

5. People compare the amount of benefit that is associated with each action. High value reward value will be lost if the actor considers that it all tends not they would earn. While the low-value rewards will experience petambahan value if all of it is deemed very likely obtained. Thus, the interaction between the values obtained in exchange for remuneration with the trend. One of the opinions of BC (54 years of age) reinforces this statement is:

[...] It used to voters still see aspects of family relationships, materials, willing to redeem himself with a price, sugar, gloves, etc. With frequent pick in elections in Soppeng, legislative election, presidential election, governor election, regent elections and gradually began to shift the value of political education and chose not the only factors that but already see the achievements to promote the welfare of the village.”

The description explains that, the most desired benefits are benefits that are very valuable and very likely to be achieved. While most undesirable reward is not worth the reward most and tend not obtainable. (Homans in Ritzer, 2009: 457).

Conclusions

1. In the organization of the election of modern political system based rational, exchange which is manifested in the form of ‘promise’, ‘compensation’, ‘remuneration / gratitude’ to those who have and will ‘give help’ into something that is inevitable.
2. Political Communication plays an important role in determining the mutual exchange. In political communication, regent candidate transmits his vision to the people in the hope they selected. For that, use a variety of ways such as social media, billboards, banners, and so on to attract public sympathy.

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