

Etika komunikasi politik kandidat: studi kasus janji kampanye rumah DP nol rupiah pasangan Anies-Sandi pada pemilihan gubernur-wakil gubernur DKI Jakarta 2017 = Political communication ethics of candidate: a case study on Anies-Sandi's campaign promise on zero rupiah DP of property ownership in the Jakarta's gubernatorial election 2017

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Abstrak

Tesis ini bertujuan untuk menelaah etika komunikasi politik kandidat gubernur-wakil gubernur Anies-Sandi terkait dengan janji kampanye pemilikan rumah DP nol rupiah dalam Pemilihan Gubernur-Wakil Gubernur DKI Jakarta 2017. Penelitian kualitatif ini menggunakan metode studi kasus. Pengumpulan data dilakukan dengan mewawancarai informan. Peneliti tertarik mengkaji bagaimana masyarakat menilai etika komunikasi politik Anies-Sandi dalam menjanjikan rumah DP nol rupiah. Penilaian etis itu menggunakan model tiga poros etika Bruce E. Gronbeck, yakni: motif, karakter, dan kompetensi.

Hasil penelitian menunjukkan adanya kecenderungan preferensi pilihan politik mempengaruhi bagaimana penilaian etis masyarakat terhadap kandidat, baik pada aspek motif, karakter maupun kompetensi. Selain itu, ada kecenderungan perbedaan persepsi terhadap pesan politik-dalam hal ini janji kampanye rumah DP nol rupiah-juga turut menentukan bagaimana penilaian masyarakat terhadap etika komunikasi politik kandidat pada tiga poros etis tersebut.

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The purpose of this thesis is to evaluate political communication ethic of Anies-Sandi as a governor-vice governor candidate in the matter of campaign promise on zero rupiah down payment of property ownership in the Jakarta's gubernatorial election 2017. This qualitative research use study case method. Data collection is conducted by interviewing informants. The researcher interested in elaborating how the public evaluate political communication ethic of Anies-Sandi when they promised zero rupiah down payment of property ownership. The main framework for analysing the ethical dimension will be ethical judgment model of Bruce E Gronbeck's three ethical pivots: motives, character, and competence.

The result of this research found that political preference tends to influence ethical judgement toward candidate in term of motive, character, as well as competence. It also show that perception difference on political message-i.e. campaign promise on zero rupiah DP- tend to affect the ethical judgement toward candidate's motive, character, and competence.