

# The Influence Of The Attractiveness Of Women Legislator Candidates On The Cognitive Attitudes Of New Voters

## (A Study of Political Communication Of Women Legislator Candidates In Aceh)

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### ABSTRACT

Attractiveness is one of the indicators of the credibility of a communicator in conveying his messages to the communicant. A Women legislator candidate will be able to persuade new voters when they have this appeal. This attraction is in the form of closeness, familiarity, openness, and having a common view on politics. This research was conducted with a descriptive quantitative approach. The population was 13181 people and the sample was 388 respondents. The results of the statistical test found that the Variable attractiveness of the legislator candidate (X) influenced cognitive attitudes in new voters (Y) by 52.2%.

**Keywords:** *Cognitive Attitudes, New Voter, Attractiveness, Women Legislator Candidates, Aceh.*  
**DOI :** 10.29103/icospolhum.v3i.57

### 1. BACKGROUND OF STUDY

The presence of women in politics is urgent to do because political issues are not only men's issues, women must also participate and be involved in them so that they will produce policies that are not only masculine but also feminine.

Nationally, women who attend parliament are not under Law Number 12 of 2003 concerning DPR, DPD, and DPRD Elections. The law states that each Election Contesting Political Party can nominate candidates for Members of the DPR, Provincial DPRD, and Regency/Municipal DPRD for each Electoral District concerning the representation of women at least 30%.

The minimum representation of women in parliament as legislators are possible due to various factors, for example, due to the personal factors of women legislator candidates, and the understanding and perceptions of voters towards women legislator candidates.

The personal factors of the legislative candidates such as their credibility, their attractiveness, and power, these factors will influence voters in seeing these women candidates. As stated by Hovland, Janis, and Kelley in their theory of source credibility theory. This theory explains that people are more likely to be persuaded when the communicator or the person conveying the communication message shows himself as a credible

person in other words a communication source that has high credibility will be more effective in changing one's opinion compared to communication sources with low credibility [1]. Canggara said that three conditions must be met by communicators, namely credibility (the level of trust of other people in the communicator), attractiveness (attractiveness), and power (strength) [2].

This study tries to look at one dimension of this theory, namely the attractiveness of the communicator. This study attempts to discuss how the cognitive attitudes of young voters influence the attractiveness of women legislator candidates in Aceh.

#### 1.1 The attractiveness of The Communicator

Attractiveness is a complementary component in establishing source credibility. If the source is an unattractive or unlikable individual, the persuasion is usually ineffective. Sometimes the persuasion effect conveyed by an unattractive communicator can even change in the opposite direction to what is desired. Seiler and Kuczajka say that attractiveness also plays an important role because attractiveness plays a role in stereotyped categorization. In source appeal, it relates the similarity, familiarity, and liking of a person that makes a message effective.

[3].

According to Canggara, the attractiveness factor determines the success or failure of communication. Listeners or readers may follow the views of a communicator because he has an attraction in terms of similarity, familiarity, liking, and physique [4].

Attraction is the communicator's attraction that comes from physical, rewards, similarities, and abilities. A communicator will have the ability to change attitudes through the mechanism of attraction (physical) [5].

Thus the effectiveness of the communication carried out by legislative candidates as communicators will be influenced by the impression of new voters on the attractiveness of these women legislative candidates.

## 1.2 Cognitive Component

The cognitive component is a component filled with what is believed and contains what is thought about the object of a particular attitude. The cognitive component consists of beliefs and knowledge about a goal, especially focusing on tangible physical attributes [6].

According to Hawkins and Mothersbaugh, an attitude has three components, namely: cognitive (beliefs), affective (feelings), and behavioral (responsive tendencies). The cognitive component is knowledge and perception obtained by a combination of direct experience with attitude objects and related information from various sources. The resulting knowledge and perceptions generally take the form of beliefs [7].

According to Azwar, cognitive attitude is a representation of what is believed by the individual who owns the attitude, the cognitive component contains the stereotyped beliefs that individuals have about something that can be equated with handling (opinion) especially when it comes to controversial issues or problems. [8]. Included in the cognitive component includes perceptions and information beliefs [9].

The cognitive component is a person's belief (behavior belief and group belief). The Cognitive Component contains the perceptions, beliefs, and stereotypes that individuals have about something. One's perceptions and beliefs about attitude objects are in the form of views (opinions) and are often stereotypes or something that has been patterned in their mind. The cognitive component of this attitude is not always accurate. Sometimes trust arises without proper information about an object. Emotional needs are often even the main determinant for the formation of trust [10].

This cognitive component leads to the knowledge and confidence of new voters in the attractiveness of these women legislator candidates.

## 1.3 New Voters

New voters are all parties that are the main goal of the parties or candidates for them to influence and convince them to provide support and then give their choice to the party or candidate concerned. [11].

One of the components of new voters who have a major influence on democratic life is first-time voters, in addition to their increasing number, their potential critical power can determine an election result. New voters are voters who are exercising their right to vote for the first time. Beginner voters consist of people who have met the requirements to vote.

The majority of new voters have an age range of 17-21 years, except for being married. The majority of first-time voters are students (SMA), college students, and young workers. New voters are potential voters for women legislator candidates to win their votes in the general election. Characteristics of the behavior of new voters who are usually still unstable and apathetic, then their political knowledge is still lacking, then they tend to follow their playmates and they are just learning politics, especially in general elections.

In the model for new voters it is stated that several conditions must be possessed for someone to be able to vote, namely: 1. Age is already 17 years old.

2. Have/have been married; and

3. Retired / No longer a member of the TNI / Police.

New voters are potential constituents to be approached by women candidates because this is their first experience in voting. New voters still lack understanding of the election implementation process so they do not give their voting rights in general elections, new voters are easily influenced by certain interests, especially by those closest to them, such as family members ranging from parents to relatives and there is still a lack of interest from first-time voters to following the explanations given by the General Election Commission as the organizer to stimulate the participation of new voters [12].

New voters' knowledge of elections is not much different from other groups, the difference is a matter of enthusiasm and preference. Political preferences can be summed up as a person's side where he has a tendency and liking for the implementation of political activity whether in the form of elections, decision-making, playing an active role in government, and so on. [13].

Furthermore, Azirah also said that new voters have different characteristics from older people in general.

New voters tend to be critical, independent, and dissatisfied with the establishment, pro-change, and so on [13].

Based on the explanation above, new voters can be a priority for women legislator candidates to withdraw their votes in elections because with their characteristics plus the attractiveness that prospective legislators have, it will be easy for them to persuade the cognitive side of these new voters so that in the end change voter behavior this beginner in selecting women legislator candidates.

## 2. METHODS

This study uses quantitative methods because the data are in the form of numbers and statistical analysis. This study uses a questionnaire to explore the effect of the cognitive components of new voters on the attractiveness of women legislator candidates in Aceh. The objects in this study were all students at 4 campuses in districts/cities in Aceh province, namely Samudera University in Langsa City, Malikussaleh University in Lhokseumawe, State Islamic University in Banda Aceh and Teuku Umar University in Meulaboh. The student population as New Voters is the 2021 Batch of students who were calculated using stratified proportional sampling in the Probability Sampling category, namely 13181. So the total sample was found to be 388 people.

### 2.1 DATA COLLECTION TECHNIQUE

The data sources used in this study are primary and secondary data. This primary data was obtained through the results of a questionnaire filled out by respondents and secondary data obtained data on the number of students in the 2021 class on four campuses, namely Samudera University, Malikussaleh University, State Islamic University, and Teuku Umar University. In data analysis techniques using data processing and investigating the relationship between independent and dependent SPSS software programs.

## 3. RESULT

The locations for this research were Malikussaleh University in Lhokseumawe, Ar-Raniry State Islamic University in Banda Aceh, Teuku Umar University in Meulaboh, and Samudera University in Langsa.

Based on the results of testing the hypothesis for research purposes it can be described as follows:

$H_0$ : Attractiveness (X) has no significant effect on the cognitive attitude of new voters (Y).

$H_a$ : Attractiveness (X) has a significant effect on the cognitive attitude of new voters (Y).

Through the significance test above, it can be concluded that the attractiveness variable (X) has a significant influence on the cognitive component (Y) where the effect

is 0.522 (52.2%). The test results in this study can be described as follows:

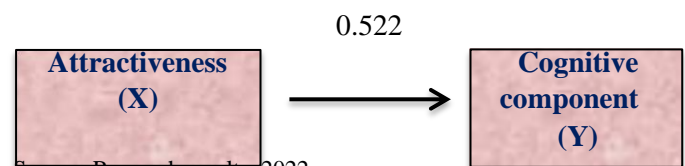
**Table 3.1 Test Results**

Influence Between Variables	Path Coefficient	Sig. Value	Test result
X against Y	0.522	0.000	Ho rejected

Source: Research results, 2022

Furthermore, as an illustration, the results of path analysis testing can be described as follows:

**Gambar 3.1. Path Analysis**



Source: Research results, 2022

To achieve effective communication, a prospective legislator (communicator) needs to have credibility or trustworthy/a trustworthy attitude. Besides that, the factor that must be possessed by prospective legislators is attractiveness. This attractiveness factor determines the success or failure of communication. Candidates for legislatures need to choose what political messages will be conveyed and show behavior that will make new voters interested in choosing them during the election for legislative members later.

Concerning the cognitive component regarding the new voter's trust in women legislator candidates, women legislator candidates are required to have attractiveness in the eyes of the new voter both in terms of similarity of views, familiarity, openness as well as support for positive feelings as well as empathy for them. The new voter's cognitive component will be able to be influenced by prospective legislators if the prospective legislator understands and is aware of the use of attractiveness in influencing the attitude of new voters in voting during the next general election.

The results of research that has been conducted at four State Universities in districts/cities in Aceh show that there is the ability of women legislator candidates to communicate by providing interesting views, namely in the form of similarity, familiarity, closeness, and having the same preferences in politics so that it has produced what is expected of women legislator candidates or in other words, the attractiveness factor

of women legislator candidates can affect the cognitive component of new voters in choosing them in the general election.

There is a similarity in views between women legislator candidates and new voters in politics because they come from the same region, have the same interest in politics, have the same cultural values, and have the same attitude toward politics. Besides that, they also have psychological, social, and emotional closeness, because these women legislative candidates are well known by new voters, they also see that these women candidates have high empathy for society, and these women legislative candidates have emotional closeness with them as new voters. The closeness between women legislative candidates and new voters can be seen from the ability of new voters to provide an assessment of new voters where these women candidates have high social sensitivity, then women candidates always build intense communication with the community (including new voters), as well as the hospitality that is carried out by women candidates in their social interactions in the community.

The factor of liking to contribute to female legislative candidates in attracting voter votes among new voters can be seen from the responses given by new voters that new voters will choose female legislator candidates who have a high level of confidence, have a good attitude/behavior, as well as candidates the female legislator is physically attractive and looks good.

The findings of the research show that the attractiveness variable for female legislator candidates influences the cognitive aspects of new voters in choosing, this indicates that the factor is similarity. Proximity, familiarity, and new voter's liking for the attractiveness of female legislator candidates have a major influence on the voting attitude of new voters and this also indicates that the new voter's knowledge, understanding, change of opinion, and change of belief can be influenced by female legislator candidates, because of their attractiveness. by women legislators. As stated by Baron and Byrne explained that interpersonal attractiveness is a person's assessment of the attitudes of others, where this assessment can be expressed through a dimension [14].

#### 4. CONCLUSION

Based on the significance test, it can be concluded that the attractiveness variable (X) has a significant influence on the cognitive component (Y) where the effect is 0.522.

This means that the attractiveness of prospective legislators can influence new voter voters in voting in the next general election. The attraction is built between them because new voters and female legislator candidates have the same views in politics, closeness, familiarity, and

openness are built between female legislator candidates and new voters.

#### ACKNOWLEDGMENTS

The research was funded by the Non-Tax State Revenue (PNBP) of Malikussaleh University.

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