

Influence of Political Advertising Effectiveness on the Perspectives of Young Voters in the 2024 Indonesian Election

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Abstract

In anticipation of the 2024 elections, several political parties have commenced disseminating their appeal through political advertisements. The realm of political communication intricately intertwines with the Promotion, Marketing, and Branding of political figures. Diseses Study was undertaken to elucidate the impact of political advertising in mass media on the perspective of voter participation in the 2024 election, with a particular focus on young voters, specifically the students at the Faculty of Social and Political Sciences, Sriwijaya University. The 2024 election is anticipated to be characterized by a predominance of young voters, hailing from the millennial generation and Generation Z, comprising over 113 million voters, constituting 56,45% of the total electorate. The avenue of political advertisements in mass media facilitates the Dissemination of Information to the public and enables them to assess the content of party advertisements. Noteworthy among the emerging television advertisements are those belonging to the National Mandate Party (PAN), the Indonesian Unity Party (Perindo), and the Indonesian Solidarity Party (PSI). These advertisements underscore the commitment of these parties to align with the people's interests and heed their aspirations. The research employed an explanatory quantitative methodology, involving the distribution of questionnaires to hundred students of the Faculty of Social and Political Sciences at Sriwijaya University, during the academic years 2020 and 2023. The findings of this research reveal that the effectiveness of political advertising significantly influences voter perceptions. Nevertheless, it is imperative to note that the efficacy of political advertising falls short of offering a comprehensive explanation of the perspectives held by first-time voters in regard to the 2024 election.

Keywords: Advertising Effectiveness, Political Advertising, Political Marketing, Voter Perspective

INTRODUCTION

Political communication is basically related to promotion, marketing and branding of political figures. This communication expressions were found through campaigns carried out through various media, including mass media, billboards, banners and posters. Advertisements function as a means of attracting public attention and gathering support in the realm of political contestation. In this context, Election Law Number 12 of 2003, Article

73, regulates the provision of equal opportunities for print media for election participants to distribute election advertisements during the campaign period. These political ads allow political parties to promote their platforms and prospective candidates, as has been common practice in previous election cycles.

The upcoming 2024 election marks Indonesia's fifth celebration of democracy since the end of the reform period. Political advertising is not a new feature in political campaign efforts, as it consistently appears as a focal point of public interest and discussion leading up to the five- yearly elections. Ahead of the 2024 elections, several political parties have carried out advertising campaigns to introduce themselves as active participants, aiming to increase the electability of their parties and the prospects of their members. Through these advertisements, the public can easily access information and evaluate the messages conveyed by the political party. Noteworthy among the early advertisements shown on television were those by the National Mandate Party (PAN), the Indonesian Unity Party (Perindo), and the Indonesian Solidarity Party (PSI), all of which emphasized their commitment to align with interests of the people and taking into account their aspirations. There are eighteen parties running in the 2024 election, but these three are the ones that advertise their party commercials on television the most. These three parties began showing television advertisement earlier than other parties outside of the campaign period. The Perindo party frequently broadcast Perindo march commercials, which help people always remember the Perindo party march The PAN party additionally display commercial using brief and simple to remember word themes. On the other hand, the PSI commercial present an image of a youth party.

The General Election Commission (KPU) released voter data for the 2024 election, projecting a total of 204,807,222 voters, consisting of domestic and overseas voters. The demographics of this society are mainly dominated by young millennials and Generation Z voters, which includes 113 million voters, which is 56.45% of the total voting population. In this era people can receive and search information about politic on many platforms. The Katadata Insight Center national survey report obtained data on the tendencies of Gen Z and Millennials towards presidential candidates, political parties, and the 2024 political campaign with the proportion of young people choosing sources from online news social media as much 80,4% of respondent. The second source is television news as much 44,6% of respondent, then searching for political information on political chanel social media accounts as much as 18,7% and 17% of respondents still seek information from print media.

Table 1. Source of political information

No.	Types of Account	Percentage
1	Social media pages	80,4
2	TV news	44,6
3	News portals	36,6
4	Political social media pages	33,4
5	Group chats (family/friends)	18,7
6	Print media	17

7	Presidential candidate's social media	11,6
8	Political parties' social media	8,2
9	President's social media	5,8
10	Political leaders' social media	4,7
11	Others	0,7

Source: databoks.katadata.co.id

The 2024 election is dominated by Generation Z and millennials; they are the main targets in this year's political campaign. This generation has characteristics in terms of education level and diversity in utilizing technology. Generation Z's political participation is temporary, mainly using social media to find out or follow activities during the election, without further action after the election (Musa Karim et al., 2020). This can be seen from the LIPI survey which shows that 60.6% of Generation Z very often access political news via social media. In addition, 7.6% of young voters use social media to convey complaints to the government, while 53.8% think the government needs to listen to their aspirations. When examining this data, the pivotal question arises: Do people still watch television amidst the ever-evolving social landscape of contemporary society? Now, most people prefer to access information through social media or online platforms through various gadgets. Given that Generation Z and millennials are the largest fixed voter groups in the 2024 election, do they still watch television? In addition, do they consider political advertisements on television as a reference in determining their choice of party or candidate in the 2024 election?

Numerous factors can erode an individual's interest in political engagement, often stemming from a lack of public awareness and trust in prior political policies. Voter education encourages citizen participation in public policy-making and oversight of political processes. Education of young people in politics fosters democratic space and changes political culture, empathizing with new ideas, perspectives, and critical argument. Political awareness among young people in a socio-political ecosystem built on equality and openness, increases political literacy (Haris Zulkarnain & Saufi, 2021). In the context of the impact of political education on electoral choices and voting behavior of individuals, the Millennial and Generation Z cohorts have assumed a role as integral components of political literacy. Universitas Sriwijaya (Unsri) students can represent the targeted Generation Z, especially in the 2020-2023 class who are participating in the general election for the first time. In addition, the role of students as agents of change is expected to be able to participate in maintaining the dignity of Indonesian democracy in the future.

The utilization of political news sources, as demonstrated in the study conducted by Garrett et al. (2013), underscores the correlation between an individual's viewpoints and their media choices. Changes in the use of information media have allowed individuals to seek information according to their interests and perspectives on politics (Dahlgren et al., 2019). Given these shifts and nuances in media consumption and political engagement, it becomes a compelling subject of inquiry to assess the potential influence of political advertising on voters, particularly among young voters, in the context of the forthcoming 2024 general election.

Politic Advertising

Television, radio, print media and social media are influential channels for disseminating information because of their wide reach and acceptance among society. This mass media platform is recognized for its potential to improve impression management practices, thereby increasing the prestige of political parties (Setyono, 2008). The potential of political advertising lies in its persuasive character, especially manifested in conveying the party's vision and mission, addressing various national and state issues, as well as concerns related to the economy, education and public health - which are often packaged in rhetoric. politician.

Political advertising can be characterized as informative and persuasive media designed to secure votes by offering information about political parties, candidates and their respective platforms (Lee, 2004). In a commercial context, as explained by Bolland, advertising involves placing commercial messages through mass media (Mikhael Yulius Cobis, 2023). Political advertising, basically, is a part of marketing communication that includes the procurement and distribution of advertising space, including commercial airtime, for conveying political message to target audience.

These messages are spread through mass media broadcasts and used by political candidates at all levels of elections, from legislative bodies to presidential elections, to mobilize support and secure votes (Ansolabehere, 2015). For the distribution of political advertising, a shift from print to electronic media is a common approach. Data from Nielsen shows an increase in total spending of 12%, namely 1.1 trillion in the government and political organization advertising category during the 2019 election period in Indonesia (Nielsen, 2019).

Political advertising is an important component in political campaigns, which functions as a strategic instrument to build and foster relationships with the public (Lee & Moon, 2017). In the contemporary context, political advertising no longer functions solely as a tool to raise awareness; Rather, it plays a multifaceted role that includes developing and preserving an image, with the aim of fostering loyalty (Hughes, 2018). Diamond and Bates (McNair, 2003) have described various types of political advertising that are prevalent in the United States, including: Candidate Bio (this form includes a presentation of the candidate's profile that makes a positive impression), Candidate Policies (focuses on the candidate's policy positions), Attacks on Opponents (distributing advertisements aimed at criticizing or satirizing political opponents), and Positive Image (this category includes content that projects a positive image, aligned with voters' aspirations and values). Positive political advertisements in this category usually use noble language, discuss social problems and achievements, and propose prospective solutions (Follis, 2017). In contrast, negative political advertising contains campaign messages that 'attack' or satirize political opponents, with the aim of attracting the attention of potential voters (Hughes, 2018). However, the influence of political advertising on individuals as voters depends on the nature of the information conveyed. The impact of information tends to be relative and immediate, especially when advertising provides large social benefits (Valentino et al., 2004).

In the contemporary landscape, the scope of political advertising goes beyond traditional commercial media. Political parties and campaigners are increasingly utilizing digital and online platforms for political advertising in their campaigns (Bennet, 2016). These entities have adeptly adapted to evolving media paradigms, transitioned from offline to online spaces, and have embraced digital advertising as a tool for disseminating targeted information (Williams & Gulati, 2018). In the political realm, consistently communicating party messages to certain audiences has strategic meaning. However, the development of online data has elevated this practice to a more sophisticated level (Zuiderveen Borgesius et al., 2018). This form of political targeting requires tailoring a candidate's or party's message to be acceptable to certain groups, thus influencing their opinions in a favorable direction (Holman et al., 2015, p. 817). Microtargeting relies on a variety of information, including demographics, geographic location, preferences, interests, and online behavior (e.g., Aguirre et al., 2015; Boerman et al., 2017a), ultimately resulting in precision-targeted political advertising. In essence, political targeting on social media allows for the refinement of messages tailored to specific audiences (Zuiderveen Borgesius et al., 2018). Therefore, the main goal of this advertising approach is to engage and influence easily identifiable voters (Hillygus & Shields, 2009). This scenario prompts questions about the factors that shape the persuasive impact of targeted political advertising and the most effective ways for voters to engage with it.

Targeting disclosure empowers individuals to activate their persuasion knowledge (z. B. Boerman et al., 2012), equipping them to respond effectively to advertising (Friestad & Wright, 1994). As targeting disclosures evolve over time, it is important to monitor their efficacy and assess their suitability in increasing individual awareness and understanding of targeting practices in advertising. A core feature of this advertising strategy is tailoring content to align with the recipient's unique characteristics. Such adaptations may be based on personality traits (Krotzek, 2019; Zarouali et al., 2020), identity (Holman et al., 2015), or party preferences (Binder et al., 2022), and have the potential to positively impact attitudes and recipient behavior. While this provides insight into the persuasive potential of political advertising when tailored to a person's specific attributes, a comprehensive understanding of how other aspects of appropriateness, particularly the issues addressed in political advertising, impact recipients remain a matter of investigation. Political preferences and attitudes towards certain issues have a major influence on election campaigns, especially through political microtargeting practices (Hillygus & Shields, 2009). Although political matching in TPA can increase recipients' evaluation of political parties as message senders through persuasion knowledge (Binder et al., 2022), even political mismatching can stimulate voter mobilization, if the issues discussed in the messages are aligned (Endres, 2020). Given that targeted online campaigns can efficiently address the diversity of voter attitudes (Pilditch & Madsen, 2021), a comprehensive examination of the role of issue matching in political advertising is important.

Political Marketing

Political marketing is a deliberate endeavor aimed at disseminating political narratives through a structured and strategized approach, with the objective of securing the success

of a candidate or political party by adopting marketing principles to win the favor of the electorate or voters. This approach employs various communication channels to efficiently and effectively alter public knowledge, enhance comprehension, and modify the behaviors of potential voters. As elucidated by Andrias & Nurohman (2013), the central tenet of political marketing revolves around the establishment of two-way relationships between political actors, whether they be politicians or political parties, and the constituents they aim to serve. Importantly, it is imperative to clarify that political marketing is not a concept geared towards selling political parties, but rather offers a service that aids political contenders in aligning their agendas with real-world issues (Firmanzah, 2012).

The political marketing process integrates the 4P program, a framework that is commonly deployed in the realm of business marketing. However, the 4Ps within political marketing possess a distinct orientation compared to their commercial counterparts. In the political marketing context, the 4P program is harnessed to facilitate the analysis of community dynamics, the formulation of action plans, and the execution of strategies among various community groups. Dieser political-marketing-Framework, as per Firmanzah (2012), comprises the following elements:

Products: Within the political domain, political products manifest across three key dimensions, as expounded by Butler and Collins (Firmanzah, 2012, p. 201): Party Personality/Ideology (this entails the identity and core beliefs of a political party), Loyalists (loyal voters emerge as crucial assets for political parties) and Swing Voters (a contingent of voters, whose preferences may fluctuate).

Promotion: In the domain of promotion, the emphasis is typically directed towards the dissemination of ideas, party platforms, and ideologies during political campaigns.

Price: The 'price' in political discourse encompasses various facets, including economic considerations, psychological perceptions, and the overall national image. The economic price pertains to the costs associated with the entire marketing process. Psychological price is contingent on the electorate's comfort with a candidate's background, encompassing factors like ethnicity, religion, education, among others. National Image Price, on the other hand, relates to voters' perception of whether a candidate embodies a positive image for their region and instills a sense of pride.

Place: Political parties and candidates strategically visit specific locations to convey their political messages and articulate their vision and mission. These locations range from traditional markets and remote areas to locales of significance, such as those associated with traditional and religious leaders in a particular region.

In the implementation of political marketing, segmentation, targeting, and political positioning emerge as pivotal elements for securing votes. The segmentation of political parties and candidates necessitates an analysis of people's behaviors, encompassing their backgrounds and characteristics. By engaging with communities, it becomes feasible to discern the constituents, with whom they are engaging (Ibid, p. 182). The process of

political targeting takes into account regions with large populations as well as those endowed with prominent community figures, both of which command the attention of candidates and political parties. Areas characterized by a substantial number of influential figures often serve as key areas of focus for candidates and political parties. These influential figures can sway public opinion and impact the acquisition of votes. For instance, in the context of Java, prospective candidates frequently seek the endorsement of '*kiai*' (Islamic scholars), religious leaders, and traditional community leaders, harnessing their influence to secure votes. Furthermore, the dimension of positioning, encompassing attributes, services, and products, must reflect the desired image of the candidates. Credibility and reputation are critical elements that need to be cultivated in the public's perception.

It is vital to underscore that the political marketing process operates in close coordination with political campaigns. As outlined by Firmanzah (2008), political campaigns represent a sequence of activities executed by political parties and candidates to galvanize the masses. These activities encompass parades, rallies, and speeches, collectively designed to sway public sentiment. Political campaigns, particularly when executed through mass media, serve as stimuli prompting responses to information. Whether consciously or subconsciously, the media's persuasive power can induce substantial or subtle changes in public opinion. The efficacy of a campaign profoundly influences a party's electability, as it furnishes the public with a retrospective view of the party's performance in previous campaign cycles.

Advertising Effectiveness

The effectiveness of political advertising hinges on its ability to craft compelling and relevant issues. Such advertisements should be capable of directly engaging potential voters and tailoring their message to specific demographic groups. For instance, to sway the opinions of housewives, a successful political advertisement must be tailored to resonate with this segment. Similarly, for the youth voter segment, political ads must align with contemporary discourse pertinent to their interests. Advertising, in essence, represents a form of non-personal, paid, and identifiable communication, deployed through mass media to persuade a targeted audience (Wells, Burnett, and Moriarty, 2000). On the other hand, Tuckwell (2008) defines advertising as a deliberate form of communication crafted to elicit a positive response from the intended market.

In the creation of effective advertisements, Kotler (2003) underscores the pivotal role played by certain critical elements, that significantly influence an advertisement's success. These elements encompass the message content, which should ideally encompass rational, emotional, and ethical dimensions. The structure of the message should comprise attention-capturing components (concern/issue), articulation of needs, visualization of satisfaction, and a clear call to action. Moreover, the message format should incorporate a compelling title or tagline, carefully selected words, visually appealing colors, engaging video content, and clear and intelligible audio. An effective advertisement should stimulate curiosity, evoke desire, command attention, foster comprehension, and culminate in

tangible, actionable outcomes. Political advertisements are no exception in this regard, as they aspire to engage the electorate, pique their interest, and secure their support.

Television broadcasts of political advertisements confer several advantages. They enable voters to recognize the names of contestants and candidates, fostering brand name recognition. Message recipients can ascertain the specific issues and stances advocated by political contenders, succinctly encapsulating the candidate's profile, vision, mission, and goals. Advertisements, particularly for potential new candidates, are often deemed more effective than news-based communication. Furthermore, advertisements offer a platform for the presentation of highly specific issues. On another note, television advertising can effectively shape the perception of a candidate's quality, encompassing instrumental and symbolic dimensions, conveyed through verbal and nonverbal characters. The influence of advertising on choice preferences is particularly pronounced among individuals with limited political literacy or low involvement in political affairs (Kaid Lindass, 2007).

Attitude And Behavioral Responses

Individual attitudes and behaviors are significantly influenced by voter persuasion knowledge, which serves as a crucial mediator in shaping attitudes regarding political choices (Kruikemeier et al., 2016). Political participants are individuals actively engaged in political activities or as members of political parties. Current participation patterns among Generation Z reveal a temporary nature, characterized by the use of social media for staying informed about political activities, often without further involvement after elections (Karim et al., 2020). Diese Generation primarily relies on social media platforms to identify and familiarize themselves with the political parties participating in elections and the associated public figures (Elfandari et al., 2023). They tend to spend mehr time on their digital devices than watching the television.

Each individual possesses a diverse range of political interests, and the political information they select is often guided by the ideological alignment of political parties. Extensive empirical evidence underscores the phenomenon of individuals consuming media in accordance with their political beliefs within a polarized and partisan media landscape. Individuals need to employ their persuasive skills to critically assess new advertising techniques, social media ads, web content, and other emerging communication methods. These novel avenues may prompt individuals to recognize their need for more information to comprehensively understand political advertisements, which may subsequently lead to revised judgments about political information. Notably, a survey conducted in the United States indicated that approximately drei-quarters of respondents would refrain from revisiting a website, if they were aware that their information would be collected and shared with political advertisers. Furthermore, 40% of respondents stated that they would alter their online behavior, if their data was being collected for purposes related to political advertising (Miller, 2018).

Voter behavior can be understood as individual actions that contribute to the selection of candidates in presidential, legislative, and regional head election processes. These actions encompass direct voting for preferred candidates, as well as the influence of ideology on

decision-making, based on the stances taken by political parties. Additionally, if individuals are cognizant that advertising-targeting-Strategies hinge on the use of their personal data and perceive such advertising as manipulative, they may perceive a threat to their freedom. However, in alignment with reactance theory, individuals are more likely to safeguard their autonomy and resist persuasive or manipulative attempts, potentially leading to negative reactions. As a result, we posit that higher knowledge regarding personal information management and a higher level of trust in advertising practices will have a negative impact on evaluations of political parties.

In the realm of voter typology, there are several categories, including rational voters who prioritize the abilities of political parties and candidates, their track records in delivering promised work programs, and their approach to resolving contemporary issues. Rational voters place a stronger emphasis on policy-driven solutions and are less swayed by ideological considerations. Critical voters, on the other hand, meticulously assess the alignment between party ideology and the policies proposed by political parties. Traditional voters prioritize sociocultural affinities, such as origin, religion, and other cultural factors, when selecting a party or candidate. Their support is directed towards policies that pertain to economic matters, education, welfare, and more. Traditional voters exhibit high levels of loyalty and are readily mobilized for political participation. Conversely, sceptical voters do not attach great importance to party ideologies and policies. They hold the belief, that election outcomes will not yield significant changes in the local or national conditions (Firmanzah, 2007).

METHODOLOGY

This study uses an explanatory quantitative methodology, which is a research approach designed to explain the causal relationship between certain variables, especially the interaction between political advertising and voter perspectives in the context of the 2024 Election in Indonesia. The sampling technique applied in the study was the purposive sampling technique on Unsri's Faculty of Social and Political Sciences (FISIP) students from the 2020 to 2023 intake aged 18-21 years by distributing questionnaires. The determination of the number of 100 respondents was based on the Slovin formula, from 1046 FISIP students from the 2020-2023 intake. This study uses an instrument that uses a Likert scale. The instruments obtained will undergo a validity test to assess the accuracy of the research instrument and a reliability test to measure the consistency of the measuring instrument. After the assessment is carried out, a prerequisite test will be carried out, especially a normality test to ensure the normality of the data distribution and a linearity test. If this test meets the parametric statistical criteria, the analysis will continue to a simple linear regression model.

The theoretical basis used to shape the X variable is television political advertising from Kotler and Armstrong's (2012) theory, one of whose works outlines the impact of the elements that shape television political ads on the political choices of novice voters related to the effectiveness of messages. These include message content, message structure, message format, and message source. The variable denoted as "Y" is political choice", defined as the act of making a decision or the outcome of a decision, influenced by both

internal and external factors. The theoretical framework supporting the relationship between television political advertising and political choices positions that political advertising represents a form of mass communication designed to disseminate political messages and, in turn, to influence the audience's attitudes, beliefs, and political orientations (Kaid, 2004). The hypothesis of this research is: Null Hypothesis (H0): "There is no significant influence of political advertising on the perceptions of first-time voters in the 2024 election. Alternative Hypothesis (Ha): "There is a significant influence of political advertising on the perceptions of first-time voters in the 2024 election."

RESULTS AND DISCUSSION

Data collection for this research involved the distribution of questionnaires to 100 respondents, all of whom were students at FISIP Unsri, spanning the classes from 2020 to 2023. Students from Unsri, particularly those who enrolled between 2020 and 2023 can exemplify generation Z as they participate in the general election for the first time in addition. The characteristics of the respondents were categorized based on gender, academic major, and student class. The respondent pool in this study primarily comprised students, with 70% being female, totalling 70 respondents, while the remaining 30% were male. Further categorization of respondents based on their academic major and student class revealed that they all FISIP UNSRI students from the classes of 2020 to 2023. Among these respondents, the largest group consisted of 44 students from the class of 2022, while the remaining 56 were distributed across different class years. Additionally, the respondents were primarily students majoring in Communication Science, accounting for 80 respondents, with the remaining 20 hailing from diverse majors, such as International Relations (HI), Sociology, and Public Administration (AP).

When examining the sources of information used by FISIP Unsri students to acquire knowledge about political advertisements related to the National Mandate Party (PAN), Indonesian Unity Party (Perindo), and Indonesian Solidarity Party (PSI), it was found that 57 respondents primarily relied on television, while 40 respondents accessed information through social media, friends, or billboards.

Table 2. Categorization of indicator assessments

No	Score Range	Percentage	Category
1	100-180	0%-20%	Very Poor
2	181-260	21%-40%	Not Good
3	261-340	41%-60%	Sufficient
4	341-420	61%-80%	Good
5	421-500	81%-100%	Excellent

The purpose of this research is to investigate the impact of political advertising's effectiveness on the perspectives of young voters in the context of the 2024 election. The descriptive section will provide an explanation of how the indicators for each variable are evaluated. Effective political advertising is comprised of four dimensions, namely message content, message structure, message format, and message source. The voter perception

variable is composed of two factors: internal factors and external factors. The categorization of indicator assessments is carried out based on calculations, as outlined by Sugiyono (2013), and is presented in the table 2.

Descriptive Analysis of Political Advertising Effectiveness

The dimension of message content comprises three key indicators: interesting, educative, and informative. Respondents' evaluations of the advertising displays for the political parties PAN, Perindo, and PSI revealed that attractive advertising displays achieved a score of 365, falling into the "good" category. The educational indicator received a score of 303, indicating a "sufficient" level of education conveyed by these advertisements, according to the perceptions of FISIP Unsri students. Furthermore, in the assessment of indicators for political party advertisements by PAN, Perindo, and PSI, respondents rated them as "informative" with a score of 305, also falling within the "sufficient" category. Overall, the assessment of the message content dimension falls into the "sufficient" category with a cumulative score of 324.

The message structure dimension encompasses three main indicators: uniqueness, brevity, and repetitiveness. The brevity indicator received a score of 373 from respondents, categorizing it as "sufficient," while the uniqueness indicator was deemed "good" by respondents with a score of 399. As for the repetitiveness indicator, it received a score of 362, also falling into the "good" category. Consequently, the overall assessment of this dimension is "good," with a total score of 378. This suggests that the advertisements for the political parties PAN, Perindo, and PSI excel in packaging and repetitive broadcasting, though they are still considered adequate in the presentation of shorter advertisements.

The following dimension of political advertising effectiveness is the message format dimension, comprising three key indicators: theme, illustration, and layout. Respondents evaluated the theme in the political party advertisements as "good," falling into the "adequate" category with a score of 313. The illustration indicator, which pertains to the body movements displayed in the advertisement broadcasts, received a "good" rating from respondents with a score of 377. The layout indicator was assessed by respondents and received a score of 408, categorizing it as "good." The overall assessment of this dimension falls into the "good" category, with a cumulative score of 366.

The final dimension contributing to effective political advertising is the message source, which is comprised of three indicators: credibility, popularity, and trustworthiness. Respondents' evaluations of the credibility of the political parties PAN, Perindo, and PSI yielded a score of 335, placing them in the "sufficient" category. The indicator of popularity was assessed with a score of 371, classifying it as "good." Consequently, it can be inferred that PAN, Perindo, and PSI are regarded as well-known political parties from the perspective of FISIP Unsri students. The trustworthiness indicator, based on respondents' assessments, received a score of 227, categorizing it as "not good," with only 19% of respondents agreeing or strongly agreeing, while 65% expressed neutral, disagreeing, or strongly disagreeing opinions. Therefore, the assessment of the credibility of the political parties PAN, Perindo, and PSI by FISIP Unsri students is considered insufficient. The overall

assessment of the message source dimension, combining the scores of the three indicators, results in a score of 311, falling into the "sufficient" category.

Descriptive Analysis of Political Perceptions

Voter perceptions are influenced by two factors: internal factors and external factors. Internal factors encompass indicators such as motivation, perception, attitude, and learning. According to the questionnaire results, the motivation indicator received a score of 333, categorizing it as "sufficient." The perception indicator garnered a score of 361, placing it in the "good" category. The attitude indicator received a score of 348, also falling within the "good" category, while the learning indicator, concerning internal factors that shape the perceptions of novice voters, reached the "fair" category with a score of 314. Consequently, the overall assessment of this dimension is 339, classifying it as "good."

Another factor influencing the perceptions of first-time voters is the presence of external factors, which are divided into three indicators: prospective candidates, family influence, and culture. The indicator pertaining to prospective candidates proposed by the political parties PAN, Perindo, and PSI, as one of the external factors shaping the perceptions of first-time voters, received positive evaluations from respondents, with a score of 370. The indicator of family influence, also contributing to voter perceptions, was rated as "good," with 59% of respondent in agreement or strong agreement, 31% expressing neutrality, and the remaining 10% disagreeing or strongly disagreeing, resulting in a total score of 364. The final factor, which constitutes one of the influencers of voter perceptions, is culture, with a cumulative score of 385, categorizing it as "good." According to the questionnaire results, the majority of respondents, at 70%, agreed or strongly agreed that culture played a significant role in shaping the perceptions of first-time voters in the 2024 election. Overall, the assessment of the external factors dimension yielded a score of 373, placing it in the "good" category

In order to assess the influence between variables, a simple linear regression test was conducted using SPSS Version 23 Software. The results obtained are as follows:

Table 3. Simple linear regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.840	.316		2.656	.009
Efektivitas Iklan Politik	.773	.097	.629	8.006	.000

The table presented above provides the linear equation as follows: $Y = 0,840 + 0.773X$. This Equation can be explained as follows:

- a) The value of „a" (constant) is 0,840. This constant signifies the Consistency Value of the voter perception variable is 8.006.
- b) The regression coefficient for the effectiveness of political advertising is 0.773, indicating that an increase of one unit in the effectiveness of political advertising leads to a 0.773 unit increase in voter perception. Conversely, a reduction of one unit in advertising effectiveness results in a 0,773 unit decrease in voter perception. The positive value of the regression coefficient „X" implies a positive influence of variable X on variable Y.

Hypothesis-Testing

To test the hypothesis, the obtained „t" value is 8.006, with a significance value of 0.000. By comparing this to the calculated „t" value (8.006) with the „t" table (1.98447) and the significance level (sig) of 0.0000 against the predetermined alpha (α) of 0.005, it can be concluded that the alternative hypothesis (H_a) is accepted, while the null hypothesis (H_0) is rejected. This signifies that the effectiveness of political advertising significantly influences voter perceptions.

Correlation Test

In correlation testing, which is aimed at establishing the presence of a linear relationship between the two variables, the results can be found in the table below:

Table 4. Corelation Test

Correlations		Voters' Perception	Political ads effectiveness
Pearson Correlation	Voters' Perception	1.000	.629
	Political ads effectiveness	.629	1.000
Sig. (1-tailed)	Voters' Perception	.	.000
	Political ads effectiveness	.000	.
N	Voters' Perception	100	100
	Political ads effectiveness	100	100

In the correlation testing, which aims to determine the presence of a linear relationship between the two variables, the results show a correlation coefficient of 0,629. Following the assessment guidelines for correlation coefficients, this value falls within the „quite strong" category and demonstrates a positive relationship. Diese implies that an increase in the effectiveness of political advertising is associated with an increase in voters' perceptions.

Determination Test

To measure the extent of influence exerted by the political advertising effectiveness variable (Y) in explaining voter perceptions (X), a Determination Test was conducted, and the results are presented in the following table:

Table 5. Determination test

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Change Statistics					Durbin-Watson	
						R Square Change	F Change	df1	df2	Sig. Change		F
1	.629	.395	.389		.51141	.395	64.094	1	98	.000		2.126

- a. Predictors: (Constant), Politic Ads Effectiveness
- b. Dependent Variable: Voters' Perception

Based on the aforementioned table, we can observe that the R Square table has a number of 0.395, indicating that only 39% of the variable's power to influence a beginner voter's view of political advertising effectiveness can do so. Because of this, the political advertisement variable's effectiveness is limited and unable to fully explain voter perception, leaving other factors outside the scope of this study to account for the remaining 61% of voter perception.

CONCLUSION

This research indicates that political advertising remains a highly successful means of disseminating political information, whether it be through social media, television, or even ballyhoo. Political advertising's impact on voters in Generation Z is a complex and dynamic issue. Although it depends on a number of variables, political advertising has a significant influence on the beliefs and tastes of Generation Z. Because the efficacy of political advertising is a limiting variable that cannot fully account for voter perception, 61% of the variance in voter perception can be explained by factors unrelated to the subject of this study. This research indicates that political advertising remains a highly successful means of disseminating political information, whether it be through social media, television, or even ballyhoo. Political advertising's impact on voters in Generation Z is a complex and dynamic issue. Although it depends on a number of variables, political advertising has a significant influence on the beliefs and tastes of Generation Z. Because the efficacy of political advertising is a limiting variable that cannot fully account for voter perception, 61% of the variance in voter perception can be explained by factors unrelated to the subject of this study. However, it is noteworthy that the effectiveness of political advertising does not exert a robust explanatory power over the perspectives of first-time voters regarding the upcoming 2024 general election. This study suggests the reception of a message is contingent upon the recipient, and a multitude of variables can shape this process. Consequently, it can be concluded that the influence of mass media is not inherently capable of directly reshaping voter perceptions; its impact is contingent upon the recipient's characteristics, it is expected that further research should provide a deeper understanding of the influence of political advertising on young voters in the context of the Indonesian Election. Research can also examine other factors that influence young people's perceptions outside of political advertising, and conduct longitudinal studies to explore changes in young voters' perceptions of political advertising.

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