

## Pengaruh political television advertising terhadap intention to vote bagi young voters = The influence of television political advertising to intention to vote for young voters / Arianti Anggrahini

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### Abstrak

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Tesis ini menganalisis mengenai bagaimana calon Presiden dapat mempengaruhi proses intention to vote melalui pembentukan candidate image evaluation, information recall, political system effects, dan political system efficacy pada segmen young voters. Penelitian ini mengangkat mengenai efektifitas dari iklan politik yang saat ini gencar dilakukan oleh partai ataupun tokoh politik sebagai bagian dari media kampanye mereka. Model dalam penelitian ini diolah dari jurnal "The Effects of Political Advertising on Young Voters" yang diterbitkan oleh American Behavioral Scientist tahun 2008 yang membahas mengenai iklan politik George W. Bush dan John Kerry sebagai kandidat Presiden Amerika tahun 2004. Terdapat 8 hipotesis yang diuji. Berdasarkan 150 responden dengan populasi umur 17 sampai 30 tahun, peneliti menemukan bahwa information recall dan political system effects efektif mempengaruhi intention to vote, sedangkan candidate image evaluation dan political system efficacy tidak mempengaruhi intention to vote.

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This thesis studied on how the President candidate advertisement affect the audience's intention to vote toward the candidate through a process of candidate image evaluation, information recall, political system effects, and political system efficacy in young voters segment. This research is brought up by questening of the political advertisement effectiveness that are currently intensively conducted by the parties or political figure as the part of their media campaign. Models in this study processed from the journal of "The Effects of Political Advertising on Young Voters" from American Behavioral Scientist in 2008 that discussed the political advertisement George W. Bush and John Kerry as a candidate for U.S. President in 2004. There are 8 hypotheses were tested. Based on 150 respondents from aged 17 to 30 years, researcher found that the recall information and political system effects are influencing intention to vote, while the candidate image evaluation and political system efficacy does not affect the intention to vote.