

Opini Publik (*Public Opinion*)

Pertemuan ke-3

Public Opinion Definition

- Public opinion consists of two components:
 - **Public + Opinion**
- **Public:**
 - signifies a group of people who share a common interest in a specific subject: stockholders
 - Each group is concerned with a common size: the prize of the stock
- **Opinion:**
 - is the expression of an attitude on a particular topic

Public Opinion Definition

- The relation between attitudes, opinion and action



Public Opinion Definition

- Public opinion is the aggregate of many individual opinions on a particular issue that affects a group of people
- Public opinion represents a consensus
- Trying to influence an individual's attitude is a primary focus of the practice of public relations

Apakah arti dari Opini Publik?

- Pendapat Umum
 - (Astrid S. Susanto, Guru Besar Komunikasi UI)
- Sikap orang-orang mengenai sesuatu soal, dimana mereka merupakan anggota dari sebuah masyarakat yang sama.
 - (Leonard W. Dobb, 1984)
- Kumpulan pendapat individu terhadap masalah tertentu yang mempengaruhi suatu kelompok orang-orang (masyarakat)
 - Soleh Sumirat (2002)
- *“Those opinions held by private persons that government finds it prudent to heed.”*
 - V. O. Key (prominent political scientist)

Publics (Khalayak)

- Publics (khalayak) adalah kelompok orang-orang yang berkomunikasi dengan suatu organisasi, baik secara internal maupun eksternal
- 8 Khalayak utama:
 1. Masyarakat Luas
 2. Calan Pegawai/ Anggota
 3. Para Pegawai/ Anggota
 4. Pemasok
 5. Investor – Pasar Uang
 6. Distributor
 7. Konsumen/ Pengguna Jasa
 8. Para Pemimpin Pendapat Umum

Alasan penetapan khalayak

- Mengidentifikasi segmen publik atau khalayak yang paling tepat untuk dijadikan sasaran suatu program kehumasan
- Menciptakan skala prioritas, sehubungan dengan keterbatasan sumber daya dan anggaran
- Memilih media dan teknik humas yang paling sesuai.
- Merancang pesan sedemikian rupa agar mudah diterima.

Jika tidak ditetapkan, maka...

- Tidak fokus, karena publik terlalu luas
- Pemborosan
- Pesan tidak dapat ditangkap sebagaimana mestinya
- Tidak efisien (jadwal tidak terpenuhi, luput dari jangkauan)
- Tidak mencapai tujuan

Unsur Opini

- *Belief*
- *Attitude*
 - *What the individual really says*
- *Perception*
 - *Latar belakang budaya*
 - *Pengalaman masa lalu*
 - *Nilai-nilai yang dianut*
 - *Berita-berita yang berkembang*

Aspects of public opinion:

- Values, Ideology, and Attitudes.
 - Values
 - Basic principles
 - Ideology
 - Cohesive set of beliefs that form a philosophy about the role of government/organization.
 - Attitudes
 - Specific issue position.
 - A learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object. (Schiffman & Kanuk, 2000)

Attitude/Sikap

- Seitel menyebutkan bahwa sikap didasarkan pada:
 - Personal, secara fisik, unsur emosional individu termasuk kondisi, usia, dan status sosial
 - Cultural
 - Pendidikan
 - Familial (*people's root*)
 - Religi
 - Tingkatan Sosial
 - Ras

What are Attitudes?

- The attitude “object”
- Attitudes are a learned predisposition
- Attitudes have consistency
- Attitudes occur within a situation



The Publics of Public Relations

Proponents, opponents and the uncommitted:

- An institution must deal differently with
 - Those who support it
 - Those who oppose it

The Publics of Public Relations

- For supporters, communications that reinforce beliefs may be in order
- But changing the opinions of skeptics calls for strong, persuasive communications
- Often, particularly in politics, the uncommitted public is crucial

How are Attitudes influenced?

- This group is the most readily influenced by a communicator's message
- (which group?)
- To influence the silent majority is important for the PR practitioners, whose objective is to win support by persuasive communications

How are Attitudes influenced?

- **Cognitive Dissonance** concept developed by the political scientist Leon Festinger
 - Individuals tend
 - ❖ to avoid dissonant information
 - ❖ to seek consonant information
 - Public relations professionals should attempt to remove dissonance to reach their communicative goals

Motivating Attitude Change

- Abraham Maslow's theory of **Hierarchy of Needs**

- ❖ 1. The highest order
- ❖ 2. The fourth level
- ❖ 3. The third level
- ❖ 4. The second level
- ❖ 5 The lowest level

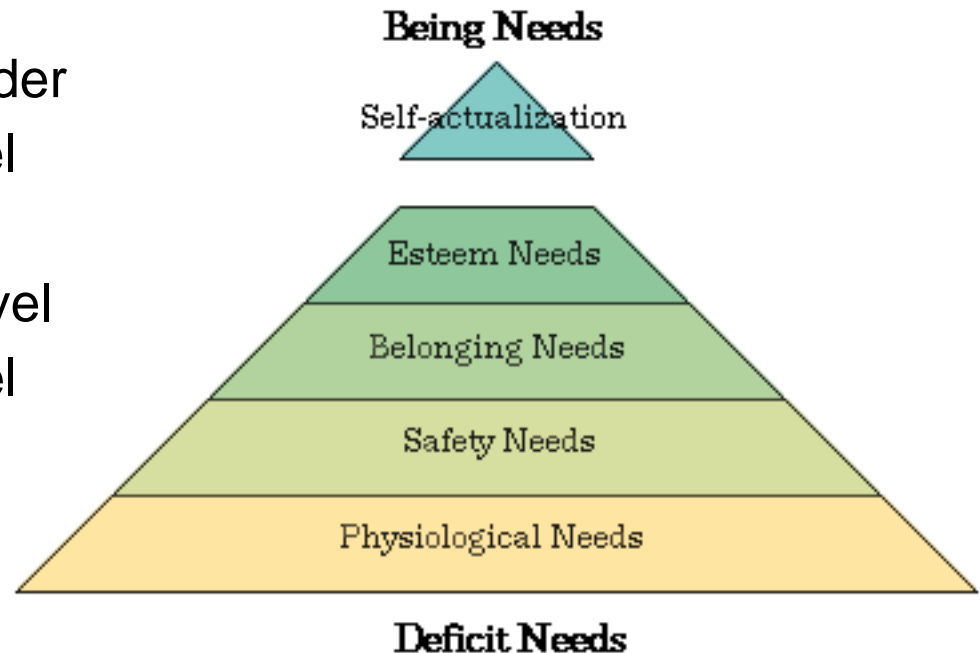


Table Examples of How Situations Might Influence Attitudes

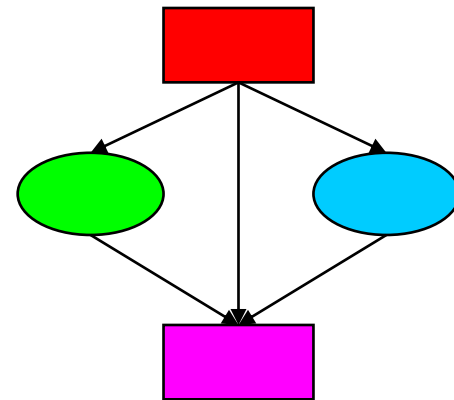
PRODUCT/SERVICE	SITUATION	ATTITUDE
Coppertone Oil Free Sunscreen	Active sports in the sun	“It sounds like a good idea to use an oil free sunscreen when involved in summer sports activities.”
Cannon Color Printers	Old PC printer ceases to work	“Now that they have gone down in price so much, it’s time for me to buy a color printer.”
Hilton Resorts and Casinos	Exhausted, time or a weekend get-a-way	“I worked hard; I earned a couple of days away to relax.”
Altoids Mints	Bad taste in one’s mouth	“I really need a strong mint after I drink a large cup of coffee.”

Table 8.1 continued

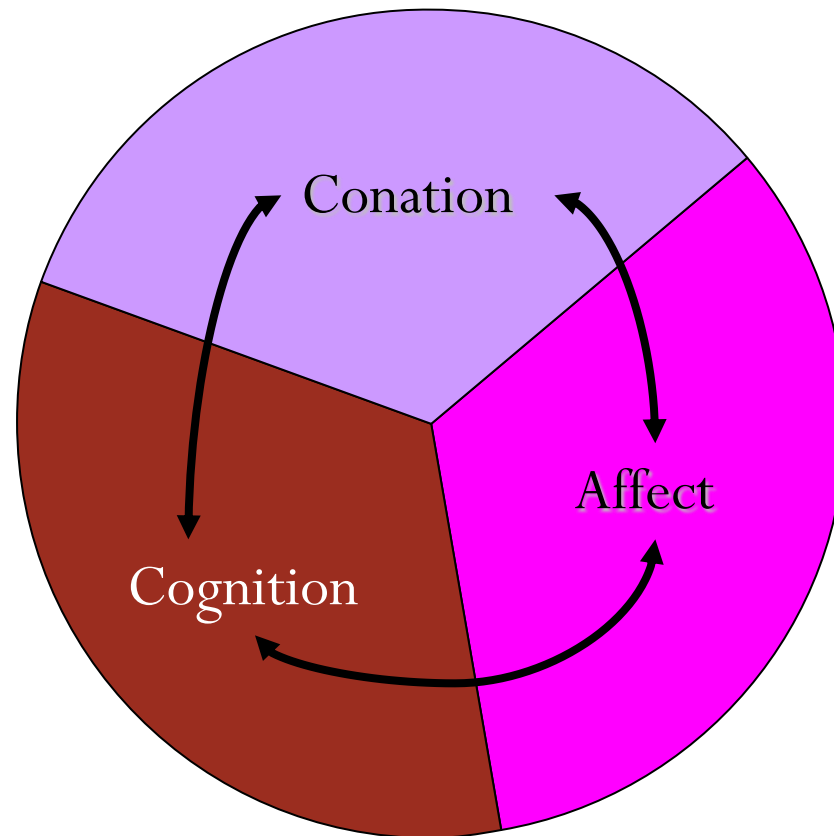
PRODUCT/SERVICE	SITUATION	ATTITUDE
Sports Illustrated for Kids	It's my nephew's birthday	"He loves sports; I should get a one-year subscription."
Omega Seamaster Professional	Old wristwatch is lost	"Now I have an opportunity to get the watch James Bond wears."
Claritin-D 24 Hour	Summer allergy	"I need something that really works. I've heard good things about Claritin."
Kraft Free Salad Dressing	Going on a diet	"I really should try using more fat-free products."

Structural Models of Attitudes

- **Tricomponent Attitude Model**
- Multiattribute Attitude Models
- The Trying-to-Consume Model
- Attitude-toward-the-ad Model



A Simple Representation of the Tricomponent Attitude Model



The Tricomponent Model

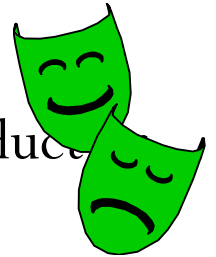
- Cognitive Component

- The knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources.



- Affective Component

- A consumer's emotions or feelings about a particular product, brand or events.



- Conative Component

- The likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object



Issues in Attitude Formation

- How attitudes are learned
- Sources of influence on attitude formation
- Personality factors



Jenis-Jenis Opini Publik:

- Opini Individu
- Opini Pribadi
- Opini Kelompok
- Opini Mayoritas
- Opini Minoritas
- Opini Massa
- Opini Umum

Power of Persuasion

- Persuasion is the most essential element in influencing public opinion
- Persuading is the goal of most public relations programs
- By persuasion, we mean getting another person to do something through advice, reasoning or just force

Persuasion

- ✓ The process of persuasion lies at the heart of such widely studied activities as *Propaganda-using* media to sway peoples' commitments to such matters as loyalty
- ✓ Persuasion also is the basic process of the *political campaign* in countries within which ordinary citizens can play a role in selecting their leaders as they compete in elections

1.4 Focusing on beliefs and Actions

- Unconvinced.
- Unconvinced audience members neither believe nor act
- You must produce enough evidence to convince to persuade them to believe your factual claims before you call for action . Begin with logical appeals. Build your factual case carefully, using only evidence that passes the test for credible supporting material

What Kinds of “Evidence” Persuade People

- 1. Facts
- 2. Emotions
- 3. Personalizing
- 4. Appealing to “you”

What Kinds of “Evidence” Persuade People

1. Facts: Any good public relations program will always start with research
 - Empirical data
2. Emotions: People do respond to emotional appeals
3. Personalizing: People respond to personal experience
4. Appealing to “you”: The one word that people never tire of hearing is “you”

Influencing Public Opinion

- Public opinion is a lot easier to measure than it is to influence
 - 1. The opinion to be changed must be identified and understood
 - 2. Target publics must be clear
 - 3. The public relations professionals must have in sharp focus the “laws” that govern public opinion

Influencing Public Opinion

- The “Laws of Public Opinion” developed many years ago by social psychologist Hadley Cantril, remain pertinent
 - The attacks on America of September 2001 underscored the relevance of at least six of Cantril’s most important “laws”

15 Laws of Public Opinion

1. Sensitif terhadap peristiwa penting
2. Peristiwa besar dapat mengubah opini publik secara seketika
3. Opini umum lebih banyak ditentukan oleh peristiwa dari pada kata-kata
4. Pernyataan verbal dan tindakan penanggulangan hanya bisa dilakukan saat opini terbentuk dan waktu publik masih dalam keadaan bingung
5. Opini publik --- reaksi terhadap keadaan darurat

15 Laws of Public Opinion

6. Opini pada dasarnya ditentukan oleh kepentingan pribadi
7. Opini mudah berubah
8. Jika kepentingan pribadi sudah melekat, tidak mudah mengubah opini
9. Opini dapat mempengaruhi kebijakan pemerintah
10. Opini yang tidak solid akan mengubah opini dengan cepat

15 Laws of Public Opinion

11. Pada saat kritis, orang akan lebih sensitif pada pemimpin
12. Orang-orang segan menentang pendapat pemimpin pada saat kritis
13. Tujuan mengarahkan opini
14. Opini individu = opini publik
15. Pendidikan mempengaruhi kualitas opini

Why should we care about public opinion?

1. Representation
2. Important for understanding the business system generally
3. Commonly used in business science to understand how people interface with business.

How do we measure public opinion?

First,

HOW DO ORGANIZATIONS KNOW THE PUBLIC?

- Personal contact
- Voting
- Public opinion polls

Designing a Poll

1. Choose the questions you want to ask.
2. Design survey
3. Select the population you wish to sample from.

Designing a Poll, continued

4. Determine how large your sample should be.
5. Choose the method to administer the poll.
6. Administer the poll and collect the public opinion data.

PROBLEMS WITH POLLING

- Citizens
- Pollsters
- Media coverage of polls

Where do people's opinions come from?

- Agents of Socialization

- SOCIALIZATION

- Family
 - Schools
 - Churches

- EXPERIENCES

- Leaders and Institutions
 - Peers, Workplace

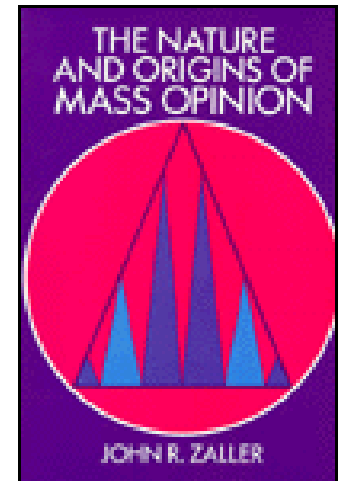
- The Media

ZALLER'S MODEL OF PUBLIC OPINION CHANGE

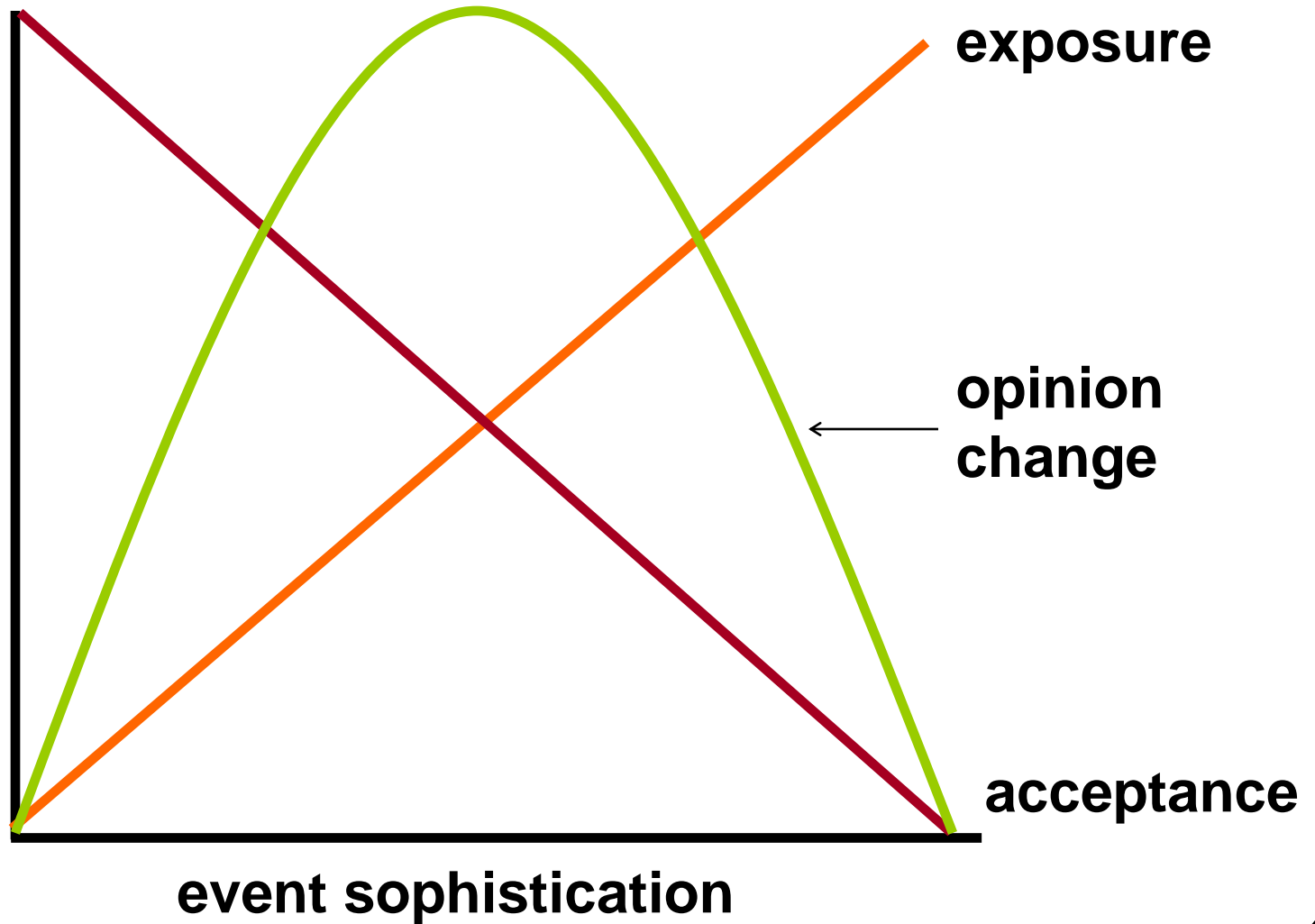
Where do opinions come from?

1. People receive information.
2. People decide whether to accept it.
3. Sample from these ideas when they report their opinions.

opinions = dispositions + information



Part 1:
A MODEL OF OPINION CHANGE



Part 2: FORMING OPINIONS

- Memory-based model
 - Accessibility
 - Response



Bush led the country after 9-11.

Bush has trouble eating pretzels.

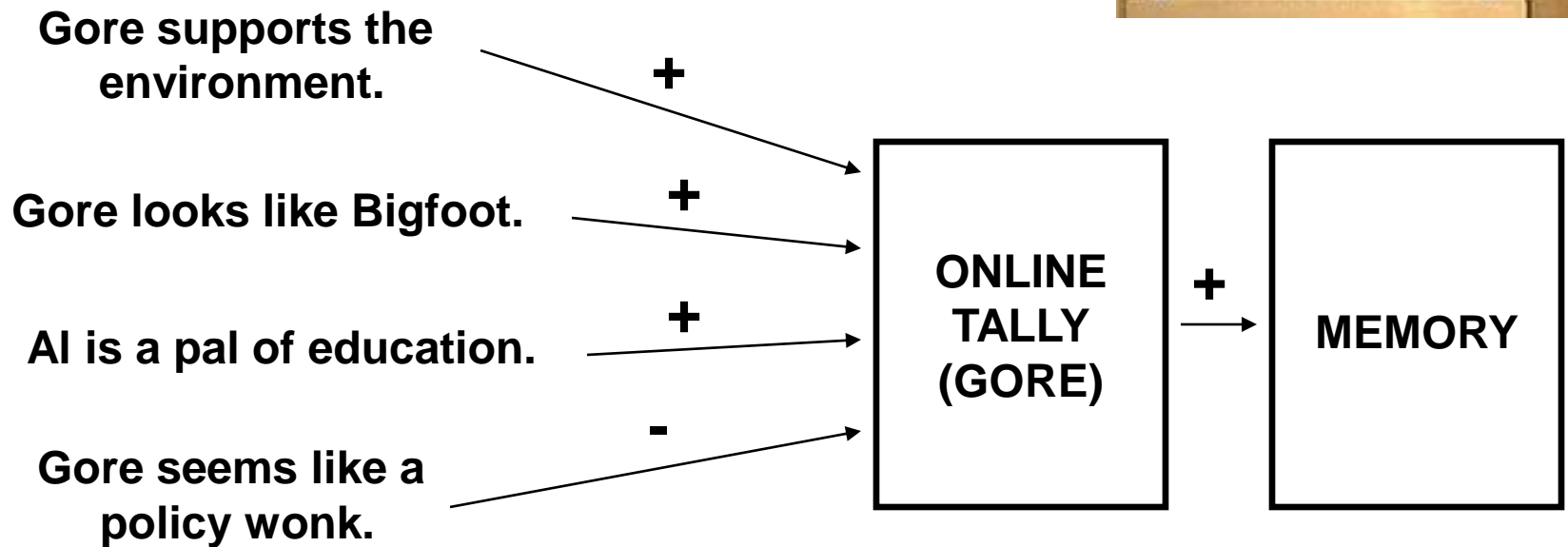
**“W.” promised to crack down on
corporate fraud.**

Bush seems weak on the economy.

MEMORY

FORMING OPINIONS – Competing Model

- Online model
 - Online tally
 - Role of memory



WHY PAY ATTENTION?

- Not paying attention can be rational
 - Cost/benefit analysis
- An informed public is not without its benefits though

LOW INFORMATION RATIONALITY

- The virtues of recall
- Heuristics
- When to pay attention

AND FINALLY...

**IS PUBLIC OPINION
MEANINGFUL?**

**Do you buy into the “low
information rationality”
arguments?**

Polishing the Corporate Image

- Most organizations and people are extremely sensitive to the way they are perceived by their critical publics
- Management is no longer reluctant to step out publicly “to stand up for what it stands for”
- In the wake of corporate scandals, smart companies realized they simply could not “hide” any longer from public scrutiny

Polishing the Corporate Image

- Corporate image is a fragile commodity
- Positive corporate image is essential for continued long-term success
- Most organizations understand that it takes a great deal of time to build a favorable image for a corporation
- But only one slip to create a negative public impression

Polishing the Corporate Image

- As Ray D'Argenio put it:
 - *“Corporate communications can not create a corporate character. A company already has a character, which communications can reinforce”*

Beware the Trap of Public Opinion

- The difficult task in public relations is not to win a favorable public opinion for a product or an idea, but to maintain it
- Communicators face a number of subtle yet lethal traps

Beware the Trap of Public Opinion

- 1. Cast in stone:
- 2. Gut reaction:
- 3. General public:
- 4. Words move mountains:
- 5. Brother's keeper: