



## Public Opinion Before the Event of the 2024 General Election

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**Abstract.** In Indonesia, which adheres to a democratic political system, public opinion becomes an important study because the democratic political system focuses on collective beliefs about the desires and interests of its people which can be drawn, accepted or aggregated into an idea called public opinion. Ahead of the 2024 election, the dynamics of public opinion in Indonesia are interesting, given that public trust in the performance of the General Elections Commission (KPU) has fluctuated along with political and economic dynamics. Likewise with public credibility towards parties which is a complex issue in line with Indonesia's political conditions ahead of elections which are often filled with sensitive issues. This research aims to map public perceptions of the 2024 election. This research will use a quantitative approach by taking the population on the island of Java. The required sample is 180 respondents who are evenly divided in 6 provinces with the non-proportional random sampling method. The theoretical approach used to dissect public perception is the ABC Theory approach which focuses on assessment of Attention, Behavior and Cognition. The combination of the three will show the dynamics of public perception ahead of the 2024 elections.

**Keywords:** Perception, Election, Politics, Public, Government

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### INTRODUCTION

Political parties are phrases formed by the combination of the words "party" and "politics". The word party itself comes from the Latin word "partire" which means to divide, while the word "politics" comes from the English word "politics" which is an indication of personal characteristics or actions (Satriawan, 2016; Moore, 2019). The Unitary State of the Republic of Indonesia with the joint approval of the House of Representatives of the Republic of Indonesia established Law Number 2 of 2011 with discussions related to Political Parties. Article 1 of Law No. 2 of 2011 explains that "Political parties are an organization that is national in nature and was formed by a group of Indonesian citizens voluntarily on the basis of common desires and aspirations to fight for and defend the political interests of members, society, nation and state, as well as maintaining the integrity of the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia". In Law No. 2 of 2011 it is stated that a Political Party can be formed with a minimum of 30 (thirty) Indonesian citizens with the condition that they are 21 (twenty one) years old or married and come from every province in Indonesia (Itinyo, 2016; Jamaluddin, 2020; Puji and Qomariyah, 2021).

Juridically in Article 10 of Law number 8 of 2011 the goals of political parties are divided into 2 (two) general and special. The General Goals of Political Parties are to realize the national ideals of the Indonesian nation which are in the Preamble to the 1945 Constitution of the Republic of Indonesia, to safeguard and maintain the integrity of the Unitary State of the Republic of Indonesia, to develop democratic life based on Pancasila by upholding people's sovereignty in the Unitary State of the Republic of Indonesia. And realizing welfare inequality for all Indonesian people. Meanwhile, the Special Purpose is to increase the political participation of members and the public in the context of organizing political and governmental activities, fighting for the ideals of political parties in the life of society, nation and state, and building political culture ethics in the life of society, nation and state (Al Ghifari, Hananto and Herawati, 2017; Madalina and Adityanta, 2017).

In article 11 it is explained that political parties function as a means of political education for members and the wider community so that they become Indonesian citizens who are aware of their matters and obligations in the life of society, nation and state, political parties play a role in creating a conducive climate for national unity and integrity. Indonesia for the welfare of the people, Political Parties as absorbers, collectors and distributors of people's political aspirations in formulating and establishing state policies, Political Parties as political participation of Indonesian citizens, and Political Parties are political recruitment in the process of filling political positions through democratic mechanisms with due regard to equality and gender justice. (Pasaribu, 2017).

A country that adheres to a democratic political system will focus on collective beliefs about the wishes and interests of its people which can be drawn, accepted or aggregated into an idea called public opinion. In the history of power, no government can survive without the support of the people. The power of a president, no matter how strong, will collapse when the people no longer support the government. (Nurlita and Putra, 2014).

Public credibility of the party is a complex issue. The ups and downs of public trust in a party are commonplace and cannot be avoided. (Winda, 2019). This happened because it was caused by several factors, the political factor is the reason or cause that arises from the political aspects of the people who do not want to vote. Such as distrust of parties, not being able to vote for existing candidates or not believing that legislative/elections will bring about change and improvement. Political stigma that is dirty, evil, justifies any means, etc., worsens people's trust in politics. This stigma is formed by the behavior of some politicians, in which they approach society only when there will be a political agenda. This is what undermines public confidence in politics. Another factor is the behavior of politicians who have many conflicts, starting from internal party conflicts to gain strategic positions in the party, then conflicts with other politicians from different parties. Conflicts like this generate public antipathy towards political parties. Ideally, the conflicts shown by politicians have not prioritized political ethics. (KPU Madiun, 2019).

Therefore, a future national leader who will lead the country must have great credibility, because the essence of effective leadership lies in individual credibility which consists of honesty, competence and the ability to inspire. Credibility is a person's ability to be trusted in their attitudes and statements, so that people think that they can be trusted with the attitudes and statements they have made (Nurlita and Putra, 2014; Nastain and Nugroho, 2022).

Data produced by the Indobarometer survey institute in 2017 stated that the public's distrust of political parties was greater, namely 48.8% compared to the trust held by the public which was only 35.3% and this also had an impact on the level of closeness of the community to political parties. The distance that is formed between the two makes people not recognize the party they choose, in other words, constituency support is unstable, that is, in choosing people, they tend not to be based on ideology or the party's work program but instead they rely on the strength of party leadership figures, party patrons or even the power of money (Aspinall and Rohman, 2017; Efriza, 2019). Public distrust of political parties is not only caused by the behavior of party politicians but is also influenced by the performance of the party as a whole and this also has an impact on the image of political parties which ultimately influences public perception of the party concerned (Mas'Udi and Kurniawan, 2017).

In the reform era, political parties did not have a firm political orientation and program. The consequence is that parties fail to represent people's aspirations, because they do not focus their political orientation and work programs on specific issues that occur in society because each party tries to reach all dimensions of the problem without a platform (Weiss, 2016; Suaib *et al.*, 2020). This makes the people's voice in every election seem in vain because every promised aspiration and work program does not actually solve all the social problems they have faced so far. Especially when the people only get promises of welfare ahead of the election and afterwards their relationship with the party seems to have never been close, because when political parties have got their political needs after the election, they slowly withdraw from society without completing the narratives that have been commencement. In fact, people's participation in general elections is not only limited to involvement in the political process, but more than that they expect changes for the better in line with the will of the common (Quintelier and Van Deth, 2014; Lilleker and Koc-Michalska, 2018).

The relationship between political parties and society can often have a negative connotation. Political parties are often viewed with suspicion and even shunned (Biezen and Poguntke, 2014). is synergistic with the National Survey of Indonesian Political Indicators conducted in 2023, which showed that political parties were among the least trusted institutions. With only 54% of people reporting trust in political parties, it was the lowest level out of the 12 institutions surveyed (Indikator.co.id, 2023). There are concerns about whether the public's interest in voting is influenced by the image of the political parties involved in an election. According to data from Kompas.id and Katadata.co.id, voter participation has been declining since the 2004 election, reaching its lowest point in the 2009 election at 71%. (Kompas.co.id, 2024)

**Table 1. Data on Indonesian Election Participation Levels**

<b>Election Year</b>	<b>Participation Level</b>
1955	87.66%
1971	96.6%
1977	96.5%
1982	96.5%
1987	96.7%
1992	95.1%
1997	93.6%
1999	92.7%
2004	84.1%
2009	71%
2014	75.11%
2019	81.93%

Source: (Kompas.id, 2024 & katadata.co.id, 2022 )

Even though in the 2019 election voter turnout increased by 81.93% compared to 2014 and became the election with the most participation after previous elections often experienced a decline. This has happened not because people's trust in political parties has increased. Rather, because in that year the election process was carried out simultaneously and this was the reason for increasing public participation. The positive effect of simultaneous elections has also been confirmed by research conducted by Boyd and Campbell (1960), Geys (2006), Andersen (2011) who concluded that simultaneous elections only have a positive effect on voter turnout. (Wijaya, 2021).

Political parties play an important role in fighting for people's lives, so it is assumed that there is no democracy without political parties, in which political parties are also elected by the people themselves hoping for a better life, as is the case with the slogan "From the People by the People and for the People" People". Political parties are not only for the government but also for channeling the various interests of the people, and political parties must consist of organized groups, whose members have the same values, orientation and aspirations in realizing a just and prosperous society. (Efriza, 2019).

A code of ethics in politics is needed for democracy to run well. But the facts say otherwise, there are many dishonesty and deviant acts, such as corruption, abuse of power, and other deviant behavior, which have caused a crisis of confidence in various fields of public life caused by the behavior of the political elites themselves, thus causing a bad opinion. In suspecting and staying away from political parties, in other words, there is a gap between political parties and society, so that it becomes a question whether political parties are in accordance with the expectations of the community, considering also the slogan "From the People by the People and for the People", this has become an issue which is interesting to discuss, especially ahead of the 2024 election where political parties play a very important role in the election. As we approach the 2024 election, it will be interesting to examine whether the public's perception of political parties still has a significant impact on the outcome of the election. This study aims to examine how voters perceive the upcoming election, with a particular focus on the emotional, behavioral, and cognitive aspects.

**Public Perception**

According to Albig in (Juanda, 2004) Public perception is an opinion about a statement regarding a controversial issue. Public perception has 2 (two) elements consisting of statements and controversial issues. Public perception has 4 (four) driving factors such as a controversial problem or situation, there is a public who is spontaneously involved in an issue and gives opinions, there is an opportunity to exchange ideas on controversial issues, and there is interaction from individuals who produce collective opinion.

**ABC Theory**

ABC theory (The 3 Components of Attitude) is a theory used to assist in defining attitudes and deconstructing to see what things can happen. In this theory affect can affect behavior rather than cognition in doing things impulsively. Structured attitude in ABC theory consists of 3 (three) components, (1.) Affective. The affective component of attitude refers to how we feel about something. This is often our initial reaction and may be positive or negative, such as a fear-based reaction or an excitement-based reaction, (2.) Behavioral, the behavioral component of attitude refers to our intention, or what we are going to do, (3.) Cognitive, our cognitive component is what we think about something. That's what happens when we stop and really think about it. (Drew, 2023).

**Table 2. Operational Definition Table**

VARIABLE	DEFINITION	INDICATOR	INDICATOR DEFINITION	MEASURING INSTRUMENT	MEASURING SCALE	SCORE	
Public Perception	Public perception refers to people's opinions on controversial issues that are conveyed through statements. It has two main components - statements and controversial issues. According to Albig's statement (Juanda, 2004), there are four driving factors that influence public perception. These	A problem or situation that is controversial	As the election approaches, political parties reach out to the public with a specific agenda.	Q		1 = Strongly disagree 2= Disagree 3 = Neutral 4 = Agree 5 = Strongly agree	
		The public is spontaneously involved in an issue and expressing their opinions.	I am willing to disseminate political information to others.	U E S T I O N	I N T E R V E W		
		Opportunity to exchange ideas	I am involved in political discussions				A S

	factors will be further explained through indicators.	on controversial issues.	because I understand political issues	I R E	C A L E	
		There are interactions of individuals who produce collective opinions (Oligarchy)	Candidates are selected based on criteria that the community needs.	E		
ABC Theory	ABC Theory is a theory used to define attitudes and deconstruct them to see whether something can happen (Drew, 2023)	Affective. The affective component of attitude refers to our emotional response towards something. This may be either positive or negative, such as a fear-based or a joy-based reaction.	I am interested in the vision and mission of political parties for the upcoming 2024 elections.	K U I S O N E R	I N T E R V A L E	1 = Strongly disagree 2= Disagree 3 = Neutral 4 = Agree 5 = Strongly agree
		Behavioral. The behavioral component of an attitude refers to our intentions, or what we are going to do.	In the 2024 election, I support political parties that have provided benefits to my environment.		S C A L E	
		Cognitive: The cognitive component refers to our thoughts about something after pausing to consider it.	I am aware of the political parties' quality that will participate in the 2024 elections.		E	

## RESEARCH METHOD

The type of research used is quantitative research with descriptive methods. Quantitative descriptive is a method that provides an overview or description of the variables of a phenomenon studied. Descriptive data is a form of research that aims to understand social phenomena by focusing on the phenomena being studied. Data collection in this study was carried out using a questionnaire which was distributed online using Google form tools to the public in six regions of the island of Java.

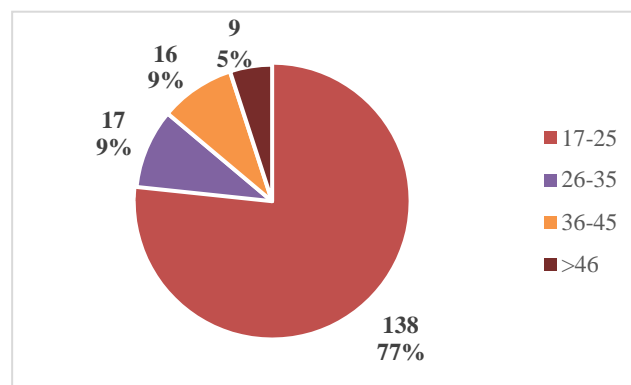
Java was chosen as the research population because until the 2019 elections were held, Java Island was still the epicenter of elections in Indonesia. Data for permanent voters on the island of Java in the 2019 election totaled 110,686,810 people out of a total of 192,866,254 voters. This means that 57.29 percent of voters are on the island of Java. (Wicaksono, 2019).

The target population in this study were all people who have the right to vote in six provinces in Java, namely Banten, DKI Jakarta, West Java, Central Java, East Java and DIY. The sample used was sufficient with 180 respondents from the entire population. Technique Sampling in this study was using a non-proportional random sampling technique with the criteria of respondents having the right to vote in the implementation of elections and the data collected came from 180 respondents using Microsoft Excel software.

## RESULT

### Respondent Profile

Respondents in this study amounted to 180 respondents. Respondents are Indonesian citizens who are over 17 years old or who have the right to vote in the upcoming 2024 elections. Respondents came from 6 provinces on the island of Java, namely Banten Province, DKI Jakarta, West Java, Central Java, East Java and DI Yogyakarta. From the data collected, 106 female respondents and 74 male respondents were obtained, so that the ratio of the distribution of respondents based on gender was 59% female and 41% male. The distribution of respondents by age was divided into 4 categories, namely 138 respondents aged 17-25 years with a ratio of 77%, aged 26-35 years were 17 respondents with a ratio of 9%, aged 36-45 years were 16 respondents with a ratio of 9% and age > 46 years as many as 9 respondents with a ratio of 5%.



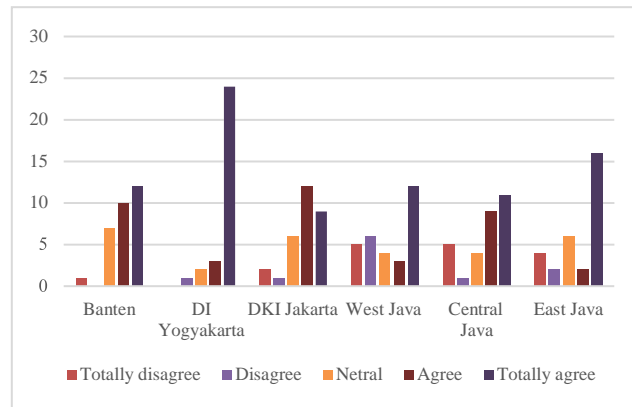
Source: (the results of the researcher's calculations 2023)

**Image 2. Age Distribution of Respondents**

In this study, from 180 respondents spread across 6 provinces of Java Island, youth were dominant with a ratio of 77% aged 17-25 years. The findings from a survey by the Kompas Gramedia Media Research and Analytics team with Kompas Research and Development in 2022 show that the enthusiasm of millennials (born 1981-1996) and young people, who are often called generation Z (born 1997-2012) in taking part in the 2024 election, is quite high, namely in the figure is 84.7%. (Rahayu, 2022).

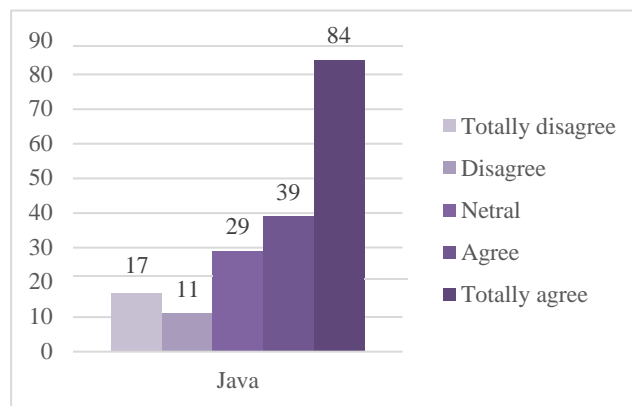
### Public Perception

In the Public Perception Variable in this study, 4 (four) statement were used with reference to public perception indicators which aim to find out public perceptions of political party motives ahead of elections in approaching the public (controversial situations), public willingness to help disseminate information related to elections and political parties (public spontaneity), public perception in positioning itself in discussions related to political issues (opportunity to exchange ideas on controversial issues) as well as public perspectives in choosing candidates who are considered according to society's criteria (interactions that generate collective opinion).



Source: (the results of the researcher's calculations 2023)

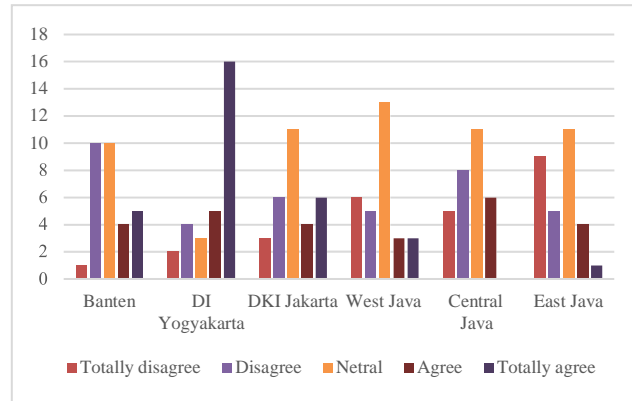
**Image 2. Graph of respondents' answers to the statement "Public perception ahead of the election, political parties approach the community with specific goals" by province.**



Source: (the results of the researcher's calculations 2023)

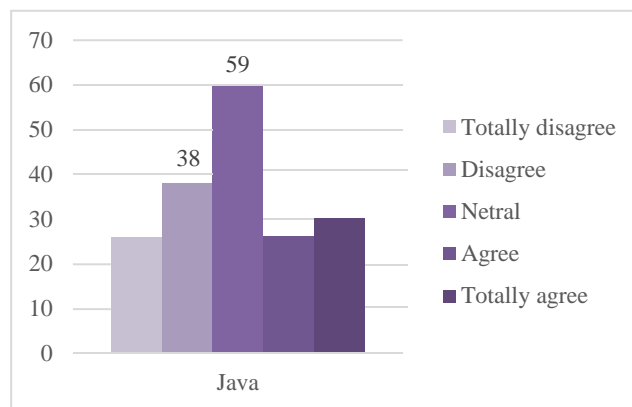
**Image 3. Graph of respondents' answers to the statement "Public perception ahead of the election, political parties approach the community with specific goals" in Jawa**

Based on Figure 2, it was found that most respondents in the provinces of Banten, DI Yogyakarta, West Java, Central Java and East Java said “Strongly Agree”, while respondents in the province of DKI Jakarta said mostly “Agree”. Furthermore, in total for all respondents, the distribution data of the answers can be seen in Figure 3. It can be seen that the most respondents' answers, namely 84 respondents, almost 50% of the total respondents, were in the "Strongly Agree" option, like the 5 previous provinces. This indicates that overall as well as per province provide similar results. The results of respondents in the province of DKI Jakarta who said mostly "Agree" did not provide a significant difference. This means that in general, based on the results of the answers to the statement, it was found that the majority of respondents strongly agreed with the statement "Public perception ahead of the election, political parties approach the community with specific goals". Meanwhile, seen from the trend of respondents' answers, the results varied, both overall and by province.



Source: (the results of the researcher's calculations 2023)

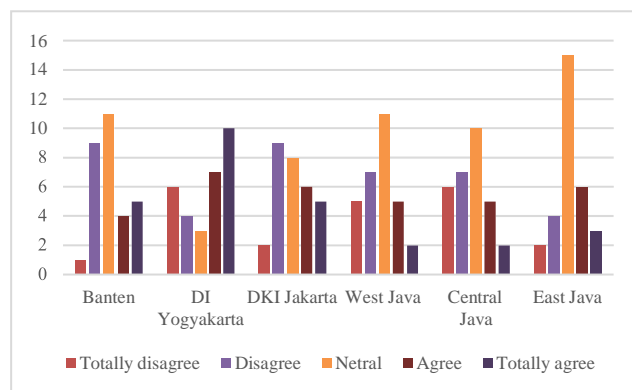
**Image 4. Graph of respondents' answers to the statement "I am pleased to disseminate political information to other people" by province.**



Source: (the results of the researcher's calculations 2023)

**Image 5. Graph of respondents' answers to the statement "I am willing to disseminate political information to other people" in Jawa**

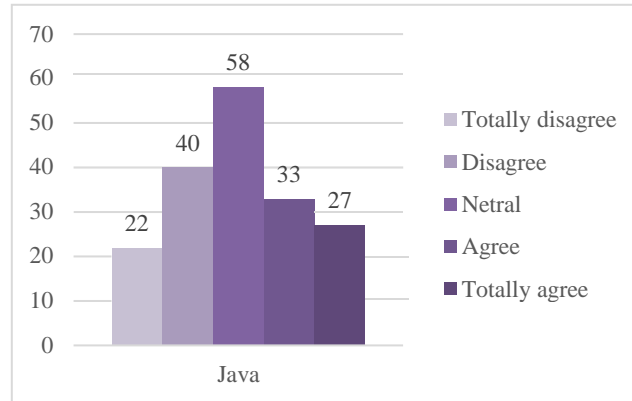
Based on Figure 4, it was found that six of the six research areas, namely Banten, DKI Jakarta, West Java, Central Java, and East Java, said "neutral" the most. Furthermore, in total for all respondents, the data distribution of the answers can be seen in Figure 5. It can be seen that the answers of the respondents were the most, namely 59 respondents with a percentage of 33% of the total respondents. In Figure 4. The votes obtained in DI Yogyakarta mostly said "Strongly Agree" which was quite a contrast and did not have a significant effect. This means that in general, based on the results of the answers to the statement, it was found that the majority of respondents could agree or disagree with disseminating political information to other people



Source: (the results of the researcher's calculations 2023)

**Image 6. Graph of respondents' answers to the statement "I am involved in political discussions because I understand political issues" by province**

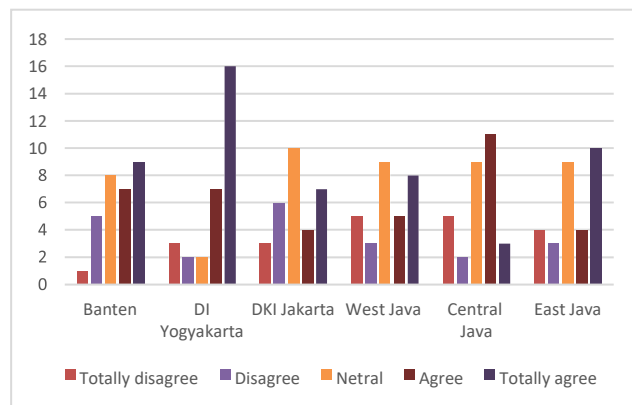




Source: (the results of the researcher's calculations 2023)

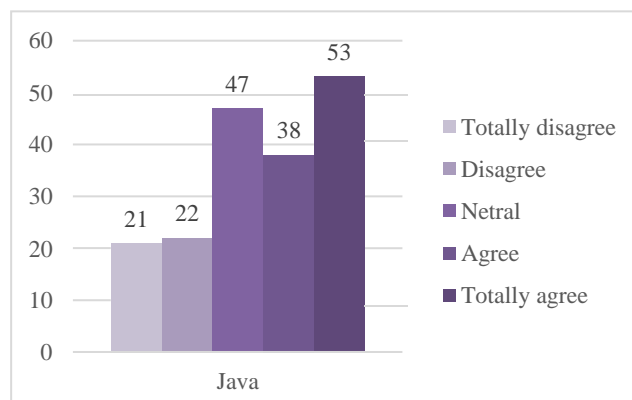
**Image 7. Graph of respondents' answers to the statement "I am involved in political discussions because I understand political issues" in Jawa**

Based on Figure 6, it was found that four of the six research areas, namely Banten, West Java, Central Java and East Java, said mostly "Neutral". Furthermore, in total for all respondents, the data distribution of the answers can be seen in Figure 7. It can be seen that the answers of the respondents were the most, namely 58 respondents with a percentage of 32% of the total respondents. In Figure 6. The votes obtained in DI Yogyakarta mostly said "Strongly Agree" which was quite a contrast and did not have a significant effect. This means that in general based on the results of the answers to the statement, it was found that the majority of respondents felt and did not feel involved in political discussions because they felt they understood political issues.



Source: (the results of the researcher's calculations 2023)

**Image 8. Graph of respondents' answers to the statement "Candidates selected according to the required criteria" by province**



Source: *(the results of the researcher's calculations 2023)*

**Image 9. Graph of respondents' answers to the statement "Candidates selected according to the required criteria" in Java.**

Based on Figure 8, it was found that three of the six research areas, namely Banten, DI Yogyakarta and East Java, said "Strongly agree" the most. Furthermore, in total for all respondents, the data distribution of the answers can be seen in Figure 9. It can be seen that the answers of the respondents were the most, namely 53 respondents with a percentage of 29% of the total respondents. In Figure 8. Most of the votes obtained in DKI Jakarta said "Neutral" but did not have a significant effect. This means that in general based on the results of the answers to the questions, it was found that the majority of respondents agreed with the statement that the selected candidate met the required criteria.

## DISCUSSION

### Discussion of Public Perceptions Ahead of the 2024 Election

According to Albig in (Juanda, 2004) Public perception is an opinion about a statement regarding a controversial issue. In elections, public perception is closely related to the interpretation or views of the community about figures and organizations that will later become representatives of the community in government. Talking about public perception in the 2024 election cannot be separated from political parties as institutions whose role is to influence people's participation in general elections (Efriza, 2019).

The discussion about public perceptions of the elements of the 2024 Election is interesting, considering that currently public trust in political instruments tends to decline. (Efriza, 2019) states that currently people tend to experience deficit democracy as indicated by indications of decreased public trust in politicians and political institutions, both parties and people's representatives. This shows the loss of the relationship between political representatives and the people they represent (Efriza, 2019).

This is synergistic with the 2023 National Survey of Indonesian Political Indicators which shows that the level of trust in political parties is at the lowest level of the other 12 institutions, with only 54% (indikator, 2023) This statement means that political parties in the eyes of the public are fairly low. The public's view of political parties is getting weaker as a result of the elements of the political parties themselves which make the credibility of political parties decrease in the eyes of the public. Factors that reduce the credibility of political parties in the eyes of the public, one of which is the existence of political stigma that is dirty, evil, justifies all means, and others, thus worsening public trust in politics. This stigma is formed by the behavior of some politicians, where they approach society only when there will be a political agenda. This is what undermines public confidence in politics.

In this research, the research indicators are represented by 4 questions to measure how the public reacts to political parties and elections, indicating that there are indications of perceptions that are synergistic with recent trends in the condition of public trust in political instruments, especially political parties.

Figure 2, which relates to how the public perceives the controversial issue, that the party has a specific purpose in approaching the public, especially during the election period, shows data that 84 respondents or 46.67% of the respondents stated that they strongly agreed. This proves that the majority of respondents agree that political parties tend to have certain motives when approaching the public ahead of elections.

The next finding of this study is to see whether public perception is also indicated by the existence of public interest to spontaneously get involved in an issue and give opinions. In this case, it measures the extent to which the public is willing to disseminate information about politics to others.

In Figure related to this indicator, 59 respondents or 32.78% neutral votes were obtained and then 38 respondents or 21.1% disagreed. From these data it can be seen that the enthusiasm of respondents to disseminate political information to other people tends to be low on average. This shows that the

interest in disseminating political information ahead of the 2024 elections is not yet seen as a very attractive agenda for the public at this time.

An interesting finding in this study is related to the statement of how public perception positions itself in discussions related to political issues in Figure 6. This question resulted in a variety of votes with a majority vote of 58 or 38.66% for neutrals, 33 votes or 18.33% in favor and 40 votes or 22.2% in disagreement. From this data, it can be seen that respondents' enthusiasm in discussing political issues with others tends to be neutral. This shows that interest for people is involved in political discussions because people understand political issues.

These varied results indicate that there are some respondents who do tend to be involved in political discussions because they really understand issues surrounding politics, while some others do not understand political issues, where the comparison between the two is not too big.

This interesting phenomenon is synergistic with the fact that most of the research respondents, who are mostly Gen Z, actually have quite an interest in news about politics. This was stated in the results of the Maverick Indonesia Analytic Fellowship Program survey in 2022, which stated that socio-political developments became news in 2nd place (24%) which were dominantly sought by 722 respondents aged 18-24 years in the Greater Jakarta, Bandung and Yogyakarta .(Wahid, 2022).

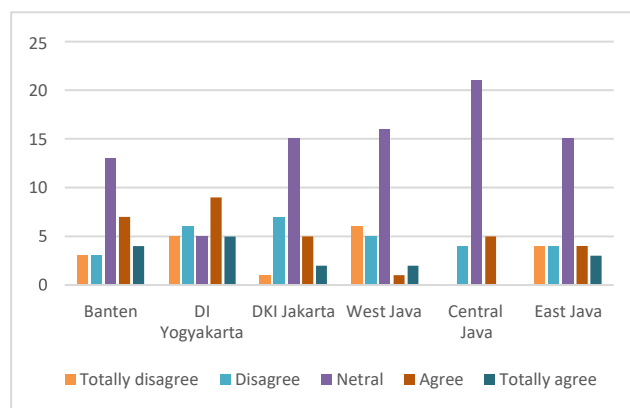
Meanwhile measuring public perception from indicators of whether there is interaction from individuals to produce collective opinions, questions are asked about whether according to the respondents the candidates chosen in the election match the criteria needed by the community.

The results of the answers based on Figure 8 obtained data with very small differences, namely neutral as many as 47 (26.1%) , agreed as many as 38 (21.1%) and strongly agreed as many as 43 (23.83%) indicating that respondents tend to think that the candidate Those elected in the election are indeed quite in accordance with what the community needs .

An interesting fact in the findings of this study is: although in general the perception of trust in political parties is low, the candidates elected in the elections are perceived quite well and are trusted by the majority of respondents.

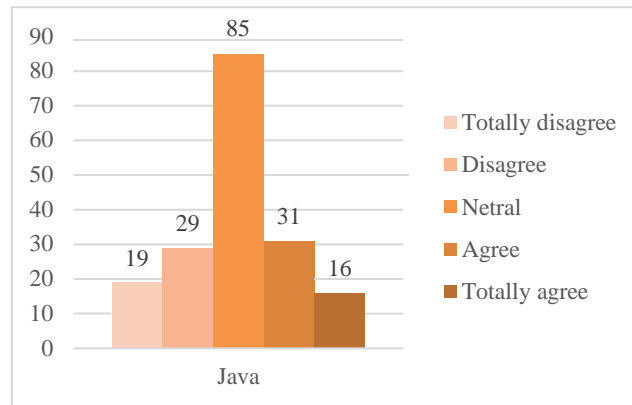
### ABC Theory

Implementation of ABC Theory in this research is intended to find out if an impulse occurs because of the impact that influences each other. In the ABC theory, there are questions that refer to affective indicators in the form of public interest in the vision and mission of political parties ahead of the 2024 elections. Can be seen in Figure 10.



Source: (the results of the researcher's calculations 2023)

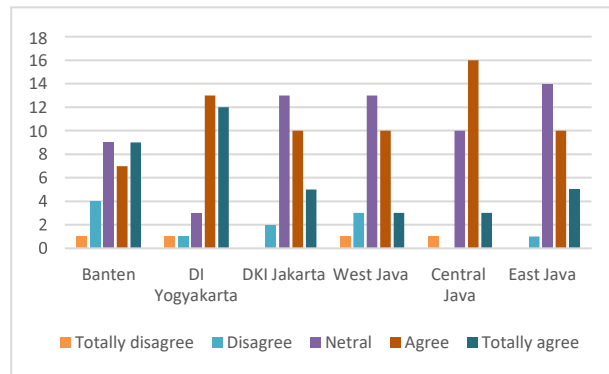
**Image 10. Graph of respondents' answers to Public Interest in the Vision and Mission of Political Parties per province**



Source: (the results of the researcher's calculations 2023)

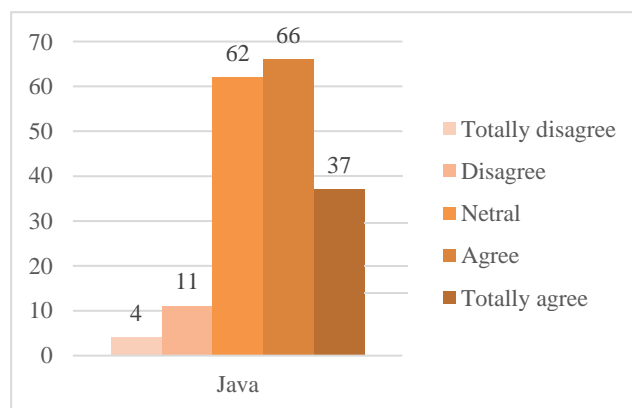
**Image 11. Graph of respondents' answers to public interest in the vision and mission of political parties in Java**

Based on Figure 10, it was found that five of the six research areas, namely Banten, DKI Jakarta, West Java, Central Java and East Java, said "neutral" the most. Furthermore, in total for all respondents, the data distribution of the answers can be seen in Figure 11. It can be seen that the respondents answered the most, namely 85 respondents with a percentage of 47% of the total respondents. In Figure 10. The majority of votes obtained in DI Yogyakarta said "Agree" but the answers were very contrasting and did not have a significant effect. This means that in general, based on the results of the answers to the statement, it was found that the majority of respondents had an interest in the Vision and Mission of Political Parties.



Source: (the results of the researcher's calculations 2023)

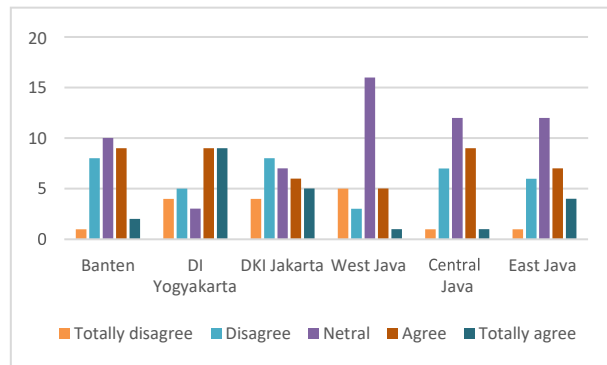
**Image 12. Graph of respondents' answers to Public Support for Political Parties which they feel provide benefits for the environment per province**



Source: (the results of the researcher's calculations 2023)

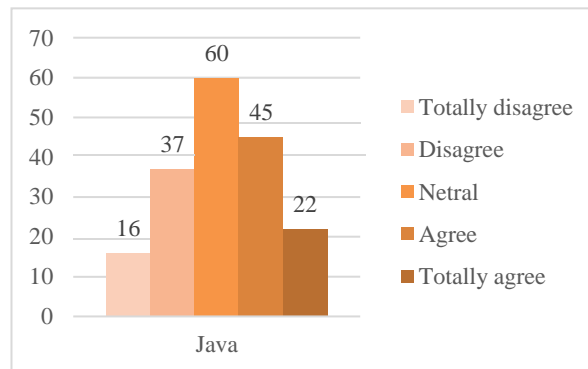
**Figure 13. Graph of respondents' answers to Public Support for Political Parties which they feel are beneficial to the environment in Java**

Based on Figure 12, it was found that two of the six research areas, namely DI Yogyakarta and Central Java, answered "Agree" the most. Furthermore, in total for all respondents, the data distribution of the answers can be seen in Figure 13. It can be seen that there were the most respondents' answers, namely 66 respondents with a percentage of 37% of the total respondents. In Figure 12. Most of the votes obtained in DKI Jakarta, West Java and East Java said "Neutral", the answers of respondents with the statement "Neutral" and "Agree" had a difference of 4 votes. With a percentage of "Neutral" statement of 34% and statement of "Agree" of 37%. This means that in general based on the results of the answers to the questions, it was found that the majority of respondents gave support to political parties which are considered to provide benefits for the environment.



Source: (the results of the researcher's calculations 2023)

**Figure 14. Graph of respondents' answers to the Public Knowing Candidates from each Political Party Ahead of the 2024 General Election**



Source: (the results of the researcher's calculations 2023)

**Figure 15. Graph of respondents' answers to the Public Knowing Candidates from each Political Party Ahead of the 2024 General Elections in Java**

Based on Figure 14, it was found that four of the six research areas, namely Banten, West Java, Central Java and East Java, said mostly "Neutral". Furthermore, in total for all respondents, the data distribution of the answers can be seen in Figure 15. It can be seen that there were the most respondents' answers, namely 60 respondents with a percentage of 33% of the total respondents. In Figure 14, the highest "Agree" statement were obtained from DI Yogyakarta and DKI Jakarta, but the answers were in stark contrast and did not have a significant effect. This means that in general, based on the results of the answers to the statement, it was found that the majority of the public already knew and did not really know the candidates from each political party ahead of the 2024 general election.

## DISCUSSION

### Discussion of ABC Theory in Public Perception Ahead of the 2024 Election

Community perceptions can also be measured using the ABC theory approach because perception is a process that involves affective (feelings), Behavioral (behavior) and Cognitive (Thoughts) of

society in responding to things or objects obtained through the five senses that are owned, so that a picture is formed regarding the perceived object or subject (Craig and Richeson, 2014; Barthelemy *et al.*, 2018).

The research findings for the affective element in Figure 10 show that the majority of respondents, namely 85 respondents (47.22%), stated that they were neutral with regard to knowledge about the vision and mission of political parties ahead of the 2024 Election. This shows that the majority of respondents tend not to show positive or negative reactions. strong on the mission and vision of a political party. This is most likely related to a lack of trust in political parties so that the vision and mission of political parties also do not leave a strong impression (affection) in the minds of respondents.

In behavioral studies that measure whether the public tends to support political parties that provide benefits to the environment, the data in Figure 12 shows data that respondents tend to show positive behavior or behavior by supporting parties that are considered beneficial to society. This can be seen from the votes obtained by 66 respondents (36.67%) who agreed as the largest vote and 62 respondents (34.44%) were neutral votes.

In the last component, Cognitive, which measures whether the public knows the candidates from each party in the 2024 election, the data in Figure 1-4 shows that 60 respondents (36.67%) chose neutral and 45 respondents (25%) chose to agree. The figure of 25% of respondents who know the candidate they will vote for in the 2024 election shows a tendency that aspects of the figure of a candidate leader are an element that is sufficiently thought about, has the potential to become an element of forming perceptions and becomes a consideration for respondents in the 2024 election.

In general, the findings in this study indicate that from the point of view of ABC theory, respondents tend to assume that the party's concrete actions benefit the community and the representation of a candidate leader will lead to perceptions more than textual elements such as the vision and mission alone (Liao, Wu and Pham, 2020; Hassan, Quader and Aktar, 2022).

## CONCLUSION

Based on the research conducted, it has been found that the general public holds a certain perception regarding the upcoming 2024 general election. This perception is based on four indicators. This study reveals that there are some controversial issues surrounding the election and it is widely believed that political parties have certain motives when approaching the public ahead of the elections. However, the public interest in disseminating political information is not seen as an interesting agenda yet. The data also indicates that when it comes to discussing political issues, the gap between the public who really understands politics and those who don't is almost equal. In general, the perception of trust in political parties is quite low but the candidates selected in the election are perceived as trustworthy.

According to the ABC theory approach in measuring public perception, there are several noteworthy findings. The affective approach reveals that most respondents do not display strong positive or negative reactions to the mission and vision of political parties. This is likely due to a lack of trust in political parties, which means that their vision and mission do not leave a lasting impression (affection) on the minds of respondents. In terms of the behavioral approach, individuals tend to exhibit positive behavior by supporting political parties that are believed to provide benefits to the community. The cognitive approach shows that people tend to consider various aspects of a potential leader's personality when forming their perceptions. These aspects are likely to be taken into account by voters during the 2024 election. Specifically, this study shows that the public has a favorable view of a political party when it takes real actions that benefit the community. Additionally, the public is more influenced by the image of a potential leader than by the party's written statements such as their vision or mission

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