

INFORMATION SEEKING BEHAVIOR THROUGH MEDIA ABOUT “THE 2014 INDONESIAN PRESIDENTIAL ELECTION”

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Abstract

Presidential election is an important process in Indonesia as the democratic country. The democratic process requires people's participation. The quantity and quality participation of voters are assumed closely related to their political consciousness.

This study aim to explore the media used in Indonesian presidential election, the diversity of information, the credibility of resources gained and also the information process and evaluation by the voters. The method used is qualitative with interviews, observation and focus group discussion as data collection techniques. The subject of the research is first-time voters in the 2014 Indonesian presidential election.

The study found that there are some voters' behaviors about the 2014 Indonesian presidential election in. *First*, electorates search information about the 2014 Indonesian presidential election through media and interpersonal communication with acquaintances, either friends or family. Meanwhile, Television is still priority resources for voters to get information about the 2014 Indonesian presidential election through presidential candidates' debate program. In addition, electorates also employ Internet as a channel to find information about the 2014 presidential election such as via search engine social media Forum, blogs and online mass. *Second*, voters consider the heterogeneity of information received includes information about candidate's charge of human rights cases, the track record, people behind the candidate, and the leadership style of each candidate. However, some voters suggest that the information about presidential election is not various because the information available is only critique of both candidates' supporters. *Third*, electorates seen the credibility of information sources from the information conveyed and its sources neutrality to the candidates. Dealing with its credibility, offline mass media are considered more credible than most online media, and parent is considered more credible than other acquaintances or media. Besides, experts who have blogs are impartially considered as credible source of information. *Fourth*, all information contribute to the voters' decision making processes, the use of voters' right to vote or not, and to the voters' choice for president and vice president candidates.

Introduction

After the reformation era in 1998, Indonesia is the most democratic country in Asia that runs democratic system. The presidential and legislative members' elections are held directly by the whole citizens who are eligible and registered as voters, both national and regional. Elections to choose a president and legislators held every five years. Since the reformation era in 1998, Indonesia has held general election four times in 1999, 2004, 2009 and 2014 (in which this research was conducted).

Indonesian election is predicted as the most complex election in the world. In one election in Indonesia, for example there are four million workers in 550,000 polling stations, and its spread over a very wide variety of areas and occupy much of the island. Indonesia is a country that consists of 17,000 islands although the majority of the populations inhabit the western part, especially in Java and Sumatra Island. The main task of national and regional officers Election Commission is to manage 700 million ballots with 2,450 different designs in order to facilitate the Presidential and Legislative Elections in the National and Regional levels. Moreover, Indonesian election is the second largest one-day election in the world after the United States.

According to the April 2010 national census, the total population of Indonesia is currently about 237.56 million (BPS, 2011). The minimum age limits as a voter is 17 years (on Election Day) or at any ages as long as it has been or ever married. The number of eligible citizens as voters from year to year increase significantly but the participation of the voters in the elections has decreased from period to period.

In the 1999 election, there are 171.228 registered voters and until October 2013 to the 2014 election, the registered voters increase to be 187.977 voters. However, there is a decrease in the electoral participation of the voters in the 1999 election. It is reported that in 1999 the participation is about 93%, it decreases to 84 % in 2004, and the most recently, the percentage of participation in the 2009 was only 71 %. In line with this phenomenon, political analyst stated that the decrease of participation in election is a common situation for a newly established democracy.

The general election in Indonesia is also characterized by the press freedom that is quite prominent. Within the framework of the presidential election, the National Election Commission in Indonesia has an official mechanism to broadcast the debates event between the president and vice president's candidate. In addition, the Election Commission also provides a wide range of regulations and provision that are sufficient to provide freedom in conducting a campaign through the media or non-media.

Regional and national legislative elections put the individuals who should be chosen and the party supporting the candidate. Some voters have certain reason to choose the candidates either its already known or unknown. However, there are also some voters who choose candidates based on the party supporting them rather than on the candidates as individual. It is understandable because the number of legislative candidates that should be selected in election. Because the calculation of the legislators' numbers is eventually seen based on its party, the legislative elections are also considered as a victory of the party.

The presidential election is different from the legislative election because the voters will not vote for a party but the candidates who are officially registered at the Commission as a partner to be president and vice president candidate. Although the president and vice president candidates are carried by the party, voters also know them as individuals. In the 2014 elections, there were only two pairs of candidates for president and vice president, namely Prabowo and Hatta Rajasa, and Joko Widodo and Jusuf Kalla.

Related to the presidential and vice presidential elections, the euphoria of each candidate supporters is very exquisite either to support or discredit the candidates. It makes the information comes the voters is excessive. Besides, the quality of the truth or accuracy of the information is also various. The variety of scattered information produces a variety of meanings and alignments. The electorate then exposed to a variety of information that ultimately seen either passively or actively. Based on it, it is interesting and important to analyze the information seeking behavior of electorate especially on the attitude of the electorate in line with that phenomenon. Information seeking behavior itself can be active or passive.

The active attitude in addressing a variety of messages that appear is generally by do searching, duplicating the message received or arousing opinions and comments on the various issues developed. Passively attitude, on the other hand, can be interpreted as the electorate exposed to unexpected information, or they simply interpret a variety of information received without certain involvement on its resources either directly or indirectly.

Regardless on the process of information seeking, the information received formed the knowledge of electorates and it becomes the basis of their attitudes and behavior as voters. The differences information received will ultimately lead to differences of the knowledge had. The knowledge owned by the electorate could be the basic to guide the voters to determine their choice that also could influence the voters' identity in defining their group of reference or the similar group of the voters. Thus, it is important and interesting to know the variety of information received by the electorate related to the 2014 Indonesian Presidential election.

The variety of scattered information is closely related to the source of the information obtained. Currently the development of the media can be seen strikingly from the developments of mainstream media especially television and newspapers or tabloids and digital media, particularly the social media as well as mobile phones media with all amenities that are rapidly developed.

The mainstream media is now controlled by the ownership of private or commercial circles and it develops as an industry. According to one of studies, it is revealed that the media industry in Indonesia is dominated by 12 large companies either broadcast, print or online media. The twelve major companies are MNC Group, Kompas Gramedia Group, Elang Mahkota Group, Visi Media Asia, Jawa Pos Group, Mahaka Media, CT Group, BeritaSatu Media Holdings, Media Group, MRA Media, Femina Group and Tempo Inti Media. They are the twelve big media companies that dominate hundreds of print media (newspapers and magazines) and dozens of television and radio. In addition, the development of online media has also become a growing industry such vivanews.com (Vision Media), News One (Lippo Group).

The dominance of media ownership illustrates the dominance of power held by a few people for a variety of information that is mediated. As confirmed by Schumacer and Reese that media

ownership is one of the factors that will influence media content. Referring to the concentrated media ownership, the critical approach of media believes that the significant number of mainstream media will ultimately be voicing the interests of the owner or, in other words, the interests of a small number is not the public interest.

While the development of social media and the use of mobile phones or smart phones could not be separated from the development of technology. The support of technology produces new media that is technically different, and it changes the messages production and distribution, either from its system or its use. The most talked media is the Internet-based media. According to WeAreSocial of Singapore, the development of internet-based media in Asia during 2012 has increased approximately 24% from last year to 27% this year. Internet users in Asia today are 1.03 billion from the total population of 3.8 billion. While the social networks and mobile users are by 21% and 82% of the total population. A country with the highest internet penetration is South Korea (83% of the total population), followed by Japan with 79% of its population. The highest percentage for the Southeast Asian country is held by Brunei (78%), Singapore (75%), Malaysia (61%), Thailand (36%), Vietnam (34%), the Philippines (32%) and Indonesia (22%) , Internet users in Indonesia was on fourth largest in Asia with 55 million, below China (538 million), India (121 million) and Japan (101 million).

The internet use is also associated with the development of the use mobile phones and smart phones. The average penetration of mobile phones in Asia is 82%. Macau has the highest mobile phone penetration at 234%, and it means that every citizen of Macau has more than two mobile phones. Indonesia has a penetration percentage about 109%. This means that there are people who have more than one mobile phone. The use of the internet and mobile phones evolve into Smartphones that is able to access the Internet affects to the access of social media as an internet-based media. Although the penetration of social media usage in Indonesia is only 18%, but if it is seen from the figure, the numbers of penetration are quite large about 44 million people and the majority of the social media users are Facebook users.

The phenomenon of digital media development leads to a wide range of information and resources about the presidential and vice presidential candidates. After the registration period of president and vice president candidate that results on two pairs of candidates, the presence of debate between the supporters of the two candidates in media becomes so obvious that is sometimes generate hostility and hatred. It is certainly far away from the expectation that the various information and various sources of information should be able to provide sufficient knowledge to make intelligent choice. In addition, the electorate must be able to digest a variety of information that is delivered directly and must also understand the meaning contained in the various information received or delivered.

Several studies show that media could influence the ways on voters define the election. One of studies on beginner voters in Jatinangor district found that almost all respondents (93.26%) stated that the voters require information about the election, and half of them are even in highly need (46.07%). As a source of information, for more than half of the respondents, media is considered as the source of information for the election (59.55%) besides from Community Leaders (56.18%). Additionally, almost half of the respondents (40.45%) also stated that teacher is a source of information for election, and it is only a few of respondents (5.62%) stated that the Election Commission is a source of information about election (Maryani, 2013).

According to Marchione the concept of information seeking can be understood from the definition below:

Information seeking is a special case problem solving. It include recognizing and interpreting the information problem, establishing a plan of search, conducting the search, evaluating the result and if necessary, iterating through the process again. Studies of where and how people look for information, highlight the interaction of personal factors such as experience and knowledge and the information need (G. Marchionini. 1989 : 54–66).

Referring to the definition above, "Information-seeking" can be understood as a special case of an attempt to do problem solving. Inside of its process includes the efforts of audiences to recognize and interpret the information problem, set the seeking plan, do searching, evaluate the results, and needs the literacy process again.

Furthermore, Marchonini and White also explained that the information seeking process consists of:

1) Recognizing a need for information, 2) Accepting the challenge to take action to fulfill the need, 3) Formulating the problem, 4) Expressing the information need in a search system, 5) Examination of the results, 6) Reformulation of the problem and its expression, and 7) Use of the results (Marchionini & White, 2008: 205–237).

Referring to the steps proposed by Marchionini and White above, these stages can be understood as an attempt to represent the main actions to be done in the process of information seeking.

In line with the use of media in information seeking about the presidential election, it is very relevant to know that the use of media among youth is highly significant. A research on social media use by young people in Bandung also found that the majority of respondents claimed to be the users of facebook and twitter (Office of Communications and Information Technology in West Java, 2011).

Theoretically to understand the use of the media by the public, it could employ the assumption that offered by uses and gratification theory. This theory is one of the more humanistic theoretical approaches that are currently seeing the use of the media by the audience. Blumler and Katz believe that the way of audiences use media is various and there several numbers of excuse to use media. According to the uses and gratification theory, audience as the media user has the free will to decide their media usage and the media usage will affect them (Griffin , 2012)

Based on some researches on the use of social media as a media of campaign, it is proven that social media is well responded by the audience. Merlina Lyn who specifically look at the use of social media in regional election of Jakarta showed that there is a massive use of social media by the governor and vice governor candidate (Merlina Lyn, 2012). However, the young people as audience who use social media intensively, including in response to information about the elections, still do not ignore the existence of mainstream media. Wibowo and Mirawati which also saw the use of social media for election information seeking among young people found that although the majority of young people use social media, but they still assume that the mainstream media is the main reference to confirm the information received from social media (Wibowo & Mirawati, 2011).

Observing the phenomenon above, it is important and interesting to see how the information seeking behavior of the 2014 Indonesian presidential election through the media. The focus of this study is expected could be the basis for developing the following research questions 1) How the communication channel is used in the process of finding information about the 2014 Indonesian Presidential election by the electorate? 2) How does the diversity of information about the 2014 Indonesian Presidential election were received by the electorate? 3) How is the credibility of information source referred about the 2014 Indonesian Presidential election by the electorate? 4) How the electorates use the information as a basis for making decisions to select president and vice presidential candidate?

Methods and Procedures

This study used qualitative methods (Denzin & Lincoln, 2005). Qualitative methods are used to find the data related to the information seeking behavior carried out by the electorate consciously, regularly, as well as the reasons and consequences of the information seeking process. Through this method, the data obtained is expected to able to describes the information seeking behavior of the voters, the reason and its influence to the voters, and the prospective voters' view about the 2014 Indonesian presidential election.

The interview, observation and Focus Group Discussion are used as data collection techniques. The interview is conducted to obtain the data which are subjective or unpredictable for the audience. Besides, observation is used to complete the research context in relation with the information seeking process done or the presence of various information sources related to the 2014 Indonesian presidential election. In addition, focus group discussion is employed to obtain the view of group or audience about the situation and the context of the media coverage that expose the audience as well as the conflict between audiences related to the 2014 presidential election.

This research will be conducted on the beginner voters who have right to vote and registered as voters unless it is used or not in the 2014 presidential election. The subject of the research includes the generation that is familiar with a variety of communication technologies or the media in their daily lives. The education level of the informants is at least high school or in undergoing higher education. This categorization represents the characteristics of the middle class which is assumed to have enough access to the media or information sources and to have sufficient basic knowledge about the 2014 Indonesian Presidential Election.

RESULT

This research explores the information seeking process as general, however, it considers the available context and situation in order to get the particular uniqueness of the findings.

The Use of Communication in the Process of Information Seeking on the 2014 Presidential Election

The audiences examined were found to have particular information seeking behavior on the 2014 presidential election that includes information seeking behavior through printed and electronic

mediated communication, online or off line as well as the channels of interpersonal and group communication.

The information seeking through the media is generally carried out actively to seek or check the latest data (updates) from various media regularly. Associated with information seeking systems through media based on the statements of several informants, the data obtained showed that television is still the mainstream mass media used actively for information seeking on the 2014 presidential election. An informant stated that "I usually watch television in the afternoon after classes to obtain the election information in the 2014 presidential election", an interview with Sy). Television as audiovisual media is also considered as sources of information to update the presidential election news. It is also considered as media that is capable to show the situation happened in society such as the campaign situation. This was revealed by the following informant "Television is used if I want to know the latest information of the current campaign situation", (an interview with Eg). The visual effect of television is also seen as particular power for the informants, as stated "I prefer TV because television gives a better visual effects than other media", an interview with Sy).

Other informants also identify the news coverage that is watched to ensure the existence of media bias, as stated "I watched electronic media when I want to know the tendencies or media bias to certain candidate which" (an interview with Ms). The informant makes the difference information published by the media which is considered to have alignments precisely as counterweight information about both candidates. Although television alignments disappoint the informants, but TV Debate program received considerable attention from informants. They can assess the existing presidential candidates through debate, as revealed by the following informant "whenever there is a debate, I try to watch in order to see how the idea of the presidential candidates", an interview with Ms).

The distribution of media such as billboards and banners are also recognized by one informant as communication channel of information seeking about presidential elections. During campaign, there are billboards and banners related to the election or a candidate. The number its media also seems to attract the attention of the audience as conveyed by informant "Billboards, banners are often seen in the streets that I went through", an interview with Ad).

Besides television, the Internet became the most priority media in the process of various information seeking. One of informants stated that there is a difference between information from television and social media (internet) as expressed follows "I often choose social media because social media is always to provide new information and facts that are different as compared with the television", (an interview with Eg).

The use of Smartphone also have contributed to the use of social media or the internet as the following statements "Certainly, I prefer digital media because of its easiness to simply access it by using my Smartphone that I hold ", (an interview with Hn).

The informants can also search for and obtain information about political issues through discussions in the social media, from community-based hobbies such as from the community of jersey collector (an interview with Ds). Besides, social media such as Facebook and Twitter are commonly used routinely as the statements of the informant as follows "I usually check my FB and Twitter once a day and the news about the 2014 Presidential Election emerges at FB and

twitter account that I follow and like", an interview with Sy). Besides Facebook and twitter, Path is also another social media that often becomes a source of political information although it is implicitly stated by the informant "Initially I did not intend to seek information about the 2014 presidential election but I accidentally found its information from my friends' postings in Path", (an interview with Hn).

Although Path's performance is as simple as Twitter, but for posting pictures or images and memes, Path is upper hand. It was suggested by one of the following informant "Path is almost similar with twitter but it covers more photos or meme" (an interview with Ad). In addition, he also stated that Path is another social media also that is mostly accessed daily "the social media accessed mostly is Path because I accessed it several times in a day and many of my path's friends post photographs or meme" (Interview with Ad).

Email provider or portals such as Yahoo also became one of the media on the Internet that is used to disseminate information related to the presidential election. The owner of the email address said that they are accidentally exposed to a variety of information when they will open their email.

Based on the behavior of informants found above, it can be said that the most dominant media used for information seeking about the 2014 presidential election is television, such as Metro, TV One, Trans TV, RCTI, and in the second rank is the use of the internet as mass media online such as Republika, Kompas, AFP, social media includes Facebook, Twitter, Path, Line, forums, Websites, Google, and Email provider or portal. Additionally related to media distribution, billboards and banners spreading on the road are also revealed a source of information about the 2014 presidential election.

The information seeking done as described above is called as process of recognizing a need for information. In other words, people will tend to find their information need and strive to satisfy their need for information (Marchionini & White , 2008: 205-237). This is the underlying reason for the informants to use media in the process of finding relevant information about the 2014 presidential election.

The information seeking about the election doesn't solely refer to the communication through the media but also other channels of communication including intrapersonal or groups communication, or communication with acquaintance such as friends and family that is done by all of the informants.

The background of informants' friends will contribute to the various points of view or opinions about certain candidate. Generally, the informants correlated the opinions or views of his friends with his background or activity. The various activities associated with the election are campus activists, members of an organization or group, sympathizers or volunteer a certain candidate, as expressed by one of the following informants:

"my friends in hometown, college, family. My hometown friends, for example, pursue their degree in another town and back to my hometown, they gather and talk about everything includes about politics. Some of them discussed it deeply and their backgrounds are various such as campus activist, there is also a member of TIDAR (Tunas Indonesia Raya), there is also a sympathizer of a particular presidential candidate.

My college's friends also discussed about it, but the information discussed is usually has already covered on the television. Thus, it is not deep and important" (Interview with Ds)

The informant's view of their friends' difference is also in line with the statement of the following informant. However, if the Ds consider the information received from his friends as old, surface and custom information, then, informant Ad assumes that the information obtained based on his conversations with friends are a new information as his following statement "Because of our choice are different, we sometimes get more information about certain candidate after having discussion" (Interview with Ad).

The family is also still a channel of communication to get information about the 2014 presidential elections. The parent both father and mother are also other family members outside the nuclear family (eg, uncle), coloring quest for information on the presidential election. This happens especially when parents are people who are active in the campaign -one of an informant said that his mother is a successful team of Jokowi- or other informants have indicated that his parent always follow the TV news about the presidential candidates. Therefore there are informants who suggested that his father was a friend to his discussion related issue candidate.

The family members besides as a source of information and a friend of discussion are also assessed by informant as a party trying to influence them.

"While watching news, my father will focus on it and the most common news watched is from TV One. My father even ask I and my brother during the way we back home "who will you choose in presidential election? " Because we know that he supports Prabowo, we said that we will choose Prabowo too we don't fully sure that we will choose him. Knowing our answer, he asked why don't you choose Jokowi? I gave an answer, but he was dissatisfied with it, and then he added the shortage of Jokowi than Prabowo . He also said that, from both of them are not good but we should choose the better one" (Interview with Ms).

From the above data, it can be seen that informants tends to have similar choice for certain candidate if they are asked by older or respected people. If it is analyzed from the communication culture of Indonesian (related to the culture of the east or Java, for example), it shows that people tend to avoid conflicts or disagreements around their acquaintances or with the respected people.

There are also family members who are trying to influence the informants by vilifying one of the candidates because he is a sympathizer other candidates, as said by the following informant "My uncle provides many news about the negative points one of the candidates because he is the sympathizers of other candidates" (Interview with Sy). The attempts to influence others by demonizing the other candidates seem to be a good strategy to get the sympathy or to be taken for granted by people. Informants tend to assess all information received including the information from older or Supervisory Committee officers. In another word, family relationships, social status or position does not necessarily make the information deemed credible, especially when it is conveyed with an emotional charge, no data or clear arguments. Such information is understood by the informants as a vilifying attempt.

Based on the experience of several informants, presidential election often becomes point of discussion in family but it doesn't become serious or deep discussion. In other words, presidential election considers as an ordinary discussion and it is only happened if there is certain situation such as there is news about presidential election in television. It is as expressed by the following informants "this is only slight and surface conversation" (Interview with Ms.). Thus, this condition can be a space or a more conducive situation that give freedom to the family members to develop knowledge, thought or decision to choose or support a candidate.

The interesting thing related to the use of online media in the presidential election is the habit of some people in addressing the media. One informant stated that he received the presidential elections information through the online medium in limited number such as information appearing on the Facebook wall or twitter time line. It means that most voters are very dependent on the information received compared to the active searching.

In addition, this research also found that the various undesired information received by the informants made them getting more confused. It is caused by the difference information or opinions of similar issues from different people or groups. The informants also asserted that the messages received mostly consist of information that demonized the opponent or presidential candidate supported.

Some informants stated that they don't believe completely on the information received from online media both online mass media and social media, and they need to confirm the information obtained from their acquaintances such as parent, especially fathers or friends nearby.

One informant actively seeks information from several blogs of experts that he knew to get information about the election. According to him, there are sufficient blogs that are more neutral, independent and professional discussing about presidential election. However from the process of information seeking done, the informant concludes that presidential election problem happened in this country is due to the system matter instead of the presidential candidate. Thus, whoever the candidate, the quality of the presidential election remains.

Based on the various data related to the information seeking behavior through the media as well as interpersonal, group or family communication, there are several important points obtained. First, television is one of the non-online media that are still predominantly used for information seeking about Presidential Election by the informants. Second, the television stations chosen by the informants depend on the choice of the informant's parent for those who still live with parent. It is similar with the choice of another media such as magazines or newspapers, although its use is much lower than the television. Third, the media read or owned by the environment of the informant generally contributed to the information received by the informant.

Most voters tend to choose the media that is in line with their political views. Even friendship in social media can be broken due to the differential candidate or political views. This behavior indirectly showed that the individual's information seeking process about the 2014 presidential election is more directed to the sources of information that is in line with his political views. In addition, they also only want to exchange information and views with the voters that have similar political view or candidate.

However, some of voters actually seek information from various sources. Although it is sometimes admittedly led to conflict, but the diversity of media and individuals used as channel of information seeking also produce diverse information and are able to be evaluated or compared each other. This is a richer communication process during the process of collecting and processing the information seeking process by the informant about the 2014 presidential election.

Generally during information seeking process either through the media or not, the informant also have assessed and well selected of online media, non-online or the people around him in connection with the information propagated about the 2014 presidential election.

Information Diversity About The 2014 Presidential Election

Based on the analysis of the data obtained, it is known that the available or the exposure information about the 2014 presidential election is interpreted by some informants with very diverse or varied although others interpret it with simple conclusion. Thus, it needs to be explored and analyzed deeply in order to know the reason why such conclusion appeared.

The informants stated that information about the presidential election is very diverse, too diverse or varied enough based on the information obtained. First, there is informant who revealed the diversity of the information based on the spreading of negative news for each candidate, called by the informant with the term 'black campaign', the information about the background of both candidates and also about the presidential and vice presidential debate. The diversity of the information is also interpreted by the informant in the sense of news covering negative and good points of each candidate as the following informant expression ini "... diverse, from good info and the negative of each candidate" (Interview with Dn). However, the informant further stated also that the most dominant information is about the negative side of each candidate.

A similar expression was expressed by another informant who claimed that the information about the 2014 presidential election available is various because he obtained it either from friends or media as presented in the following statement:

"various, for example there was discussion about competition between red general and green general and it is correlated with religion issues. Additionally, discussion about human rights cases, the track record of each presidential candidate (achievements, time of preparation, way to be candidate), leadership style of each candidate, people behind the candidate (can also include anyone who is going to be a minister if a candidate is selected, foreign interference on a particular candidate), the campaign strategy used ... discuss how welfare if for example one particular presidential candidate is elected, freedom of expression if one candidate is elected, about religion, about the vision and mission of particular candidate" (Interview with Ds)

The diversity of information about the presidential elections do not always has a positive impact on the audience received. One informant stated that for him, the information available is too wider, diverse and it has no correlation with the presidential election, but it leads to conflict. In addition behind the diversity of existing messages, the informant eventually also came to the conclusion that basically those information leads to the same pattern. The speakers who support

one of the candidates tend to produce information that suggests on the positive side or rightness of certain presidential candidate and show the negative aspect of the opponent.

On the other hand some informants claim that for them, the information obtained is not diverse. The reason for the less diversity of the information is based on the data found related with the awareness of informant about the information need in line with the presidential election. Thus, if the informant has already need particular information and he doesn't obtain its information, the informant concludes that the information available isn't diverse because it doesn't accommodate the information need.

The impression of less variety information provided is also obtained by the informants from the information appeared that tends to response bad information about each candidate that is conveyed by each supports and it results on the effort to disfigure another candidate. In addition informants also consider that information of one presidential candidate is more dominant than the other candidates.

The supporters and successful team constructed a competition situation by showing the negative points of each candidate and replying to each other information is also expressed by one informant in relation to the information about the Presidential Election "The war is dominantly about the negative aspects between each presidential candidate".

Furthermore, the less diversity of information seen by the informant is due to the bias of media to particular presidential candidate. Information from the media, then, seen similarly by informants that media tends to provide the positive points of the supported candidate and the negative side of the opponent.

In general, the diversity of information about the Presidential election gained by the informants depends on the awareness and need for the information they have, the information seeking pattern carried, as well as their willingness to access the information from different individuals or groups' view. The diversity of information disclosed by the informants is associated with the candidate profile, track record, campaign strategy, vision, mission, and debates held by Commission of General Election. The existence of diverse information that disfigure of each supporters of the candidate is also considered informant as quite dominant. Therefore, informants have an impression that the information spread or received related to the 2014 presidential election is mostly about the negative aspects of each candidate.

Based on the impression, the informant concludes that the information developed during the presidential election is information about the negative side of presidential and vice presidential candidate that comes from the opposite party, and the election information reflects to the situation as a battle or a war to overthrow each other. The information about the competence of each of the presidential candidates, according to some informants is relatively few as well as the programs that will be conducted or offered by the presidential candidates when they are elected.

In addition, other important things found is that information about the processes and mechanisms of elections and democratization objectives that run through the mechanism of the direct election of the president don't become the information sought, discussed and received by the informants.

The Diversity and Credibility of Information Sources on The 2014 Presidential Election

The information seeking process conducted and the information obtained by the audience will eventually result to the audience perception. The credibility resources also closely related to the trustworthiness of information received. It means that when an assessment of the resources is done, then, the value of the information credibility is also determined. People who have a close relationship in family and also the election committee cannot guarantee that the information given is simply received.

The personal interests or political orientation of a person is understood as a point that will reduce the credibility of the information conveyed. The description of its matter is informed by the informants about his uncle:

“Many news are not necessarily true that he preached about the candidate, despite his position as chairman of the Supervisory Committee in my district that should be independent. I think he does not provide an independent overview of the election. Perhaps because one of the candidates came straight away and he was in charge of the campaign candidate in my district” (Interview with Sy).

Although the informants accessed various information resources, however, a very few of the information is trusted as one informant stated the “Various, but I believe or I take seriously on a few of it” (Interview with the DS).

Based on the above informant view, the alignments information resources to the particular presidential candidate influences the trust of informant to the information produced. Besides, the expertise or knowledge of sources related to the political problems also becomes a consideration.

The diversity of resources is also understood by the informant with a diversity of media accessed. It is also associated with the development of communication technology, especially digital media that have a very quick production and distribution process, thus, the information that can be accessed through this medium is very rich and it is interpreted with a variety of resources.

The diversity of information seeking is in line with the need of information. It means that there are individuals who have high curiosity and actively and consciously seek various references about what he wanted to know. The curiosity of informant and first experience of informant to be voters' candidate affect the use of various resources. However, the information received from a variety of sources of information will generate to a variety of viewpoints, perspectives or ideology.

The diversity of resources also requires wider knowledge and insight to have well selection and evaluation for the credibility of the variety of information that have different perspectives and ideology. If the audience does not have the ability to carry out the selection and evaluation of the information received, it will be confusing.

The diversity of information and resources are also associated with the choice of media used. There is awareness of informants to the media of television and the implications of the ownership of the media content. Therefore, they see television as an information source that reflects to the views or interests of the television owner. Although the television owner alignments reduce the credibility of the television, however, another informant added that television news is considered more reliable than media online news. Looking at the view of

informants above, this phenomenon needs to be analyzed more critically, that is to say whether social media, portal or search engine was free from any kind of intervention in the process of production system messages, facilitation or the way of the technology in selecting and displaying information.

The informants consider the diversity of media as the reason of the various information of 2014 presidential election. In other words, some informants only emphasize on the information from social media or the internet, meanwhile, the use of television is still the option to add the diversity of sources of information.

The use of various resources such as television or internet, interpersonal communication, group communication (or families) with people they know is also well expressed by several other informants (Eg and Fr). Television is still quite dominant as an information seeking option because according to the informant, the information in television is vigorously preaching the candidates in the presidential election. The credibility of television as a source of information is also still quite considered by the informant although they know that the owner of the television openly

Actually, the media used for information seeking about presidential election is various.. Indonesia has a variety of television stations, newspapers, online media and etc. However, these media are conglomerate media owned by only an owner who has a particular interest, thus the news covered is not various” (Interview with Ag).

The credibility of the information can also be related to the process of communication or distribution of the information. The information obtained through a process of discussion among people who are also considered competent or credible becomes a basic assessment to see the credibility of information or resources on the 2014 Presidential Election. According to one of informant, he tends to have more trust to Facebook “Many people are credible about its topic. For example kaskus (forum), the shortcomings is that we do not know who the author is and there are many unclear threads (black campaign & negative campaign (Interview with Dn)

The use of social media as a source of information is commonly associated with social media accounts that they follow or like. Most informants consider social media as a medium that contains people’s view who believed to have certain facts deeper. This was revealed in the following informant statement “social media is used when we want to know more facts about the two presidential candidates through the accounts of a trusted person” (Interview with Eg). While according to the informant, news from digital media or online is easier to be obtained but it is less trusted “ I often choose digital media such as online news portal because it is more accessible in anytime and anywhere. The news was usually the actual, but the content is sometimes less trustworthy” (Interview with Dani).

Based on the data and analysis of the credibility and diversity of resources obtained, some important matters related to the credibility and diversity of information sources is found. The information sources about the Presidential Election covers a wide range of conventional media to digital. The information from individuals is also various such as from friends, family and people who are considered as competent person in social media in line with politics or presidential elections.

The credibility of the informant resources is also associated with the technology, which is the conventional media such as television is considered more trustworthy than online media. The social media credibility, in the eyes of informants, as a source of information is related to several things includes the process of information exchange that occurs (comments, exposure, or discussion), the social accounts involved in the dissemination of information, and the logic of information submission or assessed that is true or not provocative.

The information credibility obtained from the social media accounts is determined by the competence of owner account that is assessed from of age, expertise in political or social issues or exposure data or arguments conveyed.

Information Seeking and Decision Making In the 2014 Presidential Election

The analysis on information seeking behavior related to the 2014 presidential election in the end sees the decision-making process carried out by the informant based on the information sought and received. There are two kinds of informant. First, the informant who ultimately decided not to use their voting rights and second, group of informants who use their voting rights.

The previous information have an effect of communication in the nature or affection in the form of an admiration on presidential candidates that is later it will impact on the process of further information seeking. The informant then used to watch television that is predominantly known to support the candidate chosen. The informants also select on the negative news conveyed by their relatives and they don't easily believe on it. However, the informant doesn't conduct further information to other sources although informants also realized that the source of information isn't independent or credible when it is associated with an alignment position or support to particular candidate.

Another informant own criteria of good candidates. Therefore, the information seeking process done is aimed at some of the information which he considers as an indicator to determine the choice. The information obtained is then used as the basis for selecting presidential candidates.

“Yes, because some of the information that I obtained and looked for is sufficient to meet the criteria of good candidate. Seeing from his track record in politics, achievement met either in politics or other fields, personality, relationship with foreign parties, education, and another work in the other fields” (Interview with Ad).

Another informant also makes the information sought and obtained as a basis for determining the choice of candidates for president. At first the informant is doubts about his choice based on the information he got, then, based on it he determine his choice. This informant also emphasizes the influence of his friends who also support or choose the similar candidate.

Based on the information used as the basis for choosing candidate, informant Hn saw the number of support and the assessment of people around contribute to his trust about the appropriate or inappropriate of the presidential candidate that is chosen. For more detailed information regarding to experience and education of candidates includes into the consideration. However, the environmental influences from his friends strongly influenced his decision making process. If the previous informant claimed that his friends influenced much, another informant stated that his parent encouragement contributed to the presidential candidate chosen. “As a result, I chose

the candidate based on the information received, and my parent encouragement as one of the supporters of candidates involved” (Interview with Fr).

The considerations in choosing a president committed by this informant is based on the information owned about the goodness and badness of the candidates. In addition, the informant also added about the appearance of the candidate and the influence of their parents. A very strong influence of parent is reflected in the next informant. His parents were believed to determine his choice due to the logical considerations rather than on the basis of particular interest.

“When I decided to choose a candidate for president, I determine my choice based on what my parents say rather than on the information received from any media. I personally believe in what my parents say rather than the media coverage. I think my parents choose particular candidate based on the logical consideration rather than specific interests. Unlike the television media whose owners aligned for certain presidential candidate because of an intended interest” (Interview with Ag)

The informant status as voters or beginner voters affects the enthusiastic informant to seek information for employing their voting rights. The presidential election is also seen as very special or privileged event compared to others leadership elections. The informant who does not concern with regional elections is proven to not waste his opportunity for using their voting rights in presidential election. His choice is based on the information received and his trust that the candidate chosen will bring to the better Indonesia. The choice of the president in the 2014 presidential election will affect Indonesia in next five years.

“Yes, I choose based on the information that is received and obtained. The reason I choose is that it's my first election and I was not too concerned with governor election or the previous legislators election because I did not know and get information anything about the. However in this election, I have already known some information, and in my opinion, my voice will be very significant to Indonesia in the next 5 years. I believe my chosen candidate will be good for Indonesia because in my opinion he is a warrior who will protect Indonesia. The support or people behind the supporters of candidates that I chose make me more confident with my choice. I chose based on the track record shown by some media earlier” (Interview with Ms).

Based on the above informant's expression, the issue of presidential candidate track record gained from media became the basis for informant to assess and decide his choice. In addition, the candidate status as a soldier is interpreted by informant as a person who can protect includes protecting Indonesia.

The information obtained by the informant in a short time which is in a few weeks can be used as material for comparing the existing presidential candidate. Based on these considerations, the informant determines his choice. Preceded by the decision to next choice, the informant chooses the candidate based on his knowledge about the advantages of one candidate over other candidates. Referring to this phenomenon, the availability of a wide selection of information ahead of time of presidential election is very important. In other words, the information received by the informant in several weeks before the presidential election held will significantly contribute to the determination of the presidential candidate chosen.

The next group of informants is informants who also do an information seeking but in the end they decided to abstain from presidential election. The informant Ds does seeking information through various media either electronically or online media, general forum discussion such as Kaskus or hobbies based media that is intensively discussed about politics in line with presidential election.

The information received from various sources doesn't make the informant believe more in his choice otherwise he considers both options available are equally bad. This makes the informant hesitant and confused to make their choice. If the informants Ag were confused because the amount of information, and he finally claimed to follow his parent choice, the informant Ds decided not to vote. For him, ignoring his voting rights is better than choosing because of others thought or it is called as "fake voice". In addition, the informants also considered one voice (voting rights that are not used) had no effect on the election results:

“In my opinion, one voice had no effect. Besides, I don't choose because of too many information that leads to many consideration and it makes me confused. In earlier, I tend to choose one candidate but because of much information received, I think that the two candidates are similar (both of them has positive and negative sides). It made two candidates have similar position and if I have to choose due to others encouragement, it better for me not to choose because others' encouragement is similar to giving free voice. Therefore, I prefer to not choose to choose due to others that is similar with giving fake voice” (Interview with Ds)

Eg as another informant claimed that based on the information obtained, he thought that both candidates are not capable enough to transform Indonesia. This informant is quite intense to look for through blogs which are maintained by experts in the field is of politic, social or economic. According to him, the problem based on the information obtained is that our political system is still bad, thus, it is difficult to get a good leader who be able to transform Indonesia into a better condition. Additionally, Indonesia's problem is in the system in spite of the leader, then, whoever the leader it would be useless if the system is still similar.

“I decided not to vote because of the information received. In my opinion, both presidential candidates are not capable enough to transform Indonesia from both the background and the vision and the mission proposed and also from the electoral system that exists today” (Interview with Eg)

Besides the decision to use the right to vote or not, the information seeking process conducted by the informant also results on certain assessment to the whole process of 2014 presidential election. During focus group discussion, one of speakers that are also an informant stated that there is a tendency that the framework of 2014 presidential election is to choose a better candidate from the worse. This conclusion was agreed by all focus group discussion participants.

In other words, the informants that are mostly young generation who had just engaged in the process of presidential election in Indonesia, it has begun to follow and assess the political process in this country. They assess how the older generation that sometimes partially self assume that they know better, smarter and more experienced is proven with not good results as they said and their work doesn't contribute much to the most important event in Indonesia namely presidential election in democratic country.

CONCLUSION

- Information seeking about 2014 Indonesian presidential election conducted by the electorate through media and interpersonal communication with acquaintances both friends and family. Television is still priority resources for voters to get 2014 Indonesian presidential election information through presidential candidates' debate program. In addition, electorates also employ Internet as a channel to find information about the 2014 presidential election such as via search engine (google, yahoo, etc.), social media (FB, Path, twitter), Forum (kaskus, community hobby), blogs (social expert, political, etc) and online mass (detik.com, kompas, etc).
- The public view on the diversity of information about the 2014 Indonesian Presidential election is related to the needs of the information held. In general, the voters consider the heterogeneity of information received includes information about candidate's charge of human rights cases, the track record of each candidate (includes its achievement, preparation, and the strategy to be candidate), the leadership style of each candidate, people behind the candidate (it can be the candidate of minister that will be chosen by particular president's candidates or the overseas parties intervention to the particular candidates), and the campaign strategy used. The diversity of information available, however, sometimes doesn't have correlation with the competence of the candidates, and it makes the voters getting confused. However, some voters suggest that the information about presidential election is not various because the information available is only critique of both candidates' supporters.
- The electorates seen the credibility of information sources from the information conveyed and its sources neutrality to the candidates. The sources of information that are considered too conspicuously siding or criticizing one of the opponents is seen as not credible because it is influenced by the interests or support for the candidate. Dealing with its credibility, offline mass media are considered more credible than most online media, and parent is considered more credible than other acquaintances or media. Besides, experts who have blogs are impartially considered as credible source of information.
- All information contribute to the voters' decision making processes to use the right to vote or not, and to determine the voters' choice for president and vice president candidates. There is information that is considered more trustworthy or dominant to take a decision.

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