

The Effect of Exposure to detik.com Presidential Election News on the Political Participation of Beginner Voters in Denpasar City in the 2019 Presidential Election

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ABSTRACT

The purpose of this study was to determine the impact of publishing news on the presidential election on the online media detik.com on the political participation of young voters in the city of Denpasar in the 2019 presidential election, using the use and effects theory. This study employs a quantitative descriptive methodology and interview data collection method. Data analysis shows an average score of 3.14 for the three indicators of media coverage, according to the high category. This means that the average Denpasar beginner voter who was selected as a respondent in this survey is often exposed to news about the 2019 presidential election on the online media detik.com. KPU needs to make better use of online media as a vehicle for covering elections. The internet media detik.com should convey information and news about world politics through a package that attracts the interest and attention of new voters. Prospective voters can use online media for positive and useful activities, such as reading media news about the election process for more reliable information.

Keywords: Media Exposure, Novice Voters, Online Media, Political Participation, Presidential Election

INTRODUCTION

The rise of the internet as a new platform in the digital age has created the possibility of quick and unrestricted information dissemination. Thus, as Atmaja and Puspitawati (2020) said that easy internet access increases a person's desire to use information Technology. There are now 132.7 million online consumers in Indonesia with a penetration rate of 50% (Kemp, 2018). According to the 2018 National Socioeconomic Survey (Susenas) from the Central Statistics Agency (BPS), the highest internet penetration is concentrated on the islands of Java and Bali. The proportion of internet users in Bali is 42.91% higher than in Java, which is 40.29%, and 68% of people in Denpasar have internet access (Kurnia, 2019).

The internet as a result of the development of information and communication technology, in this case new media, has several types. According to Gravatar (2019) on the Southeastern University website there are five types of new media, namely blogs, virtual reality, social media, digital games and online news portals. According to Indonesia's Growing Knowledge Research Institute (GFK) and the Indonesia Digital Association (IDA), people living in urban areas in Indonesia are now starting to switch to consuming news through online news portals (Afrianto, 2016). A study conducted in 2015 found that 96% of news consumption is done through online news portals (Angelia, 2016). According to a survey conducted by Gelgel (2017), Denpasar is the city with the highest trust in online news portals with a percentage of 5.1% compared to other cities in Bali.

One of the popular online news portals in Indonesia is detik.com (NataConnexindo, 2019). According to a 2018 study by Roy Morgan Research, detik.com is the most visited online news portal, with 8.7 million internet users accessing online news portals in Indonesia (Roy Morgan, 2018). The online news portal detik.com became part of PT Trans Corporation, a subsidiary of CT Corp, on 3 August 2011. Detik.com is a non-print news portal (Safitri, Suryawati, & Gelgel, 2019; Detik.com., 2020).

Coinciding with 2019, Indonesia held presidential and vice-presidential elections (Pilpres), elections for members of the DPR DNR, DPD, provincial PDRD, and district/city PDRD simultaneously on April 17 2019. In addition, political news for the 2019 presidential election in online media became a source of political information for the 38ubic, especially those who already have the right to vote. Researchers observed that between 23 September 2018 and 13 April 2019, detik.com downloaded 15,368 news about the 2019 presidential election. This period is the campaign period determined by the General Election Commission (KPU). Kertayasa, Gelgel, and Pradipta (2017) stated that voters play a key role in the success of the electoral process.

The political participation of the Balinese people in the 2019 Presidential Election has increased compared to the 2018 Pilgub and Deputy Governor of Bali. Community participation in the 2019 Pilgub reached 71.8% (Arjawa, Kamajaya, & Putri, 2019). This represents a 9.5% increase in Balinese political participation. One of the Balinese community groups who used their right to vote in the 2019 presidential election was the first time they became voters.

Early voters are young people who are very close to media coverage, especially online media. According to a survey conducted in 2018 by the Association of Indonesian Internet Service Providers (APJII), the largest number of internet users are those aged 15-19 years, accounting for 91%, followed by those aged 20-24 years, 88.5% shares (APJII, 2018). Based on law no. 2 of 10 October 2008, "first voter" is defined as a person aged between 17 and 21 years who is eligible to vote, is included in the Final Election

list (DPT), and has already cast a ballot. Both in elections to Congress and in elections to President means a person who is running for election for the first time in the election.

The political participation of young Indonesian voters, especially at the level of election campaigns or activities related directly or indirectly to elections, is a potential for the development of democracy. According to KPU Bali (Arjawa et al., 2019), the participation of the population, including first time voters in Denpasar who exercised their right to vote in the 2019 Presidential Election, reached 77.3%. This figure is higher than 76.5% of the Denpasar City DPR, Provincial DPRD, Regency/City DPRD and DPD in 2019. For this reason, researchers are interested in studying how the spread of news about the presidential election on the online media detik.com affects the political participation of young voters. Denpasar in the 2019 presidential election.

LITERATURE REVIEW

One of the byproducts of online media is political news, and the conditions under which someone is exposed to media material or the ways in which it impacts the audience are referred to as media exposure. Media reporting seeks to examine how the content of media messages elicit positive or negative responses from audiences. Mossberger, Caroline, and Ramona (2007) explained that the internet can encourage respondents' political involvement. Quintelier & Vissers (2008) also shows that online activity on the internet affects political participation, but the duration of internet access does not affect political participation.

An earlier study by Tufail, Baneen, Akram, and Sajid (2015) In a survey of students at Gujrat University in Pakistan, the majority of respondents believe that social networks have a very strong influence on the development, change and change of political affiliations, which in turn exercise the rights of the respondents. You agree that you influence your intentions. Choose. In the 2013 general election, followed by a study by Ahmad, Alvi, and Ittefaq (2019) also show that in rural Pakistan, the majority of students use social media for political information and political awareness. Social media is an important platform for respondents to participate in traditional political activities and influence online political participation and political participation through social networks. real life. By voting in general elections. In India, a study by Aggarwal & Kumar (2019) found that the media was the most reliable source of campaign information, followed by social media, public advertising, intergroup contact, and word-of-mouth, with media also having a positive value.

A study by Ha et al. (2013) found that online media use was the strongest predictor of political effectiveness among community and college freshmen who had yet to decide on candidates for the 2012 US presidential and vice presidential elections, suggesting that social networks only influence the political effectiveness of people who: I choose for the first time. I am a first year university student. The survey results also show that media such as television is the most important medium for the public to obtain information about election campaigns, and online media has for the first time become the most important medium used by voters as a source of information General Election Resources.

The results of Kuncoro (2021) show that media exposure to political information has a larger direct role in advocating broader political participation than specific advocacy for political participation. Political effectiveness mediates the influence of political information media on political participation in the form of broad and specific support. Belief in the political system and trust in candidates only mediates the influence of the political information media on broad support for political participation. Political knowledge only has a mediating effect on the influence role of political information media

on broad support for political participation. The results of this study also show that the four mediating variables—political effectiveness, trust in the political system, trust in candidates, and political knowledge—intensify the role of exogenous variables compared to endogenous variables and also show that it is successful.

A study by Wiguna, Gelgel, and Pradipta (2019) shows that in 2018 an election was held for the governor and deputy governor of Bali for the 2018-2023 period. Tabanan Regency has the highest election participation rate of 81.34%. The purpose of this research is to see how Instagram @tribunbali affects the political participation of young voters in Tabanan Regency. This study uses a quantitative explanatory method with use and effect theory. The data analysis technique is a simple linear regression analysis using the SPSS 18 program. Regents who have shown a positive impact on political participation. The political participation of young voters in Tabanan Regency is increasing along with the widespread news about the election of the Governor and Deputy Governor of Bali on Instagram @tribunbali.

Arjawa et al. (2019) suggests that there may be other factors that have contributed to increasing the political participation of the Balinese people in the 2019 presidential election, one of which is political news broadcast by the media. The more often viewers receive information in the form of political news in online media, it is expected that the response in the form of political participation will be higher. This research examines the characteristics of the political participation of new voters in the 2019 presidential election.

Nimmo & Sanders (1981) defines political news as a joint creation between political communicators, such as lawmakers, pros, and spokespeople, who support the news, and journalists who gather and broadcast it. This definition also relates to the relationship between two political communicators, in this case government officials and journalists. This relationship forms a network that involves officials in the roles of news sources and journalists as communication channels (Nimmo & Sanders, 1981).

Entering the stages of general elections, such as the 2019 Presidential Election, the dissemination of political news about the 2019 Presidential Election is increasingly being carried out by online media. In this research, the focus is political news on the 2019 Presidential Election from the online news portal detik.com. It was recorded that 15,368 political news were uploaded by the online news portal detik.com during the campaign period determined by the General Elections Commission (KPU) for the period 23 September 2018 to 13 April 2019. The aim is to see how the exposure affects the political participation of young voters in Denpasar City in 2019 presidential election.

Huntington & Nelson (1994) defines political participation as citizen activities that aim to influence political decision-making, carried out by people in their position as citizens and participation that is voluntary. Meanwhile, McClosky defines political participation as a voluntary activity of citizens by taking part in the process of electing rulers, and in the process of making public policies both directly and indirectly (Budiardjo, 2010).

This research uses Use and Effects Theory. Bungin (2017) translated the definition of use and effect theory given by Sven Windahl as an integration of the use and gratification approach with traditional effects theory. The concept of use is a very important or major part of this idea. This is because knowledge of media use causes allows us to understand and predict the outcomes of mass communication processes. It can mean influence, which simply refers to the act of perception. Based on the explanation above, the use effect theory is a theory that explains how mass communication relations transmitted through mass media affect media users. This theory was examined in a study of the impact of publishing presidential election news on the online media detik.com on

the political participation of voters in Denpasar who took part in the 2019 presidential election for the first time. Early voters were media users (in this case online media) and the impact of using the media was in the form of political participation.

RESEARCH METHOD

This research uses descriptive-quantitative research methods. According to Kriyantono (2020), explanatory quantitative research of this kind must use research hypotheses which must be proven by statistics. This study used a questionnaire-based data collection method. The population in this study is aged between 17 to 21 years who will vote for the first time in Denpasar in the 2019 presidential election. Morissan (2016a) argues that the sample is part of the population that represents all members of the population that are representative. Roscoe in Sugiyono (2014) suggests that the possible sample size in a survey is between 30 and 500, and the number of sample members is at least 10 times the number of variables if the survey uses correlation or multiple regression analysis. Being studied. There were 10 measurements in this study, so the number of samples was set at $10 \times 10 = 100$ samples. Deliberate sampling was used. This study uses four criteria to determine the sample. People who live in Denpasar. Age 17 to 21 on April 17 2019. Registered as a voter in the 2019 presidential election. I've even read the news about the 2019 presidential election at least once in the online media detik.com.

RESULTS

In this survey there were 50 male respondents with a percentage of 50% and 50 female respondents with a percentage of 50%. As can be seen from the gender characteristics, the number of respondents was 50 men and women, and the ratio was 50%. The proportion of respondents in this survey was the same, namely 20%, and there were 20 respondents aged 17 years or 20%. This was followed by 20% of respondents aged 18 years, 20% of respondents aged 19 years, 20% of respondents aged 20 years, and finally 20% of respondents aged 21 years. Among respondents to this survey, 46%, or 46, had a higher SMA/SMK/equivalent education.

The frequency of respondents reading the 2019 presidential election news on detik.com is mostly 1 time a week, which is 39%. Frequency of 2-4 times a week is 36%, frequency of 5-7 times a week is 20%. And the frequency is more than 7 times a week by 5%. This shows that respondents read the 2019 presidential election news not with much frequency in one week. Meanwhile, in terms of duration, it was found that most of the respondents read news about the 2019 Presidential Election for 0-5 minutes.

Of the 100 Denpasar City residents who were respondents in this study, 79% stated that they had not verified the 2019 presidential election news sourced from detik.com. Meanwhile, only 21% verified the news. This shows that most of the respondents did not verify because the respondents trusted the credibility of the detik.com online media.

All respondents, i.e. 100 people or 100% of first time voters voted by voting for the candidates for President and candidate for Vice President of the Republic of Indonesia in the 2019 Presidential Election on Wednesday, April 17 2019. Also, 100 first-time voters who voted in the 2019 Presidential Election, the majority decided on the presidential and vice presidential candidates who were chosen during the campaign period, namely 60 people or 60%. Followed by before the campaign period of 30%; on voting day by 7%; and while in the voting booth only 3%.

According to Morissan (2016b) to describe the results of each respondent's value based on the variables used in this study it is necessary to do a conversion, where the

respondents' answers can be classified into several measurement scales. The interval range is obtained by the total value calculated through the formula:

$$\text{Interval} = \frac{\text{highest value} - \text{lowest value}}{\text{number of classes}}$$

In this study using a maximum value of 4 and a minimum value of 1 so that the resulting interval based on the formula above is as follows:

$$\text{Intervals} = \frac{4 - 1}{4} = 0.75$$

The value interval generated through the formula above is compared with the scores in this study, then the criteria for obtaining the average score will be divided into 4 categories for each variable. The distribution of category division can be seen in table 1 below.

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

Intervals	Independent Variable (X)	Dependent Variable (Y)
1.00-1.74	Almost never/Very low	Very poor/Very low
1.75-2.49	Rare/Low	Bad/Low
2.50-3.24	Often/High	Good/High
3.25-4.00	Very often/Very high	Very good/Very high

Source: Morissan (2016b)

Based on the categories in table 1. Independent variable (X), access to presidential election news on online media detik.com, and dependent variable (Y), political participation of new voters in Denpasar in the 2019 presidential election.

In this study exposure to the presidential election news on detik.com online media as the independent variable (X). The results of the respondents' responses can be seen in table 2 below.

Table 2. Average of Respondents' Answers Regarding Exposure to Presidential Election News in Online Media detik.com (X)

Indicator	Average	Category
Frequency	3.14	Often/High
Duration		
Attention		

Source: Data Processing, 2020.

Table 2 shows the overall average score of respondents' responses to the presidential election news on detik.com online media. This is 3.14. Based on table 1 for the distribution of the independent variable category (X), the value of 3.14 is included in the frequent category. This means that the average Denpasar beginner voter who was selected as a survey respondent is often exposed to presidential election news on the online media detik.com.

In this study, the political participation of Denpasar beginner voters in the 2019 presidential election is the dependent variable (Y).

Table 3. Average of Respondents' Answers Regarding the Political Participation of Beginner Voters in Denpasar in the 2019 Presidential Election

Indicator	Average	Category
Deliver Support	2.53	Good/High
Attend Campaign		
Making Campaign Contributions		
Become a Success Team		
Invite Others		
Supervise the Voting and Counting of Votes		
Vote		

Source: Data Processing, 2020.

The political participation of Denpasar newcomers in the 2019 Presidential Election is 2.53. The value of 2.53 is in the best category. This means that the average number of first-time voters in Denpasar who were selected as respondents in this study showed a high level of participation and political participation in the 2019 presidential election.

This study uses simple linear regression analysis to measure the effect of independent variables on the dependent variable and uses independent variables as the basis for testing the research hypothesis to predict the dependent variable (Abdurahman, Muhidin, & Somantri, 2011). The results of a simple linear regression analysis using SPSS (Statistics Package for Social Sciences) version 18.00 for Windows can be seen in table 4 below.

Table 4. Results of Simple linear Regression Analysis

Variable	Regression Coefficient			Sig.
	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error		
Constant	7,527	2,661		0.006
Exposure to Presidential Eiection News on detik.com Online Media	0.811	0.104	0.617	0.000
R	0.617			
R Square	0.381			

Source: Data Processing, 2020.

The simple linear regression equation generated based on table 4 is as follows.

$Y = a + bX$
$Y = 7.527 + 0.617X$

Source: Data Processing, 2020

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

- The constant value (a) is 7.527. This value indicates that the political participation of young Denpasar voters in the 2019 presidential election (Y) is positive if respondents have not touched the news about the 2019 presidential election on detik.com (X) online media.

- b) The regression coefficient value for the standard coefficient is 0.617. This value indicates that whenever the popularity of news about the 2019 presidential election on online media detik.com (X) increases, the political participation of young Denpasar voters in the 2019 presidential election (Y) also increases. The simple linear regression equation with a positive value proves that the relationship between the two variables is one-way.

To test the hypothesis, this study uses SPSS (Social Science Statistics Package) version 18.00 for Windows to compare the significance (Sig.) with a probability of 0.05. The significance value was obtained at the same time when performing a simple linear regression analysis. From 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 probability of significance (Sig.) < 0.05, namely H₀ is rejected and H₁ is accepted. Namely, online media detik.com (X) about the political situation. First Voter Participation (Y) in Denpasar in the 2019 Presidential Election. Then you can look at the R-squared value to measure how much influence X has on Y. The R-squared in Table 4 is 0.381 which shows that the political participation of young voters in Denpasar in the Presidential Election 2019 was influenced by 38.1% by the placement of news about the Presidential Election in online media detik.com. The remaining 61.9% is influenced by other variables not included in this study.

DISCUSSION

One of the popular online news portals in Indonesia is detik.com, this is based on the results of research conducted by Roy Morgan Research in 2018, detik.com is the most accessed online news portal, namely 8.7 million internet users in Indonesia access the online news portal. During the 2019 Presidential Election, the online media detik.com became a source of information related to the 2019 Republic of Indonesia Presidential Election for first-time voters in Denpasar. News on the 2019 Presidential Election on online media detik.com during the period September 23 2018 to April 13 2019 uploaded 15,368 news about the 2019 Presidential Election.

Detik.com online media is 44ubic media or open to the 44ubic, so it can be accessed and read at any time by anyone who has access to the online media. Viewers who read detik.com news go through a public exposure procedure. People's exposure to media material, the impact of media content on audiences, or public exposure to media themes are all examples of media exposure. In this research, three metrics—frequency, length, and attention—were used to gauge media exposure. Data analysis shows an average score of 3.14 for the three indicators of media coverage, according to the high category.

Then, voters were inspired when they first heard the news about the 2019 presidential election on detik.com online media. One of them is political participation in the form of pre-election activism. Election campaigns are all forms of activities that are directly or indirectly related to an election. Participate in donations to party campaigns, volunteer in political campaign activities, participate in political party campaigns or rallies, solicit someone to support a political party and vote for a political party on its behalf, or vote in elections and supervise the conduct of elections. Voting and counting and evaluation of the proposed candidates.

Election involvement political participation in this study represents the political participation of new Denpasar student voters in the 2019 Presidential Election, including expressing support, participating in campaigns, contributing to campaigns, building successful teams, and others. Observation. Vote, count the votes, and vote. The average score of 2.53 for the seven political participation campaign indicators is included in the high category. This means that the average number of first-time voters in Denpasar who

were selected as respondents in this study had a high number of voters and political participation in the 2019 presidential election.

In general, Denpasar beginner voters who were selected as respondents were more politically involved in encouraging others to exercise their right to vote, and according to the survey, all respondents selected as respondents in this survey were novice voters to vote. For the 2019 presidential election, Wednesday April 17 2019 to be precise. Therefore, first-time voters generally have a high level of political participation in voting and encourage others to exercise their right to vote.

The researcher also carried out cross-tabulations on the two research variables taking into account the gender and age of the respondents. The results of cross-tabulation between news exposure variables and gender factors related to the presidential election in the online media detik.com show that female respondents are more likely to be news literate than male respondents in the fields. The median is 3.15 for women and 3.10 for men. The age crosstab revealed that respondents aged 21 years heard more news about the 2019 Presidential Election from online media detik.com. Age 21 years has an average score of 3.55, and the lowest average score is 18 years old with a score of 2.68.

The second variable, the results of the cross-tabulation of the political participation of first-time voters in Denpasar in the 2019 Presidential Election, shows that male respondents are more likely to participate in elections than female respondents, namely participating in politics, showing a high level. Male respondents had an average score of 2.43 and female respondents had an average score of 2.34. Meanwhile, based on age, respondents aged 21 years were found to be the most active in their political life, with an average score of 2.90. Respondents aged 18 had the lowest score, with an average score of 1.98.

The cross-tabulation of the two variables in the survey shows the fact that the 21-year-old respondent who most frequently reads presidential election news on the online media detik.com also has the highest political campaigning and participation. Here. 2019 presidential election.

In this study, researchers use Uses and Effects Theory to explain how media coverage affects political participation in election campaigns. In *The Sociology of Communication* (Bungin, 2017), he translated the definition of use and effect theory from Sven Windahl as a synthesis of the use and gratification approach and traditional effect theory. The concept of use is a very important or major part of this idea. It provides a way to understand and predict the outcome of the mass media process, because knowledge of the use of the mass media provokes it.

Sven Windahl's theory of Use and Effects was contextualized by the researchers as part of the study. Access to presidential election news on the online media detik.com is the use of media which means the use of roles as the use, political participation of new voters in Denpasar in the 2019 presidential election is the use of media. Effects caused by using the resulting role. This role means that the high or low level of electoral political participation is the result of the media's use and the method of political speech that is carried out by or via the media. Creating a knowledge of government and politics is the anticipated result of political communication. Party systems, nuances that lead to voting in general elections such as the 2019 presidential election.

Voting on Wednesday April 17 2020, the 2019 Presidential Election were held simultaneously throughout Indonesia, with the votes showing the President and Vice President of the Republic of Indonesia elected for the 2019-2024 period. Voters are selected as respondents. In this survey, 100% or 100 people vote for their presidential

and vice presidential candidates. Based on these facts, the theory of the use and effects of Sven Windahl in this study is proven.

A series of tests and data analysis were carried out to see how detik.com's online media coverage of the presidential election had an impact on the political participation of voters from Denpasar who took part in the 2019 presidential election for the first time. Me. Validity and reliability tests show that the data in this study are valid and reliable and can be used. All measuring elements have Pearson Product Moment Correlation values > 0.30 and are therefore considered valid. Meanwhile, the value of the Cronbach alpha confidence factor (α) for all instrument elements is > 0.60 , so it can be accepted as reliable. The research data is claimed to be normally distributed using the data normality test using the Kolmogorov-Smirnov method for one sample. Asymptote significance value (two-tailed) is 0.310 which means > 0.05 , so it is declared normal as a condition for testing the hypothesis. The correlation coefficient test which determines the closeness of the relationship between the variables X and Y gives a result of 0.617 which means the closeness or strength of the relationship between the two variables is at a strong level.

The researcher then performed a simple linear regression analysis and simultaneous hypothesis testing using SPSS (Statistics Package for Social Sciences) version 18.00 for Windows. The results of hypothesis testing show that H1 is accepted and H0 is rejected because the significance value (Sig.) is 0.000 which is smaller than the probability of 0.05. This proves the impact of publishing news on the presidential election on the online media detik.com on the political participation of young Denpasar voters in the 2019 presidential election.

Simple linear regression analysis also finds constant (a) to be 7.527. This means that young voters in Denpasar will participate in the presidential election if the respondent does not mention news about the presidential election in the online media detik.com. The 2019 election went well. The regression coefficient value is 0.617, which means that every time access to presidential election news on detik.com online media increases, the political participation of young Denpasar voters in the 2019 presidential election also increases. Based on the value of the constant (a) and the regression coefficient, the resulting simple linear regression equation is positive. The expression is positive, indicating that the relationship between the two variables is one-way. The magnitude of the influence of variable X on variable Y is determined by R Square. The resulting R-squared is 0.381, which means that the political participation of young voters in Denpasar in the 2019 presidential election was 38.1%, which was influenced by the news about the presidential election on the online media detik.com, which means that 61.9% were affected. With other variables outside of this study. Out-of-study variables can be influenced by different demographic factors of the respondents. Of the 100 respondents analyzed based on their last education, 46% had a senior high school/vocational school/equivalent education based on jobs that were dominated by students/students and paid less than IDR 500.00 per month up to 76% based on their income. 54%, and related to the reading habits of the respondents, 81% of the respondents like to read.

CONCLUSION

Based on the research findings described in the results and discussion, the researchers concluded that the average Denpasar beginner voter who voted in Denpasar who was selected as a respondent in this study was often exposed. In the news of the 2019 presidential election. Internet version of detik.com The average number of first-time voters from Denpasar who were selected as respondents in this study showed a high level of participation and political participation in the 2019 presidential election.

Access to the 2019 Presidential Election news on the online media detik.com means the use of the media, or its role as a utility, to increase the political participation of young Denpasar voters in the 2019 Presidential Election using the media to act as an effect. This role means that the high or low level of electoral political participation is the result of the use of the media and the process of political communication carried out by or through the media. In general elections such as the 2019 presidential election, the impact of political communication is expected to lead to voting.

Based on these facts, the theory of the use and effects of Sven Windahl in this study is proven. Based on the results of hypothesis testing carried out with a combination of simple linear regression analysis shows that H1 is accepted and H0 is rejected. This proves that the spread of presidential election news on detik.com online media will affect the political participation of first-time voters in Denpasar in the 2019 presidential election. The resulting simple linear regression equation is positive, indicating a one-way relationship between the two variables. Along with the widespread coverage of the presidential election in online media detik.com, the political participation of voters who came to Denpasar for the first time in the 2019 presidential election has also increased.

The proposal for this study is for the KPU to make more use of online media as a means of pre-election outreach. On the other hand, detik.com as one of the mass media in Indonesia should carry out an educational function by conveying information and news about the world of politics through packaging that attracts the attention and attention of voters for the first time. Prospective voters can use online media for positive and useful activities, such as reading media news about the election process for more reliable information. Prospective voters are expected not to oppose politics, but can use online media as a channel for political participation and expression.

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DECLARATION OF CONFLICTING INTERESTS

All authors have no conflict of interest with other related parties.

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