PUBLIC PERCEPTION TOWARDS CELEBRITY POLITICIANS: DESCRIPTIVE STUDY OF POLITICIAN ANANG HERMANSYAH

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Anang Hermansyah, the musician and entertainer in Indonesia is occupying the position of the Member of Parliament of the House of Representatives of the Republic of Indonesia. His career as politician definitely should be seen before public as someone who understands the nation state issues and work to build the nation with the goal of achieving the nation's ideals. However, Anang on television screen acts as a musician and an entertainer as if it does not strengthen public perception on his position as a politician. In this matter, the objective of the study is to know how public perception is really built towards Anang Hermansyah and what perception is really built in public about Anang Hermansyah.

The results describe public perception built from the elements of selection, organization and interpretation and indicate that the celebrity politician, Anang Hermansyah does not yet make his self-perception as a politician, and on the contrary, public remains have perception to Anang Hermansyah as a celebrity.

Keywords: Interpretation; perception; selection.

INTRODUCTION

After the 1998 reformation era, the presence of celebrities on the political stage is shown rather different. In the past the political parties' politicians took movie stars, singers and comedians along with them in the campaign. They become vote getters or merely mass gatherers. In the era celebrities did not have orientation as politicians occupying political position despite them were the claimed cadres from certain political parties. In current era, movie stars, sinetron players, comedians, singers and television presenters become legislative candidates from each of their political parties.

The emergence of the new brand *"celebrity politicians"* can represent some pop artists' success to be elected as politicians or the Members of Parliament, Senayan members, regional heads or regional vice heads and participants in the race for politician chairs. From the existing data, more than 40 pop artists in Indonesia have been success to become politicians or have been participating in election although they ever fail in election or merely participate in the election market. Some successful celebrity names as politicians are as follows (www.kpu.go.id):

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No.	Name	Occupation	Period	Political Party
1.	Dede Yusuf	Vice Governor of West Java Province	2008-2013	PAN Democratic Party
2.	Deddy Mizwar	Vice Governor of West Java Province	2013-2018	PAN
3.	Zumi Zola	Mayor of East TanjungJabung District Governor of Jambi Province	2011-2015 2016-	PAN
4.	Rano Karno	Vice Mayor of Tangerang District Vice Governor of Banten Province Governor of Banten Province	2008-2011 2012-2014 2014-	PDI Perjuangan
5.	Dicky Chandra	Vice Mayor of Garut District	2009-2011	Independent
6.	Sigit Purnomo Syamsuddin Said	Vice Mayor of Palu City	2016-	PAN

The list of celebrities-politicians occupying the position of the Members of Parliament (MP) is as follows:

No.	Name	Occupation	Term Period	Political Party
1.	Okky Asokawati	MP DKI Jakarta II	2009-2014 2014-2019	PPP
2.	Dedi Gumelar	MP Banten I	2009-2014	PDI P
3.	Venna Melinda	MP East Java VI	2009-2014 2014-2019	Democratic Party
4.	Jamal Mirdad	MP Central Java I	2009-2014 2014-2019	Gerinda
5.	Nurul Qomar	MP East Java VIII	2004-2009 2009-2014	Demokrat
6.	Rieke Diah Pitaloka	MP West Java II	2009-2014 2014-2019	PDI P
7.	Rachel Maryam Sayidina	MP West Java II	2009-2014 2014-2019	Gerinda
8.	Mangara M. Siahaan	MP West Java I MP Central Java IV	2004-2009 2009-2014	PDIP
9.	Guruh Soekarno Putra	MP West Java II	2004-2009 2009-2014	PDI P
10.	Theresia Ebenna Ezeria Pardede	MP West Java IX	2009-2014	Democratic Party
11.	Primus Yustisio	MP South Sumatra II	2009-2014 2014-2019	PAN
12.	Tantowi Yahya	MP North Sumatra I	2009-2014 2014-2019	Golkar
13.	Meutya Hafid	MP East Java VIII	2009-2014	Golkar
14.	Eko Hendro Purnomo	MP West Java IV	2009-2014 2014-2019	PAN
15.	Desy Ratnasari	MP West Java II	2014-2019	PAN
16.	Dede Yusuf	MP West Java VII	2014-2019	Democratic Party
17.	Krisna Mukti	MP West Java VI	2014-2019	PKB
18.	Lucky Hakim	MP West Java I	2014-2019	PAN
19.	Nico Siahaan	MP East Java IV	2014-2019	PDIP
20.	Anang Hermansyah	MP East Java IV	2014-2019	PAN

For Inggried Dwi Wedhaswary, the Kompas reporter whose news reporting published on kompas.com, the presence of qualified celebrities politicians on the political stage truly remains in doubt. However, nothing is wrong if political parties nominate celebrities as legislative candidates or regional heads. What is wrong is if the recruitment principle of the celebrities only wants to increase voter turnout by selling popularity and instant entertainment to people. Replacing the existing politicians whose images are down with celebrities who have no competence as people's representatives or state officers is considered an unwise choice.

CELEBRITY POLITICIAN ANANG HERMANSYAH

Anang Hermansyah or frequently called Anang is Member of Parliament, Commission X elected in the 2014 General Election from the bearer party, *i.e.* National Mandate Party (PAN). However, as the elected Member of Parliament, Anang remains have shown on TV screen like the expert in the talent search reality show program, *i.e.* "The Rising Star Indonesia" broadcasted in RCTI. Anang's life almost entirely gets public attention until right now. As top singer in Indonesian music industry and his marriage and family, Anang's news reporting in the infotainment programs is great. His marriage and divorce with Kridayanti become infotainment news. It also occurs to his togetherness with his children with Krisdayanti. After his divorce, infotainment makes his close relationship with his duet as news. Moreover, he marries Ashanty and finally he gets two children from her. Infotainment news like to report his children from his marriage with Krisdayanti, *i.e.* Aurel and Azriel. Therefore, as if Anang Hermansyah is mostly known public as pop artist, in fact he is a politician right now. In other words, Anang Hermansyah is a politician frequently associated with the profession of a musician and entertainer. As a politician, he occupies the position of Member of Parliament, Commission X at DPR RI with the scope of duties (Education, Youth, Sport, Tourism, Arts and Culture Affairs). His career as politician should get public attention. Nimmo defines politicians are elected or appointed officers or career officers recruited to occupy state positions and their communication activities with political affairs (Nimmo, 2006, p. 30). Communicating about political issues can be meant a politician as someone who understands state meaning so that he works in state institutions as well as he thinks and works for the nation's development with the objective of the nation's ideals. Communicating political issues means any discussion on decision making and state policy process, and therefore, politicians are those involved in the process. Anang Hermansyah as politician should be seen as anyone who understands the nation, works to build the nation with the goal of reaching the nation's ideal. Moreover, he should be seen as the Member of Parliament who is actively involved in state policy making process. However, when Anang presents on TV screen as a musician and entertainer as if he does not strengthen public perception on his position as a politician. In this matter, it should be studied how

public perception is definitely built about Politician Anang Hermansyah and what perception about Anang Hermansyah is really built in public.When knowing the perception, a research was carried out in a group of students as the educated social group in Indonesia. They are considered to see fast and dynamic changes and follow information consciously. This research was conducted in students from Faculty of Political and Social Sciences University Pembangunan Nasional Jakarta. Therefore, the group of students can definitely represent social groups in Indonesia to know public perception towards Celebrity Politicians whose number is great right now.According to Kenneth K. Sereno and Edward M. Bodaken, Judy C. Pearson and Paul E. Nelson, public perception is built and developed through three phases, *i.e.* selection, organization and interpretation (Mulyana, 2007, p. 181).What we mean selection definitely includes sensation and attention. Sensation is a kind of sensing with five human senses (eyes, ears, skin and muscle, nose and tongue). Moreover, before we give response or interpretation, an event should get attention at first.After selecting stimuli from circumstances, what we do further is organizing the stimuli or information by combining them into more significant pictures. There are four types of cognitive schemata that we use to build our perception: prototypes, personal constructs, stereotypes, and scripts.The last phase is interpretation. The interpretation is a subjective process when we describe perception in various ways so that we will build the meaning of the perception's object. In the interpretation, humans give meaning in the combined information. The interpretation directs them to make conclusion and these get influence from experiences, demand, values, expectation, trust, physical and emotional condition and others.

METHODS

Researchers use quantitative descriptive methods. It aims at describing and explaining a problem after we analyze data with the use of statistical test to the existing variables. The data collection uses questionnaire with closed questions. The researchers distribute 100 questionnaires to 100 students from Faculty of Political and Social Sciences, Department of Communication Science with total number of 811 students. The reason of electing the population is due to their education background in communication science where they understand perception issues. Moreover, they comprehensively know national political issues because they have got the subject of political science so that they are a social group who can represent public and being competent to observe the politicians' behavior. Collecting samples uses the Solvin's formula (Umar, 2009, p. 78), namely:

$$n = \frac{N}{1 + N(e)^2}$$

$$= \frac{811}{1 + 811(0,1)^2} = 99,87 = 100$$

Note:

n = no. of samples

N = total population

e = error margin due to tolerable sampling error, for example 2%.

The tolerance limit for random error for each population is not similar; it can be 1%, 5% or 10%.

The data analysis technique conducted in this research is descriptive statistics with some measures among others (Sugiono, 2008):

1. *Frequency distribution:* The frequency distribution helps researchers to estimate how the frequency distribution is from the research data.

2. *Central tendency:* The central tendency is used to indicate some scores in a kind of number. In this research, it only calculates the mean tendency. The mean is "a tendency value used to see a middle value or median of total number". In the application, the mean is calculated to determine the interval class in the distribution of opinion:

Mean formula is as follows:

$$x = \boxed{\frac{\sum (wi(x) \cdot f)}{\sum f}}$$

Note:

x: Mean

f: frequency

wi: value of each frequency

SCALE OF MEASUREMENT

In keeping with the topic, the research uses Likert scale because the scale is used to measure attitude, opinion and perception of someone or a group of people about social phenomenon (Sugiono, 2008, p. 132).

The answer of each instrument items using Likert scale has gradation from very positive to very negative on the form selection:

1. Strongly Agree/SA   : 5
2. Agree/A   : 4
3. Not sure/NS   : 3
4. Disagree/D   : 2
5. Strongly Disagree /SD   : 1

INSTRUMENT TEST

Instrument Validity Test

The validity test is used to measure validity of a questionnaire. A questionnaire is said valid if questions or statement in the questionnaire is able to reveal something that will be on the questionnaire measure.In making decision whether a point of question is valid or not, it has the basis of decision making, *i.e.*:

1. If the R result is positive and the R result is $> R$ table, the point is valid.
2. If the R result is positive and the R result is $<$ table, the point is not valid.
3. If the R result is $> r$ table but it signs negative, the point is not valid.

Instrument Reliability

Test The reliability test is used to measure the consistency of indicators in variables of a questionnaire. A questionnaire is said reliable if the answer of the sample to the statement is consistent.

The reliability test is conducted by using the program *SPSS for Windows version* 20.0 which will be measured with the statistical test *Cronbach Alpha* (α) as long as it meets the requirement that the research variables are said reliable if the value of *Cronbach Alpha* (α) is over r Table. SPSS provides facilities to measure reliability with the statistic test of *Cronbach's Alpha* (α), a construct or variable is said reliable if it gives the value of *Cronbach Alpha* (α) as follows:

If *Cronbach Alpha is* $> 0{,}60$ $\rightarrow$ *the construct is reliable*
If *Cronbach Alpha is* $< 0{,}60$ $\rightarrow$ *the construct is unreliable*

Operational Variables

The variables should be operationally defined which aims to explain the meaning of research variables.

TABLE 1: CONCEPT OPERATIONALIZATION PUBLIC PERCEPTION TOWARDS IMAGE OF CELEBRITY POLITICIAN ANANG HERMANSYAH

Variable	Dimension	Sub dimension	Indicator	Scale
Perception	Selection	Sensing	1. Eyesight 2. Listening	LIKERT
		Attention	1. Appearance 2. Competence 3. Social and Political Activities	LIKERT
	Organization	Prototypes (the placement of object in the category)	1. Celebrity politicians are able to work with full of loyalty 2. Celebrity politicians are able to have competence in the national development 3. Celebrity politicians are able to have integrity 4. Celebrity politicians are able to have responsibility	LIKERT

Variable	Dimension	Sub dimension	Indicator	Scale
		Personal constructs (the measurement of object in the category judgments)	1. Celebrity politicians are suitable to work with full of loyalty 2. Celebrity politicians are suitable to have competence in the national development 3. Celebrity politicians are suitable to have integrity 4. Celebrity politicians are suitable to have responsibility	LIKERT
		Stereotypes (predictive generalization of object based on truly general facts)	1. Anang Hermansyahis a celebrity politician who has loyality 2. Anang Hermansyahis a celebrity politician who has competence in the national development 3. Anang Hermansyah is a Celebrity Politician who is trustworthy to have integrity and commitment 4. Anang Hermansyahis a Celebrity Politician who is full of responsible	LIKERT
		Scripts (the objects have become guide-lines and appropriate to the expectation)	1. The act elects and supports Anang Hermansyah 2. Trust Anang Hermansyahas a Celebrity Politician	LIKERT
	Interpretasi (Subjective conclusion)	Need	1. Anang Hermansyah is a celebrity politician who fulfills the standards of feasibility/need as a politician 2. Anang Hermansyah can interpret and fight for the need of the people and the nation's need	LIKERT
		Value	Anang Hermansyah is able to put himself in the political process properly	LIKERT
		Expectation	1. Anang Hermansyah is a politician whom society dream 2. Anang Hermansyah is a channel of the people's aspiration 3. Anang Hermansyah issues politicies that support people in general	LIKERT
		Physical condition	4. Anang Hermansyah must be active in parliament and social organizations 5. Anang Hermansyah must take time for political and social activities	LIKERT

PUBLIC PERCEPTION TOWARDS ANANG HERMANSYAH BASES ON SELECTION DIMENSION

Selection relates to sensation and attention. Sensation is sensing through human five senses (eyes, ears, skin and muscle, nose and tongue). Moreover, before an event is responded or interpreted, it has to get attention at first.

Anang Hermansyah is a celebrity who remains shown on TV screen until right now. Does his presence on TV screen represent himself as politician? When 100 respondents consisting of students from UPN Veteran Jakarta were asked "what Anang Hermansyah is shown on Visual Media represents his activities as a politician," majority answered 'not sure' (41%). It indicates that Anang Hermansyah's appearance on TV screen cannot make audience belief if Anang strengthens himself as a politician.

Besides using eyesight sense, selection process can be carried out with listening sense. With listening sense, Anang's figure can be build. And according to survey towards 100 respondents of students from UPN Veteran Jakarta, there were 51% who stated that their 'not sure' answer had listened Anang Hermansyah to carry out his activities as a politician in news coverage. It was because Anang's political activities were less covered in either news or interview.
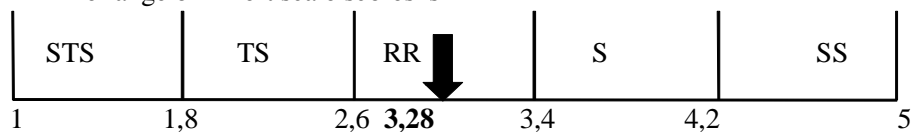
In the selection dimension, there is the sub dimension of attention (focus of attention). It indicates that attention process occurs in the establishment of people's perception. In this matter what Anang's presence in public influences respondents' perception," It can be shown from the question what Anang Hermansyah is competent in explaining political issues? Of 100 respondents, they give the "not sure" answer with total number of 47% so that it indicates that once again Anang could not represent himself as a politician.

The following results of students' perception totally bases on the *selection* dimension.

Mean value is:

$$\overline{Xi} = \frac{\sum WI = kir}{\sum R} = \frac{36,14}{11} = 3,28$$

The range of Likert scale scores is:

STS	TS	RR	S	SS

| 1 | 1,8 | 2,6 **3,28** | 3,4 | 4,2 | 5 |

The mean value in Likert scale includes the 'not sure' category. It means that total perception of the respondent in the selection phase towards Celebrity Politician Anang Hermansyah bases on the selection dimension is not good. It is because the respondents remain seeing Anang Hermansyah as a celebrity if compared to his position as a politician.

TABLE 2: ANALYSIS OF STUDENTS' PERCEPTION TOTALLY BASES ON SELECTION DIMENSION

Question	X
Sensation	
Anang shown on television visual media represents his activities as a politician	2,71
Anang is shown in newspaper media with his activities as a politician	3,45
Anang is shown directly to do his activities as a politician	3,33
Anang is listened to do his activities as a politician in news media	3,04
Anang is listened to do his activities as a politician through from mouth to mouth	3,11
Attention	
Anang appears in public to discuss the national/social issues	3,40
Anang appears in public to discuss Legal Draft	3,70
Anang's appearance in public represents his political party	3,50
Anang appears in public for decision making process in DPR RI	3,49
Anang is competent in explaining political issues	3,41
Anang's appearance wears the official dress code of a MP	3,00
Total	36,14

STUDENTS' PERCEPTION BASES ON ORGANIZATION DIMENSION

The following is the establishment of perception from the organization dimension. There are 4 types of cognitive schemata used to build the respondents' perception towards the object of Anang Hermansyah whether he is appropriate to the category as a politician: prototypes, personal constructs, stereotypes and scripts.

Politicians are categorized as the role with full of loyalty to the nation and state, the role which has competence/capacity in the national development, the role which has integrity/trust in society in general, and the role with full of responsibility to uphold the nation's duties.

Here is the organization dimension with several sub dimensions that try to build perception on Anang Hermansyah:

1. The sub dimension of *prototypes* (the placement of object in the category). In this matter, it tries to place Anang Hermansyah as a politician; to know whether the respondents agree that Anang Hermansyah is suitable to be a politician who have integrity and trust in society in general.

2. The dimension of *personal constructs* (the measurement of object in the category judgments); will know people's judgment towards Celebrity Politician Anang Hermansyah, in this matter to know whether the respondents agree that Anang is suitable as a politician who has competence in national development. It will know whether the respondents agree that Anang Hermansyah is suitable as a politician with full of responsibility.

3. The dimension of *stereotypes* (the predictive generalization applied to object bases on truly general facts). It aims at knowing people's predictive judgment for Anang Hermansyah. The predictive generalization is directed in the "agree" statement in several politician categories. For example, it will know whether the respondents agree that Anang Hermansyah is a Celebrity Politician who is trustworthy to have integrity and commitment.

4. The sub dimension of scripts (the object has become guideline and appropriate to the expectation). It aims at knowing people's judgment for Celebrity Politician Anang Hermansyah, in this matter it will know whether the respondents agree to elect and support Anang Hermansyah if he will nominate himself again as candidate in the 2019 General Election. It aims at knowing whether the respondents trust Anang Hermansyah as a Celebrity Politician.

The following respondent data totally bases on the organization dimension:

TABLE 3: STUDENTS' PERCEPTION TOTALLY BASES ON *ORGANIZATION* DIMENSION
N = 100

Question	X
Prototypes	
Anang is suitable to be politician who totaly works with full of loyalty to the nation	3,34
Anang is suitable to be a politician who has competence in national development	3,37
Anang is suitable to be a politician who has integrity and trustworthiness	3,20
Anang is suitable to be a politician who is able to have full of responsibility	3,09
Personal Constructs	
Anang is deserved as politician who work with full of loyalty	3,11
Anang is deserved as politician who has competence (capacity)	3,11
Anang is deserved as politician who has integrity (trustworthiness)	3,05
Anang is deserved as a responsible politician	3,01
Stereotypes	
Anang is celebrity politician who has loyalty	2,96
Anang is celebrity politician who has competence	3,20
Anang is a trustworthy celebrity politician who has integrity and commitment	3,02
Anang is a responsible celebrity politician	3,13
Scripts	
Elect and support Anang in the 2019 General Election	3,69
Trust Anang as celebrity politician	3,32
Total	44,6

Mean value is:

$$\overline{Xi} = \frac{\Sigma wI = kir}{\Sigma R} = \frac{44,6}{14} = 3,18$$

The range of Likert scale scores is:
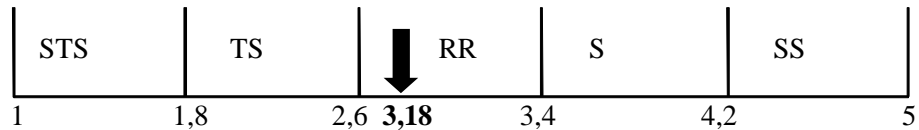
STS	TS	RR	S	SS

1   1,8   2,6 **3,18**   3,4   4,2   5

The mean value in Likert scale includes the "not sure" category. It means as a whole the students' perception towards Celebrity Politician Anang Hermansyah based on the Organization dimension is as less or not good enough. The respondents consider Anang Hermansyah unsuitable, lack of loyalty and responsibility as well as low commitment and integrity in political affairs because as if the previous profession of Anang Hermansyah in the sector of entertainment strongly disagree that in the political sector.

PUBLIC PERCEPTION BASES ON *INTERPRETATION* DIMENSION

The respondents' perception towards Politician Anang Hermansyah in general gets influence from values, experiences, need, and expectation, and trust, physical and emotional condition. How the respondents give meaning to the combined information.The following is the respondents' data totally based on the interpretation dimension.

TABLE 4: ANALYSIS OF STUDENTS' PERCEPTION TOTALLY BASES ON
INTERPRETATION DIMENSION $n = 100$

Question	X
Need	
Anang meets the standards of feasibility/need as a politician	3,12
Anang can interpret and fight for the needs of the people and the nation	3,12
Value	
Anang is able to put himself in good political process	3,13
Expectation	
Anang is a politician whom society in general dream	3,43
Anang is as a channel of people's aspiration	3,22
Anang issues policies supporting people	3,21
Anang must be active in parliament and social organizations	2,33
Anang must take take for political and social activities	2,13
Total	23,69

Mean value is:

$$\overline{Xi} = \frac{\Sigma WI = kir}{\Sigma R} = \frac{23,69}{8} = 2,96$$

The range of Likert scale scores is:

STS	TS	RR	S	SS

1   1,8   2,96   3,4   4,2   5
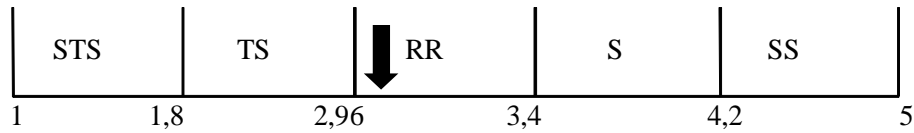
Mean value in Likert scale is under the "not sure" category. It means as a whole the students' perception towards Celebrity Politician Anang Hermansyah bases on the *interpretation* dimension was as not good enough. It was because the respondents had concluded that Anang Hermansyah did not meet their standards of need, values and expectation as a politician.

Like public viewpoint shown in the respondents' attitude and they concluded that Anang Hermansyah was a celebrity politician who only became vote getter of a political party. The respondents had opinion that Anang Hermansyah could not interpret and fighted for the need of the people and nation because they did not see and knew real evidence that Anang had given in the framework of fighting for the interests of the people and nation.

Finally, the respondents had opinion that Anang did not work and had full of loyality in the political sector. Politicians are absolutely demanded to actively involve in political activities for the people's welfare. Therefore, Anang was not a politician whom society in general dreamed. Public considered that good politicians were those who were able and wanted to do for the interests of the nation and people. The respondents were also in doubt that Anang could channel the people's aspiration. It was because Anang did not do real actions that support the people.

CONCLUSION

After reading the description having been discussed at above, we can make conclusion that as a whole, public in this matter the students of University Pembangunan "Veteran" Jakarta did not have good perception towards Celebrity Politician Anang Hermansyah yet. The conclusion totally gets support from conclusion per dimension as follows as well:

(a) Conclusion on the students' perception bases on the *selection* dimension
From the analysis based on the *selection* dimension consisting of the sensation and attention sub dimension it indicates the number 3.28 and it is in the "not sure" area. It means that according to the respondents, from the sensing aspects of eyesight and listening as well as the focus of attention, Anang Hermansyah was stated not well enough. Anang Hermansyah was almost not seen and listened as a politician and it was possible that the respondents considered that Anang's appearance frequently brought his celebrity profession.

(b) Conclusion on the students' perception bases on the *organization* dimension. From the analysis based on the *organization* dimension consisting of the sub dimensions of prototypes, personal constructs, stereotypes, and scripts, it indicates the number 3.18 and it is in the "not sure" area in the range of Likert scale. It means that the respondents were not sure that Anang Hermansyah was suitable and deserved to be politician and could be elected again in the next general election. Therefore, the respondents also considered that Anang Hermansyah was lack of competence, loyalty, responsibility, commitment and integrity in the political sector, and it was possible that the previous profession of Anang Hermansyah in the sector of entertainment totally disagree that in the political sector.

(c) Conclusion on the respondents' perception bases on the *interpretation* dimension. From the analysis based on the *interpretation* dimension consisting of the sub dimension of need, value and expectation it indicates the number 2.98 and it is in the "not sure" area in the range of Likert scale. It means that the respondents concluded that Anang Hermansyah did not meet the respondents' standards of need, value and expectation as a politician.

SUGGESTIONS

Academic Suggestions

Based on the study, the researchers suggest that in future we should carry out explorative researches toward the existence of celebrity politicians in future. Readers can test other politician categories so that we can get more accurate results. Practical Suggestions Practical suggestion here is for Celebrity Politician Anang Hermansyah that he should use media in the spread of his career notes in the political sector, and therefore public can see better understanding about his political career. Moreover, Anang should indicate his activities in public in general than those in his election region. Therefore, public can build perception that Anang Hermansyah is a qualified celebrity politician.

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