itself has three components, namely beliefs, values, and expectations. According to D.W. Rajeki there are factors that form public opinion, which is known as three ABC components, namely; Affect (feelings or emotions), Behavior, and Cognition (understanding or reasoning) [4].

II. METHOD

The type of research used is quantitative research with a survey method. The sample in the study is part of the population which is the audience of change.org, with a total sample of 210 people. This sample size is taken with the consideration that the data analysis used is SEM (structural equation modelling), and the minimum amount needed to reduce bias in all types of SEM estimations is 200 [5]. The sampling technique used is accidental sampling. Sampling using survey methods by distributing questionnaires to users of change.org.

In this research there are three latent variables namely; 1) forming factors of public opinion with indicators of likes, good intentions, interested, supportive, logical, in accordance with rules, according to intention, and current. 2) Construction of opinions with indicators of the suitability of thoughts, environmental opinions, opinions of the community, according to studies, community interests, and official policies. 3) Public opinion with indicators of trust, interest, welfare, improvement, and exchange of opinions. Of the three latent variables and indicators, the hypothesis is made which is a test of the problem under study.

- H1 = there is an influence from the variable forming factors of public opinion on public opinion

- H2 = there is an influence from the variable forming factors of public opinion on opinion construction
- H3 = there is an influence from the variable construction of opinion on public opinion

Data analysis uses the Structural Equation Model (SEM) which is a set of statistical techniques that allow testing of a series of relatively complex relationships, simultaneously [6]. What is meant by complicated is that simultaneous models formed through more than one dependent variable at the same time act as independent variables for other tiered relationships.

Structural Model is an overview of the structure of relationships that form or explain causality between factors.

III. RESULTS AND DISCUSSION

Based on AMOS 20.00 output, a full SEM model diagram is obtained as shown in Figure 1.

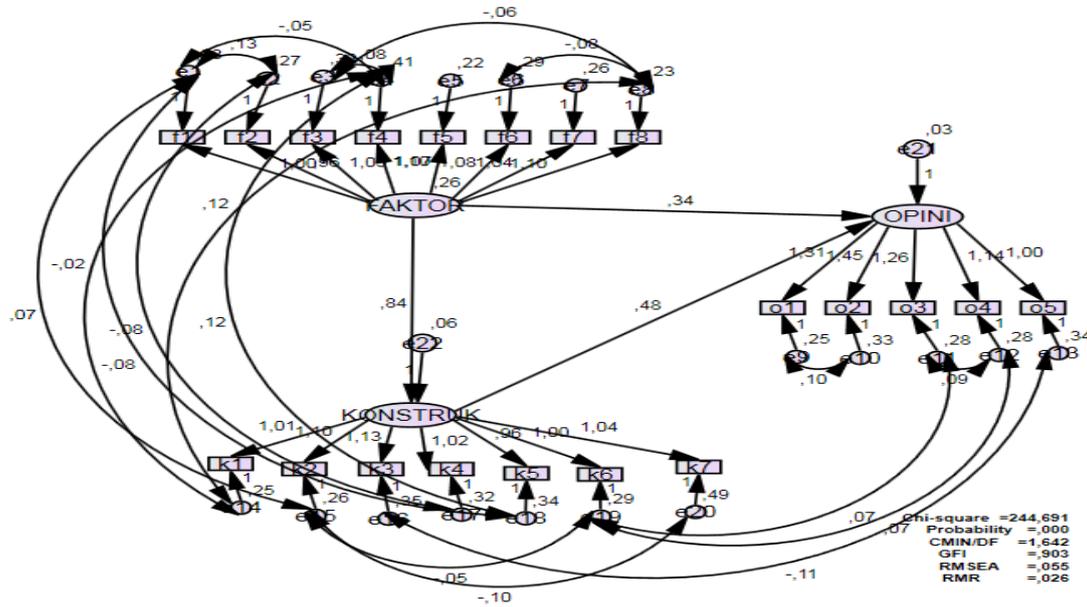


Fig. 1. Full model diagram.

Further testing of the feasibility of the Full Model, it can be seen that the Full Model has a Goodness of Fit which is quite good because even though the Chi-Square value is 244,830 with probability (P) ≤ 0.05 that is 0.00 but the values of GFI, RMR, CFI, CMIN/DF, and RMSEA have been met recommended values. In more detail the results of the Full Model test can be summarized in the following table:

TABLE I. MODEL FIT

No.	Goodness Of Fit Index	Cut off Value	Result	Criteria
1.	Chi-Square – Significance prob	≥ 0.05	0.000	Bad Fit
2.	GFI	≥ 0.90	0.903	Good Fit
3.	RMR	≤ 0.05	0.026	Good Fit
4.	RMSEA	≤ 0.08	0.055	Good Fit
5.	CFI	≥ 0.95	0.958	Good Fit
6.	CMIN/DF	≤ 2.00	1.642	Good Fit

From table 1. Above, it can be concluded that a whole Full Model is an acceptable Fit Model. According to Ghozali [7], Waluyo [8], Wijaya [9] and Widarjono [10], overall Goodness

Of Fit (GOF) can be assessed based on a minimum of five criteria. While Latan [11] took the opinion that the use of four to five criteria for goodness of fit is considered sufficient to assess the feasibility of a model. This shows that the two structural equations produced by the model fit (Full model) in this study can be used to explain the relationship and influence between exogenous variables and the endogenous variables. While the magnitude of the influence of each independent variable on the dependent variable will be tested statistically so that it can be known which independent variables have a significant and most dominant influence on the dependent variable.

Furthermore, to test the hypothesis can see from the results of Regression Weight, in more detail the results can be seen in the following table.

TABLE II. REGRESSION WEIGHT

	Estimate	CR	Probability
Construct ← Factor	0.844	8.030	0.000
Opini ← Factor	0.337	2.898	0.004
Opini ← Construct	0.478	3.777	0.000

Table 2. becomes a reference in testing hypotheses. The testing criteria is rejected Ho if the value of t-value or Critical Ratio (CR) ≥ 1.967 or P-value ≤ 0.05 , while the results of the test are as follows:

- CR value of $2,898 \geq 1,967$ then accept H1, so it can be concluded that the variables forming factors of public opinion have a positive and significant influence on public opinion.
- CR value of $8.030 \geq 1.967$ then accept H2, so it can be concluded that the variables forming factors of public opinion have a positive and significant influence on the construction of opinion.
- CR value of $3.777 \geq 1.967$ then accept H3, so that it can be concluded that the opinion construction variable has a positive and significant influence on public opinion.

Structural equations produced by the full model in standardized regression weights are as follows:

Structural equation 1:

$$\text{Construct} = 0.876 \text{ Factor} + 0.233$$

Structural equation 2:

$$\text{Opinion} = 0.404 \text{ Factor} + 0.553 \text{ Construct} + 0.139$$

TABLE III. STANDARDIZED REGRESSION WEIGHTS

	Estimate
f1 ← Factor	.641
f2 ← Factor	.686
f3 ← Factor	.691
f4 ← Factor	.662
f5 ← Factor	.760
f6 ← Factor	.715
f7 ← Factor	.723
f8 ← Factor	.764
o5 ← Opini	.593
o4 ← Opini	.677
o3 ← Opini	.713
o2 ← Opini	.734
o1 ← Opini	.750
k6 ← Construct	.680
k5 ← Construct	.635
k3 ← Construct	.686
k2 ← Construct	.729
k1 ← Construct	.707
k7 ← Construct	.591
k4 ← Construct	.666

To see the magnitude of the influence of each indicator on the latent variables can be seen in table 3. For the forming factor of public opinion variables can be seen the contribution of each indicator has a similar magnitude, with the greatest influence are logical indicators (f5) and current indicators (f8). For the public opinion variable the contribution of each indicator also has a similar size, with the greatest influence are indicator of interest (o2) and confidence indicator (o1). For the constructional opinion variable the contribution of each indicator also has an almost equal magnitude, with the greatest

influence from factual indicators (k1) and thinking suitability indicators (k2). This finding is relevant to the results of the study stating that prosumers (active users) believe they are highly influential in their social networks and are both directly and indirectly more likely to try to persuade others, engaged social media users attempt to persuade others and suggest personal influence remains viable within social media [12]. Socioeconomic characteristics such as age, income and education tend to be related to opinions about issues [13].

Influence analysis is intended to see how strongly the influence of a variable with other variables both directly and indirectly. The results of the calculation of direct, indirect, and total influence are as follows:

TABLE IV. DIRECT EFFECTS

	Factor	Construct	Opini
Construct	0.876	0.000	0.000
Opini	0.404	0.553	0.000

TABLE V. INDIRECT EFFECTS

	Factor	Construct	Opini
Construct	0.000	0.000	0.000
Opini	0.484	0.000	0.000

TABLE VI. TOTAL EFFECTS

	Factor	Construct	Opini
Construct	0.876	0.000	0.000
Opini	0.888	0.553	0.000

It can be seen that the direct or indirect influence of the variables forming public opinion on public opinion has almost the same value.

IV. CONCLUSIONS

Based on the results of the analysis, it was found that the factors forming public opinion influence the construction of opinion, and the influence of constructing opinions on public opinion is greater than the influence of the forming factors of public opinion. When viewed from the direct and indirect influences, opinion forming factors have a greater total influence than the construction of opinions on public opinion mediated by change.org.

Based on the results of testing the hypothesis there is the influence of each independent variable on the dependent variable obtained as follows:

- Although without going through the process of constructing opinions, public opinion through change.org media can be improved by forming factors of public opinions
- Even without the forming factors of public opinions, public opinion through change.org media can be improved through opinion construction
- The process of constructing opinions through change.org media can be enhanced through the forming factor of public opinion

Dominant indicators that influence the variables forming opinion factors are logical and current opinions, for the construction of opinion variables, the dominant indicator that influences are the actual opinion and in accordance with one's thoughts, while the dominant indicator that influences the public opinion variable is the belief in opinions and interest in the existence of that opinion.

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