

EXPOSURE TO PRESIDENTIAL CANDIDATE NEWS IN ONLINE MEDIA AND THE KNOWLEDGE LEVEL OF YOUNG VOTERS IN THE 2019 INDONESIAN ELECTION

Urip Mulyadi¹, Mubarak², Agus Triyono³

Sultan Agung Islamic University^{1,2}

Dian Nuswantoro University³

ueripmulia@unissula.ac.id¹, mubarak@unissula.ac.id², agustriyon07@dsn.dinus.ac.id³

Abstract

Young voters who have just entered the voting age do not yet have a broad political reach to determine where they should vote and online media is one of the tools to reach them. This study aims to determine the significant relationship between news exposure about presidential candidates in online media with the level of choice of young voters in the 2019 election. This study is a type of explanatory quantitative research using the positivism paradigm. Data collection was carried out using questionnaires distributed to 100 respondents in Semarang City using purposive sampling techniques. Data calculation in this study uses Spearman Rank correlation analysis using the IMB SPSS application as an aid to conduct several statistical data tests. The results of this study indicate that all calculated questionnaire items are declared valid because the calculated $r > r_{table}$ (0.195), and are also declared reliable with a value above 0.600. The Spearman Rank correlation analysis test shows that there is a significant relationship between the Level of Media Exposure (X1), the Level of Media Attention (X2) and the Level of Knowledge of young voters in the 2019 election. (Y) of $0.000 < 0.05$. There is a strong relationship between the variable level of media exposure and the level of choice of beginners in the 2019 presidential election of 0.624. There is a strong relationship between the variable level of media attention and the level of choice of beginners in the 2019 presidential election of 0.580. Thus, it can be concluded that the level of media exposure and the level of media attention have a significant relationship with the level of knowledge of beginners in the 2019 election.

Keywords : Media Exposure, Presidential Election News, Knowledge Level of Young Voters

Abstrak

Pemilih pemula yang baru memasuki usia hak pilih belum memiliki jangkauan politik yang luas untuk menentukan ke mana mereka harus memilih dan media online menjadi salah satu alat untuk menjangkanya. Penelitian ini bertujuan untuk mengetahui adanya hubungan signifikan antara terpapar berita mengenai kandidat calon presiden di media online dengan tingkat pilihan pemilih muda pada pemilu 2019. Penelitian ini merupakan jenis penelitian kuantitatif explanatory dengan menggunakan paradigma positivisme. Pengumpulan data yang dilakukan menggunakan kuesioner yang dibagikan kepada 100 orang responden di Kota Semarang menggunakan teknik purposive sampling. Perhitungan data dalam penelitian ini menggunakan analisis korelasi Rank Spearman menggunakan bantuan aplikasi IMB SPSS

sebagai alat bantu untuk melakukan beberapa uji data statistik. Hasil dari penelitian ini menunjukkan bahwa seluruh item kuesioner yang dihitung dinyatakan valid karena $r_{hitung} > r_{tabel}$ (0,195), dan juga dinyatakan reliabel dengan nilai yang berada di atas nilai 0,600. Uji analisis korelasi Rank Spearman menunjukkan bahwa adanya hubungan signifikan antara Tingkat Eksposure Media (X1), Tingkat Perhatian Media (X2) dan Tingkat Pengetahuan pemilih muda pada pemilu 2019 (Y) sebesar $0,000 < 0,05$. Terdapat hubungan yang kuat antara antara variabel tingkat eksposure media dengan tingkat pilihan pemula pada pemilu presiden 2019 adalah sebesar 0,624. Terdapat hubungan yang kuat antara variabel tingkat perhatian media dengan tingkat pilihan pemilih pemula pada pemilu presiden 2019 adalah sebesar 0,580. Dengan demikian dapat ditarik kesimpulan bahwa tingkat eksposure media dan tingkat perhatian media memiliki hubungan secara signifikan dengan tingkat Pengetahuan pemilih pemula pada pemilu 2019.

Kata Kunci : Eksposure Media, Berita Pilpres, Tingkat Pengetahuan Pemilih Pemula

INTRODUCTION

The widespread online coverage of presidential candidates has become a significant factor in the surge in news coverage, particularly for figures other than President Jokowi. If you type “Berita Calon Presiden 2019” into a Google search, 396,000 posts about the 2019 presidential candidates will appear in less than a second. This is a significant number, considering the Presidential Election is still more than a year away. News topics related to the 2019 presidential candidates will continue to be produced by mass media outlets, especially online media. In terms of speed, online media still ranks first compared to other media. Online media is also very close to the millennial generation, which has become a new magnet for political parties to strategize to attract young people or Young voters.

Although the electability surveys of the strongest presidential candidates from several survey institutions vary, most place President Jokowi as the strongest candidate. Jokowi's popularity is still considered uncertain considering the negative issues that have recently emerged. One of them is the hashtag #2019GantiPresiden declared by PKS politician Mardani Ali Sera which fills online media coverage about the 2019 presidential candidates. In addition, social media also plays a major role in distributing news about the 2019 presidential candidates to the public. Therefore, new media audiences have the freedom to disseminate information they obtain, in this context the use of social media such as Twitter in disseminating information and/or providing responses (*interactivity*) related to the news about the presidential candidates that is being buzzed about online media is very effective.

The flood of online presidential discourse has led public opinion to discuss figures worthy of becoming president in 2019. The names that have emerged and become public discussions are those reported by the media, to the point that one of the most worthy figures to become the next President of the Republic of Indonesia is Jokowi. The emergence of the internet and social media has opened up space for various groups to share information quickly and directly with its users. Young people are one of the generations closest to social media. Young people who are Young voters are a major source of support for political parties. Therefore, political parties are competing to design various activities to pamper these young people to gain their participation.

The Ministry of Home Affairs has submitted the Potential Voter Population Data (DP4) to the General Elections Commission of Republic Indonesia. A total of 196.5 million people are confirmed eligible to vote in the 2019 elections. However, duplicate data and electronic ID card (e-KTP) registration issues remain, requiring resolution to ensure no one's right to vote is lost. The 2019 voter data comprises 98,657,761 male voters and 97,887,875 female voters. Meanwhile, the regions with the most voters were West Java with 33,138,630 voters, followed by East Java with 31,312,285 voters, Central Java with 27,555,487 voters, North Sumatra with 10,763,893 voters, and Jakarta with 7,925,279 voters.

The number of young voters in the 2019 election was quite large. According to KPU data, of the approximately 188 million people on the Permanent Voter List (DPT), an estimated 22 million would be participating in the election for the first time. Meanwhile, the number of voters aged 17-23 was approximately 30 million. The majority of Young and young voters were high school students, university students, and young workers newly employed, bringing the total to approximately 52 million. According to the General Elections Commission of Republic Indonesia recapitulation, the valid votes in the 2014 Legislative Election were 124,972,491. The KPU did not disclose the number of invalid votes. The final voter list (Daftar Pemilih Tetap-DPT) for the 2014 Legislative Election recorded 185,826,024 eligible voters. Partai Demokrasi Indonesia Perjuangan (PDI-P) secured the highest number of votes in the legislative election, securing 18.9 percent of the total valid votes, or 23,681,471 votes.

When they became young voters, they were already living in a democratic environment, thus being called "*native democrats*," meaning they were born into it. However, they were also known to be indifferent to political noise and disinterested in it. At the same time, these native democrats breathe digital air in their daily lives, where gadgets are more valuable than cash. Twitter and Facebook are considered more important than textbooks, YouTube more entertaining than television, and social media narcissism more appealing than being at the top of their class.

These characteristics should be a challenge for anyone to build awareness and participate in a community of intelligent voters. Voters who rationally consider their choices, in accordance with their conscience, are not easily swayed by political jargon circulating in the mass media. Another fact about these voters is their low level of participation in the voting booth. In the two previous elections, participation has actually tended to decline. In 1999, participation was 92.7 percent, in 2004, it was 84.07 percent, and in 2009, it was 71 percent. Meanwhile, in the recent North Sumatra gubernatorial election, participation was only 60 percent.

In the 2008 Presidential Election Law, the general provisions state that voters are Indonesian citizens who are 17 (seventeen) years old or older or are/have been married (UU Pilpres 2008: 6). Meanwhile, what is meant by new voters are those who are 17-21 years old, have the right to vote and are listed on the permanent voter list (DPT) and are participating in a general election for the first time, either legislative or presidential elections (UU Pilpres 2008: 7). Young voters are targeted for influence because they are considered to have no experience voting in previous elections, so they still have unclear political attitudes and choices. Young voters, who have just reached voting age, also lack the broad political reach to determine which direction to vote. As a result, their choices sometimes do not align with expectations. This makes Young voters highly vulnerable to influence and political approaches geared toward the interests of political parties. Ignorance of practical politics, especially regarding choices in

general elections or regional elections, often leads Young voters to think irrationally and focus more on short-term interests.

The vulnerability of Young voters to political influence is inextricably linked to the role of the mass media, which plays a key role in shaping public perception through the selection and formulation of issues raised in the public sphere. Agenda-setting occurs because the media must be selective in reporting news. News outlets, as gatekeepers of information, make choices about what to report and how to report it. What the public knows about a situation at any given time is a result of media gatekeeping. Furthermore, we know that how a person makes choices is largely determined by the issues they believe are important. (Littlejohn & Karen A. Foss, 2009:416).

The question then, in the context of the 2019 Indonesian Presidential Election, is whether the level of media exposure has a significant relationship with the level of knowledge of Young voters? Does online media attention have a significant relationship with the level of knowledge of Young voters? Therefore, this study tests the hypothesis that there is a significant relationship between online media exposure and the level of knowledge of Young voters in the 2019 Indonesian Presidential Election.

Media Exposure from an Agenda Setting Perspective

The media dictates what's important and what's not, dictates what the public sees, and highlights past events involving largely forgotten figures, which figures to support, and the media's agendas even become topics of conversation within society. The more intense the media's reporting, the more public discussion becomes.

According to Shore (in Cinantya, Ulfa, Herieningsih, & Pradekso, 2014) media exposure is not only about whether someone is physically close enough to the presence of mass media, but also whether someone is truly open to the media's messages. Media exposure is the activity of listening, seeing, and reading these messages, which can occur at the individual or group level. In this study, researchers used online media regarding news about the 2019 presidential candidates to see how significant the relationship is.

Even midway through this year, online media coverage of the 2019 presidential candidates has been increasing. The news that emerges represents the media agenda presented to the public. Agenda-setting occurs because the media must be selective in reporting news. News outlets, as gatekeepers of information, make choices about what to report and how to report it. What the public knows about a situation at any given time is a result of media gatekeeping. Furthermore, we know that how a person makes choices is largely determined by the issues they believe are important. For this reason, some researchers have argued that the issues reported during an election period may have a greater influence on the general election than the campaign itself. (Littlejohn & Foss, 2009)

According to Donald Shaw and Maxwell McCombs, there are two levels of agenda-setting. The first determines the general issues that are considered important, and the second determines which parts or aspects of those issues are considered important. In many ways, the second level is as important as the first, as it provides us with a way to frame the issues that underlie the agendas of society and the media. Therefore, media framing is not trivial, but is crucial in creating the world we know. The idea of media framing is used by media theorists as a natural way in which second-level agenda-setting occurs. Media depictions explain events in ways that can limit how audiences interpret them. This can occur through various textual

features of the “story,” such as headlines, audio-visual components, metaphors used, and the way the framing proceeds. (Littlejohn & Foss, 2009)

Agenda setting is a three-part process. First, the priority of issues to be discussed in the media, or *the media agenda*, must be established. Second, the media agenda influences or interacts with what the public thinks, creating the public agenda. Finally, the public agenda influences or interacts with what policymakers consider important, called the policy agenda. In the simplest and most straightforward version of the theory, the media agenda influences the public agenda, and the public agenda influences the policy agenda.

Researchers use agenda setting to describe how online media, specifically Detik.com and Kompas.com, report news about the 2019 presidential candidates. This process will reveal how the agendas of both media outlets shape public reporting and how they demonstrate their respective characteristics. This raises the question of how much power the media has in influencing the public agenda and how the public does so. This model emphasizes a positive relationship between the public's reported assessment of a particular issue. In other words, what the media deems important will also be deemed important by the public. What the media overlooks will escape the public's attention.

Online Media and Contextualized Journalism

Media is a means used to convey messages from the communicator to the communicant or audience (Cangara, 2007). Based on the definition above, the author concludes that media is a means to transfer the content of the message to the communicant or audience. Online is a term used to describe a direct connection between a computer and several computers in a network called the internet. Online is a computerized system that is interconnected with each other. This system provides a convenience for other transactions that can be processed immediately and automatically (Misky, 2005).

Pavlik in his book *The Impact of Technology Journalism* calls this new type of journalism “*contextualized journalism*”, because it integrates three unique communication features, such as multimedia capabilities based on digital platforms, interactive qualities of online communications and customized features. (Pavlik, 2000).

Rafaeli and Newhagen identify five main differences between online journalism and traditional mass media:

1. The internet's ability to combine a number of media
2. Lack of tyranny of writers and readers
3. No one can control the attention of the audience.
4. The internet can make the communication process continuous.
5. This new media prioritizes speed.

From the explanation above, the author concludes that online media utilizes the internet and must be fast and accurate in delivering information. Online media is also a medium that transcends time and space. Space means it can be accessed anywhere, and time means it can be accessed at any time. This speed and accuracy are what make online media so appealing over other forms of media. The growth of online media is closely linked to the growing number of people consuming it. Therefore, the researchers used online media in this study. The two online media platforms were Detik.com and Kompas.com.

Hypothesis

A hypothesis is a temporary assumption whose truth remains to be proven through research (Achmadi in Azizah, Carolina, & Alfaizi, 2020). The hypothesis in this study is formulated as follows:

H1 : There is a relationship between the level of online media exposure (X1) and the level of knowledge of young voters in the 2019 Election (Y).

H2 : There is a relationship between the level of attention to online media (X2) and the level of knowledge of young voters in the 2019 Election (Y).

RESEARCH METHOD

The research method used is quantitative research. This study uses an explanatory research type. Explanatory research is a study that aims to explain, test the hypothesis of the research variables. The focus of this study is the analysis of the relationships between variables. The selection of this method is used to examine news exposure about presidential candidates in online media with the level of choice of young voters in the 2019 election. The dependent variable (Y) is the level of knowledge of Young voters in the 2019 Election and the independent variables (X) are the level of online media exposure (x1) and the level of online media attention (X2). The sample in this study were students who are categorized as Young voters in the city of Semarang aged 17-22 years. The data used are primary data. The data collection method used is a questionnaire or by distributing a list containing a series of written questions that are systematically arranged, which are handed directly to the respondents who will be studied to be filled out.

RESULTS AND DISCUSSION

This study conducted a survey with 100 respondents in Semarang City with the sample category being Young voters aged 17-22 years, or those participating in the presidential election for the first time. Of the total respondents, 38% were male and 62% were female. In terms of occupation, 100% of respondents were students. In this study, 31% were 17 years old, 44% were 18 years old, 18% were 19 years old, and 7% were 20 years old. Of all respondents stated that this was their first time participating in the 2019 Presidential and Vice Presidential Election or could be categorized as young voters.

Data analysis

Before testing the hypothesis, tests were first conducted to meet the requirements and obtain the best estimate. The tests conducted in this study were validity and reliability tests.

Validity Test

Validity testing is used to measure the validity of a research instrument. In this study, validity was measured using the product moment formula through SPSS IMB. Questionnaire items are declared valid if the calculated $r > r$ Table at the following significance level of 5% or 0.05. The following are the results of the validity test:

Table 1.1. Validity test

Variables	No	r Count	r Table	Information
	X1	0.323	0.195	Valid
	X2	0.648	0.195	Valid

Online Media Exposure Level (X1)	X3	0.767	0.195	Valid
	X4	0.453	0.195	Valid
	X5	0.203	0.195	Valid
Media Attention Level (X2)	X2.1	0.772	0.195	Valid
	X2.2	0.849	0.195	Valid
	X2.3	0.536	0.195	Valid
	X2.4	0.786	0.195	Valid
	X2.5	0.608	0.195	Valid
	X2.6	0.648	0.195	Valid
	X2.7	0.759	0.195	Valid
	X2.8	0.592	0.195	Valid
	X2.9	0.721	0.195	Valid
	X2.10	0.252	0.195	Valid
Knowledge Level of Young Voters in the 2019 Election (Y)	Y1	0.844	0.195	Valid
	Y2	0.823	0.195	Valid
	Y3	0.755	0.195	Valid

Source: Data processed based on the results of the research questionnaire, 2019

From the table above, it is known that the value of each question in the questionnaire is in accordance with the formula $r_{\text{Calculate}} > r_{\text{Table}}$, it can be concluded that all question items per each Media Exposure Level (X1), Media Attention Level (X2) and Knowledge Level of young voters in the 2019 election (Y) in this questionnaire can be stated as valid, which means that the questionnaire is appropriate to be used as a measuring tool in this research.

1.2. Table of Reliability test

No	Variables	Cronbach Alpha Value	Information
1	Media Exposure Level (X1)	0.717	Reliable
2	Media Attention Level (X2)	0.818	Reliable
3	Knowledge Level of First Time Voters in the 2019 Election (Y)	0.735	Reliable

Source: Data processed based on the results of the research questionnaire, 2019

Based on the table above, it can be seen that the results of the reliability test at each Media Exposure Level (X1), Media Attention Level (X2) and Knowledge Level of young voters in

the 2019 election (Y) in this questionnaire can be stated as reliable because the value shown is above or more than ($>$) 0.6 which can be concluded if each item in the variable is stated as reliable so that it is worthy of being used as a research measuring tool that can be trusted.

Hypothesis Test Results

Table 1.3. The Relationship between Media Exposure Level (X1) and the Knowledge Level of Young Voters in the 2019 Election (Y)

Correlations				
			Media Exposure Level	First Time Voter Choice Level
Spearman's rho	Media Exposure Level	Correlation Coefficient	1,000	.624
		Sig. (2-tailed)	.	.000
		N	100	100
	First Time Voter Choice Level	Correlation Coefficient	.624	1,000
		Sig. (2-tailed)	.000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the SPSS output results from the Spearman rank correlation test above, it can be concluded:

Examining the Significance of the Relationship Between Media Exposure Levels and Young Voter Choice Levels in the 2019 Presidential Election

Based on the output above, the significance value or Sig. (2-tailed) is known to be 0.000, because the Sig. (2-tailed) value of $0.000 <$ is smaller than 0.05 or 0.01, meaning there is a significant relationship between the media exposure level variable and the level of beginner choice in the 2019 presidential election.

Examining the Strength of the Relationship Between Media Exposure Levels and Young Voter Choice Levels in the 2019 Presidential Election

The output above yields a correlation coefficient of 0.624. This means the correlation between media exposure and Young voter choice in the 2019 presidential election is 0.624, indicating a strong correlation.

Examining the Direction of the Relationship between Media Exposure Level Variables and the Level of Young Voters' Choice in the 2019 Presidential Election.

The correlation coefficient in the results above is positive, namely 0.624. Therefore, the relationship between the two variables is unidirectional (unidirectional relationship type). Thus, it can be interpreted that the level of media exposure regarding the 2019 Presidential Election news is carried out continuously, it is likely to influence the level of choice of Young voters in the 2019 Indonesian Presidential Election contest.

This is consistent with the Hierarchy of Effects Theory according to Liliweri in (Pramono, Herieningsih, & Pradekso, 2013) namely that in general there are three effects of mass communication, namely: (1) Cognitive effects, namely mass communication messages that cause the audience to change in terms of knowledge, views, and opinions with something they get. Referring to the first effect above, an example is taken when the mass media provides a message to the audience such as news, resulting in the audience changing their knowledge, views, and opinions with something informed by the media. (2) Affective effects, namely mass communication messages cause changes in certain feelings from the audience. People can become, like something as a result of reading newspapers online or in print, listening to the radio and watching television.

Referring to the first effect where after the audience is changed by a message that increases knowledge, changes views and changes opinions about something, the next effect that arises is the affective effect, namely changing the audience's feelings, these feelings can be likes or dislikes, but based on the conclusions of the results of this study, it proves that providing positive information about the 2019 Presidential Election in online media can change the audience's feelings to like or be interested. (3) Conative effect, resulting in mass communication messages causing people to make decisions to do or not do something. After causing feelings, the next effect is causing the audience to make decisions to do something or not.

Table. 1.4. The Relationship between the Level of Media Attention (X2) and the Level of Knowledge of Young Voters in the 2019 Election (Y)

Correlations				
			Media Attention Level	First Time Voter Choice Level
Spearman's rho	Media Attention Level	Correlation Coefficient	1,000	.580
		Sig. (2-tailed)	.	.000
		N	100	100
	First Time Voter Choice Level	Correlation Coefficient	.580	1,000
		Sig. (2-tailed)	.000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the SPSS output results from the Spearman rank correlation test above, it can be concluded:

Examining the Significance of the Influence of Media Attention Levels on Young Voter Choice Levels in the 2019 Presidential Election

Based on the output above, the significance value or Sig. (2-tailed) is known to be 0.000, because the Sig. (2-tailed) value of 0.000 < is smaller than 0.05 or 0.01, meaning there is a significant relationship between the media attention level variable and the level of beginner choice in the 2019 presidential election.

Examining the Power of Media Attention and Young Voter Choice in the 2019 Presidential Election

The output above yields a correlation coefficient of 0.580. This means the correlation between media attention and Young voters in the 2019 presidential election is 0.580, indicating a strong correlation.

Examining the Direction of the Relationship between Media Attention Level Variables and the Level of Young Voters' Choice in the 2019 Presidential Election.

The correlation coefficient in the results above is positive, namely 0.580. So the relationship between the two variables is unidirectional (unidirectional relationship type), thus it can be interpreted that the level of media attention regarding the news of the 2019 Presidential election is carried out continuously, so it is likely to influence the level of choice of Young voters in the 2019 Indonesian Presidential Election contest.

The level of media attention has a strong influence on the level of choice of Young voters. This is supported by research results which state that the correlation coefficient is 0.580 between the variable level of media attention and the level of choice of Young voters in the 2019 presidential election. Agenda setting occurs because the media must be selective in reporting news. News outlets, as gatekeepers of information, make choices about what to report and how to report it. What the public knows about a situation at any given time is a result of media gatekeeping. Furthermore, we know that how a person makes choices is largely determined by what issues they believe are important. For this reason, some researchers have argued that the issues reported during an election campaign may have a greater influence on the general election than the campaign itself. (Littlejohn & Foss, 2010). Based on the results of research conducted using a questionnaire as a data collection tool and the SPSS program as a statistical analysis tool, this study uses research results and the theory used to answer the research objectives.

DISCUSSION

Based on these results, the impact of exposure to news about presidential candidates in online media on the level of choice of first-time voters in the 2019 election has a positive effect. This is evidenced by the positive regression coefficient test value for variable X1 (Online Media Exposure Level) (0.717). Conversely, when exposure to presidential election news in online media is negative, the tendency to vote or participation among first-time voters will be low. In fact, if there is no exposure to political news in online media, no one is likely to participate in the 2019 presidential election.

This is consistent with the Hierarchy of Effects Theory, which states that there are three general effects of mass communication: (1) Cognitive effects, namely, mass communication messages that cause audiences to change their knowledge, views, and opinions about something they have learned. Referring to the first effect above, for example, when mass media delivers a message to an audience, such as news reporting, it can change their knowledge, views, and opinions about something reported by the media. (2) Affective effect: Mass communication messages cause changes in the audience's feelings. People can become interested in something by reading newspapers online or in print, listening to the radio, and watching television.

Referring to the first effect, where after the audience is transformed by a message that increases knowledge, changes views, and changes opinions about something, the next effect is

the affective effect: changing the audience's feelings. These feelings can be either like or dislike. However, based on the conclusions of this study, it proves that positive online media coverage of the 2019 Presidential Election can change the audience's feelings, leading to liking or interest. (3) Conative effect: Mass communication messages cause people to make decisions about whether to do or not do something. After eliciting feelings, the next effect is that they cause the audience to decide whether to do something or not.

The 2019 Presidential Election contest for the Republic of Indonesia has concluded, and the news that appears represents the media agenda presented to the audience. The strong influence of media attention on the choice of first-time voters is supported by research showing a correlation coefficient of 0.580 between the variable of media attention and first-time voters' choice in the 2019 presidential election.

Agenda setting occurs because the media must be selective in reporting news. News outlets, as gatekeepers of information, make choices about what to report and how to report it. What the public knows about a situation at any given time is a result of media gatekeeping. Furthermore, we know that how a person makes a choice is largely determined by the issues they believe are important. For this reason, some researchers have believed that the issues reported during an election period may have a greater influence on the general election than the campaign itself. (Littlejohn & Karen A. Foss, 2009:416)

CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that First, there is a significant relationship and strong correlation between the level of media exposure and the level of beginner choices in the 2019 presidential election as indicated by the Sig. (2-tailed) value of $0.000 < \text{smaller than } 0.05 \text{ or } 0.01$ and the correlation coefficient number of 0.624. Second, there is a significant relationship and strong correlation between the variable of media attention level and the level of beginner choices in the 2019 presidential election as indicated by the Sig. (2-tailed) value of $0.000 < \text{smaller than } 0.05 \text{ or } 0.01$ and the correlation coefficient number of 0.580.

The cognitive effect in the Hierarchy of Effects Theory assumes that mass communication messages result in audiences changing their knowledge, views, and opinions with something they obtain, so that the relationship between the level of media exposure and the level of knowledge of Young voters in seeking references for the 2019 Indonesian Presidential candidates becomes relevant. This study also supports the agenda setting model where news about the 2019 Indonesian Presidential candidates is considered important and useful for respondents as reference material in determining their choice.

REFERENCES

- Azizah, N., Carolina, P. S., & Alfaizi, M. R. (2020). Pengaruh Penentuan Strategi Komunikasi Pemasaran Terhadap Minat Beli Masyarakat Pada Produk Lokal. *Jurnal Ilmiah Komunikasi Makna*, 8(2), 87–98.
- Cangara, H. (2007). Pengantar Ilmu Komunikasi Edisi Revisi. *Jakarta: Raja Grafindo Persada*.
- Cinantya, A. S., Ulfa, N. S., Herieningsih, S. W., & Pradekso, T. (2014). Hubungan Terpaan Berita Kekerasan Seksual Pada Anak di Televisi dan Tingkat Kecemasan Orang Tua dengan Intensitas Komunikasi Orang Tua dan Anak. *Interaksi Online*, 3(1).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

- Lister Martin dkk. 2009. *New Media: a Critical Introduction, 2nd edition*. London: Routledge
- Littlejohn, S. W., & Foss, K. A. (2009). *Teori komunikasi*. Jakarta: Salemba Humanika.
- Littlejohn, S. W., & Foss, K. A. (2010). *Theories of human communication*. Waveland press.
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th ed.). London: Sage Publications.
- Misky, D. (2005). Kamus Informasi dan Teknologi. Penerbit Edsa Mahkota, Jakarta.
- Pavlik, J. (2000). The impact of technology on journalism. *Journalism Studies*, 1(2), 229–237.
- Purbo, O.W., 2000a. *Awal sejarah Internet Indonesia* (The history of the Internet in Indonesia): A personal memoar. <http://www.bogor.net/idkf/idkf-2/cuplikan-sejarah-Internet-indonesia-05-2000.rtf>, viewed 20 Oktober 2013.
- Pramono, L. H., Herieningsih, S. W., & Pradekso, T. (2013). Hubungan Terpaan Pemberitaan Korupsi di Televisi dan Pernyataan Presiden SBY di Televisi dengan Tingkat Kepercayaan Masyarakat pada Pemerintah. *Interaksi Online*, 2(2).
- Prof Sugiyono.(2006) *Metode Penelitian Kuantitatif kualitatif dan RD* : Penerbit Alfabeta, Jakarta
- Turnomo Rahardjo. 2011. *Isu-isu Teoritis Media Sosial*. Dalam Fajar Junaedi (Ed) *Komunikasi 2.0 : Teoritisasi dan Implikasi*, hal 2-28. Yogyakarta:ASPIKOM
- Undang-Undang Pemilu Presiden Republik Indonesia Tahun 2008