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# POLITICAL COMMUNICATION AND PUBLIC OPINION

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## POINTS OF DISCUSSION

- The definition of political communication.
- Political communication agency.
- Elements of political communication.
- The definition of public opinion.
- The elements of public opinion.
- Dimension of public opinion.
- The stage of public opinion.
- Public opinion measurement.
- Factors that influence public opinion.

# DEFINITION OF POLITICAL COMMUNICATION

Communication is the transmission of certain notions through the use of symbols.

Political Communication is a systematic study of political communication and its impact.

Political communication is the transmission of certain political notions through the use of political symbols.

In terms of transmission, embodied meaning to invite other people to do what is desired by the conveyor of information.

The process of political communication is the process of transferring political thoughts.

The impact of political communication is very large; a person may be affected due to the delivery of political communication.


The use and purpose of political communication process is to form public opinion.








# THE ELEMENTS OF POLITICAL COMMUNICATION




Communicator, a person or group of people who consciously try to influence government policy. Its main purpose is to form public opinion.




Message; any communicator in any field, trying to convey certain messages to the public through the symbols that the community supports it.



Medium; every communicator who wants to convey a message, usually using specific media. Examples are others people, *gong*, the mass media (written and audio-visual).



Receiver (-s); people who receive messages from the communicator. Directly or indirectly through the media. Variation in reception can be determined by differences of education and culture.



Response (-s); responses from the recipients of the message or the public to the messages carried by the communicator, both directly and through the medium.



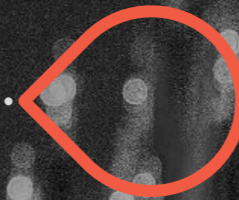
# TYPE OF RESPONSES



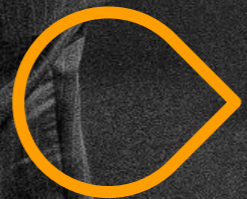
**1** Character of the initiative; people who use communication has no interest at first but after hearing the messages from the communicator then arise interests. Communicators become an initiator because it can generate interest in the initiative.

Conversion or change; a good initiator can change the initial opinion of a community group.

**2**

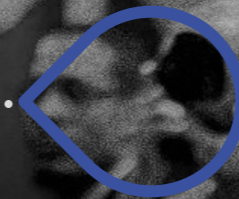


**3** Reinforcing; communicators to strengthen public confidence.



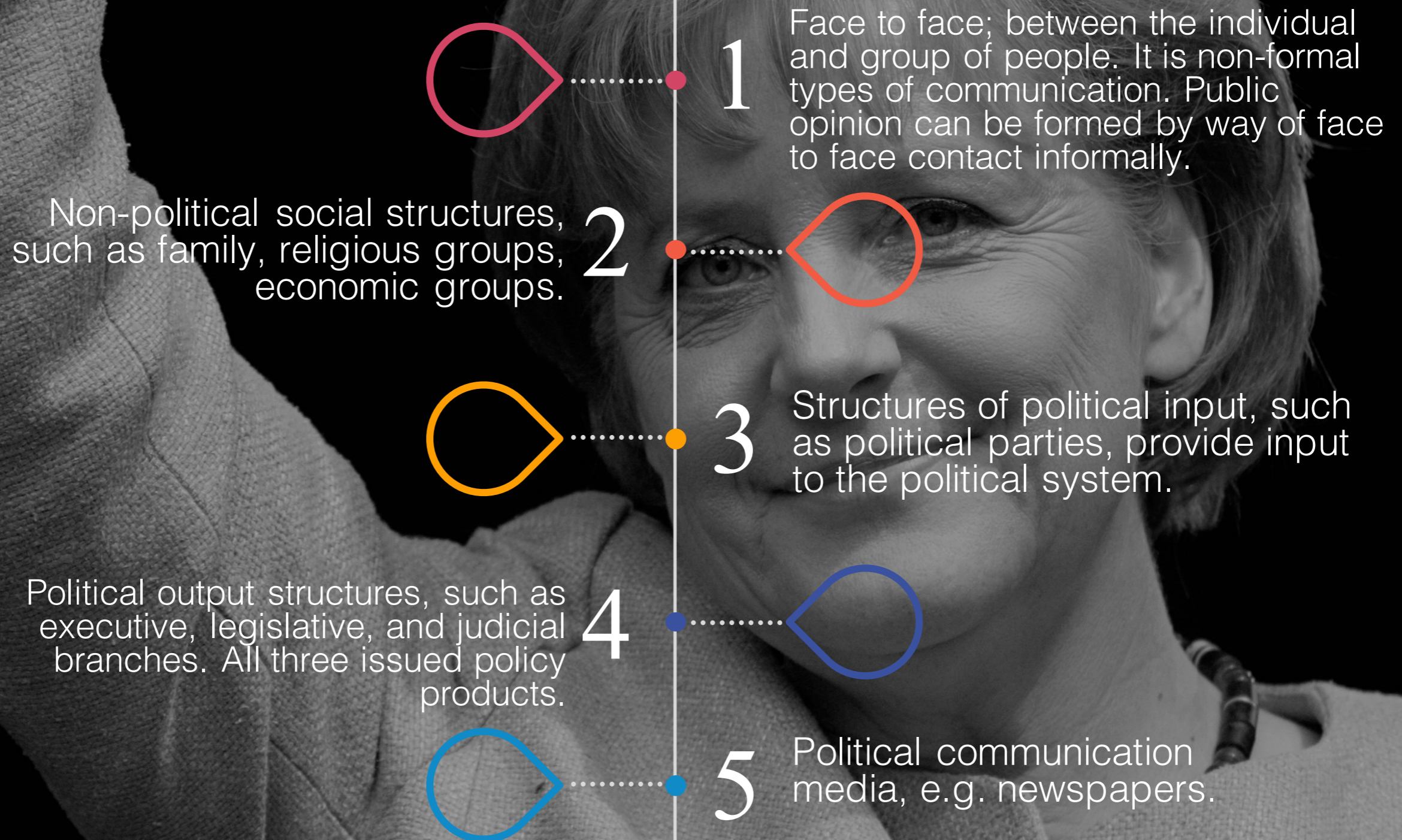
Enabling; make an active listener.

**4**





# THE TYPES OF POLITICAL COMMUNICATION STRUCTURE





# DEFINITION OF PUBLIC OPINION

Public opinion is a part of political communication.

Public is a group of people who have:

- The same interests.
- Affected about it.

Opinion is an expression from a group of people about an issue.

Public opinion according to Bernard Hennesy is a complex preference on an issue relating to the public by a group of people.

# THE ELEMENTS OF PUBLIC OPINION

1

Issues

2

Communities that  
have relevance and  
interest

3

Complexity  
preference

4

Expression

5

Some people talk  
about it



# THE DIMENSIONS OF PUBLIC OPINION



## Preference

Support or reject



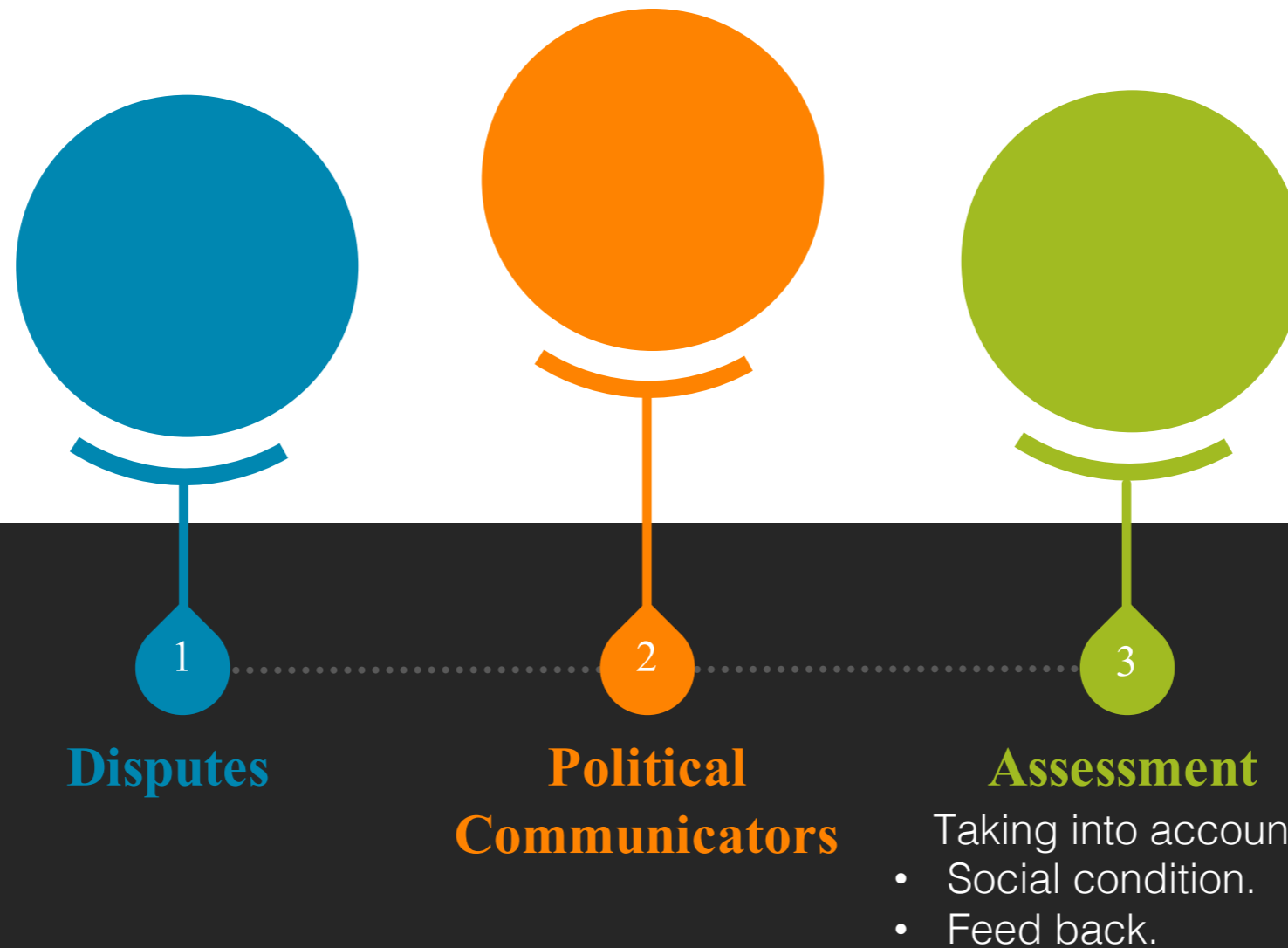
## Intensity

Already measure how far these preferences

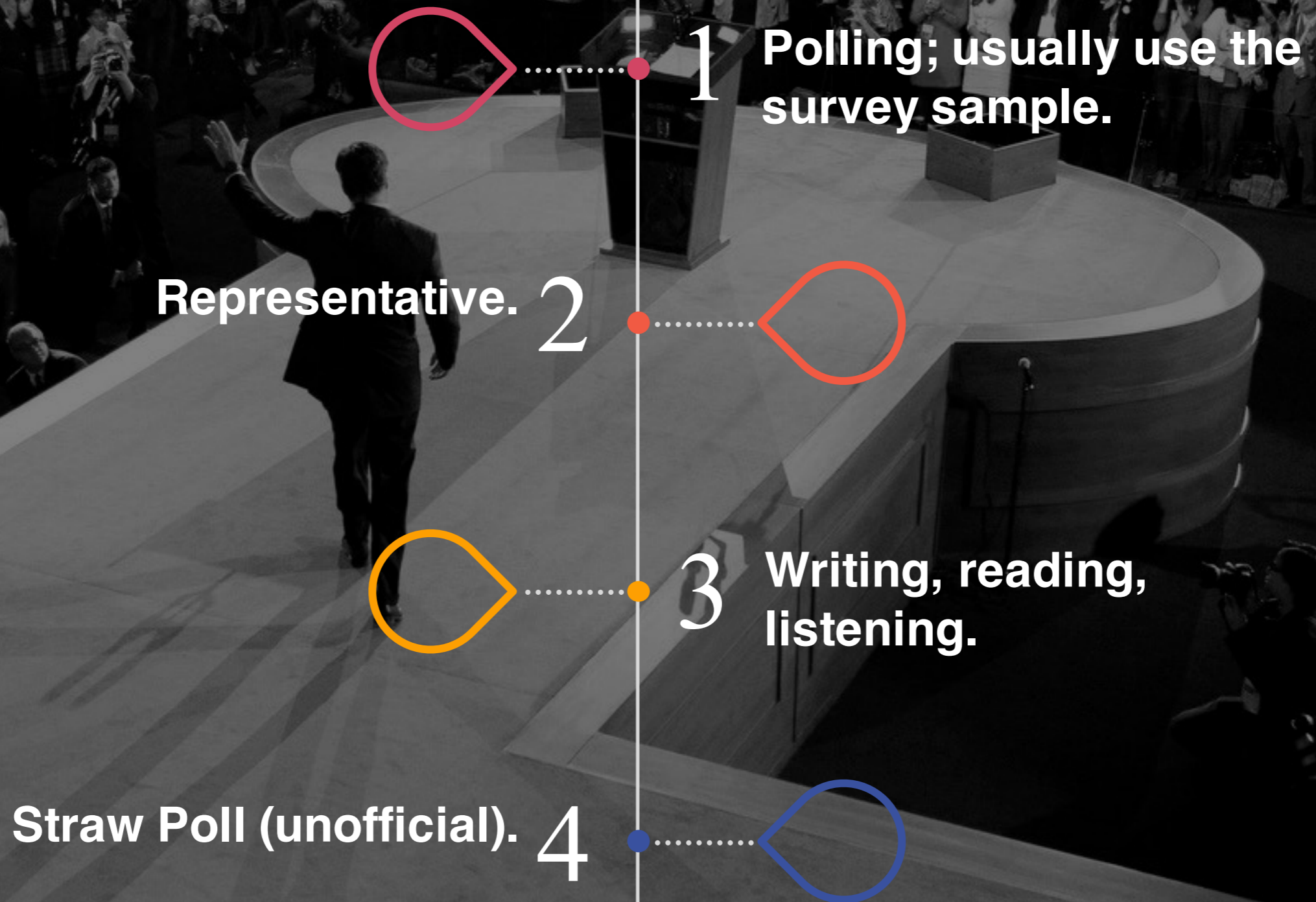




# THE STAGES OF PUBLIC OPINION

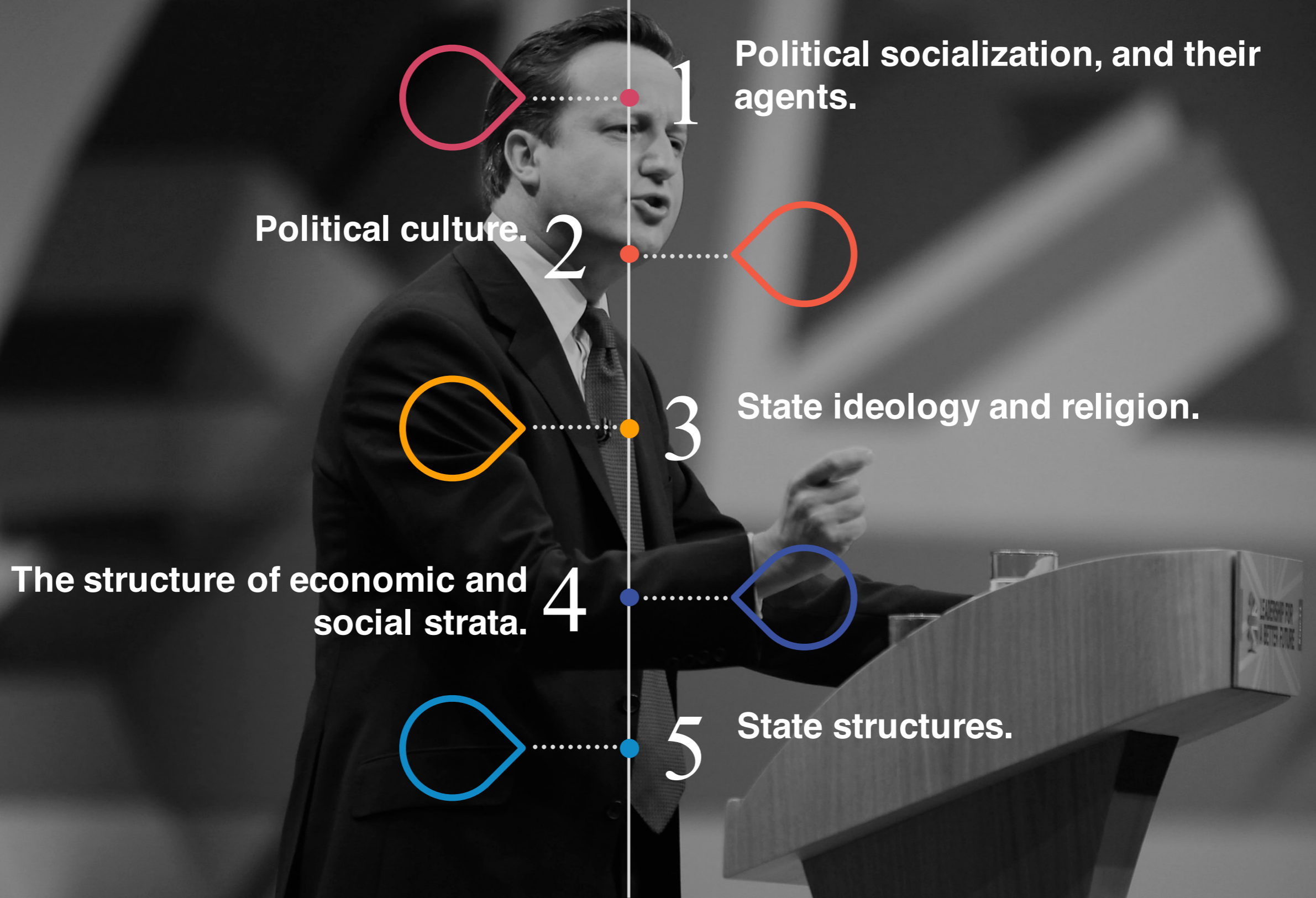


# THE MEASUREMENT OF PUBLIC OPINION





# FACTORS THOSE INFLUENCE PUBLIC OPINION







# REFERENCES

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- Ranney, Austin (1996). *Governing: An Introduction to Political Science*. New Jersey, Prentice Hall.
- Rush, Michael dan Phillip Althoff, *Pengantar Sosiologi Politik*.

# SHORT BIO



Cecep Hidayat is a lecturer of Political Science at the Universitas Indonesia. He is also a researcher at the Universitas Indonesia. Prior to joining the Universitas Indonesia, he has been conducting some research towards Indonesian politics as well as politics in Southeast Asian countries, until now. Cecep Hidayat holds a Sarjana degree (equivalent with Bachelor degree)/B.Sc in Political Science from the Universitas Indonesia, Indonesia, as well as dual degree in IMRI (International Masters in Regional Integration) from the Asia-Europe Institute of Universiti Malaya, Kuala Lumpur, Malaysia and Centro Internacional Carlos V of Universidad Autonoma de Madrid, Spain.