Ethnic Entities in Political Messages to Voters Behavior

1st* Abrar Adhani
Communication Studies
Universitas Muhammadiyah Sumatera Utara
Medan, Indonesia
abraradhani@umsu.ac.id

2nd Akhyar Anshori
Communication Studies
Universitas Muhammadiyah Sumatera Utara
Medan, Indonesia
akhyaransori@umsu.ac.id

Abstract— Medan City is a city inhabited by various ethnic groups, both native Indonesian tribes and ethnic groups from other nations. Even though Medan City is Identical with Malay tribe, currently Malay tribes in Medan City are not the dominant tribes. Ethnic diversity contained in the city of Medan, has its own approach and strategy that cannot be avoided from any general election momentum. Ethnic entities always accompany every political message conveyed by candidate to be known and influence voters. Therefore, this research study looks at how ethnic entities in political messages influence voter behavior. The study was conducted with a quantitative approach with data collection techniques through questionnaire aids conducted to 400 respondents. Data analysis technique is done through a single table description analysis. The results found that 56.25% of respondents said they had seen or knew that candidates for legislative candidates used tribal language oy symbols in socializing themselves. Where 83.11% of respondents stated that the use of ethnic entities in the socialization carried out by the candidates helped voters to know and know the candidates. From 83.11% of the respondents, 38.51% of respondents stated that the use of ethnic entities by the candidate gave consideration to respondents to determine their political choices. The use of ethnic entities is one of the most effective ways to socialize themselves and the programs that will be offered to voters. This approach through ethnic entities depends very much on how the message is delivered in accordance with what is expected by the voters.

Keywords— Ethnic Entities, Political Messages and Voter Behavior

I. INTRODUCTION

Medan City is a city inhabited by various ethnic groups, both native Indonesian tribes and ethnic groups from other nations. Medan city was once identical to the city which has civilization based on Malay tribe. Currently Malay tribes in Medan City are not the dominant tribes. The cultural shift and the development of Medan City, resulted in the Malay tribe population of Medan, shifted towards the suburb of Medan city. In the center of Medan city nowadays, ethnic tribes are ethnic groups originating from various regions in North Sumatera even some from other countries. Ethnic diversity in the city of Medan, led to a model of its own approach in conveying and responding to messages from its community. It is also in connection with the general election momentum, where the approach and strategy are required to achieve their sympathy and community choices.

A political message capable of providing an understanding of voters, a must-do in influencing voters behavior, [1] revealed through his research results that by using certain language and according to the condition of society is one step to influence voters. The political message presented through a tribal approach, is one of the alternative that can be done in evocative behavior of voters themselves. Where, the political message conveyed by the ethnic entity approach at the time of the campaign can be used as an opportunity to convey the vision, the mission, and ideas offered in the face of community issues. Reyes [2] confirms that a political communicator should not only give voters political promises, but political communicators should be able to convince voters with his ability to convey a message and demonstrate his integrity. Therefore, political communicators should be able to focus their message delivery through a persuasion approach, one way is through an ethnic entity approach.

The political message conveyed to voters is a form of commitment made by candidates to influence voters behavior. [3] found that not all political commitment delivered by candidates were an act that was not exercised when they presided over, even inventions gained [4]–[6] found that the candidates who won the Constestation realized the commitment he had delivered at the time of the campaign. The political commitment presented are essentially one of the political contracts built between candidates and voters. In other words, elected candidates must fulfill their political commitment and likewise for voters who will always evaluate every campaign commitment delivered by the candidates both subjective and objective [7], [8].

In political messages, there is a satire used as part of humor and is very influential in building public opinion since ancient Greek [9]. Where the political message is part of the candidate mobilization in accordance with the interests of the group that allows the emergence of potential conflicts between advocates and those who do not support [10]. Where an effective campaign is an activity in the effort to influence political participation of voters [11].

Associated with the diversity of ethnic groups in the city of Medan, the study found how ethnic entities in political messages to voter conduct.

II. RESEARCH METHOD

Due to the lack of the availability of official research in force relating to the context between political and ethnic entities, the article uses quantitative methods with experimental approach by collecting data from various

ethnicities. Data collection techniques conducted through the distribution of the questionnaire aids to the 400 respondents who were registered voters in the 2019 election in the city of Medan from a total of 1,621,197 voters. Data analysis technique is done through a single table description analysis.

III. RESULT AND DISCUSSION

The results of this study found that the respondents were elected voters who had the age of 17-30 years about 24.75%, 31-60 year 68.75% and above the age of 60 year 6.50%. If it is seen from the background of the ethnic group, 33.25% of the respondents were Javanese, 14.00% of the Toba tribe, 12.00% of the Malays, 11.00% of the Mandailing tribe, 10.00% Minang, 6.75% Acehnese, 4.00% Chinese, 3.00% Karo, 3.00% of the Simalungun tribe and others around 3.00%.

TABLE I. MOST TRUSTED MEDIA RESPONDENTS

Media Type	Frequency	Percent
Television	262	65.50
Radio	6	1.50
Newspaper	17	4.25
Magazine	1	0.25
Online Media	45	11.25
Social Media Group	5	1.25
Social Media	55	13.75
Others	9	2.25
Total	400	100.0

Meanwhile, related to the most effective media in socializing candidates, the television channel ranks first with 27.75% which chose it, continued by dialogue or met directly with candidates around 26.50% and through banners or billboards around 25.75%. While the most memorable media by respondents to the vision and mission of the candidate, 30.50% of the respondents stated through dialogue or directly met with the candidate, 30.25% of other respondents stated through information delivered through television and 21,255 respondents also stated through banner media or billboards.

TABLE II. THE MOST EFFECTIVE MEDIA THAT SOCIALIZE CANDIDATES AND MEDIA ARE MOST EASILY REMEMBERED BY RESPONDENTS ABOUT THE VISION AND THE MISSION OF CANDIDATES

Media Type	The most effective Media socializing candidates		The most memorable Media by respondents deals with the vision and the mission of candidates	
	Frequency	Percent	Frequency	Percent
Banners	103	25.75	85	21.25
Newspaper news / Radio news	9	2.25	15	3.75
Television news	111	27.75	121	30.25
Dialogue/meet up/ live	106	26.50	122	30.50
Poster, Sticker, name card	10	2.50	8	2.00
Advertise	9	2.25	4	1.00

unresponsive	52	13.00	45	11.25
Total	400	100.00	400	100.00

To learn about the use of the language or symbols of the region used by legislative candidates 2019 years ago, 56.25% of respondents or 225 people claimed to have seen or learned that candidates for legislative members used a tribal language or symbol of socializing themselves. Where 83.11% of respondents or 187 people include stating that the use of ethnic entities in socialization conducted by candidates assist voters in getting to know and familiar with the candidates.

TABLE III. USE OF SYMBOLS OR ETHNIC ATTRIBUTES IN THE CAMPAIGN VIEWER TO ASSIST VOTERS IN GETTING TO KNOW CANDIDATES

Ethnic groups	The use of symbols or ethnic attributes in the campaign viewer helps voters in getting to know candidates		
	Yes, Helpful	Not Helpful	unresponsive
Tapanuli	8	1	4
Jawa	52	17	64
Mandailing	23	4	17
Minang	18	9	13
Aceh	16	2	9
Tionghoa	10	0	6
Toba	20	4	19
Karo	4	0	8
Simalungun	6	0	6
Melayu	25	1	22
Others	5	0	7
Total	187	38	175

From 83.11% of respondents or about 187 people, 38.51% of respondents or about 72 people stated that the use of ethnic entities conducted by candidates, giving consideration to respondents or voters to determine their political choices.

TABLE IV. USE OF AN ETHNIC ENTITY ASSISTS VOTERS IN DETERMINING HIS OR HER RIGHT OF CHOICE

Ethnic groups	Use of an ethnic entity assists voters in determining his or her choice		
	Yes, Helpful	Not Helpful	Unresponsive
Tapanuli	3	5	5
Jawa	19	33	81
Mandailing	12	11	21
Minang	7	11	22
Aceh	5	11	11
Tionghoa	5	5	6
Toba	6	14	23
Karo	1	3	8
Simalungun	2	4	6
Melayu	9	16	23
Others	3	2	7

Total	**72**	**115**	**213**

For voters in Medan City, information presented by television media is one of the most trusted sources by voters to obtain information specifically related to elections and to know the vision and mission of the candidates. This is in contrast to the results of research conducted by [12] about the political belief over the Internet conducted against 36 countries, where the study found that public trust related to politics is heavily influenced by information presented over the Internet. Housholder & Lamaree [13] in his research found that involving social media in the campaign dramatically increased the likelihood of voters engaging in political participation.

Related to the political message and ethnic entity, the diversity of ethnic groups in Indonesia, particularly in Medan city of North Sumatera province, requires that each candidate who will compete for the sympathy of society, must be able to conduct various alternative activities that can influence the behavior and attitudes and conduct of voters. Kobayashi [14] confirms that political identity remain in a pluralist or multicultural society. The use of ethnic entities in socializing itself as candidates who competed in the elections, showed that it was done to approach voters and to emphasize what Kobayashi told.

IV. CONCLUSION

Based on the results of the research found, voters still make information through television media to be part of the information that can be trusted related to the general election activities, as the results found are 65.50%. Similarly, the media that makes it easy for voters to recognize candidates, 27.50% of voters stated through television information, while the media to recognize the mission vision of prospective candidates, 30.50% of voters stated through face to face dialogue.

While it is associated with the use of ethnic entities as one of the most effective ways of socializing and the programs that will be offered to voters, 56.25% of voters say it assist voters to identify existing candidates. Thus, the approach through ethnic entities is one of the steps that can be taken to influence voter behavior, although this approach is very dependent on how the message is delivered according to what voters are expecting.

REFERENCES

[1] H. Chou and M. Yeh, "Minor language variations in campaign advertisements : The e ff ects of pronoun use and message orientation on voter responses," *Elect. Stud.*, no. August, pp. 0–1, 2017.

[2] A. Reyes, "Building intimacy through linguistic choices, text structure and voices in political discourse," *Lang. Commun.*, vol. 43, pp. 58–71, 2015.

[3] J. C. Dupont, E. Bytzek, M. C. Steffens, and F. M. Schneider, "Which kind of political campaign messages do people perceive as election pledges?," *Elect. Stud.*, vol. 57, pp. 121–130, 2019.

[4] A. Born and P. Van Eck, "An Experimental Investigation of Election Promises," vol. xx, no. xx, pp. 1–21, 2017.

[5] E. Naurin and W. European, "Is a Promise a Promise ? Election Pledge Fulfilment in Comparative Perspective Using Sweden as an Example," no. October, pp. 37–41, 2014.

[6] K. Schermann and L. Ennser-jedenastik, "Coalition Policy-Making under Constraints : Examining the Role of Preferences and Institutions," no. March 2014, pp. 37–41, 2013.

[7] R. Thomson and H. Brandenburg, "Trust and Citizens' Evaluations of Promise Keeping by Governing Parties," *Polit. Stud.*, vol. 67, no. 1, pp. 249–266, 2019.

[8] R. Thomson, "Citizens' evaluations of the fulfillment of election pledges: Evidence from Ireland," *J. Polit.*, vol. 73, no. 1, pp. 187–201, 2011.

[9] E. Botha, "A means to an end: Using political satire to go viral," *Public Relat. Rev.*, vol. 40, no. 2, pp. 363–374, 2014.

[10] A. R. T. Schuck, R. Vliegenthart, and C. H. D. E. Vreese, "Who ' s Afraid of Conflict ? The Mobilizing Effect of Conflict Framing in Campaign News," no. February, pp. 177–194, 2014.

[11] D. P. Green and M. Schwam-Baird, "Mobilization, participation, and American democracy: A retrospective and postscript," *Party Polit.*, vol. 22, no. 2, pp. 158–164, 2016.

[12] J. Lu, L. Qi, and X. Yu, "Political trust in the internet context : A comparative study in 36 countries," vol. 36, no. November 2018, 2019.

[13] E. Housholder and H. L. Lamarre, "Political social media engagement : Comparing campaign goals with voter behavior ଝ," *Public Relat. Rev.*, vol. 41, no. 1, pp. 138–140, 2015.

[14] A. Kobayashi, *Identity Politics*, Second Edition., vol. 7. Elsevier, 2020.