

Politicians Opinion to the Survey Institute Credibility about their Electability in Legislative Parliament Elections of South Sulawesi, 2014

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Abstract

The presence of the survey has a strategic role for a politician or political party in any political momentum, but credibility is a key condition that must be owned by an institution to remain trusted. This survey study aims to find out the politicians opinions and the factors that influence the opinion of politicians towards the credibility of institutions survey regarding their electability in Legislative and Parliament Elections in 2014 of South Sulawesi. This study is qualitative descriptive research. The informants are 12 politicians from different parties and the leaders of the survey. Sampling was done by purposive. Data collection is done through interviews and observation. Data were analyzed using interaction model developed by Milles and Huberman, the data that has been obtained is then processed through the three channels of qualitative data analysis: data reduction, data presentation and conclusion. This study shows that politicians tend to still believe in the credibility of the institution surveys and survey results released by the agency. Factors that influence the opinion of politicians are motivated by internal and external factors. Internally the politician's opinion affected by factors of experience and education while externally influenced by the traditions of the party and the credibility of the institution. Politicians survey reveals there are five criteria for the credibility of an institution that survey: survey record track, a track record of leadership survey agencies, human resource professionals, positive image, and has clear office. Strategies survey conducted by the agency in maintaining relationship with politicians is through an approach that is emotional and approach that is professional. Expected

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survey agencies can formulate the survey methodology relevant to any existing political dynamics, such as money politic a phenomenon occurs in election. Here politicians are also expected to be selective and based on an ideal standard in using survey agency.

Keywords: *Politicians, Survey Institute, Credibility and Legislative Elections*

1. Introduction

In the modern political era presence survey agency has a strategic role for a politician or political party. The important value of survey agency in the transition to democracy because of the principle of representativeness and keilmiahannya (scientificness) is a key element in formulating a policy decision and relevant to the needs of the community. Results survey also often used by politicians to measure public opinion elektabilitas and associated imagery politicians of a party or image itself. Therefore, it is difficult to be separated between the political and institutional surveys. A political process would be measurable and objective survey agency involvement in it, but also survey agencies are on track to be controlled so that its existence is not actually undermine the democratic order. In the early days of democracy in Indonesia, the survey institute is aimed essentially idealistic, such as what was done by the Indonesian Democratic Development Foundation (YPDI). These institutions received financial assistance from donor Japan to monitor the progress of democracy in Indonesia. From that goal, then stood Indonesian Survey Institute (LSI) in 2003 which was developed to carry out surveys of public opinion the latter is regarded as a pioneer with ideal standards (Indonesia 2014, 2014: 8). Growth and development of the survey institute in conjunction with the development of democracy and political dynamics that occur in an area that has a fairly dynamic development of democracy is the province of South Sulawesi. In quantitative, statistical figures give a positive picture of the development of democracy and development performance in South Sulawesi. Central Bureau of Statistics (BPS) released data Indonesian Democracy Index (IDI) in South Sulawesi 2009 to 2013 was the second highest nationally. In 2007, the economic growth performance of South Sulawesi has exceeded national performance, even higher growth in 2012 occurred when the National growth decreases. The poverty rate in the province is also below the national level and tended to decline each year. It is not surprising in any democratic momentum both elections and an election, South Sulawesi became a political barometer in eastern Indonesia and has always been a concern of the political elite, businessmen, and religious organizations as well as youth. This reality also encourages attendance survey agencies in the political process in this province.

Sindo (2013) proclaiming a number of institutions that have sprung up before the local survey Legislative Elections (Pileg) Parliament of South Sulawesi, April 9, 2014, among others: Celebes Research Centre (CRC) Insert Institute, ISPEI, Scrip Inter Media, Politica Index Indonesia (IPI), Ambassador Politica Indonesia (DPI), Circle Journals Indonesia (LJI), Indonesian Survey Foundation (YSI), Indonesian Survey Institute (ISI), Adhyaksa Supporting House, Adhayksa Consulting, and the Indonesian Survey Bureau. Until now, enrolled a total of 33 surveys are included in the membership of the Association for Public Opinion Research Indonesia and 21 surveys are listed in the membership of the Association of Indonesian Public Opinion Survey (perception), which perform activities of political advocacy and public opinion surveys (AROPI, 2014). The numbers of survey institutes are not entirely, outside the membership AROPI and are still a perception surveys are much more numerous both national and local. The phenomenon of the current survey institute has become a political new industry. In addition to the survey agency work based on the code of ethics of research, there is also a survey agencies have ignored the code of ethics and are merely just looking for profit. The performance of survey agencies sometimes bring confusion to the public on the results surveys that they release, in various political momentum frequent differences among the results of a survey among institutions survey. Many surveys are mushrooming currently have ignored the ethical and scientific principles and research objectivity. Vice Chairman of the Association of Indonesian Public Opinion survey (Perception), M. Qodari revealed that at this time many surveys are considered to be not credible and sell the results of the survey to the certain parties. Trust to survey agency was slowly decreased (CNN News, 2014).

Research of Ballian Siregar (2010), about the professionalism of the public opinion survey agencies in the presidential election of 2009. The study compared the professionalism of the two leading survey institute homeland, the Indonesian Survey Circle and the Indonesian Survey Institute. Siregar concluded that the level of professionalism of the public opinion survey agencies vary, it can be said even if the professional does not refer to the criteria set out Maagie Schammell professionals in their studies for the US election campaign in the late 1990s, among others, the code of conduct that must be implemented. In point code of ethics among others mention any survey report must include the source of funding to position the institution to whom the survey work (Independent Pollster/public or campaign Pollster Pollster (Siregar, 2010: 120-121). Siregar surveys reveal two institutions are equally making mechanism of the survey, it's just not completely ignoring the code of conduct survey agencies, particularly the funding aspects of the survey. Research Siregar tend to be more appreciated by the Indonesian Survey Institute for the results of the survey report states the obvious sources of funding. Indonesian survey Institute is

more transparent than the Indonesian Survey Circle. Though by Siregar, the spirit of transparency is a requirement of democracy (Siregar, 2010: 123-124). Therefore, this study aims to determine how the opinion of politicians and the factors that influence the opinion of politicians in the credibility of the survey institutions, particularly their confidence in elektabilitas survey results released by each institution in the legislative election survey, 2014. From the Parliament of South Sulawesi politicians of view of this study is expected to provide an overview of the survey institute lunge Pileg momentum especially in parliament in the South. Because should politicians are the main actors who have direct experience of interaction and transaction with survey agency.

2. Materials and Method

2.1 Location of Research

This study was conducted in South Sulawesi (Sulawesi). It was quite dynamic and is known as a national and East Indonesia political barometer. This inviting entry of a national survey agencies and encourage the emergence of many local survey agencies participating in local political contestation.

2.2 Subject Research

Research subject determined purposively. Subject in this study is the 12 politicians who came from different parties that participate in the legislative elections for Parliament of South Sulawesi in 2014, of which there are 7 people with the status as incumbent and there are 5 people with the status of migrant candidates. In this study, the researchers also conducted interviews with the four institutions survey.

2.3 Sources of Data

Primary data in the study came from the information provided by the informant through in-depth interviews and secondary data obtained from observation. While data relate to this research and research problem were also obtained.

2.4 Data Collection

This study used a qualitative research approach with observation interview technique, using two

methods: research against documents documented and written related directly or indirectly to the object of research and in depth interviews to the politicians in the province.

2.5 Analysis of Data

All obtained processed through three channels qualitative data analysis: data reduction, data presentation and conclusion (Miles and Huberman, 1992).

3. Results

All obtained data from this research are presented in term of descriptions to meet the requirement of the study method (Abdi, 2014).

3.1 Politicians Opinion to the Survey of Institute Credibility against their electability in Legislative Parliament Elections of South Sulawesi. 2014

In Legislative Parliament Elections (Pileg) of South Sulawesi 2014, in general there are four models use surveys are conducted by politicians, among others, (1) the party and personal use survey institute (2) only party which uses a survey institute (3) only private using survey agencies, and (4) do not use the personal and party survey agency. From the research, there are two different opinions were raised related to the level of trust politicians (candidates Parliament of South Sulawesi) in the credibility of the survey agency elektabilitasnya survey results released by the survey agency, namely trust the results of the survey and the dubious results of the survey, (Abdi, 2014).

The first category is the politicians believe the results of the survey explained that the Parliament of South Sulawesi legislative elections politicians tend to trust the results of a survey released by the survey agency regarding electability. But the politicians who believe electability survey released by the survey agency basically have a different way of forming beliefs, among others: (1) by measuring the results of the survey with the movement in the field, politicians are more likely to trust the results of the survey results are judged to describe the movement of politicians in field, (2) compare the results of a survey released by agencies existing surveys, both privately contracted with contracted by the party or by comparing the results of the survey obtained information directly to the personal communication with survey agency for politicians who do not perform

contract personally. The results of the survey have close relations with each other figures tend to be more trusted by politicians.

The second category is dubious politician's elektabilitasnya survey released by agencies. It is based on the views of politicians who think that rationality survey methodology in pileg irrelevant to measure elektabilitas candidates personally. Survey methodology used in pileg should specifically design according to the characteristics of the electoral system in pileg. Politicians who doubted the results of the survey found that the methodology used by the polling center at approximately the same pileg used in the election, while the characteristics of voters, the number of contestants and electoral systems in different pileg. Surveys in pileg considered more relevant if the measure of each party elektabilitas dapilnya.

3.2 Factors Affecting Opinion Politicians

Broadly speaking, the factors that influence the opinion of politicians is the background that influence and shape political opinion in view of the credibility of the institution survei. In this research, there are two factors that influence the opinion of politicians, namely internal and external factors. Internal factors consisted of factors politician experience and education factors: (a) the experience factor. Politicians who have experienced using the survey institute, which is used both personally and by his party, have an understanding of the survey agency anywhere that has credibility. Experience politicians use during this survey agencies are not directly involved in shaping the understanding politicians see what systems and methodologies used by the survey agency, including comparing the accuracy and precision of the survey results of each survey agency. Institute survey has credibility based on the experience of politicians tend survey results will also be trusted. (b) Education factor. The level of education of politicians in this study averaged background Magister. There are Bachelor and politicians who admitted that his opinion against their electability influenced by pendidikannya. Factor of educational background is the scientific basis for a politician to understand the system and methodology used by the survey agency. So, tendency of politicians to believe electability by politicians in the knowledge base to see how relevant and rational methodology used by the survey agency.

While the opinion of the external factors influenced by the tradition of party politicians and credibility survey agencies: (a) the party tradition. The tradition of the party who subscribe (often used) specific survey agencies in any political momentum to influence the views of politicians to institute. Politicians survey found that selected survey agency and often used by his party believed

to be based on a consideration of the party confidence survey agency terse but. Politician in view a survey of institutions based on how the party sees a tendency survei. So, institutions trust politicians electability only from surveys are trusted by his party (b) the credibility of the institutions survei. Credibility of survey institute is one of the factors that also influence view of the results of the survey electability. Politicians tend to trust their electability if released by the agency, according to a survey they have credibility in the eyes of the public. Based on the interviews, there are 5 criteria according to the survey agency credibility of politicians, including: (1) track record survey agency. Track record survey agency is the track record of the survey agency that the survey showed that the institution has the ability to present accurate data quality in the various political momentum (2) Track record of leadership survey agency. Track record is a survey of institutional leadership track record or experience possessed by leaders. At survey agencies generally do not directly trust politicians if the survey agency was unknown. However, although the new survey agency known, politicians will believe that if the survey agency has known track record of leadership or individuals who manage the survey institute as people who already have experience working in the activities of the survey (3) has a professional human resources. Professional human resources needed by each agency survey quantity. Because of both in quality and in managing the survey requires academic capacity to formulate instruments and methodology, and in quantity requires qualified field personnel to collect data representative. So, credible surveys are ideally filled by HR professional (4) image survey. Image of agency survey institute is the impression perceived by politicians to a survey agency. Surveys are known to have a positive impact on the image of the big names for the survey agency. So for politicians, the credibility of the survey institute can be seen from the image or a big name that is owned by an agency survey. The image is owned by the survey agency is a symbol of its quality (5) has a clear office. The existence of the office is one of the criteria for a reliable survey agency. Institute survey has indicated that the agency's office of professional and transparent survey in partnership with its clients. Institute survey has demonstrated the seriousness of the agency's office of the survey focused on the areas that practiced permanently. Most surveys are considered fake and generally not have offices and sometimes their presence is seasonal.

3.3 Strategy Survey Institute in Maintaining Relationship with Politicians

Strategies survey agencies maintain its relationship with politicians is a series of measures or process approach built by the survey agency those partnerships with politicians as clients who use the services of the survey is maintained. From the research, there are two models, namely the approach taken by politician's emotional approach and the approach that is both emotionally

professional. Approach built form through interpersonal relationship or friendship between personal leadership politics. Meanwhile survey agency with the professional approach is a survey conducted by institutions with maintain credibility through quality data output. In general, the way in which the pollsters to obtain good quality survey data is to formulate an appropriate survey instrument research needs, determine appropriate methodologies and samples, and conduct strict supervision to field personnel or surveyor in charge of absorbing the data in the field.

4. Discussion

Opinions response or a politician is a politician open attitude towards an object or phenomena. Sunarjo (1984: 31) argues that an opinion is an open response to a problem or issue that is expressed by the words that are submitted in writing or orally. Opinions expressed statement used to say with words, also commonly expressed by gestures or other means which implies that it is understood meaning (Arifin, 2014: 59). Opinion is a statement against a party preference or choice argument there; it is a cognitive as well as evaluative (Mc Quail, 2011: 279). Opinion proposed by politicians illustrates the tendency attitude in assessing whether or not an institution credible survey.

The results showed the attitude of politicians divided into two opinions, namely trust and dubious results released by the survey agency. But the dominant politicians more likely to trust the results of a survey released by the survey agency. Belief is a mental state that was based on a person's situation and its social context, when a person takes a decision, he would prefer a decision based on the choice of the people who he can trust more than the less believed (Moorman, 1993). Although trust the survey results of the survey were assessed credible institutions over the years, but in the context of trust politicians Pileg formed by different processes. Survey results released by the survey agency not necessarily be trusted so alone but through the process of comparing the results of a survey among institutions surveys and compares the political movement of politicians in the field. Politicians realized that in Pileg bias potential is quite large because of the survey results and the characteristics of the political dynamics quite typical, slightly different from the other political momentum pilkada. In Pileg such highly dynamic characteristics of voters, then in terms of the number of contestants, the number of candidates per constituency (electoral district) fairly many then the difference between the percentages of candidates in the electoral district is also very thin. There are also the underlying dubious candidates in the survey results because it considers rationality Pileg survey methodology to measure each candidate's electability not relevant. There is level of difficulty in identifying the prominent figure of each electoral district.

In election, money politics phenomenon also affects the results of a survey of candidates tend slip. Electability of money politics is a political reality that is not captured by the survey results in election. The result of electability surveys generally performed three times, most recently held the week before the election survey. Massive movement and political maneuvering new candidates generally start maximized one week before the election. So the phenomenon of politics such as money movement is not identified by the survey results. Yet politicians still believe electability survey results because of the view that the reality of money politics is out of control survey agency. While the factors that influence the opinion of politicians can be seen from two factors, namely internal and external factors. The internal factors consist of educational experience and politicians. Background politicians formed a partnership with the survey institute is one of the experience for politics. Abelson (in Kasali, 1994: 23-24), revealed that one size up a person consists of elements of perception (perception), a process of giving meaning that stems from several factors, including educational background, habits and customs were adopted person, past experiences, shared values (moral, ethical, religious and adopted), news and opinions are growing that then have an influence on one's perspective.

In this research, experience and education is the dominant factor influencing politicians internally in assessing the credibility of the institution survey. Experienced politicians use during this survey agencies in various political momentums to help politicians in observing and assessing what systems and methodologies used by the survey agency, including comparing accuracy and precision of the survey results of each survey agency. Institute survey has credibility based on the assessment of politicians tend surveyed will also be trusted. In the phenomenological concept explores the human experience, that humans actively understand the world around him as a life experience and actively interpret that experience to give meaning to something that happened (Little john, 2012: 23). Therefore, the interpretation is an active process to give meaning to something experienced by humans. In other words, understanding is a creative act, the action towards meaning. Experience in using survey agency gives special meaning for politicians in perceiving or judging a person's body survey. Because experience is the knowledge base that contains a meaning and directs a person's tendency to behave in accordance with the assessment of its meaning.

Real education is one form of experience formal education. Proses of politicians passed before a bench of lectures given basic knowledge of the concept of research, both in theory and practice, both obtained in the course (statistics and research methodology) as well as through the final project (thesis and thesis). So that the educational experience possessed contributed to form the

intellect of politicians in understanding the methodology and system surveys are based on the study concept. Knowledge obtained from formal education in college is a past experience that leads politicians currently assessing the performance of a survey institute. So that the conclusions are constructed by politicians on the ability of an agency survey also will based on its scientific capacity. While externally, political opinion on the credibility of the survey agency is influenced by the tradition of the party and the credibility of the survey agency itself.

Party which has a tradition often use a particular survey every institution of political momentum to the survey indicated that the agency believed and assessed kredibel. Trust indicate the existence of values and characteristics contained in a party when identifying an institution such survey. It also indirectly influences the attitudes and behavior of politicians who are part of the organization's political membership. Organization culture is a system of shared meaning held by members that distinguishes an organization of other organizations. The system of shared meaning is the main set of characteristics that are valued by an organization (Robbins, 2003: 305) or cultural. Tradition awoke in a party, especially the intensity of the party using specific survey agencies establish meaning for politisi. Politisi have a tendency to trust surveys are believed by his party. Meanwhile, the survey also affect the credibility of the institution externally politicians view the results of the survey tend to trust their electability. If released by the agency, according to a survey they have credibility in the eyes of public. Credibility Company (survey agencies) plays an important role in influencing attitudes and decisions client or consumers (politician) (Laferty & Goldsmith, 1999; Goldsmith et al., 2000).

Credibility of the survey defined by Keller (1998) how much politicians as clients believe that a company in this survey agency, able to design and present a survey that can meet the needs and desires politics. Keller enters credibility as part or determinant of the reputation of the institution survey. Credibility survey institute is one aspect of reputation surveys are considered influential to the success of the survey agency. Reputation survey agency is defined as the perceptual representation of the combined past performance and future prospects survey agency. And this is expressed as a whole by the assessment or collection of personal opinion politicians concerned about the survey agency Keller (1998) explicitly states that an important element in the expertise and credibility is kejujuran. Jadi can be affirmed that the credibility of the survey institute is the perception of the skills and honesty a survey. Politics institutions tend to trust elektabilitasnya if released by the institution according to his perception survey has had credibility, (Robbnin et al., 2003).

The relationships that have developed between institutions and politicians in election survey and previous political momentum are to be symbiotic mutualism is a relationship of mutual need and mutual profitability. From results showed that the efforts made by the survey agency in maintaining relationships together politicians is a manifestation of the concept of public relations / public relations. Widjaja (2010: 55) reveals, relations is a public purpose to create, develop and maintain an attitude of gratitude that is fun for the institution or organization on the one hand and the public on the other hand with a harmonious communication and reciprocity. Meanwhile, according to Bertrand R. Canfield (Widjaja, 2010: 54), public relations has a function to serve the public interest, maintain good communication and emphasize the moral and good behavior level. Public relations function is to establish the relationship between the company and its clients in order to good communication, so that the company can know the desires of the public, and the public can also find out what the company. Survey agencies as much as possible do a good approximation so that the image and the impression is awakened in the eyes of politicians are positive. The image is a feeling, public self-image of the company, organization or lembaga. Kesan deliberately created from an object, person or organization. Image is deliberately created so that is positive (Ardianto, 2011: 62). For companies like body image survey is one of the most important assets for a relation partnership with the politicians is maintained.

5. Conclusions and Recommendations

Based on the results of research and discussion, it can be concluded that the dominant politicians tend to trust the credibility of the survey of their electability by survey agency in the legislative Parliament elections of South Sulawesi. Factors that influence the opinion of politicians consisting of internal and external factors. Internally opinion of politicians influenced by experience and education level politicians. While the politician's external opinion influenced by party tradition credibility by the survey itself. In this study, there were five criteria Politicians reveal the credibility of an institution survey, among other things: First, a track record of survey institutes. Secondly, the track record of leadership survey agency. Third, have professional resources (quality and quantity). Fourth, have a positive image (great name). Fifth, have a clear office.

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