Planned Behavior in Overcoming Cognitive Dissonance in Ritual Activities of Homecoming (Case Study of Homecoming Travelers Using Motorcycle)

Abdul Latief[1*], Ahmad Sihabudin[2] and Dewi Widowati[3]

[1]*University of Sahid Jakarta, Sahid Sudirman Residence, Jenderal Sudirman St. Kav 86, Jakarta, 10220, Indonesia.*
[2]*University of Sultan Ageng Tirtayasa, Raya Jakarta St Km. 4, Panancangan, Cipocok Jaya, Serang, Banten,42124, Indonesia.*
[3]*Communication Study in Postgraduate Programme, Institution of Komunikasi dan Bisnis LSPR, Jakarta, Indonesia.*

Authors' contributions

This work was carried out in collaboration among all authors. Author AL contributes in research design and writing the first draft of the manuscript. Authors AS and DW provide suggestion to author AL for the manuscript's improvement. All authors read and approved the final manuscript.

Original Research Article

ABSTRACT

Homecoming in Indonesia has become national traditions. One of transportation for homecoming is a motorcycle. Homecoming by motorcycle has many limitations and raises quite a high risk, as well as an appeal not to go home on a motorcycle from the government, but many still go home on a motorcycle. This study aims to find out what dissonances appear in the travelers who ride motorcycles, and how the travelers' behavioral, normative and control beliefs in dealing with this dissonance.
This research uses qualitative case study methods and data collection techniques through in-depth interviews, with analysis using Theory of Cognitive Dissonance and The Theory of Planned

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*Corresponding author: Email: abdullatiefku@yahoo.com;

Behavior. Research activities on homecoming are included in the single case category, which researchers carry out on homecoming activities during the Eid al-Fitr homecoming moment in 2019 instead of May-June 2019, with research 18 informants.

The results showed that found cognitive dissonance conditions in the homecoming activities they live. This Dissonance is indicated from the finding that there is denial of one element which is then followed by or following other elements. This research also reveals the effort to eliminate dissonance using 3 (three) elements of The Theory of Planned Behavior, namely Behavioral belief, control belief, and normative belief, which are in line with the methods used by TCD in eliminating dissonance. This research also reveals elements of behavioral belief to overcome cognitive dissonance.

Keywords: Homecoming; case study; planned behavior; cognitive dissonance.

1. INTRODUCTION

Homecoming in Indonesia has become a common phenomenon for Indonesians, especially on the eve of the Eid al-Fitr. The trend of the number of Idul Fitri travelers in Indonesia shows a significant increase. As shown by data from the Ministry of Transportation and the Indonesian Transportation Society, which is presented in Graph 1. regarding the number of Idul Fitri travelers in 2014-2018, the number of travelers in 2014 was 22,427,333 travelers, 2015 was 22,885,276 travelers, 2016 was 25,428,797 travelers, 2017 a total of 28,189,413 travelers, and prediction data for travelers in 2018 increased to 29,650,000 travelers. (processed from source: www.beritagar.id) [1].

In this homecoming, the travelers need transportation, one of which is a motorcycle. The increase in the number of travelers riding motorcycles can be seen from the number data shown by the Ministry of Transportation and the Indonesian Transportation Society, which is presented in Graph 2. that the number of travelers in 2014 is 2,527,030 travelers, 2015 is 2,371,358 travelers, 2016 is 4,786,775 travelers,

2017 totaling 6,391,784 travelers, and prediction data for travelers in 2018 increased to 6,390,000 travelers. (processed from source: www.beritagar.id) [1]

Apart from bringing many benefits, going home also raises problems, especially those related to congestion, accidents, road crime, and the convenience of transportation. Moreover, going home by motorcycle is an important thing to discuss, because motorcycles have their own limitations in terms of limited carrying capacity, risk of fatigue, fatal accidents, protection from the weather, and exposure to other vehicle pollutants. In addition, motorcycles are also not suitable vehicles for traveling long distances involving passengers and excess luggage. As the narrative of the Head of the Police Corps PJR Escort Datasemen, Kombes Raden Heru Prakoso, who stated that:

> *"Two-wheeled vehicles are not designed to travel long distances, let alone homecoming. These vehicles also cannot carry more than two people. So if more than two people are found, we will disembark the passengers*" (Beritasatu.com) [2].
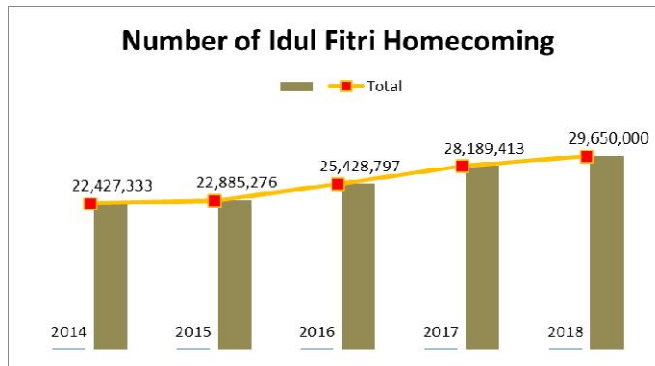
Graph 1. Number of Idul Fitri homecoming from 2014 to 2018
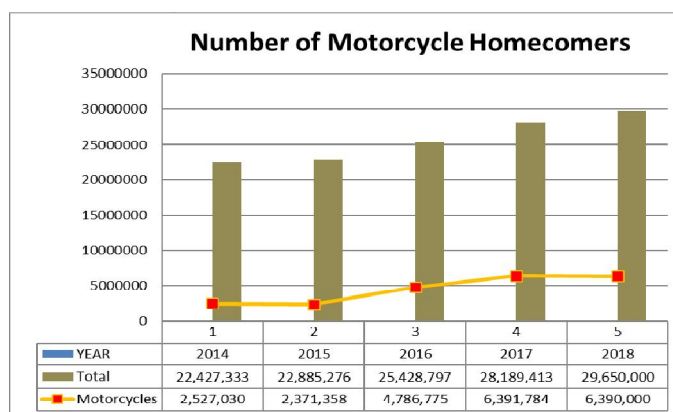
Graph 2. Number of motorcycle travelers 2014-2018

This phenomenon is supported by the fact that the accident rate of travelers with motorcycles has a significant number, based on data from the Indonesian National Police, it was recorded that during the 2018 Idul Fitri homecoming flow, accidents involving motorcycles on the homecoming route totaled 307 vehicles. Meanwhile, the number of victims who died during the homecoming due to accidents was 193 people in 2018. As for the 2017 period, it reached 478 people. (www.IDNTIMES.com) [3].

Seeing the risk condition of riding a motorcycle for homecoming, the government has advised the public not to use motorcycles in their homecoming activities, this was conveyed by, among others, the Minister of Transportation of the Republic of Indonesia Budi Karya Sumadi who said that the majority of accidents during Idul Fitri homecoming happened motorcyclist. (www.IDNTIMES.com) [3].

Despite the fact of the high number of accidents, the risks that may arise, the minimum carrying capacity, and the government's appeal not to use motorcycles for homecoming, this does not reduce the number of people who carry out homecoming activities on motorcycles, there are still many travelers who carry out their homecoming activities. by motorcycle.

This research wants to reveal about the cognitive Dissonance of travelers who ride motorcycles? What drives the travelers to continue to carry out homecoming activities in the midst of these risks and restrictions, and how do they deal with the cognitive dissonance they experience?

1.1 Problem Formulation

a. How is Cognitive Dissonance faced by travelers?

b. What is the Planned Behavior of Travelers in the Face of Cognitive Dissonance?

1.2 Objectives of this Study

a. Understand how Cognitive Dissonance is faced by travelers?
b. Understand how the Planned Behavior of travelers in the face of Cognitive Dissonance?

2. LITERATURE REVIEW

2.1 The Theory of Cognitive Dissonance (TCD)

The Theory of Cognitive Dissonance (TCD) is the feeling that people have when they "find themselves doing something that is not in accordance with what they know, or have opinions that do not match the opinions of others they hold" [4].

This basic concept of the inconsistency between one's behavior and cognition is at the core of The Theory of Cognitive Dissonance (TCD). In other words, The Theory of Cognitive Dissonance (TCD) reveals that a feeling of discomfort or conflict with a person's feelings, thoughts, beliefs, or knowledge tends to motivate and encourage someone to take action to reduce the discomfort or inconsistency. As discussed in Onong [5], Cognitive Dissonance occurs because of a mismatch between cognition as an aspect of attitude and behavior experienced in a person. If there is dissonance in someone, that person will try to find an excuse to reduce the dissonance.

In short, Festinger [6] states that dissonance is the existence of an inappropriate relationship

between cognitions that exist in a person. What is meant by cognition is all kinds of knowledge, opinions, or beliefs about the environment, about oneself, or about someone's behavior. Cognitive dissonance can also be said to be an antecedent condition that leads to activities that are oriented towards reducing dissonance just as hunger leads to activities that are oriented towards reducing hunger.

Schematically, The Theory of Cognitive Dissonance (TCD) can be illustrated in Fig. 1.

In this theory, there are three possible relationships, namely consonant relations, dissonant relations, and irrelevant relationships. Consonant relationship, is a relationship between two elements that are in a balanced position between one another. The dissonant relationship states that there is an imbalance between one element and another, this causes a feeling of discomfort in a person. Irrelevant relationship is when the available elements do not have a meaningful relationship with one another, so they do not have a meaningful impact on one's cognition [4].

Researchers will discuss this problem with communication studies using The Theory of Cognitive Dissonance (TCD). Research using TCD is also widely conducted by researchers to analyze cognitive and psychological conditions on subjects and objects of various studies. Among others, what was done by Hutagalung [7] on permissive attitudes related to premarital sex behavior among adolescents. Fitri

[8] used TCD to examine the relationship between cognitive elements that can occur in highly educated young adult female smokers. Mamesah [9] uses TCD to analyze how cognitive dissonance affects consumer purchasing decisions. Like the previous researchers above, researchers in this case will also analyze what cognitive dissonance happens to travelers using TCD.

In this basic hypothesis of TCD, Festinger [6] emphasized that when humans face a condition of discomfort, or a mismatch between their actions and their cognitive abilities, the individual will try to find comfort and try to find conformity in order to eliminate the condition of perceived dissonance. Festinger [6] emphasizes that there will be 2 (two) conditions in an effort to reduce dissonance, namely: 1) The presence of dissonance, psychologically uncomfortable, will motivate the person to try to reduce the dissonance and reach a consonant. 2). When a dissonance is present, in addition to trying to reduce it, the person will actively avoid situations and information that is likely to increase the dissonance.

In line with the research above, that Festinger [6] has reviewed how to eliminate dissonance that is felt by a person, but the discussion carried out by Festinger [6] still looks general and requires deeper exploration, so that further research appears which trying to reveal more about the efforts made by a person to reduce feelings of dissonance in various fields of study and with various analysis theories.
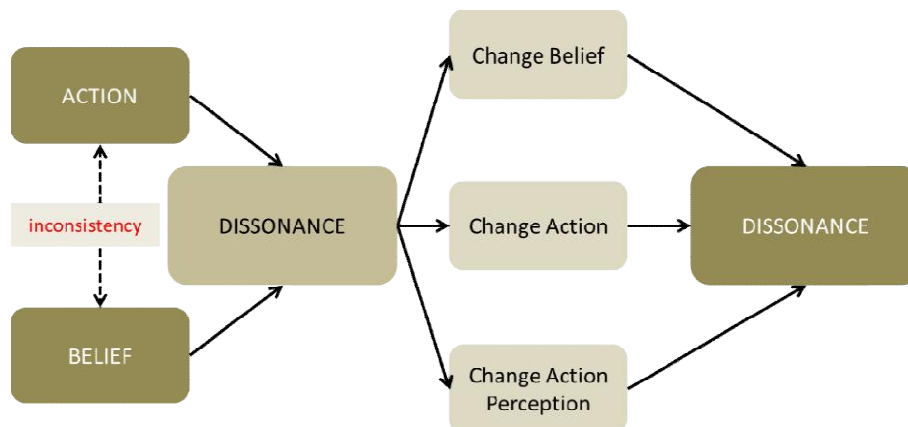

Fig. 1. Schematic of the theory of cognitive dissonance (TCD)
Source: Festinger (1957) [6]

Research on efforts to reduce dissonance, among others, was revealed in the results of Hutagalung's [7] research that for informants who did not experience Dissonance, the form of the communication process was in the form of action not to make any changes to one of the elements of dissonance, such as changing beliefs / beliefs or changing actions. Awa [10], reviewing every individual who finds himself experiencing dissonance, will try to reduce the dissonance in various ways. Hazan and Nasreen [11] review that in the world of marketing, consumers can try various ways to reduce dissonance when deciding to purchase a product. Sarker and Bose [12], reviewed that when a dissonance occurs, the individual will try to make a balance in cognition, he will try to reduce dissonance. By changing his attitude, he can bring cognitive consistency.

2.2 The Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is based on the assumption that humans usually behave in ways that make sense; that they consider the information available and implicitly or explicitly consider the implications of their actions. The theory postulates that a person's intention to perform (or not perform) a behavior is the most important direct determinant of that action (Ajzen, 2005: 117) [13].

Littlejohn and Foss [14]. Also reviewed that The Theory of Planned Behavior (TPB) is based on the assumption that humans are rational creatures and use information systematically. People think about the implications of their actions before deciding whether or not to engage in certain behaviors. The Theory of Planned Behavior (TPB) provides a framework for studying intention for behavior

Mahyarni [15], discusses that The Theory of Planned Behavior (TPB) has been used extensively to predict and explain behavioral desires and actual behavior in social psychology, (Chang, [16] ; Fukukawa, [17]; Millar and Shevlin, [18]), marketing [19], and in adopting information systems, (Taylor and Todd, [20]; Harrison et al. [21]; Liao, et al. [22]). Ryu et al. [23] used the theory of planned behavior to predict the belief factors that influence knowledge sharing behavior in professional groups [15].

Eppen et al. [24] in Mahyarni [15]. Stating that the main assumption of TPB is that individuals are rational in considering their actions and the implications of their actions (decision making). The rationality of decision making assumes that the decision is made under uncertainty. Rational decision making implies that optimal results are expected or the decision-making unit is aware of all impacts and consequences.

This is in accordance with Ajzen's [13] explanation that The Theory of Planned Behavior is used primarily to explain and predict behavior in various domains. This theory, however, also has important implications for behavioral interventions, namely, for interventions designed to change intentions and behavior

In essence, that The Theory of Planned Behavior (TPB) as explained by Ajzen [25] that TPB provides a useful conceptual framework for dealing with the complexity of human social behavior. This theory combines some of the central concepts in social and behavioral sciences, and it defines these concepts in a way that allows the prediction and understanding of certain behaviors in certain contexts. Attitudes toward behavior, subjective norms with respect to behavior, and perceived control over behavior are usually found to predict behavioral intentions with a high degree of accuracy. Thus, the Theory of Planned Behavior tracks attitudes, subjective norms, and perceived behavioral control to the foundation of beliefs that underlie these behaviors, all of which are interrelated, namely behavioral beliefs and attitudes towards behavior, between beliefs. Normative (normative Belief) and subjective norms, and between control belief (Control Belief) and perceived behavioral control.

In simpler terms, the Planned Behavior above can also be explained by using the following Fig. 2.

More clearly, that the illustration of The Theory of Planned Behavior (TPB) can be illustrated to us, that there are 3 main elements that determine a person's behavior, namely; 1) Behavioral Belief, 2) Normative Belief, and 3) Control Belief.

Behavioral Belief relates to individual evaluation performance, positive or negative, or it can be said that a person's behavior is considered a personal or emotional factor that can have a positive or negative effect. This attitude is a person's belief about the end result of a certain behavior. As discussed by Ajzen [13] that in the Theory of Planned Behavior framework, attitudes toward behavior are determined by accessible beliefs about the consequences of the behavior,

which are called behavioral beliefs. Each behavioral belief relates behavior to certain outcomes, or with other attributes such as the cost involved. expelled to perform the behavior.

Normative Belief shows that this element is related to normative social pressure or other beliefs that participate in influencing a person's behavior, or it can be said that subjective influence is basically a factor of social influence. This norm is also related to certain behaviors of individuals which can be influenced by other important factors. Among other things, it is influenced by other actors such as friends, family members, our colleagues, including other factors such as the social environment and the mass media. In this regard, Ajzen [13] states that subjective norms, as the second main determinant of intention in The Theory of Planned Behavior, are also considered a function of belief, but beliefs of a different type, namely people's beliefs. that certain individuals or groups approve or disapprove of behavior; or that the social referral itself is involved or not involved in it.

This control belief is related to the ease or difficulty felt by someone in carrying out certain behaviors, so that a person's pattern of behaving in a certain manner is related to some of the difficulties or ease he faces. This control is concerned with a person's belief about the existence of conditions that can help or prevent the performance of the behavior. Rotter's, (1966) [26] in Maharyani [15] discusses that the perception of behavior control or also known as behavior control is a person's feeling about the ease or difficulty of realizing a certain behavior.

Humans (including travelers) who experience cognitive dissonance tend to look for ways to reduce their cognitive dissonance with a variety of conditions, either changing attitudes, behaviors or beliefs, which can be based on personal gain, support from certain conditions, or norms. , so that researchers in this case will also try to explore how the efforts made by travelers to reduce the cognitive dissonance they feel.

Belief which is the foundation of TPB is also an important element of one's consideration in doing something and becomes an important point that determines the appearance of dissonance in one's cognition. As Festinger [6] stated, "There is the same kind of consistency between what a person knows or believes and what he does" [6]. that we tend to look for consistency between what we know, or what we believe and the actions we take, the mismatch between actions and beliefs will make a person experience cognitive dissonance, on the other hand, consistency between belief and action will avoid cognitive dissonance.
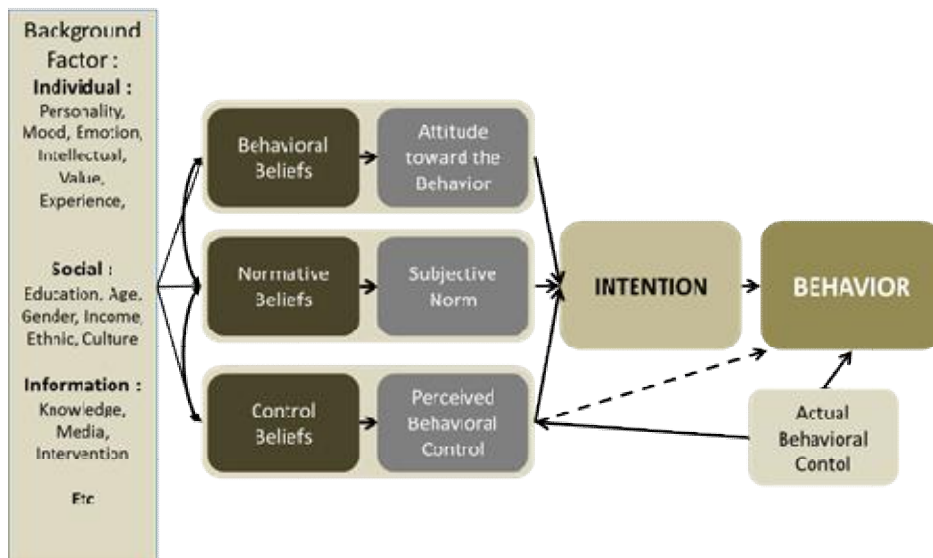
Fig. 2. The Theory of planned behavior (TPB)
Source: Figure 6.3. Ajzen, Icek. [13]

This further clarifies that conformity between behavior and beliefs is the key to cognitive consistency and avoiding cognitive dissonance, this is one of the main points of the TCD study, which is also in line with the TPB which makes belief the basic foundation of theories about behavior planning or predictions. against someone's behavior. including researchers see this will be very relevant to be used as a theory used to see someone's efforts to reduce cognitive dissonance, including for travelers who use motorcycles in their efforts to reduce the dissonance they feel. Thus, the researcher considers that this TPB will be used for analysis of the strategies of travelers on motorcycles to plan strategies to anticipate doubts, worries and risks that may arise.

3. RESEARCH METHODS

This research uses a qualitative approach with a case study method, using the post positivist paradigm. The choice of this type of research is based on the consideration that The Theory of Cognitive Dissonance (TCD) and The Theory of Planned Behavior (TPB) belong to the cybernetics communication perspective [14]. However, Robert T. Craig and Heidi L. Muller (eds), in Theorizing Communication: Readings across Traditions [27]. Reviewed that theories in the cybernetics tradition have several deficiencies which can be complemented by using theories from other traditions. Several studies using cybernetics theory have also been conducted using other paradigms, Hutagalung [7] discusses Cognitive Dissonance using qualitative interpretive research methods; Fitri [8] uses a qualitative method with an in-depth interview process.

This method is also used to dig deeper and holistically about this phenomenon. Robert K Yin [28] states that case studies allow researchers to maintain the holistic and meaningful characteristics of real-life events - such as a person's life cycle, organizational and managerial processes, changes in the social environment, international relations, and industrial maturity.)

In this study, many descriptive data were generated from objects that the researcher observed from oral, written word, and behavior, this is in line with Bogdan and Taylor (1975: 5) [29] in Moleong [30] which defines "qualitative methodology" as a research procedure. which produces descriptive data in the form of written or spoken words from people and observable

behavior. In other words, that this research only describes situations or events, does not seek or explain relationships, does not test hypotheses or make predictions.

In addition, the uniqueness of the homecoming activity has a diversity of individuals in it who come from groups that have different educational, cultural, economic, and social motives. Moreover, "going home by motorcycle" related to activities can also be carried out by all different segments and backgrounds of society, so that what is done even though the activities are the same, what appears is the intensity and behavior that is often different. Creswell [20] states that case study research is a qualitative approach in which researchers explore real life, contemporary limited systems (cases) or various limited systems (various cases), through detailed and in-depth data collection involving multiple sources of information or multiple sources of information (for example, observations, interviews, audiovisual materials and documents, and various reports, and reporting case descriptions and case themes. The unit of analysis in a case study can be a multiple case (multi-site study) or a single case [31].

Research activities on homecoming are included in the single case category, which researchers carry out on homecoming activities during the Eid al-Fitr homecoming moment in 2019 instead of May-June 2019, with research informants of travelers who use motorcycles who act as informants in this study. The informants in this study were selected based on purposive or judgmental sampling. That Purposive or Judgmental Sampling is a useful type of sample for special situations. This type is commonly used in exploratory research or field research. Purposive sampling is suitable for selecting unique cases which are very informative [32]. This study involved 18 informants consisting of 15 travelers and 2 members of the motorcycle community who were met at the homecoming post in the Bawen area of Central Java, as well as 1 motorcycle riding safety expert.

The technique of collecting data in this study was carried out by researchers in several ways, namely field observations, in-depth interviews, literature studies, and documentation of activities recorded during the research process. In-depth interviews conducted in this research process were conducted in an unstructured but in-depth manner but in an atmosphere of openness, friendliness and comfort. In accordance with the

guidelines put forward by Bogdan and Taylor [33].

Data analysis and presentation techniques are carried out by taking steps to collect and prepare data, organizing the data that has been obtained, reducing and categorizing the data based on themes, concluding and presenting the data from the discussion as a characteristic of qualitative research, while still paying attention to the data validity criteria. The technical analysis and presentation of data carried out is as conveyed by Creswell [31] in qualitative data processing as follows: "Data analysis in qualitative research begins with preparing and organizing data (namely, text data such as transcripts, or image data such as photos) for analysis. , then reduce the data to themes through the coding process and code summarization, and finally present the data in the form of charts, tables, or discussions [31].

4. RESULTS OF STUDY AND DISCUSSION

4.1 Cognitive Dissonance on Travelers

In this study, the informants found that cognitive dissonance was found in their homecoming activities. This Dissonance is indicated from the finding that there is denial of one element which is then followed by or following other elements.

The dissonance condition above is expressed by Festinger [6], that the two elements dissonance if, for one reason or another, they do not match each other. They may be inconsistent or contradictory, the culture or standards of the group may determine that they do not fit, and so on.

Denial takes the form of denial of the cognitive elements of the behavioral elements. The cognitive element in question is about the awareness that informants have about the impact of going home on a motorbike which will result in accidents, limited motorbike capacity, an appeal not to go home on a motorbike from the government, experiences of accidents that have been experienced, fatigue and drowsiness. felt when going home. As the opinion of a motorcycle safety riding expert who became informant, that motorbikes have limitations on capacity, require extra preparation before and when traveling, and have a high level of risk, especially for long-distance trips. However, awareness of the cognitive elements is contrary to the behavioral

elements of travelers who continue to carry out homecoming activities using motorbikes, this is an indicator of cognitive dissonance.

Based on a search on the sources of cognitive dissonance from the informants, there were 4 (four) main sources of cognitive dissonance from travelers who ride motorcycles. The sources of the dissonance are: 1) logical inconsistencies; 2) Cultural Values and Applicable Rules; 3) Do not receive Behavior support; 4) Constraints, Limited Resources and Bad Past Experiences. The four cognitive dissonances are as follows:

4.1.1 Cognitive dissonance source: Logical inconsistencies

Based on the research conducted on research informants, it was found that there was a logical inconsistency that occurred among the research informants, it was found that a logical inconsistency occurred in the form of a mismatch between the knowledge possessed and the behavior carried out, as explained by Festinger [6] "Dissonance could arise from logical inconsistency. The obverse of one follows from the other on logical grounds in the person's own thinking processes". Festinger [6].

The dissonance that occurs due to this logical inconsistency consists of the following: 1) The informants' concerns include the risk of accidents, fatigue and drowsiness; Fear / worry that arises in the form of the safety of the passengers being carried; 2) Fear / worry that arises in the form of crimes on the highway, for example, 'Begal' (highway robbers); 3) Disadvantages and limitations of motorcycle utility: Recognizing that other vehicles (four-wheeled) are more comfortable than motorcycles, have limited capacity for motorcycles, motorcycles are more tiring and more risky; 4) Obstacles in the homecoming process are problems with vehicles.

4.1.2 Cognitive dissonance sources: Cultural values and applicable rules

Based on the research conducted by the researchers on the research informants, it was found that there was a mismatch between behavior with cultural values (cultural morals) and the applicable rules, which happened to the research informants. The mismatch between behavior and cultural values is an indication of cognitive dissonance, as stated by Festinger [6] and "Dissonance could arise because of cultural

morals. The Dissonance exists simply because the culture defines what is consonant and what is not. In some other culture these two cognitions might not be dissonant at all. [6]. In other words, a person's dissonance can come from a mismatch between the prevailing culture or knowledge of existing rules and the behavior that is carried out.

As for the dissonance that occurs due to the incompatibility of culture and regulations with the behavior of travelers, the researchers found their knowledge of the government's prohibition of going home on motorcycles, this prohibition is one of the building blocks of culture. It was found that the source of dissonance from cultural values and regulations was that all informants acknowledged that they were aware of the government's appeal not to go home on a motorcycle, but the appeal did not change their homecoming behavior enough. The reason is that the travelers think that the appeal is not suitable for those who go home due to various other reasons that have stronger motives, such as economic motives.

4.1.3 Cognitive dissonance source: No behavior support

Based on the research conducted on the research informants regarding the parties' disagreement with the homecoming behavior that occurred in the research informants, it was found that the source of dissonance was a general opinion about the disagreement of various parties related to this homecoming activity. There is a mismatch between homecoming behavior and the conditions of disagreement from various parties, which was stated by Festinger [6] as a source of dissonance which comes from Opinion Generality (general opinion): "Dissonance may arise because one specific opinion is sometimes included, by definition, in a more general opinion" [6].

The source of dissonance was in the form of general opinion, namely the disagreement with the behavior of this homecoming, which occurred among 13 informants. The general opinion that becomes a source of dissonance is that there are parties who do not support the homecoming activities using motorcycles. A total of 11 (eleven) informants did not receive homecoming support or received disapproval from others who were significant parties, namely family such as parents, wives, or other relatives. In addition to the source of dissonance that came from

significant parties, namely family, 2 (two) informants received other sources of dissonance from friends or neighbors. Several sources of disagreement from these parties arise for several reasons, among others, due to the worry of the distance factor, the concern that an accident, fatigue, traffic jams or other difficulties will be faced during the homecoming process.

4.1.4 Cognitive dissonance resources: Barriers, resource limitations and past bad experiences

Based on the research conducted by the researchers on the research informants, there were findings about the obstacles and unfavorable past experiences felt by the research informants, it was found that the source of dissonance that emerged was from perceived obstacles, limited conditions, and all of that was part of From the experiences experienced by travelers during homecoming, this is a source of dissonance that bad experiences and obstacles that have been felt by travelers are not in accordance with their behavior, namely continuing to carry out homecoming activities, and this is according to Festinger [6] as part of the source of dissonance: "Dissonance may arise because of past experience" [6].

The more detailed findings related to this study from dissonance sources are as follows: 1) Have had an accident during homecoming; 2) The behavior of other motorists who are in a hurry and violating traffic. 3) Experience facing traffic jams; 4) Long distance and bad weather; 5) Limited resting facilities; 6) Difficulties / challenges of the homecoming process: Road Infrastructure, Street Lighting, Traffic signs.

4.2 Planned Behavior to overcome Cognitive Dissonance

In discussing the results regarding planned behavior to overcome cognitive dissonance, the researcher will use an analysis using 3 (three) basic elements of The Theory of Planned Behavior (TPB), namely Behavioral Beliefs, Normative Beliefs, and Control Beliefs from the informants of this study, namely travelers who use motorcycles. This is in accordance with Ajzen's [25] reference regarding the 3 (three) beliefs which can be used as the basis for a theoretical scheme.

The following is a discussion of the results of research on Planned Behavior in overcoming

Cognitive Dissonance of travelers using motorcycles.

4.3 Behavioral Belief to overcome Cognitive Dissonance

There are elements of behavioral belief that are used to overcome Cognitive Dissonance with several elements, as follows: 1) cost savings and economical elements; 2) Comfort, recreation and freedom / flexibility. 3) Nice atmosphere to meet and ride together with other riders; 4) Comparing with the unpleasant experience of driving another vehicle. 5) Recreation and support hospitality; 6. Share his hobby touring by motorcycle; 7) Utility motorcycles for home use.

All of these findings are in line with those expressed by Mahyarni [15], that attitudes towards this behavior are determined by the beliefs obtained about the consequences of a behavior or also called behavioral beliefs. This is related to a person's subjective assessments of the world around him, his understanding of himself and his environment. How to know belief, in this planned behavior theory, that belief can be expressed by connecting a behavior that we will predict with various benefits or losses that might be obtained if we do or don't do the behavior. This belief can strengthen attitudes towards behavior based on the evaluation of the data obtained that the behavior can provide benefits for the perpetrator.

4.4 Normative Belief to overcome Cognitive Dissonance

This study reveals and analyzes some elements of Normative belief to overcome cognitive Dissonance when going home while riding a motorcycle. It was found that there are several elements of Normative belief that are used to overcome cognitive Dissonance with the following elements: 1) Getting family support; 2) Get support from friends and community; 3) Get support from all parties; 4) a strong desire for longing and a desire for friendship; 5) Wearing community attributes to find friends on the trip and for the sake of comfort and safety; 6) Homecoming together with the community / going home together with a group of travelers.

This finding is in line with Ajzen [13] who states that subjective norms, as the second main determinant of intention in The Theory of Planned Behavior, are also considered a function of belief, but belief is of a different type, namely

belief. people that certain individuals or groups approve or disapprove of behavior; or that the social referral itself is involved or not involved in it. For many behaviors, important referrals include parents, spouses, close friends, coworkers, and, depending on the behavior involved, perhaps experts such as a doctor or tax accountant. Beliefs that underlie subjective norms are called Normative Beliefs. In general, people who believe that most of the referrals with whom they are motivated to comply think they must perform the behavior will feel social pressure to do so. Conversely, people who believe that most of the referrals with whom they are motivated to comply will refuse to perform their behavior will have subjective norms that pressure them to avoid engaging in the behavior.

In other words, Normative Belief shows that this element is related to normative social pressure or other beliefs that participate in influencing a person's behavior, or it can be said that subjective influence is basically a social influence factor. This norm is also related to certain behaviors of individuals which can be influenced by other important factors. Among other things, it is influenced by other actors such as friends, family members, our colleagues, including other factors such as the social environment and the mass media.

Thus, related to the study of Normative Beliefs that occur to travelers using motorcycles, because it is in accordance with the Normative Belief study, that subjective norms will also be influenced by social norms which will form normative Beliefs from individuals, including Normative Beliefs for travelers using motorcycle.

4.5 Control Belief to overcome Cognitive Dissonance

Based on the research in this study, it was found that Control Belief elements were carried out or raised to overcome Cognitive Dissonance, the following are some of these efforts, namely: 1) Maintaining the physical condition of travelers; 2) Maintaining the condition of the motorcycle (checking, maintaining, and replacing the required motorcycle components). 3) mental preparation and emotional control during homecoming; 4) Safety Riding: careful, complete safety driving, obey traffic signs; 5) Choosing the time of homecoming: evening, morning and afternoon; 6) Preparation of supporting devices: Preparation of cash, communication tools and important numbers, Using Digital Navigation

(Google Maps); 8) Combination of riding a motorcycle and riding a ship; 9) Perform spiritual rituals; 10) Forbid the family to join.

Based on this explanation, according to the study by Mahyarni, [15] which explains that the perception of behavior control or also known as behavior control, is a person's feeling about the ease or difficulty of realizing a certain behavior. That feeling is related to control behavior by distinguishing it from the locus of control or control center proposed by Rotter's. The control center is concerned with a person's belief that is relatively stable in all situations. Perceptions of behavioral control can change depending on the situation and the type of behavior to be performed. The control center is concerned with the individual's belief that the success of doing everything depends on own efforts, Rotter's (1966) [26] in Maharyani [15].

5. CONCLUSION AND RECOMMENDATIONS

In this study, the informants found that cognitive dissonance was found in their homecoming activities. This Dissonance is indicated from the finding that there is denial of one element which is then followed by or following other elements.

Based on the source of the dissonance that occurred by the informants, several things emerged, namely from 1) logical inconsistencies; 2) opinion generality; 3) Cultural values and applicable rules; 4) Travel obstacles, limited resources, past experiences.

There are elements of behavioral belief that are used to overcome Cognitive Dissonance with the following elements: 1) cost savings and economical elements; 2) comfort, recreation and freedom / flexibility. 3) Nice atmosphere to meet and ride together with other riders; 4) Comparing with the unpleasant experience of driving another vehicle. 5) Recreation and support hospitality; 6; Share his hobby touring by motorcycle; 7) Utility motorcycles for home use.

From the results of interviews with informants, it was found that there are several elements of Normative belief that are used to overcome Cognitive Dissonance with the following elements: 1) Getting family support; 2) Get strong support from friends and friendship; 5) Wearing community attributes to find friends on the trip and for the sake of comfort and safety; 6)

Homecoming together with the community/ going home together with a group of travelers.

It was found that there are several elements of Normative belief that are used to overcome cognitive Dissonance with the following elements: 1) Getting family support; 2) Get support from friends and community; 3) Get support from all parties; 4) a strong desire for longing and a desire for friendship; 5) Wearing community attributes to find friends on the trip and for the sake of comfort and safety; 6) Homecoming together with the community / going home together with a group of travelers.

This research uses a case study qualitative research method, which can then be complemented by using quantitative research methods to get more diverse informants with a greater number of informants, thus further analyzing other sources of dissonance and ways to reduce cognitive dissonance. of the travelers who use motorcycles.

The results showed that the emergence of dissonance did not make the informants change their decision to go home using a motorcycle, in fact it was not easy for the informants to eliminate the homecoming behavior on the motorcycle, so further research could be carried out to find out whether this behavior had become the self-identity of the travelers. and whatever is the source of that self identity.

Regarding the practical needs of preventing or reducing the risk of accidents or the risk of going home on a motorcycle, the government or the authorities make this research a basic basis for the sources of dissonance including ways to eliminate dissonance, so that this research can be used as a consideration for compiling promotional materials for the safety of motorcyclists, or campaigns to prevent going home on a motorcycle by reducing dissonance eliminating sources, and / or including providing policy support that can support the safety and comfort factors expected by the informants who expect this in this research.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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