



The Effect of Exposure to Pilkada News on Instagram Social Media @Beritabalimedia Against Political Participation of Beginner Voters in Badung Regency in the 2020 Pilkada

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ABSTRACT: The 2020 Pilkada will be held simultaneously on December 9 to elect regional heads in 270 regions of Indonesia, one of which is the Province of Bali. Badung Regency is an area that has the highest voter participation rate reaching 84.62%. This study aims to see whether the exposure of Pilkada news on Instagram social media @ Beritabalimedia can affect the political participation of novice voters in Badung Regency. This research uses explanatory quantitative research method with Uses and Effects Theory . The data analysis technique used was simple linear regression analysis with the SPSS 18 program. The results showed that the exposure to the Pilkada news on Instagram @beritabalimedia social media had a positive influence on the political participation of novice voters in Badung Regency. When the news of the regional head election on Instagram @beritabalimedia increases, the political participation of novice voters in Badung Regency is also higher.

Keywords: Instagram, News Exposure, Political Participation, Novice Voters, Uses and Effects

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INTRODUCTION

In the digital era, the emergence of the internet as one of the new media (new media) has opened up opportunities for the dissemination of information in a fast and unlimited time. A study conducted by the British media company, We Are Social , in collaboration with Hootsuite showed that in 2020 (datareportal.com , 2020) the number of internet users in Indonesia reached 175.4 million users with a penetration rate of 64%. Of this figure, 160 million of them are active users of social media with a penetration rate of 59%. the first local news portal or online media in Bali and based on Google Page Rank data, beritabali.com is also one of the most trusted online media sites in Bali (news.beritabali.com , 2017). online media Beritabali.com was founded in the Kerobokan area, Badung Regency on July 27, 2005. Launching the page about beritabali.com (2021), this online media is here to provide information or events in Bali as well as trying optimally and professionally to present the hottest, latest information. from Bali, in the form of hardnews or softnews . Beritabali.com also presents various important, interesting, or unique events in Bali as quickly as possible and according to the facts on the ground. The information about Bali presented on news portals or online media beritabali.com includes various events, tours, figures, inspiration, culinary, and photos of Bali. In addition to news portals or online media , beritabali.com also has official accounts on several social media, such as Facebook , Instagram , Twitter , and YouTube .

According to social media observer, Nasution (voice.com , 2017) online media and social media have formed a stable media ecosystem as the information circulates and each benefits. This is reinforced by the statement of a technology observer, Sutadi (voice.com , 2017) that these two platforms will continue to benefit from information dissemination because in the field there are many social media accounts that take information from online media. In a survey conducted by Research Fairy in March 2018 it was found that official social media accounts belonging to media companies were the main news sources of choice for respondents in Indonesia, namely 23.2%. Data quoted from roamdigital.com (2018) then shows that the majority of Instagrammers (active Instagram users) in Indonesia are on average 18-24 years old as much as 59%. www.beritabali.com (@beritabalimedia) itself has received a verified badge from Instagram in the form of a tick icon that appears next to the account name and profile. A check icon or verified badge is a sign that an account is the authentic presence of a public figure, celebrity or global brand it represents (help.instagram.com , 2021). The number of followers or followers of the official beritabali.com account on Instagram as of May 2021 was recorded at more than 156,000 with a number of posts of more than 2,698 uploads. This is one of the reasons for choosing Instagram @beritabalimedia in this study.

Coinciding in 2020, Indonesia conducts Simultaneous Regional Head Elections (Pilkada) in 270 regions, covering 9 provinces, 224 regencies, and 37 cities for the election of governors-deputy governors, regents-deputy regents, and mayors-deputy mayors (kompas.com , 2020). Badung Regency, Bali Province is one of the regencies that carry out regional head elections (regent and deputy regent) for the period 2021-2026. During the Pilkada stage, political news

about the Bali Pilkada on social media became a source of political information for the public, especially those who already had the right to vote. Based on the observations of researchers, Instagram @beritabalimedia during the period 23 September 2020 to 23 January 2021 uploaded 91 news about the 2020 Bali Pilkada. The period from 23 September 2020 to 23 January 2021 is the period from the stipulation of the candidates for the Regent and Deputy Regent of Badung Regency 2020 until the stipulation of the pair. elected candidate. It is said by Kertayasa (2017) that there is an important role held by voters in the context of the success of the election process. Elections are one of the political processes in democratic countries that require political participation to achieve the desired goals.

Political news on social media is one of the internet-based media products and the condition in which a person is exposed to media content or how media content hits the audience is called media exposure. Media exposure tries to see how the message content in the media is able to make the audience give a positive response or even a negative response. Mossberger (2003) explains that the internet can encourage respondents to participate in politics. Quintelier and Vissers (2008) research also shows that online activities on the internet affect political participation, but the length of time accessing the internet is known to not affect political participation (Mudijyanto, 2014). The more often the audience gets media exposure in the form of political news on social media, the response in the form of political participation is also expected to be higher. In this study, in particular, the political participation of novice voters in Badung Regency in the 2020 Pilkada.

Beginner voters are young people who are very close to media exposure, especially social media. Social media is also considered to have a major influence on the political choices of the younger generation. The survey of the Indonesian Institute of Sciences (LIPI) in 2018 stated that 60.8% of generation Z or young people born in 1995-2005 accessed political news through social media (katadata.co.id , 2018). This data is also supported by the 2019 Asean Youth Survey research, where 97% of young Indonesians who were research respondents stated that respondents received online news , including political news. through social media (warta Ekonomi.co.id , 2019). Based on data from the Asean Youth Survey 2019, of all social media channels, there are two platforms that are most trusted by the younger generation of Indonesia, namely Twitter and Instagram . In 2020, based on data released by We Are Social in collaboration with Hootsuite , Instagram social media users in Indonesia reached 63 million or 79% of the total social media users (datareportal.com , 2020). The high use of social media Instagram and the level of trust of the younger generation of Indonesia, including novice voters on Instagram social media as a source of political information or political news, are important factors for the political participation of novice voters.

Political participation of novice voters in Indonesia, especially at the level of electoral activity or activities that are directly or indirectly related to elections, are potential for the development of democracy. At the 2020 Pilkada event, Badung Regency was the regency in Bali Province that achieved the highest voter

turnout, which was 84.62% and was the highest voter turnout in the Badung Pilkada event in the last three decades (news.beritabali.com , 2021). Seeing the high number of voter participation in Badung Regency in the 2020 Pilkada and beginner voters are young people who are close to exposure to political news on social media such as Instagram , the research is to find out whether exposure to election news on Instagram @beritabalimedia social media affects the political participation of novice voters in Badung Regency in the 2020 Pilkada becomes interesting to do. The limitation of this study is that researchers conducted research in Badung Regency because in the 2020 Pilkada (election of regional heads of regents and deputy regents) Badung became the regency with the highest percentage of voter participation in Bali, reaching 84.62%. The subject limitation in this study is novice voters in Badung Regency who are 17-21 years old and registered as permanent voters in the 2020 Pilkada. Researchers also only find out whether there is any influence of exposure to Pilkada news sourced from the official account www.beritabali.com on Instagram @ news of balimedia on forms of political participation.

THEORETICAL REVIEW

The level of political participation both offline and online in some literature will be high due to the contribution of media exposure (media exposure) . Potter (2012) explains that "exposure" is a term that is often synonymous with "attention" . While in the study of the effects of mass media, the term "media exposure" is often referred to as media exposure. Media exposure in the study of Vreese, CH, and Hajo, B (2006) contributed to increasing knowledge and political participation of the people in Denmark and the Netherlands. In addition, in online form , Lee, Chen, and Chan (2016) found that the Umbrella Movement demonstration movement in Hong Kong was driven by exposure to social media. another study from Kim and Chen (2016) also showed the same results where media exposure in the form of the use of blogs and SNS had an effect on online political participation in American society in the 2008 presidential election.

The research of Jung, Kim, and Zúñiga (2011) which examines the influence of new media on political participation using the OSROR (Orientation-Stimulus-Reasoning-Orientation-Response) model of communication effects, generates the idea that political knowledge and political efficacy are significant mediators. In addition, the results of the study illustrate that the internet has a major influence on political participation. Muntean (2015) has examined the effect of social media use on political participation of 130 novice voters in Romania. The results of the study indicate that the use of social media for the purpose of accessing political news is significantly associated with online political participation , but not with offline political participation . This research uses Stimulus Response (SR) Theory. This theory describes that people are vulnerable to being influenced by mass communication messages that are considered to have great power (Severin & Tankard, 2008).

Based on the literature review that has been carried out, research on the influence of exposure to election news on Instagram @beritabalimedia social media on the political participation of novice voters in Badung Regency in the

2020 Pilkada has several differences with previous studies, such as from the research location, population size, sample, and theory used to analyze the data findings in the field. The theory used in this research is the Uses and Effects Theory from Sven Windahl (1979). This theory explains how the relationship between mass communication delivered through mass media, which has an effect on users of the mass media (Bungin, 2017). Uses and Effects theory will be seen through research on the influence of exposure to Pilkada news on Instagram @beritabalimedia social media on the political participation of novice voters in Badung Regency in the 2020 Pilkada. Badung Regency novice voters are media users, in this case social media and the effects of using Social media will be seen in the form of political participation (electoral activity) .

In this study, media exposure in the form of Pilkada news on Instagram @beritabalimedia will be measured by frequency, duration, and attention. Meanwhile , the political participation of novice voters in Badung Regency is measured through conveying support, attending campaigns, making campaign contributions, becoming a success team, inviting others to choose one candidate pair, supervising the voting and vote counting process, and voting in the 2020 Pilkada .

METHODOLOGY

This study uses an explanatory quantitative research method. According to Bungin (2005), this type of explanatory quantitative research must use research hypotheses to be tested with statistics. This study uses data collection techniques with the questionnaire method. Researchers distributed questionnaires on 8-22 May 2021. The population in this study were novice voters in Badung Regency in the 2020 Pilkada from the age range of 17-21 years. Roscoe in Sugiyono (2012) suggests that the number of appropriate samples in the study is between 30 to 500 and if the research is to do correlation or multiple regression analysis, the number of sample members is at least 10 times the number of indicators studied.

In this study there are 10 indicators so that the number of samples is determined as $10 \times 10 = 100$ samples. This study uses a non-probability sampling design or a non- probability sampling design with a selected sampling technique or purposive sampling . There are four criteria used to determine the sample, namely: (1) people who live in Badung Regency; (2) people aged 17-21 years on 9 December 2020; (3) registered as permanent voters in the 2020 Pilkada; and have read news about the 2020 Pilkada sourced from social media Instagram @beritabalimedia at least five times.

RESULTS

One of the online media that has an official account on Instagram is www.beritabali.com with the account name @beritabalimedia . This account has received a verified badge from Instagram in the form of a tick icon that appears next to the account name and profile. During the 2020 Pilkada, @beritabalimedia became one of the sources of political information related to the 2020 Pilkada for novice voters in Badung Regency. Badung Regency itself has the highest voter turnout in the 2020 Bali Regional Head Election with a percentage of 84.62%.

Respondent Demographics

The respondents in this study were 100 people who were novice voters in Badung Regency with an age range of 17-21 years in the 2020 Pilkada. Respondents had also read the 2020 Pilkada news from Instagram @beritabalimedia at least five times. In this study, there were 50 male respondents and 50 female respondents. So that it can be seen from the gender characteristics the number of male and female respondents is balanced with a percentage of 50% each. Based on age, the respondents in this study were also the same, namely respondents aged 17-21 years each as many as 20 respondents or by 20%. Based on the latest education, respondents are dominated by SMA/SMK/equivalent at 46%, followed by SMP/equivalent at 40%, followed by the last education at Academy/Diploma at 14%. Meanwhile, based on occupation, it is known that the respondents are dominated by students, namely 81%, then followed by employment as private employees by 13%, entrepreneurs and Civil Servants (PNS) each only 3%. For media sources of knowledge about the 2020 Pilkada, dominated by respondents who answered social media by 72%, followed by television 18%, and online news portals 10%. Based on the survey results, it can be seen that all respondents, namely 100 novice voters in Badung Regency exercised their right to vote by voting in the 2020 Badung Regional Election on Wednesday, December 9, 2020. The distribution of categories of independent variables and dependent variables will be explained in table 1 below.

Table 1. Distribution of Independent Variable Category (X) and Dependent Variable (Y)

| Interval | Independent Variable (X) | Variable (Y) |
|-----------------|---------------------------------|-----------------------|
| 1.00 - 1.74 | Almost never / Very Low | Very Bad / Very Low |
| 1.75 - 2.49 | Rare / Low | Bad / Low |
| 2.50 - 3.24 | Frequent / High | Good / High |
| 3.25 - 4.00 | Very Often / Very High | Very Good / Very High |

Based on the categories in table 1, then a justification is made on the average score of each statement from the independent variable (X), namely the exposure to the Pilkada news on social media Instagram @ Beritabalimedia and the dependent variable (Y), namely the political participation of novice voters in Badung Regency. in the 2020 elections. In this study, the exposure of Pilkada news on Instagram @ Beritabalimedia is an independent variable. Researchers used four statements in measuring these variables, namely strongly agree with a score of 4; agree with a score of 3; disagree with a score of 2; and strongly disagree with a score of 1. The results of respondents' answers can be seen in table 2 below.

Table 2. Description of Respondents' Answers Regarding Exposure to Election News on Instagram Social Media

| Indicator | Statement | Answer Score | | | | Average | Category |
|-----------|---|--------------|----|----|----|---------|----------|
| | | 1 | 2 | 3 | 4 | | |
| Frequency | I often read news about Pil kada 20 20 on social media <i>Instagram @beritabalimedia</i> | 10 | 22 | 46 | 22 | 2,80 | Tall |
| | I read news about Pil kada 20 20 on Instagram social media <i>@beritabalimedia</i> more than 1 time a week | 11 | 23 | 44 | 22 | 2,77 | Tall |
| Duration | I read the news about Pil kada 20 20 on Instagram social media <i>@beritabalimedia</i> from beginning to end (starting from the title to the closing of the news) | 6 | 20 | 45 | 29 | 2,97 | Tall |
| Attention | I focus and concentrate when I read the news about the 20 20 Pilkada on social media <i>Instagram @beritabalimedia</i> | 7 | 19 | 43 | 31 | 2,98 | Tall |
| | I pay close attention to the photos and videos in the news about Pil kada 20 20 on social media <i>Instagram @beritabalimedia</i> | 4 | 15 | 48 | 33 | 3,10 | Tall |
| | I pay close attention to the sources in the news about the 20 20 local election on social media | 7 | 19 | 44 | 30 | 2.97 | Tall |

| | | | | | | | |
|----------------|---|----|----|----|----|-------------|-------------|
| | <i>Instagram @beritabalimedia</i> | | | | | | |
| | News about Pilkada 2020 on social media <i>Instagram @beritabalimedia</i> is important to me | 7 | 24 | 44 | 25 | 2.87 | Tall |
| | I was able to remember the contents of the news about the 2020 local election on social media <i>Instagram @beritabalimedia</i> | 10 | 21 | 51 | 18 | 2,77 | Tall |
| Average | | | | | | 2.91 | Tall |

Table 2 shows the average overall score of respondents' answers to the independent variable (X) or the exposure to election news on Instagram @Beritabalimedia social media is 2.91. In accordance with table 1 regarding the distribution of the independent variable (X) and dependent variable (Y) categories, the score of 2.91 is included in the frequent category. This shows that the average beginner voter in Badung Regency who was selected as a respondent in this study is often exposed to election news on Instagram @beritabalimedia social media . Based on the results of the cross tabulation to find out the relationship between the exposure to the Pilkada news on Instagram @beritabalimedia social media with gender and age, it is known that male respondents and respondents aged 20 years have the highest news exposure value.

Political Participation of Beginner Voters in Badung Regency in the 2020 Regional Head Elections

In this study, the political participation of novice voters in Badung Regency in the 2020 Pilkada is the dependent variable. Researchers used four statements in measuring this variable, namely strongly agree with a score of 4; agree with a score of 3; disagree with a score of 2; and strongly disagree with a score of 1. The results of respondents' answers can be seen in table 3 as follows.

Table 3. Description of Respondents' Answers Regarding Political Participation of Beginner Voters in Bandung Regency in the 2020 Regional Head Elections

| Indicator | Statement | Answer Score | | | | Average | Category |
|---------------------------|---|--------------|----|----|----|---------|----------|
| | | 1 | 2 | 3 | 4 | | |
| Sending Support | I participate by conveying my support to the candidates for the Regent and Deputy Regent of Badung Regency through the comment column on social media <i>Instagram @beritabalimedia</i> | 27 | 30 | 27 | 16 | 2,32 | Low |
| Attending Campaign | I participated by attending the 2020 Badung Regency Regent and Deputy Regent candidate campaign | 29 | 33 | 18 | 20 | 2,29 | Low |
| | I invite others to attend the campaign Candidates for Regent and Deputy Regent of Badung Regency 2020 | 27 | 37 | 17 | 19 | 2,28 | Low |
| Making Campaign Donations | I donate campaign funds to the candidates for Regent and Deputy Regent of Badung Regency 2020 | 50 | 25 | 11 | 14 | 1,89 | Low |
| Become a Success Team | I am participating in the success team of one of the candidates for the Regent and Deputy Regent of Badung Regency 2020 | 42 | 25 | 20 | 13 | 2,04 | Low |
| Invite Others | I participate by inviting others to support one of the candidates for the | 33 | 30 | 23 | 14 | 2,18 | Low |

| | | | | | | | |
|------------------------------------|--|----|----|----|----|-------------|------------|
| | Regent and Deputy Regent of Badung Regency 2020 | | | | | | |
| Overseeing the Voting and Counting | I participated by monitoring the voting and counting of the 2020 Regional Head Elections at the Polling Station (TPS) on December 9, 2020 | 26 | 24 | 36 | 14 | 2,38 | Low |
| | I participated by monitoring the quick count results of the 2020 Pilkada through social media <i>Instagram @beritabalimedia</i> | 16 | 27 | 39 | 18 | 2.59 | Tall |
| | I participated by monitoring the results of the official vote count recapitulation conducted by the KPU through social media <i>Instagram @beritabalimedia</i> | 11 | 21 | 46 | 22 | 2.79 | Tall |
| Vote (Vote) | After reading the news about the 2020 Pilkada on <i>Instagram @beritabalimedia social media</i> , I participated by using the right to vote (voting) in the 2020 Pilkada | 9 | 16 | 36 | 39 | 3.05 | Tall |
| | I participate by inviting other people to exercise their right to vote in the 2020 Pilkada | 10 | 23 | 32 | 35 | 2.72 | Tall |
| Average | | | | | | 2,41 | Low |

Table 3 shows the average overall score of respondents' answers to the dependent variable (Y) or political participation of novice voters in Badung Regency in the 2020 Pilkada is 2.41. In accordance with table 1 regarding the distribution of the independent variable (X) and dependent variable (Y) categories, the score of 2.41 is included in the low category. This shows that the average beginner voters in Badung Regency who were selected as respondents in this study have low electoral activity political participation in the 2020 Pilkada to elect the Regent and Deputy Regent of Badung Regency. Based on the results of cross tabulation to determine the relationship between political participation of novice voters in Badung Regency in the 2020 Pilkada with gender and age, it is known that male respondents have higher electoral activity political participation than female respondents. Based on age, respondents aged 19 years had the highest political participation in electoral activity and excelled in 4 out of 7 indicators, namely indicators of conveying support, attending campaigns, becoming a successful team, and supervising voting and vote counting. In general, the results of cross tabulation with the age of the respondents show that respondents in the age group of 19 and 20 years have a higher political participation in electoral activity than respondents in the age group of 17, 18, and 21 years.

Simple Linear Regression Analysis

According to Sarwono (2005), the use of simple linear regression analysis is to measure the influence of the independent variable on the dependent variable and predict the dependent variable using the independent variable. Researchers also use the results of simple linear regression analysis as the basis for testing the research hypothesis. Simple linear regression analysis was performed using SPSS (Statistical Package for Social Science) version 18.00 for Windows and the results can be seen in table 4 below.

Table 4. Simple Linear Regression Analysis Results

| Variable | Regression Coefficient | | Sig. | |
|--|-----------------------------|------------|---------|---------------------------|
| | Unstandardized Coefficients | | | Standardized Coefficients |
| | B | Std. Error | | |
| Constant | 5,271 | 3,001 | 0.0 00 | |
| The Exposure of Pilkada News on <i>Instagram</i> Social Media @beritabalimedia | 0, 924 | 0.1 26 | 0.596 _ | |
| R | 0.596 _ | | | |
| R Square | 0.3 56 | | | |

The simple linear regression equation above can be interpreted as follows:

- a) The value of constant or constant (a) is 5,271. This value means that when the respondent is not exposed to news of the 2020 Pilkada on Instagram social media @beritabalimedia (X) then the political participation of novice voters in Badung Regency in the 2020 Pilkada (Y) is positive.
- b) The regression coefficient value in the Standardized Coefficients is 0.596. This value shows that every time there is an increase in the exposure of 2020 Pilkada news on Instagram @ Beritabalimedia (X) social media, the political participation of novice voters in Badung Regency in the 2020 Pilkada will also increase. A simple linear regression equation that has a positive value proves that the relationship between the two variables is unidirectional.

DISCUSSIONS

One of the online media that has an official account on Instagram is www.beritabali.com with the account name @beritabalimedia . During the 2020 Pilkada, Instagram @beritabalimedia became one of the sources of information related to the general election for the head of the regent and deputy regent for novice voters in Badung Regency. During the period from September 23 to January 23 2021, Instagram @ Beritabalimedia was recorded as uploading 91 news regarding the 2020 Pilkada. Instagram @ Beritabalimedia is a public or general media so that it can be accessed or read by anyone at any time. When reading news from @beritabalimedia , the audience experiences a process of media exposure.

Media exposure is a condition where individuals are exposed to media content or how media content hits the audience or the audience is exposed to messages conveyed by the mass media. In this study, media exposure was measured through three indicators, namely frequency, duration, and attention. The results of data analysis show that the average score of the three media exposure indicators is 2.91 which is included in the high category. This means that the average beginner voters in Badung Regency who were selected as respondents in this study are often exposed to the 2020 Pilkada news on Instagram @ Beritabalimedia . From the average score of the three media exposure indicators, all statements submitted are in the high category. In the frequency indicator, the statement "I read news about the 2020 Pilkada on Instagram @beritabalimedia more than once a week" has an average score of 2.77. On the duration indicator, the statement "I read the news about the 2020 Pilkada on Instagram @beritabalimedia from beginning to end (starting from the title to the end of the news)" has an average score of 2.97. On the attention indicator, the statement "I pay close attention to photos and videos in the news about the 2020 Pilkada on Instagram @beritabalimedia social media " has an average score of 3.10. The score shows the stimulus process in the form of exposure to news of the 2020 Pilkada on Instagram social media @ Beritabalimedia which was well received by novice voters in Badung Regency.

The news of the 2020 Pilkada on social media Instagram @beritabalimedia to novice voters then had an effect, one of which was political participation in the form of electoral activity . Electoral activities are all forms of activities that are directly or indirectly related to elections. Including participating in making

donations to party campaigns, volunteering in political campaign activities, taking part in party political campaigns or rallies , inviting someone to support and vote for political parties on behalf of political parties, voting in elections, supervising the implementation of voting and counting of votes , assessing the proposed candidates, and the like.

Political participation in electoral activity in this study is the political participation of novice voters in Badung Regency in the 2020 Pilkada which consists of seven indicators, namely conveying support, attending campaigns, making campaign contributions, becoming a success team, inviting others, supervising voting and counting votes, and vote (vote) . The average score of the seven indicators of electoral activity political participation , which is 2.41, is included in the low category. This shows that the average beginner voters in Badung Regency who were selected as respondents in this study had low electoral activity political participation in the 2020 Pilkada. The highest average score was owned by the indicator “ After reading news about the 2020 Pilkada on social media Instagram @ newsbalimedia , I participated by using my right to vote (voting) in the 2020 Pilkada ” with an average score of 3.05. So it shows, in general, novice voters in Badung Regency have high political participation in exercising their voting rights and based on research data, all novice voters in Badung Regency who were selected as respondents answered to vote in the 2020 Pilkada to be exact on Wednesday, December 9, 2020.

The researcher also did cross tabulation or crosstab on the two research variables with the gender and age of the respondents. Based on the results of the cross tabulation to find out the relationship between the exposure of the 2020 Pilkada news on Instagram @beritabalimedia social media with gender and age, it is known that male respondents and respondents aged 20 years have the highest news exposure value. The results of the cross tabulation to determine the relationship between the political participation of novice voters in Badung Regency in the 2020 Pilkada with gender and age, it is known that male respondents and respondents aged 19 years have the highest political participation in electoral activity . The results of the cross tabulation of the two research variables illustrate the fact that male respondents who are most frequently exposed to Pilkada news on Instagram @beritabalimedia social media also have the highest electoral activity political participation in the 2020 Pilkada.

In this study, the researcher uses Uses and Effects Theory to analyze and explain how the influence of media exposure on political participation in electoral activity . Bungin (2017) translates the definition of Uses and Effects Theory from Sven Windahl as a synthesis between the uses and gratification approach and the traditional theory of effects. The concept of uses is a very important or main part of this thinking. Because knowledge of the use of media that causes it, will provide avenues for understanding and predicting the outcome of a mass communication process.

Uses and Effects Theory from Sven Windahl is then contextualized by researchers into research. The exposure of Pilkada news on Instagram social media @ Beritabalimedia is the use of media which means it has a role as uses , and the political participation of novice voters in Badung Regency in the 2020

Pilkada is the effect caused by the use of media so that it has a role as effects . This role means that the high or low level of political participation in electoral activity is the result of the use of media and political communication processes carried out by and through the mass media. The expected effect of political communication is the creation of an understanding of the government system and political parties, where the nuances will lead to voting in general elections such as the 2020 Pilkada. This voting will determine whether or not a candidate is elected for a position starting from level level. the president and vice president, members of the DPR, governors and deputy governors, regents and deputy regents, mayors and deputy mayors, up to the DPRD level. Voting has been explained in this study, showing that the 2020 Regional Head Elections were held simultaneously in several regions of Indonesia on Wednesday, December 9, 2020 to elect regional heads ranging from governors and deputy governors, regents and deputy regents, to mayors and deputy mayors. All novice voters in Badung Regency who were selected as respondents, namely 100 people or 100% have cast their ballots by voting for their chosen pair of candidates for regent and deputy regent of Badung Regency. Based on these facts, the Uses and Effects Theory of Sven Windahl in this study has been proven.

To see how the impact of election news on Instagram @beritabalimedia social media on the political participation of novice voters in Badung Regency in the 2020 Pilkada , a series of tests and data analysis have been carried out. The validity and reliability test shows that the data in this study is valid and reliable so that it is considered feasible to use. The Pearson Product Moment correlation value on all measuring instrument items is > 0.30 so that it is declared valid. Meanwhile, the value of the reliability coefficient with the Cronbach Alpha technique (α) on all measuring instrument items is > 0.60 so it is declared reliable. The research data was also stated to be normally distributed through the data normality test using the One Sample Kolmogorov Smirnow technique . Asymp significance value . Sig. (2-tailed) obtained is 0.863 which means > 0.05 so that it is declared normally distributed as a condition for testing the hypothesis. In the correlation coefficient test to determine the closeness of the relationship between the X variable and the Y variable, the result is 0.596 , this means that the closeness or strength of the relationship between the two variables is at a moderate level, where the moderate level is at a value of 0.40 - 0.599 . The researcher then tested the hypothesis which was carried out simultaneously with simple linear regression analysis through the SPSS (Statistical Package for Social Science) version 18.00 for Windows program . The results of the hypothesis test show that H1 is accepted and H0 is rejected because the significance value (Sig.) is 0.000 which is smaller than the 0.05 probability. This proves that there is an influence on the influence of the election news on Instagram @beritabalimedia social media on the political participation of novice voters in Badung Regency in the 2020 Pilkada.

Based on the results of simple linear regression analysis, it was also found that the constant (a) was 5.271 , meaning that when the respondent was not exposed to the election news on Instagram @beritabalimedia social media , the political participation of novice voters in Badung Regency in the 2020 Pilkada

was positive. The regression coefficient value is 0.596 , which means that every time there is an increase in the exposure of Pilkada news on Instagram @beritabalimedia social media , the political participation of novice voters in Badung Regency in the 2020 Pilkada will also increase. Based on the value of the constant (a) and the regression coefficient, the simple linear regression analysis equation obtained is positive. Because the equation is positive, it shows that the relationship between the two variables is unidirectional. The magnitude of the influence of variable X on variable Y is determined through R Square . The R Square obtained is 0.356 which means that the political participation of novice voters in Badung Regency in the 2020 Pilkada is influenced by the exposure of Pilkada news on Instagram @ Beritabalimedia social media by 3.5 % while 64.4 % is influenced by other variables outside this research. Variables outside the study can be influenced by various demographic factors of respondents. Of the 100 respondents, based on their latest education, 46 % have the latest education at SMA/SMK/Equivalent , based on occupation, they are dominated by students as much as 81 % , and based on media sources of knowledge about the 2020 Pilkada, dominated by respondents who answered social media as much as 81%. 72%, followed by television 18 %, and online news portal.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion, researchers can draw the conclusion that the average beginner voter in Badung Regency is often exposed to news of the 2020 Pilkada on social media Instagram @ Beritabalimedia but has low electoral activity political participation in the 2020 Pilkada. is the use of media which means it has a role as uses , and the political participation of novice voters in Badung Regency in the 2020 Pilkada is the effect caused by the use of media so that it has a role as effects . This role means that the high or low level of political participation in electoral activity is the result of the use of media and political communication processes carried out by and through the mass media. The expected effect of political communication will lead to the use of voting rights or voting in general elections such as the 2020 Pilkada. Based on these facts, the Uses and Effects Theory of Sven Windahl in this study has been proven.

Based on the results of hypothesis testing which was carried out simultaneously with simple linear regression analysis, it showed that H1 was accepted and H0 was rejected. This proves that there is an influence of exposure to Pilkada news on Instagram @beritabalimedia social media on the political participation of novice voters in Badung Regency in the 2020 Pilkada. The simple linear regression equation obtained is positive, indicating that the relationship between the two variables is unidirectional. When the exposure of Pilkada news on Instagram @beritabalimedia social media increases, the political participation of novice voters in Badung Regency in the 2020 Pilkada will also be higher.

Suggestions from this research to the General Elections Commission (KPU) to make more use of social media such as Instagram as a means to socialize elections. On the other hand, it is better if www.beritabali.com as one of the local mass media in Bali to carry out an educational function by conveying information and news about the world of politics through packaging that attracts the interest

and attention of novice voters on Instagram social media . Beginner voters can use social media for positive and useful activities such as reading news about the election process sourced from the mass media to obtain more reliable information. Novice voters are expected not to be anti-political issues but can use social media as a channel to participate and channel political expression. After going through social media, political participation of novice voters is also expected in the real world, such as exercising their right to vote by voting during the general election.

FURTHER STUDY

Hypothesis testing in this study using SPSS (Statistical Package for Social Science) version 18.00 for Windows by comparing the significance value (Sig.) with a probability of 0.05. The significance value is obtained simultaneously when performing simple linear regression analysis. Based on the results of simple linear regression analysis in table 4, it is known that the significance value (Sig.) is 0.000. This means that the significance value (Sig.) < from a probability of 0.05, then H0 is rejected and H1 is accepted, which means that there is an effect of exposure to Pilkada news on social media Instagram @ Beritabalimedia (X) on the political participation of novice voters in Badung Regency in the 2020 Pilkada. (Y). Then to measure how much influence the X variable has on the Y variable, you can see the value of R Square . R Square in table 4 is 0.356, which shows that the political participation of novice voters in Badung Regency in the 2020 Pilkada is influenced by the exposure of Pilkada news on Instagram @beritabalimedia social media by 35.6%. While the remaining 64.4% is influenced by other variables outside of this study.

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