

## **The Influence of Political Communication Toward Legislative Member Behaviour**

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**Abstract:** *The behaviour of legislative members always attracts public attention. As social representatives, these legislative members are expected to absorb and strive many society aspirations. To accommodate many aspiration from public then member of legislative needs a good and effective communication ability. Arrogant behaviour from legislative member in communicate with their public, only cause apathy attitude inside their public. Therefore, the purpose of this research is to find out the influence of political communication toward legislative member behaviour. An aspirative communication and ethical politics from the member of legislatives will bring a harmonious relationship between legislative and public, so this relationship will make every policy from regional government have solid basis from public aspiration, and public will participate on every policy that made by regional government because they feel involved. This research is held in City of Malang, City of Batu dan Regency of Malang by using quantitative methods. Data collection techniques is using questionnaire and data analysis by regression. Research result showing that there is an influence of political communication toward legislative member behaviour. When the communication works well then legislative member behaviour will be better too, and it will resulted in reduction of apathy behaviour of public to their legislative member. As a result, with good communication from the legislative member will make the behaviour of those members are also good, and this action will reduce the apathy attitude of public concerning about their legislative members.*

**Keywords:** *Political Communication, Legislative Member Behaviour, Public Aspiration*

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### **1. INTRODUCTION**

The essence meaning of legislative members are public representatives which able to absorb and carry on many aspiration from public. Existence of legislative members or House of Representatives is a certainty inside a democratic country. Besides as the prolongation of public, legislative has a function to supervise the executive power or government. The presence of legislative members are not to serve themselves, but to serve their public and create a possible condition to every citizen to develop capability and creativity to pursue the mutual purpose. Therefore, role of legislative members in the middle of public is very important as participation power for development of the country also the democratisation growth in Indonesia.

Legislative member is selected to run political power on behalf of public's name. Their working performance is limited by moral and politic ethics to prevent misgiven authority for the interest of certain groups or political parties. Ethics connects with the purpose to have a better lives for mankind. Ethics and politic communication is needed due to demands to live together and live for others, to expand the freedom scope, and building more justify institutions (Ricoeur,1990). Thereby, politic ethics not only reduced into individual behaviourism problems, but also connected with politic communication. Meanwhile morality related to expressions of the purpose and consider as obligation that must be fulfill by every member of legislative board.

In performing their duties and functions, legislative members also have to prepare a communication ability with the public they are represented. This relationship is the form of political communication between legislative member and its constituents. A political communication can be understood as a communication between "the representator" and "the represented" (Aminulloh, 2010). Any message sent and done by the legislative is a

communication message within the public interest frame and as communicator of those messages will have responsibility to realize those messages in order to bring *das sollen* closer to *das sein* (Yulianto, 2009). Meanwhile, in today's political world the political actors are at their lowest point of their public credibilities that leads to their public interests which are not well accommodated.

Insensitivity of legislative members to public aspiration will cause an assumption that legislative members are behaving arrogantly. Arrogant behaviour of those members will have a significant impact to apathy attitude of their public (Aminulloh, 2014). The relation between parliament and constituents is important issue in the system of democracy representatives. The existence of representative board can be effective if this board able to reflect the interest of its constituents in every process in their decision making. Through a political communication which run effectively, legislative members will have capabilities to collect many public aspirations then making sort of identification to emerging problems also think about possibility from many solution offerings that might be propose (Hanida, 2007). As a result, it needs political communication from aspirative legislative members to make those public aspirations can be use in optimum for country development. Therefore, the purpose of this research is finding out the influence of political communication to the behaviour of legislative members, because De Vreese (2006) stated that research of political communication has purpose to study about interaction and changes that related to politic, media, citizen and to make comprehension particularly for communication roles.

## 2. RESEARCH METHODS

This research is using an explanatory methods that explains causal relationship between research variables and hypothesis test. Therefore, this kind of research also called as hypothesis test research, a research that analyze relations between presume variables. If researcher explain causal relationship between variables through hypothesis test for the same data, then that research is no longer call as descriptive research but it become hypothesis test research or explanatory research.

This research was conducted in three areas namely City of Malang, City of Batu and Regency of Malang. Population of this research is the people, all subjects and objects of people in city of Malang, city of Batu and regency of Malang with every situation and condition that in general relatively big. Samples were taken by purposive sampling technique, a sampling methods based on certain criterias in exact precisions that can be used for solving problems of this research. Total sampling or respondents in this research is 150 people consist of member of House of Representatives, academician, and general public.

Methods of data collection that used in this research is questionnaire by making close combining questions that arrange into statement sentences which favourable (positive) place at the top then gradually move downward to less or unfavorable (negative) statements. For data validity, the process of data collection are equipped with observation and documentation technique to collect indirect data or secondary data, also interview if there appears unclear data. Simple linear regression analysis then use to find out how big the impact of dependent variable and independent variable.

## 3. RESULT AND DISCUSSION

### 3.1. Description Analysis of Political Communication Variable

Description analysis of political communication variable (X) is taking from the result of respondent statements concerning political statements where the mean of respondent statements can be seen as follow:

**Table1.** Responden Statements About Political Communication (X)

Indicator		Respondent Answer Scores								Index
		1		2		3		4		
		f	%	F	%	F	%	f	%	
X1	Integrity of legislative member as a communicator is good	7	4,7	52	34,7	86	57,3	5	3,3	2,593
X2	Legislative member has a good	7	4,7	63	42,0	67	44,7	13	8,7	2,573

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	ability to communicate with public									
X3	Understand the messages that said or delivered by the legislative member	9	6,0	65	43,3	64	42,7	12	8,0	2,526
X4	There is an impact of the message sent by legislative member.	15	10,0	70	46,7	60	40,0	5	3,3	2,366
X5	Legislative member use printed media to communicate with their public.	2	1,3	45	30,0	76	50,7	27	18,0	2,853
X6	Legislative member use radio media to communicate with their public.	14	9,3	54	36,0	74	49,3	8	5,3	2,506
X7	Legislative member use television media to communicate with their public.	5	3,3	50	33,3	71	47,3	24	16,0	2,760
X8	There is a response to communication message that sent by the legislative member.	2	1,3	51	34,0	85	56,7	12	8,0	2,713
X9	There is a communication blocker between you and legislative member.	12	8,0	59	39,3	73	48,7	6	4,0	2,487
X10	The communication way of legislative member is qualified or on a par with public expectation	14	9,3	68	45,3	61	40,7	7	4,7	2,407
X11	The communication pattern of legislative member with their public already effective.	9	6,0	64	42,7	64	42,7	13	8,7	2,540
Value Indeks of Political Communication Variables										2,575

Source: Primary Data Tabulation

Value indeks of political communication is 2,575. This has a meaning that respondent are giving sufficient perception to political communication variable. On the political communication factor show that highest value can be seen at X1.5: 2,853. Meanwhile the lowest value can be seen at X1.4: 2,366.

### 3.2. Description Analysis of Legislative Member Behaviour Variable

Description analysis of Legislative Member Behaviour variable (Y) is taking from the result of responden statements about legislative member behaviour where the mean of this result from respondent statements are stated below:

Table2. Respondents Statements About Legislative Members Behaviour (Y)

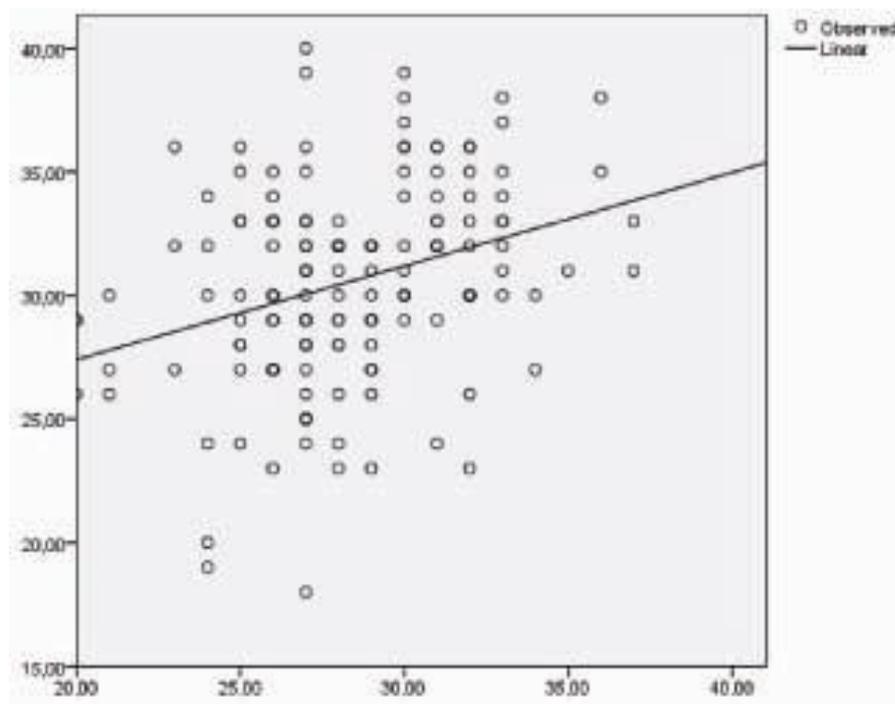
Indicator		Respondent Answer Scores								Index
		1		2		3		4		
		f	%	F	%	F	%	f	%	
Y1	Mental of legislative member is good	6	4,0	77	51,3	61	40,7	6	4,0	2,447
Y2	Legislative member is easy to get offended	6	4,0	56	37,3	81	54,0	7	4,7	2,593
Y3	Thought (cognition) legislative member	5	3,3	49	32,7	83	55,3	13	8,7	2,693
Y4	Behaviour/action (conation) of legislative member	10	6,7	64	42,7	63	42,0	13	8,7	2,527
Y5	Legislative member in this	13	8,7	54	36,0	68	45,3	15	10,0	2,567

	present day is harmonious.									
Y6	Government management already participative or accepting public involvement.	10	6,7	60	40,0	72	48,0	8	5,3	2,520
Y7	There is transparency action by giving a clear information.	11	7,3	61	40,7	71	47,3	7	4,7	2,493
Y8	Legislative member has been responsible (accountable) for their public.	10	6,7	50	33,3	74	49,3	16	10,7	2,640
Y9	Legislative member today is proven to be effective.	7	4,7	67	44,7	73	48,7	3	2,0	2,480
Y10	Government today is proven to be efficient.	11	7,3	52	34,7	72	48,0	15	10,0	2,607
Y11	Legal security or rule of law by government these days	15	10,0	59	30,3	66	44,0	10	6,7	2,473
Y12	Legislative member today has a responsive attitude	11	7,3	57	38,0	76	50,7	6	4,0	2,513
Value Indeks of Legislative Member Behaviour Variable										2,546

Source : Primary Data Tabulation

### 3.3. Linearity Test of Political Communication toward Legislative Member’s Behaviour

Linearity test from linear equation between political communication (X1) to legislative member behaviour (Y) can be seen at scatterpot curve below:



Picture1. Linearity Test of Political Communication toward Legislative Member’s Behaviour

Pair of political communication variables are creating regression line that inclining to the right side (linear). This line is depicting addition of value from one variable to another which is followed by value addition from the other variable. Therefore, it is proven that the relationship from every pair of variables are fulfilling linearity assumption.

### 3.4. The Relationship of Political Communication and Legislative Member Behaviour

Legislative member political communication is forms of communication between the legislative members and the public that they represented. Political factor become one of determinant factor and can not be apart by its function in politic process that conduct by political actors who serve as political communicator (Sulaiman, 2013). Communication process that occur consisting of communicator element, target audiences element, and expected effect element. Political communication channelling aspiration and public politic interest as input for the political system.

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Also within the same time political communication play as a channel for policy that been making or as output from those political system. According to Lilleker (2006) the main function from political communication is making society thinking about problem in a way that can give benefit to the maker and the sender of that political message. Thereby, through political communication public are expected to give supports, giving aspiration and making surveillance to political system especially system own by the government.

Base on the result of qualitative analysis the result of regression between Political Communication (X) to Legislative Member Behaviour (Y) as follow:

**Table3.** Result of Regression Analysis of Political Communication (X) to Legislative Member Behaviour (Y)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,834	2,661		7,453	,000
	X	,378	,093	,316	4,056	,000

a. Dependent Variable: Y

**Source:** Primary Data Tabulation

From the regression result then it can create a regression equation as follow:  $Y=0,316 X$ . This equation has a meaning: regression coefficient from political communication (b1) has positive value as big as 0,316 with degrees of  $\alpha=0.05$ ,  $p= 0.000<0.05$ . this is showing that political communication has a positive value and significant to Legislative Member Behaviour (Y) so there found an increase of political communication (X) that will elevate the legislative member behaviour to be better (Y).

From Dan Nimmo (2005) point of view, the political communicator either legislative member or public are playing major roles in social environment, particularly in process of creating public opinion. The legislative members are parties that create public opinion, because they succeed in making several ideas that initially were objected, then be consider, and finally be accepted by public or society. Therefore, Dan Nimmo continues, their attitudes to public also the level of dignity that given to them as a human can be influencing the communication that they produce. Either as individual source or collective source, every political communicator are potential parties to direct the direction of socialization movement, participation forms, and recruitment patterns of their political mass to reach their predetermination purposes .

Public of political communication as a part from political communication system also have role as receiver which actually in temporary phase. Because, as general concept that applied in communication, when the receiver gave *feedback* to political communication process, or in that time the receiver passing those messages to other public in different communication cases, role of the receiver is change directly in to source or communicator. Public of political communication may give response or feedback, by ideas or thoughts, attitude, behaviour, or political behaviour that they played on. From many researches about political socialization, according to Kraus and Davis (1978), there is indication that second stage communicator (which previously acted as public) has a significant role on the future communication process.

Next, channels of political communication which are every part or party that allow the political messages arrive. In certain things, there is double function that play by certain parties in the political communication. For example, in political communication process, legislative member can work those double function. On one side, they will act as a communicator who deliver messages that came from their public; and on the other side, they will act as communication channel for transferring many information that come from government policies.

Besides interpersonal communication channel that exist a lot in society, other element that also has important role in transferring political messages is mass media. Historically, the research of mass media effect in political behaviour are sufficient to show how big the role of mass media in political communication activities (Muhtadi, 2008). In Indonesia, other than the reason of limited researches about that thing, mass media usage in political campaign activities seems to increase. Political effect of this mass communication happen in particular because of the big potential

owned by mass media for its public. Moreover, because of many news in media, according to Agus Sudibyo (2001) there always created with heavy load of ethical content, moral and values. Journalist itself is not robot that can be programmed to report fact as plain as it is. Then, on their turn, media is not only function as political information channel, but also has a role as social power that have a right to direct many changes that happen inside their public or society.

Political communication relationship between legislative member and society that they represented is very important. This political communication has influence on each other. Public need legislative member to fight for their aspiration, while legislative members need public support as a form of political equity for the next general election. Disharmony of relationships between two elements will cost many losses for every party, either the legislative member or society/public in general.

#### **4. CONCLUSION**

The conclusion from this research is political communication has a positive significant and influencing to the behaviour of legislative members. When political communication can be enhance, then the behaviour of legislative member can get better. The relationship of political communication between legislative member and its public can not be separate one to another. Effectiveness from the relationship of political communication will determine the succeed of legislative members in absorbing many public aspirations. Pattern of the relationship between legislative members and a harmonious public that needed each other will affecting the development of democracation in Indonesia.

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