The Influence of Media Exposure to the Final Presidential Debate Program in 2024 on Net TV Channel on the Attitudes of Voters in Jakarta

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ABSTRACT: During elections, television is considered an important mass media platform for political campaigning by political parties. In general elections, it's undeniable that many political parties utilize mass media to influence the public. The lack of political awareness and education among first-time voters is feared to be a cause of declining political participation in the 2024 elections. Through the broadcast of presidential debates, prospective voters can learn about the vision, mission, and programs of presidential candidates. Over time, perceptions, both positive and negative, are formed. How candidate pairs convey messages and create impressions during debates is also observed. This research employs a quantitative approach using the survey method. The population consists of voters in Jakarta, with a sample size of 100 respondents determined using the Slovin formula. The study reveals a significant influence of media exposure from the final presidential debate program in 2024 on NET TV on the attitudes of voters in Jakarta, as confirmed by validity, reliability, and simple linear regression tests.

KEYWORDS: Media exposure; attitude; mass communication; presidential debate.

1. Introduction

In this modern era, there is a huge impact in the field of information and communication technology. Technology continues to develop so that information can be easily consumed. Various types of information, such as news, can be easily accessed through smartphones or online media. However, despite this, conventional mass media still exists and is still enjoyed by a number of enthusiasts and is an effective means of communication in disseminating information. Currently, one of the mass media that still attracts many enthusiasts is television because television has advantages that other media do not have. Television has its own charm because it displays audio and visuals so that it can attract the attention of its audience. Television has an advantage over other mass media because it can be enjoyed directly through the senses of sight and hearing. In addition, television also offers a wide range of events or programs such as news, entertainment, soap operas, talk shows, and others [1].

Television can reach a wide audience, can be broadcast live, presents images and sound, and can disseminate messages or information through television programs that can be easily enjoyed by a number of audiences. Of course, through television people can easily get information quickly through television. During elections, television is a mass media that is considered important because it can be a means of campaigning for political parties. In general elections or elections, it cannot be denied that there are many political parties that utilize mass media as a means of influencing the public. Advertisements through campaigns made by political parties are often found on television channels [1].

Television is one of the appropriate mass media to disseminate information about elections and serves to influence people's views and behavior. Low election participation is the result of a lack of awareness in politics. Information disseminated through mass media can be utilized to influence voters to be aware of political issues. The General Election Commission (KPU) recorded that there were 8,252,897 voters registered in DKI Jakarta Province. 22,036 voters in Kepulauan Seribu, 830,352 voters in Central Jakarta, 1,354,136 voters in West Jakarta, 1,769,049 voters in South Jakarta, and 2,383,972 voters in East Jakarta. The lack of awareness and education about politics for voters is feared to be the cause of the decline in the level of political participation in the 2024 elections. Efforts to increase voter participation rates in elections in 2024 can be done through the dissemination of information in the mass media, one of which is television. Mass media can be utilized as a means of education in the political field, especially regarding election education so that people become more aware of political issues [2].

The broadcast of presidential debates on mass media, namely television, can have an influence on prospective voters in determining their political attitudes. The broadcast of the presidential debate is a form of campaign that aims to provide education about politics so that the audience or the public is aware of using their voting rights in the election. In 2024, the presidential debate was held five times and broadcasted via television, YouTube, or social media [1]. Discussions about politics have become a topic of conversation for Indonesians since the end of 2023 through the Presidential Debate program broadcast on several television channels to social media platforms. This has resulted in the media, especially television, becoming more intensive in discussing election issues. The presidential and vice-presidential debates are regulated in Law Article 39 number 42 of 2008, which explains that the presidential and vice-presidential debates are held five times, held by the KPU and must be broadcast live nationally on electronic media [3].

After watching the presidential candidate debate broadcast on television mass media, the public will easily determine their political attitudes, especially voters who still cannot make their choices because the presidential debate broadcast is one of the campaign efforts aimed at providing political education so that public awareness is awakened to use their voting rights [1]. Through the broadcast of the presidential debate, prospective voters can find out the vision, mission, and also the programs brought by the presidential candidate pairs. Perceptions or views will be built over time, both positive and negative perceptions. How the candidate pairs convey messages and build impressions will also be seen during the debate process.

The message directly relates to the vision, mission, and programs brought by the candidates through language that is easy to understand, clear, and effective. Meanwhile, impressions are built through credibility, level of concern, and commitment to Indonesia in the future. Currently, voters are faced with three choices of candidates, namely Anies-Muhaimin,

Prabowo-Gibran, and Ganjar-Mahfud. The final presidential debate in 2024 is themed on education, health, employment, culture, information technology, social welfare, and inclusion. The General Election Commission (KPU) has set the schedule for the 2024 presidential and vice-presidential candidate debates. The last debate was held on February 4, 2024, with the theme of information technology, education, health, employment, culture, information technology, social welfare, and inclusion [4].

The problem data was found based on a survey conducted by Kompas.com regarding changes in beliefs after watching the presidential debate. The survey was conducted among 212 respondents, 66.7% of whom said that they did not change their choice of presidential and vice-presidential candidates after watching the debate. Based on this, a problem was found in the indicator of changes in beliefs in the attitude variable. The purpose of this study is to determine the effect of media on the final presidential debate program in 2024 on the NET TV channel on the political awareness of voters in Jakarta. This research is useful for increasing knowledge in the field of communication science and for communication science practitioners, especially in the field of mass communication regarding media exposure and attitudes. The researcher formulates the operationalization of the concept of variable X media exposure and variable Y attitude in Table 1.

Table 1. Operationalization concept.

Concept	Variable	Dimension	Indicator	Scale	Reference
Mass Communication	Media Exposure (X)	Automatic	Screening, Highly automatic	Interval	[1]
		Attentional	Searching, Automatic, Typical Construction		
		Transported	Swept, Personal and highly automatic, Highly emotional contruction		
		Self-reflexive	Deep analysis, Sorting through learned meanings, Highly personalized construction		
Mass Communication	Attitude (Y)	Cognitive	Memorize message element, Recall information, Construct pattern, Memory structure, Strengthen skills, Reinforce connections	Interval	[2]
		Belief	Memorize belief, Recall belief, Construct belief, Belief change, Strengthen generalizations		
		Attitudes	Accept attitude, Recall attitude, Construct new attitude, Need for new attitude, Attitude change, Strengthen evaluation, Reinforce attitudes		
		Affects	Learn emotional information, Recall emotion, Mood change, Strengthen emotional connections, Reinforced mood, Emotional sensitivity		
		Physcology	Automatic response, Improve reactions		
		Behavior	Learn behaviors, Recall behavior, Imitation behavior, Novel behavior, Behavioral change, Reinforce habits		

2. Materials and Methods.

This study involves two variables: variable X, which represents media exposure, and variable Y, which represents attitude. Therefore, the approach used in this study is quantitative. Quantitative research involves representing phenomena through numbers and aims to narrow down data by compiling variables [7]. The method employed in this study is a survey. Surveys provide numerical, quantitative descriptions of trends, behaviors, or views of a population by studying a sample of the existing population [8]. The population in this study comprises election voters in DKI Jakarta, and the sampling technique used is purposive sampling, which is limited to specific individuals who match predetermined criteria (Figure 1). To determine the sample size in this study, the Slovin formula was utilized as follows:

$$n = \frac{N}{1+Ne^2} = \frac{8.525.897}{1 + 8.525.897 \, (0.1)^2} = 99,99 = 100$$

Where *n* represents the sample size, *N* represents the population size, and *e* represents the margin of error (10%). Based on the results of the sample calculation using the Slovin formula, this research will involve 100 respondents..
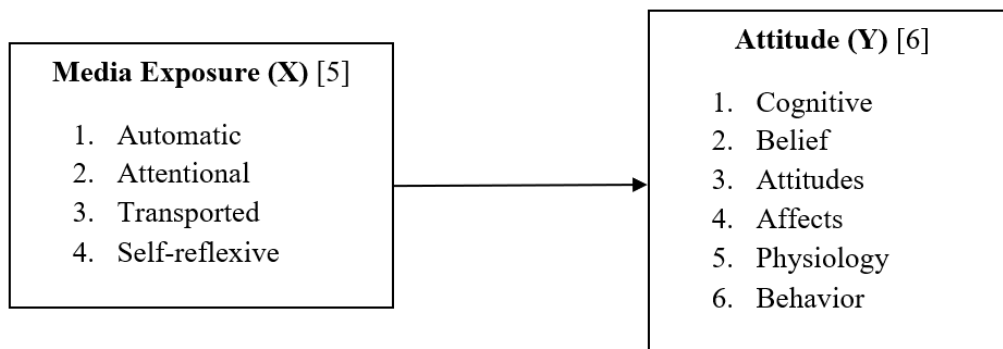

Figure 1. Research model.

3. Results and Discussion

Validity is the degree to which the scale scores accurately reflect the true differences between objects based on the measured characteristics. In this study, the validity test was conducted using the Kaiser-Meyer-Olkin (KMO) and Bartlett's tests. For the KMO test, a data variable is considered valid if the KMO Sampling Adequacy value falls within the range of 0.5 to 1. Conversely, if the KMO Sampling Adequacy value does not fall within this range, the data is considered invalid. The researchers conducted the validity test using the KMO and Bartlett's test, as presented in Table 2.

Table 2. Validity and reliability.

	KMO and Bartlett's Test	Reliability Statistics
Media Exposure (X)	.727	.889
Attitude (Y)	.610	.786

Based on the validity test conducted on variable X, media exposure, the KMO Sampling Adequacy value is 0.727, indicating that variable X is valid as it exceeds the threshold of 0.5. Variable X media exposure encompasses four dimensions: automatic, attentional, transported,

and self-reflexive. Media exposure refers to the degree of audience engagement with media messages through activities such as watching, listening, and reading [9]. Automatic engagement occurs when audiences passively receive media content, attentional engagement involves active interaction with media messages, transported engagement indicates full immersion in the content, and self-reflexive engagement reflects heightened awareness in processing message content [5].

Similarly, based on the validity test conducted on variable Y, attitude, the KMO Sampling Adequacy value is 0.610, indicating that variable Y is valid as it exceeds the threshold of 0.5. Variable Y attitude comprises six dimensions: cognitive, beliefs, attitudes, affects, physiology, and behavior. Attitude represents the manifestation of beliefs through actions towards objects [10]. The cognitive dimension involves memorizing message elements, recalling information, constructing patterns, etc. The belief dimension includes memorizing, recalling, and constructing beliefs. The attitudes dimension encompasses accepting, recalling, and changing attitudes. The affects dimension involves learning emotional information, mood changes, emotional sensitivity, etc. The physiology dimension includes automatic responses and improved reactions. The behavior dimension comprises learning, recalling, and changing behaviors [6].

Reliability, assessed through Cronbach's alpha, ensures stable results across repeated measurements [7]. A variable is deemed reliable if its Cronbach's alpha value is ≥ 0.6; otherwise, it is considered unreliable [11]. The broadcast of the 2024 presidential debate program exposes the audience to various media engagement levels, influencing their attitudes. This exposure is crucial for the 8,252,897 voters in Jakarta who play a pivotal role in electing the president and vice president, shaping the future of the country.

4. Conclusions

The study has revealed a significant influence between the media exposure of the final presidential debate program in 2024 on the NET TV channel and the attitudes of voters in Jakarta. This conclusion is supported by the results obtained from the validity test, reliability test, and simple linear regression test. In the validity test, the KMO of Sampling Adequacy value was found to be 0.727 for variable X media exposure and 0.610 for variable Y attitude, indicating their validity as they surpass the threshold of 0.5. Similarly, the reliability test yielded a Cronbach's alpha value of 0.889 for variable X media exposure and 0.786 for variable Y attitude, demonstrating their reliability as they exceed the value of 0.6. Furthermore, the simple linear regression test confirmed the presence of an influence between variable X media exposure and variable Y attitude. As a result, the null hypothesis (H_o) is rejected, and the alternative hypothesis (H_a) is accepted. This suggests a significant relationship between media exposure and voter attitudes in Jakarta.

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Conflict of Interest

All authors declared no competing interest

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