

Relasi parasosial dan goodwill dalam pemilu Presiden 2019 = Parasocial relationship and goodwill during the Indonesian 2019 election

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Abstrak

Dalam perilaku politik, evaluasi para pemilih terhadap diri seorang calon politisi telah ditemukan menjadi sesuatu yang penting dalam perilaku politik seseorang. Akan tetapi, meskipun variabel kompetensi dan karakter sudah sering diteliti, masih sedikit penelitian yang meneliti hubungan antara politisi dan pemilih yang ada dari sisi goodwill politisi. Padahal, goodwill ditemukan mampu melengkapi kompetensi dan karakter dalam menentukan kredibilitas politisi. Selain itu, masih sedikit pula yang melihat bagaimana sisi relasi parasosial dalam politik, meskipun relasi parasosial telah dibuktikan mampu mempengaruhi perilaku politik seseorang. Oleh karena itu, penelitian ini ingin melihat bagaimana goodwill mempengaruhi relasi parasosial dalam politik. Partisipan yang digunakan adalah orang-orang yang mengikuti pemilu presiden tahun 2019 (N=221) dengan umur 18-64 yang diuji menggunakan alat ukur Goodwill, Positive Parasocial Relationship, Negative Parasocial Relationship, serta alat ukur Ideologi Politik. Analisis regresi berganda menunjukkan bahwa goodwill memiliki pengaruh yang signifikan terhadap relasi parasosial positif dan relasi parasosial negatif. Meskipun begitu, tidak ditemukan relasi antara relasi parasosial positif dan relasi parasosial negatif yang signifikan. Berdasarkan hasil yang didapatkan, diperlukan penelitian untuk melihat lebih lanjut karakteristik-karakteristik demografi lain yang mampu ikut berpengaruh dalam perilaku memilih serta penelitian lanjutan dalam bentuk longitudinal untuk melihat lebih lanjut interaksi variabel-variabel yang ada.

..... In politics, personal evaluation of politicians by their voters is important for a person's political behavior. However, while competence and character have received considerable attention, little research has been done when it comes to the goodwill of politicians, even though it was found that goodwill could supplement both competence and character when it comes to determining the credibility of politicians. Furthermore, little research has also been done regarding parasocial relationships in politics, even though it was found that it could affect a person's political behavior. Thus, this research intends to see how goodwill affects parasocial relationships in politics. Participants of this research were those who participated in the 2019 presidential election (N=221) with the age of 18-64. Goodwill, Positive Parasocial Relationship, Negative Parasocial, and Political Ideology scale were administered to measure the relation between Parasocial Relationship and Goodwill. Multiple hierarchical regression showed that goodwill has an effect on both positive and negative parasocial relationship. However, no significant relation was found between positive parasocial relationship and negative parasocial relationship. Based on the results, further research is needed to look into other demographical characteristics that can also have an influence on voting behavior and also future researches conducted in longitudinal forms to look further into how these variables interact with one another.