

The Influence of Twitter As Socialization Media of Presidential Candidates in 2014 Towards Young Voters' Preferences.

Oleh:

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Abstrack

This research was based on the increase of campaign attributes to welcome presidential election in 2014 which ruined the aesthetic of Bandung and ruined twitter usage by public, particularly the youth. Presidential election is one of the political participations used by Indonesian citizens. It goes every five years. Therefore, citizens need to know and recognize the figures of the candidates to prevent them from choosing the wrong one. But, this every-five-year democratic party frequently ruined the aesthetic of city. The campaign attributes brought by team success of candidates were often embedded randomly. People concerned it as a non effective way to introduce presidential candidates.

The development of science and technology has apparently affected all of human aspects, including politics. One of the new phenomenon happened to global society is cyberspace communication (twitter). The twitter facilitates people to know every information, track record, and trending topic about Indonesian presidential candidates in 2014. Students, as youth, has also taken their part in this election. Their parts were very important. The widespread use of twitter among students who have the right to choose definitely influenced their preference as young voters.

This research has three questions, (1) how are students' presidential candidates preferences in Bandung?, (2) what are the biggest factors that influenced students' presidential candidates preferences in Bandung?, (3) how much the influence of twitter among students or young voters in Bandung towards their presidential candidates preferences?

The writer used several theories to analyze the data. First of all, the writer used persuasive theory from Dan Nimo for X variable. Next, the writer used voters' preferences theory from Ridwan for Y variable. In addition, the writer also took the survey using quantitave approach to find out the correlation between twitter and students' preferences in Bandung towards presidential elections in 2014. The results of this research indicated that (1) young voters or students' preferences in Bandung were twitter figures and popularities. It took 86% coefficient of determination. (2) the biggest factor which was influenced students' preferences in Bandung was peer group's opinions. It took 88% coefficient of determination. (3) social network –twitter- as socialization media of presidential candidates in 2014 had influenced young voters or students' preferences in Bandung. It took 72% coefficient of determination.

Key word: Twitter, Socialization Media, Presidential Candidates

I. Introduction

As social beings, humans will never be able to live alone. Social human beings would not be able to separate her life with another human being. It's no secret that all forms of culture, way of life, and social systems are formed due to the interaction and conflict of interest between one human being with another human being. Since prehistoric times up to history and today, man has been preoccupied with createdness rules and norms in the life of their group. People can't achieve what they want by themselves because humans play its role by using symbols to communicate ideas and feelings. Nimmo (2011: 6) found:

Communication is a process of social interaction that people use to construct the meaning of which is their image of the world (which is based on that they act) and for exchanging images through symbols - symbols.

Stoner and Wankel in Moekijat (2003: 61) argues that communication is a process by which people try to give understanding through conveying messages such as lambang. Himstreet and Baty in Moekijat (2003: 74) argues that communication is a process of exchanging information where two or more people through a system of symbols, gestures and behaviors that have been prevalent. Effendy (2001: 78) that the communication is important for humans because without communication will not occur an interaction and exchange of knowledge or experience. From the opinions of experts can be concluded that communication is a process of delivering information from one person to another that aims to convey the intent to be conveyed. So much for the effect of communication that can not be denied again all aspects of human life is always not escape from the communication. Over time, technology is developing quite rapidly and lead to the emergence of so many new media that have an impact on the social life of the community, especially the electronic media continues to evolve to

make the distance being so near and information more easily available. Electronic media are very popular in these days one of them is social networking or social networking online is a medium where users can participate, share and interact with others regardless of space, distance and time. Social networks such as Facebook is born, Blackberry Messenger, Instagram, Path, Twitter and many more. Social networking is a service-based website that allows users to create profiles, see the list of available users, as well as invite or accept friends to join the site (Aditya Firmansyah 2010: 10).

With virtually millions of people of the world have joined together in a variety of many types of social networking. Each type of social networks such as Facebook, Black Berry Messenger, Instagram, Path or Twitter and others have their respective advantages and functions are different from one another. With so many types and users in every social jejring that is now developing to make many of them impact berengaruh for everyday life, especially in urban communities. Many people who use social networking in order to achieve the objectives are achieved. Social networking has greatly influenced the human life, including in the political field also directly affected by the existence of social networks. In the field of politics itself that there are the political communication that makes people to be affected choose a candidate to get a power. Because political communication is very important in politics. Rudini (1993: 3) argues that: Political communication is one of the functions in the political system that is very important. Political communication channel aspirations and political interests of the people who input into the political system and at the same time she was also disbursed the measures taken or the output of the political system.

One form of political activity that affected the campaign politik..Sangat social networking is interesting to note is the shift in the form of political campaigns

conducted by candidates in the campaign. We knew before berkembangnya communication technology is still very much in the encounter how the campaign by putting up banners large, banners seseluruh road, posters are also billboards meet all corners of the city is actually quite so much an impact on both the positive and the negative in it. Many are using new media in a campaign to attract as many times and to vote in elections. In the near future, Indonesia will conduct democratic party that is pemilu 2014 conducted simultaneously all over the country. From some of the parties participating in the 2014 election make efforts to attract the attention of the mass campaign. A variety of ways ranging from the old ways such as the use of billboards, posters also deploy a variety of banners. Appeared in various television shows with a variety of existing imaging is also done by the political parties contesting the 2014 elections in nominating its presidential candidates each others. Some successful teams and vice presidential candidate was also utilizing social media as a means to attract the attention of the masses. Almost all social networks are also used one of them is twitter.

II. Research Method

The approach taken in this research using quantitative or positivistic approach as to which the opinion Sugiyono (2011: 14) as follows:

Quantitative research method can be interpreted as a method of research that is based on the philosophy of positivism, is used to examine the population or a particular sample, the sampling technique is generally done at random, data collection using research instruments, analysis of quantitative data / statistics in order to test the hypothesis that has been established.

The reason researchers used a quantitative approach is objective, measurable rational and systematic. In accordance with the opinion expressed by S.Arikunto (2002: 11), which describes

some of the advantages of the research presented quantitatively as follows:

1. Clarity elements: the purpose of the approach, subject, samples, data sources have been established and detailed from the beginning.
2. Step study: everything is planned until cooked when preparations are prepared.
3. In the design: design, research steps and expected results clearly.
4. Data collection: data collection activities within allowed to be represented
5. Data analysis: performed after all the data is collected

It can be seen that with the presentation of quantitative, then the research will be systematically arranged, although in this study the researchers also requires qualitative renderer. According Sukmadinata in Forester (2011: 53) is descriptive describe phenomena that exist, both phenomena that are natural or human engineering. Based on the above opinion, the researchers used the descriptive research method, the research using observation, interviews or questionnaires regarding the present state of the subject we are meticulous. Through questionnaires we blunt the data to test hypotheses or answer a question.

III. Result

Voter Preferences Starter

Overview of Voter Preferences starters in SMAN 8 Bandung (High School)

Criteria	Frequency	Percentage
High	6	12%
Middle	37	74%
Low	7	14%
Total	50	100%

Source: SPSS 17.0 (data processed by author)

From the table above can be seen in the total column that most respondents in the amount or 37 people at SMAN 8 has a Voter Preferences Starter at a medium level. A total of 7 people or 14% had a low Beginner Voter preferences, while those with high Beginner Voter preference of 12% or 6 people. This shows that the level of frequency in SMA 8 Bandung quite

high. In the 2008 Presidential election legislation in the provision of umum mentioned that Voters are Indonesian citizens who have reached the age of 17 (seventeen) years or more or has / have been married Presidential Election Law (2008: 6). While the definition of first-time voters are those aged 17-21 years, have voting rights and are listed on the voters list and the first time the elections, both legislative elections and the presidential elections Presidential Election Law (2008: 7). Voters as a target to be affected because they do not have the experience of voting in previous elections, so they were in the attitude and choice of political unclear. Voters new beginners mamasuki suffrage age also do not yet have broad political range to determine where they should vote. So, sometimes what they choose is not as expected. The reason this is causing voters are very prone to be influenced and approached the material approach to the political interests of political parties. Ignorance in the matter of practical politics, especially with the choices in the election, the election pilkada.ataupun make voters often do not think rationally and more concerned with short-term interests. New voters are often only used by political parties and politicians to serve political interests, for example be used for fundraising period and the formation of the party underbow organization.

Overview of Voter Preferences SMKN 4 starters in Bandung (Vocational High School)

Criteria	Frequency	Percentage
High	5	10%
Middle	38	76%
Low	7	14%
Total	50	100%

Source: SPSS 17.0 (data processed by author)

From the table above can be seen in the total column that most respondents in the amount or 38 people at SMK 4 has a Voter Preferences Starter at a medium level. A total of 7 people or 14% had a low

Beginner Voter preferences, while those with high Beginner Voter Preferences only 10% or 5 orang. Teori persuasion say that people follow to achieve the purpose of the communication to exchange information and reduce uncertainty for those trying to increase the treasures and or assistance. The majority of voters had an age range 17-21 years, except for having married. According Prijono in Badzira (2013: 4) teen on umumnya have similarities in behavior patterns, attitudes and values, where collective behavior patterns may be different from those dewasa. Mayoritas voters are students high school, a student and young worker. New voters are potential voters in the vote at the election. When you see the results of the 2014 presidential election quick count different when performed by institutions survey, which cause tension in society, especially among first-time voters. Highly political phenomenon so that the public's attention disoriented understanding of the quick count and to clarify how the actual reality behind the differences in the calculation results tersebut. Results of research in the field that the voters in the city of Bandung opted instead for appeal to the party but see figure and polpularitas in social media. The behavior of voters in the presidential election is very diverse among which similarity Ideology is affected by the condition of literate politics, personal events that are affected by the condition of harmony and historical conditions of the candidates, the orientation of the policy problem solving are affected by economic conditions, the candidate personality (Citra Candidate) is affected by conditions persona, social imagery (imagery social) is affected by the conditions of regional, state of consciousness, gender and condition of social status, current events (events Advanced) is affected by the condition kesimpatikan, the environment is affected by the conditions of lack of awareness and political education, experience with candidate were affected by the conditions of satisfaction with the previous leadership,

vision and mission of the candidates that are influenced by favorable conditions people. Difference factors that influence the behavior of voters compared with the behavior of voters are more likely to get into a sociological and social media psikologi. Melalui this is the first time voters easily in obtaining and accessing information more mendala. Almost entirely of respondents assess the level of social networking twitter as a medium of socialization presidential candidate in 2014 was in the amount or 39 people. A total of 8 people or 16% assess the level of social networking twitter as a medium of socialization 2014 presidential candidate low employment, while assessing the level of social networking twitter as a medium of socialization candidate for the 2014 presidential height of only 6% or 3 people. Voters today choose a Presidential candidate not because of the attractiveness of the party but rather in the interest of the figure in the party. Behavior voters have characteristics that are usually still unstable and apathetic, lacking political knowledge, tend to follow the group and their sepermainan new study politics, especially in the general election. Spaces where they learn politics is usually not far from the room that are considered to provide a sense of comfort in them. The spaces where the political study: first, the family room.

Preferences are relied upon in the selection tends to be unstable or volatile-change according to the information or preferences that circled it.

A very important factor is how the voters do not impose political choices because of the sheer popularity. Therefore, all components or person in authority shall meliterasi (politics) voters to become critical and rational voters (critical and rational voters). This means that in imposing the choice not because of the popularity of ethnic ties and emotional closeness, but because of the track record, vision, mission, credibility and experience of the bureaucracy. Such efforts are part of

the citizens, especially the behavior of voters and for seeing the potential voters a significant voice in elections in 2014. This is important because the voters are voters who helped define not only the leader of this country in the 2014 election but also the next elections, beginner voter behavior becomes a quality indicator of democracy substantially in the current and future needs. Because the condition is still unstable and easily given an insight into politics and democracy are really good from the political superstructure and infrastructure is still open politik. Voters into voters intelligent and critical in determining the leader in Indonesia. Interact vast space in the media, especially social, making each individual can be interacting with anyone even with national political actors in the criticism, ideas and his idea to build a homeland. High levels of participation resulted in the nation's problems are so quaint able ditompang together so expect the younger generation as the voters are able to provide a boost with a new spirit for the sake of a better Indonesia.

IV. Conclusion

This study describes the influence of social networking twitter as a medium of socialization of the 2014 presidential candidate of the voter preferences beginner in the city of Bandung. As for the special conclusion is as follows:

1. Preferences voters on the students in Bandung tend to choose figures and popularity on twitter by 86%. That is particularly the twitter social media has a great influence in determining the preference for first-time voters in the 2014 presidential election. This means that social media has a great influence on the preferences of voters, especially first-time voters
2. Factor peer or peer group is the biggest factor to the preferences of voters on the students in Bandung by 88%. This means that factors peers have considerable influence in determining political attitudes

in choosing a presidential figure among voters in the 2014 presidential election.

3. Social networking twitter as a medium of socialization influence the 2014 presidential candidate preferences of voters on the students in Bandung by 72% means that social networking is a new trend in the era of cyber democracy through information-based approach to technology, especially social media to influence voters in political attitudes 2014 presidential election.

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