

# **THE INFLUENCE OF POLITICAL NEWS ATTITUDE AND PERCEIVED IMPORTANCE OF RELIGIOUS ON INTENTION TO SUPPORT PDIP AFTER 2024 INDONESIAN GENERAL ELECTION**

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## **ABSTRACT**

The phenomenon related to the intention of public support for the Indonesian Democratic Party of Struggle (PDIP) is decreasing at a time when parties opposing it are increasing. Support intentions can be seen as a beneficial aspect for political parties from the perspective of human behavior in politics. Given the increasingly competitive political dynamics in Indonesia with the emergence of new parties, the decline in support for PDIP is a major concern. Although PDIP managed to win the 2024 Legislative Election, there was a significant drop in vote percentage compared to the previous election, as well as the failure of its presidential and vice-presidential candidate pair (Ganjar-Mahfud) in the 2024 Executive Election. The shifting dynamics of Indonesian politics provide the context for this research, with PDIP, one of the main political parties, facing a drop in electability despite winning the 2024 parliamentary election. This drop-in support is assumed to be impacted by poor government performance, the formation of new parties, and a variety of campaign techniques that are less effective.

The paradigm of this research is positivism with quantitative approach. This study aims to explain the effect of political news attitude and perceived importance of religious on intention to support PDIP by using the theory of planned behavior. The population in this study were political participants from generation z, with a non-probability sampling technique on 100 both male and female respondents aged 18-30 years who participated in the 2024 elections and had contact with a political party, namely PDI-Perjuangan or PDIP.

The results of hypothesis testing using multiple linear regression tests show that the influence of political news attitude and perceived importance of religious has an influence on intention to support PDIP after the 2024 Indonesian General Election.

**Keywords: Political News, Religious Importance, Intention Support, PDI-Perjuangan**

# INTRODUCTION

## Background

The acronym PDI-P or PDIP stands for Partai Demokrasi Indonesia Perjuangan. This is one of Indonesia's political parties. Founded in 1999, the PDIP is a political party with democratic social values. In the 1999 general election, PDIP ranked first in the DPR vote with 151 seats. Furthermore, PDIP won the 2014 and 2019 Presidential Election by nominating Joko Widodo for President of the Republic of Indonesia. However, the electability condition supporting PDIP as the winner in the previous elections has been decreasing over time, where the people. The electability is influenced by people's behavior towards PDIP where government performance is considered unsatisfactory, the emergence of new parties that attract the public, and ineffective campaign strategies (Zaini, 2024).

PDIP is positioned as an incumbent party by winning the previous legislative election in 2019 and won the 2024 with a decreased vote compared to before, with a percentage decrease of -6.16%. The extreme decrease also recorded from the non-PDIP supporters who voted PDIP 2019 presidential candidate (Jokowi-Maruf), starting from 46% in January 2023 into just

10.2% in February 2024. But uniquely, PDIP, the party who decreased votes from previous election, is the winner of the 2024 legislative election, while its presidential-vice-presidential candidate (Ganjar-Mahfud) is not the winner in the 2024 executive election. Thus, there is a weakening and decline in PDIP support, which points out a problem in support intention on PDIP.

Based on a poll with 2975 respondents conducted by Indikator Politik Indonesia (2024), it is clear that the number of PDIP supporters who access sources of information regarding related political issues is lower than rival parties such as PKB and Golkar, where the lowest number for PDIP is on online news portal platforms and WhatsApp. Thus, Sari (2024) shows that accessing political news creates attitudes which are more dominant, where there is an inability to maintain the loyalty of PDIP voters to vote for the pair proposed by PDIP (Ganjar-Mahfud), despite the branding "supporting the lower class" as the factor of supporting PDIP and convincing programs through campaign. Attention to the people as majority followed by convincing programme is more prominent

in supporting party politician campaigning by online platform, which is a least political news attitude supporter's trait possessed by Ganjar-Mahfud, but the trend results say in fact they won the legislative election. Which points out there is a problem in political news attitude toward support in intention to support PDIP.

When supporting a party, one social factor addressed at the discussion table includes the effect based on perceived importance of religious involvement (Razaghi et al., 2020). The survey found that perceived importance of religious are influences, which are consisted of "parties with links to religious organizations" and "most fight for religion" have a strong influence on the individual's support, while according to Kawula (2024), recommendation perceived importance of religious who support for PDIP politician (Ganjar-Mahfud) have a passive influence on changes in individual supports rather than non-PDIP politician (Anies-Muhaimin and Prabowo-Gibran). Despite the decline in support of PDIP candidates in figure 1.5, which Ganjar-Mahfud received below than both of non-PDIP candidates, PDIP was still the winner in the legislative elections, but not the winner in the executive or presidential elections. Thus, indicating there is a problem in the perceived

importance of religious on the intention to support PDIP.

Based on the assumptions of previous research which states that news attitudes and perceived importance of religious have an influence on PDIP support intention, in reality what happens in the field, supporters who show a preference for PDIP still choose support others, which is non-PDIP politician and another party. Thus, indicated by a significant decreasing in support PDIP and Ganjar-Mahfud's (PDIP Candidate) ranking in the supports of the people of Semarang City which is losing support than its party.

### **Problem Statement**

The use of perceived importance of religious for political benefit, the inability to confront internal party difficulties, and the impact of internet media all contributed to the PDIP's downfall (Samosir, 2021; Parinduri, 2023; Pratama, 2016; Wiyono et al., 2023). It is said that campaign to gain political support, have a yet failed.

In the case of PDIP, the political news attitudes on PDIP conflict are quite massive, as conflict influenced by personal, relational, and organizational factors, and is managed through a variety of styles (Priyowidodo, 2014). Indikator Politik Indonesia (2024) already showed an exist number perceived importance of religious

and the act of support based on their preference to religious perceived importance, besides their rival parties of religious perceived importance influence are one aspect of the decline in support for PDIP.

Based on this description, this research wants to find out "how is influence does political news attitude and perceived importance of religious have on the intention to support for PDIP?"

### **Research Objectives**

The purpose of this research to examine the influence that resulted of the political news attitude and the perceived importance of religious towards intention to support PDIP after the 2024 Indonesian General Election.

### **Research Significance**

This research would contribute to the scientific understanding of human behavior in political news interactions, as evidenced by their attitudes toward political support and subjective norms via the Theory of Planned Behavior (TPB), which used on them.

This research can be a reference on topics that discuss political news attitudes on support intentions and perceived importance of religious on intentions to support for political participators in such as elections, especially for parties and media

such as citizen participants and the government after such a triggered event.

The research would be capable can add new information in conducting political interactions with the wider community in understanding the influence of political news attitudes and perceived importance of religious on support intentions for party candidates.

### **Theoretical Framework**

A Study Guided by the Theory of Planned Behavior was conducted with effort to utilize the theory of planned behavior to investigate the causes of voting for EU integration in an Italian convenience sample (N = 441) of varied ages. According to the findings, perceived behavioral control, which was primarily driven by participants' opinions about the challenges of exercising direct democratic control through citizenship and voting, had a substantial impact on intentions to vote in favor of EU integration across age groups. Furthermore, the attitude that older individuals had towards EU integration also had an impact on their intentions, mainly because of their concerns about losing their sense of national identity (Francesco La Barbera and Icek Ajzen, 2020).

Research using the theory of reasoned action (TRA) examined the impact of attitude and ethnicity on voting intentions,

with social media and gender acting as moderators. The PLS-SEM analysis found that voting behavior is influenced by attitude, ethnicity, social media use, and gender. Voter attitude has a favorable and large impact on voting intention, with a predictive probability of 51.8%. In this study, ethnicity was found to be a subjective norm that influences voting intentions. Ethnicity has a predictive probability of 48.9%. Previous study suggests that ethnicity plays a significant role in decision-making. Therefore, results show that all direct hypotheses are validated, demonstrating the significance of TRA (Dileep Kumar Mohanachandran and Normala S. Govindarajo, 2022).

### Hypothesis

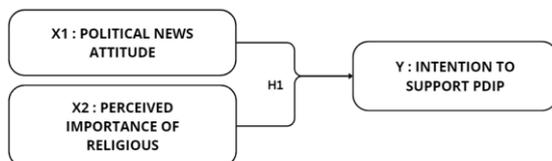


Diagram 1. Research Hypothesis (H1)

H1: The variables of political news attitude and perceived importance of religious have an influence on the variable of intention to support PDIP after 2024 Indonesian general election.

## RESEARCH METHODOLOGY

### Research Type

This research uses explanatory type research where the type of research is to

prove the theory or hypothesis for amplify or decline both of it. The variables studied were two variables, namely two independent variables in separate way, namely political news attitude (X1), perceived importance of religious (X2) with one dependent variable being intention support (Y) to Indonesian Democratic Party of Struggle or PDIP after 2024 Indonesian General Election.

### Population

The population included in this research are Generation Z which are 18-30 years old, which these generations are the most supporters or have early supporter of party and dominated age in political process in Indonesia nowadays.

### Sampling Technique

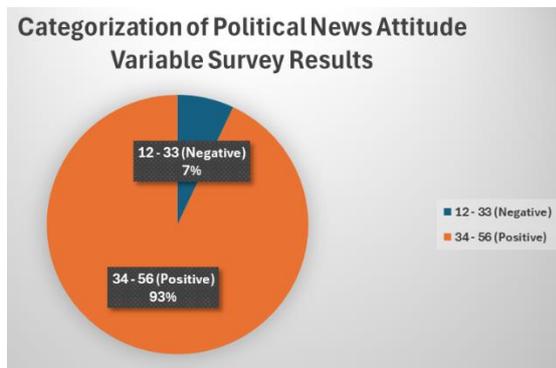
The sampling technique used for this research is non-probability sampling method. Furthermore, the sample size of the population for this research are 100 respondents.

### Data Analysis

In this study, data collected directly from respondents will be processed systematically, followed by hypothesised testing using multiple linear regression. Multiple linear regression is used to determine two variables independent on dependent variables, simultaneously.

## RESEARCH FINDING AND DISCUSSION

The respondents already filled the google form by online, which is a self-administered questionnaire was distributed to 100 respondents. Research findings are processed by Microsoft Excel by using diagram and explained by descriptive.

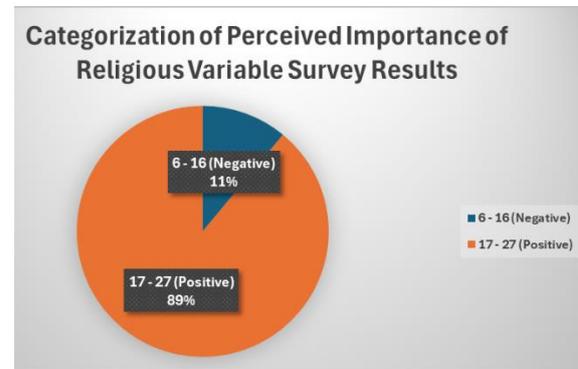


**Figure 1.** Political News Attitude Categorization (X1)

Based on the data categorization from the pie chart above, attitude of Political News by majority of respondent in this research are positive, with only 7% are negative. Respondents have cognitive and evaluative positive attitude which are knowledge and belief of political system works, leading figures, and current problems of policy. In addition, respondents have affective positive attitude which are feelings of attachment, involvement, and acceptance, and evaluative attitude.

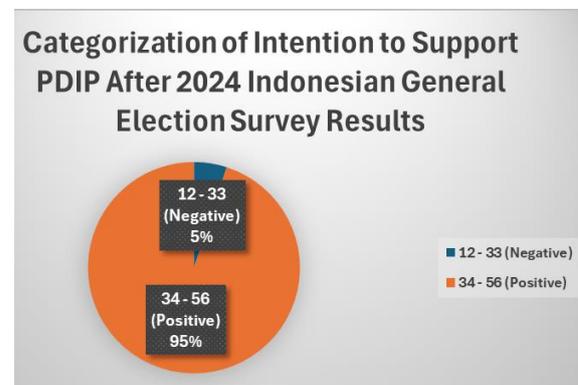
Based on the data categorization from the next pie chart, perceived importance of religious by majority of respondent in this

research are positive, with only 11% are negative.



**Figure 2.** Perceived Importance of Religious Categorization (X2)

Respondents have positive injunctive and descriptive perceived importance which are respondents have approved (injunctive) and committed (descriptive) by religious organization on functionality, gender-based and media exposure.



**Figure 3.** Intention to Support PDIP After 2024 Indonesian General Election Categorization (Y)

Based on the data categorization from the next pie chart, intention to support PDIP by majority of respondent in this research are positive, with only 5% are negative. It describes that respondents have positive behavior (campaigning/voting/join

discussion) of intended, plan and predict to support PDIP. Furthermore, they have positive target (party leader is woman) of intended, plan and predict to support PDIP. Then, respondents have positive situation (internal and external conflict) of intended, plan and predict to support PDIP. Also, participant have positive time (within this 6 month) of intended, plan and predict to support PDIP.

From this data, multiple linear regression analysis was then carried out to see the influence of political news attitude (X1) and perceived importance of religion (X2) on intention to support PDIP after the 2024 Indonesian General Election (Y) simultaneously or together.

**Table 1. ANOVA Table Multiple Linear Regression**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3453.281	2	1726.640	66.926	.000 <sup>b</sup>
	Residual	2502.509	97	25.799		
	Total	5955.790	99			

a. Dependent Variable: Y  
b. Predictors: (Constant), X2, X1

It can be inferred from the preceding table that the significance value is 0.000 (sig 0.05). This leads to the conclusion that both political news attitude and perceived importance of religious indeed influence intention to support PDIP, which is hypothesis are **accepted**.

**Table 2. Model Summary Table of Multiple Linear Regression**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 <sup>a</sup>	.580	.571	5.079

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

The R Square is 0.580 or 58%. The percentage demonstrates that intention to support PDIP after 2024 Indonesian General Election for 58% by both the independent variables, political news attitude and perceived importance of religious. On the other hand, 42% is explained by variables outside or not researched the independent variables in this research.

**Table 3. Coefficients Regression Table**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.343	4.565		.951	.344
	X1	.411	.095	.357	4.345	.000
	X2	.811	.136	.492	5.978	.000

a. Dependent Variable: Y

Based on the table above, as follow is the regression equation:

$$Y = 0,411X1 + 0,811X2$$

The significant value of constant of unstandardized B are insignificant, due to the value is higher than 0.01, which are showed on the significant value of 0.344. Based on the coefficient value of political news attitude ( $\beta_1$ ) is 0.357 and perceived importance of religious ( $\beta_2$ ) is 0.492. Based

on the significant value, political news attitude (X1) has a positive value of 0.411. Furthermore, perceived importance of religious (X2) has a positive value of 0.811.

This suggests that variables of X1 and X2 has a positive influence on variable Y. Therefore, intention to support PDIP after 2024 Indonesian General Election will increase by 0.411 for every increase in political news attitude and 0.811 for every increase in perceived importance of religious.

The results of this study indicate that there is an influence between political news attitude and the perceived importance of religious with the intention of support for the PDIP party. Thus, this research is in line with what has been conducted by La Barbera and Ajzen, 2020 which states that attitudes and subjective norms influence their decision to vote for European integration in the referendum. Baber, 2020 also states that attitudes and subjective norms are significant impact on intention to participate in political crowdfunding campaign. Meanwhile, another study by Mohanachandran and Govindarajo, 2022 stated similar, which that attitudes and subjective norms affect voting intention, but used the theory of reasoned action, where the theory of planned behavior is an extension of the theory of reasoned action

used by them. The results of this study validate that political news attitudes and perceived religious importance have an influence on the intention to support PDIP.

Furthermore, the results of this study are in line with the Theory of Planned Behavior which explains that political news attitude, which is an attitude and perceived importance of religious, which is subjective norm, has an influence on individual intentions on support for political parties, namely PDIP. In addition, the political news attitude and perceived importance of religious are represented by fifty-eight percent, which are forty-two percent are stands unknown.

The political news attitude carried out by individuals affects how the shape of political news attitudes in terms of supporting a political party, which in this case is the PDI-Perjuangan or PDIP. The more assured the political news attitude of the individual and the more persistent the perceived importance of religious, the more likely the intention in supporting the PDIP political party. Especially, PDI-Perjuangan need to take more focus on perceived importance of religious, as it stands for more higher value than political news attitude. The intention to support the PDIP political party will increase along with the more assured attitude of political news and

the perceived importance of religious from individuals.

## **Conclusion**

The purpose of this research to examine the influence that resulted of the political news attitude and the perceived importance of religious towards intention to support PDIP after the 2024 Indonesian General Election. Hypothesis in this study is the variables of political news attitude and perceived importance of religious have an influence on the variable of intention to support PDIP after 2024 Indonesian general election. In testing the hypothesis, the researcher has analysed the data that has been collected from 100 politic participant respondents as the respondents by using the multiple linear regression analysis. This chapter concludes this research.

Conclusively, the result of this study is political news attitude and perceived importance of religious are influence on intention to support PDIP after 2024 Indonesian general election.

Furthermore, as this research try to specify political issue as a distinction from this research, as for the result of 42% need for explore future research could work intensively and deeply if there is more issues relevance of political situations in specific activities of politics for instance,

voting participation in province, abstention, and efficacy. For more information, engagement with political content on social media and media credibility, would be both of interesting aspects to explore after election as include to specific case of activities.

Further research could concentrate on risk perception to determine its value and its influence on intentions to support the party, since the different between previous study is to specify the two independent variables based on the theory. This is mainly since political participants must consider track-record, decisions, and vision of consequences when choosing a party that has more new progressive ideas to meet people's expectations in today's demanding political environment, which is the researcher lack of sufficient time and space to spare broadly.

As stated in the sampling section, Gen Z, the majority of research sample, is more open to perceptions of the interests of those around them and considers engaging in political activities based on the circumstances. But the elder generation also consistently supports PDIP, necessitating more investigation. In the end, future researchers can widen the focus and range of participant samples by striving for a more complete and objective analysis.

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