



Youth Voter Perception of Political Parties

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ABSTRACT

This research tries to see how youth voter perception (public senior high school) that exist in Medan to political parties. Youth voter is one of the important elements in the election. The election in 2014 was the first election for those categorized as youth voter. Youth voter have a fairly large amount, making it great potential for those who want to reap the vote in the election. In this case, political parties as the main participants in elections is a part that directly in contact with youth voter. However, the dynamics of Indonesian politics where political party members caught many criminal cases raises the question, how youth voter perception of the political party? Did the dynamics influence their perception? The theory is used to explain the perception is theory of David Krech and Fred Luthans. The elaboration of youth voter given by the electoral commission as part of the general elections in Indonesia. An understanding of the political parties can be seen explanation by Joseph Lapalomba, Myron Weiner, Carl Friederich, Roger Soltau and Sigmund Neumann. While further explanation of political parties expressed by Gabriel Almond. By using questionnaires as the main techniques of data collection, the study relies on the analysis of the interviews were obtained. Youth voter have a great enthusiasm to face an election. With the amount of information available, also with so many media intermediaries such information. However as noted earlier, political parties do not play a main role, but the negative news that emerged as the consumption of youth voter. Youth voter great enthusiasm, although supported by a large potential just is not without obstacles. Enthusiasm is merely ceremonial. Lack of interest in other substantive activities result of poor understanding of the whole electoral process.

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1. INTRODUCTION

Beginner voters are categorization of young people who will use their right to vote for the first time in general elections (Fitriah, 2014) (Sarmini et al., 2013). In fact, in Indonesia, members of the TNI/Polri who have recently retired and received their right to vote as citizens are also categorized as first-time voters (Tinuntung, 2014). However, this is very limited and does not cover the understanding of first-time voters in general because they only get voting rights due to certain conditions. In general, first-time voters are students, early semester students and other young groups who according to the law have met the requirements to vote in general elections (Sarmini et al., 2013). The separation of this young group into first-time voters has its own reasons. Beginner voters have different characteristics from other voters in general (Kota & Yustian, nd). Typical characteristics of youth such as being critical, wanting to try/being curious about new things, being independent, pro-change and other characters that are no longer found in mature adults and usually have the option of being a value for first-time voters. These characters are qualified enough to build a community of intelligent voters generation. This is because the existing characters cause youth to have more rationality considerations regarding current conditions. However, due to the lack of experience in voting in elections, first-time voters need to know and understand various things related to elections in advance. Typical characteristics of youth such as being critical, wanting to try/being curious about new things, being independent, pro-change and other characters that are no longer found in mature adults and usually have the option of being a value for first-time voters. These characters are qualified enough to build a community of intelligent voters generation. This is because the existing characters cause youth to have more rationality considerations regarding current conditions. However, due to the lack of experience in voting in elections, first-time voters need to know and understand various things related to elections in advance. Typical characteristics of youth such as being critical, wanting to try/being curious about new things, being independent, pro-change and other characters that are no longer found in mature adults and usually have the option of being a value for first-time voters. These characters are qualified enough to build a community of intelligent voters generation. This is because the existing characters cause youth to have more rationality considerations regarding current conditions. However, due to the lack of experience in voting in elections, first-time voters need to know and understand various things related to elections in advance. pro change and other characteristics that are no longer found in mature adults and usually already have a choice of value for first-time voters. These characters are qualified enough to build a community of intelligent voters generation. This is because the existing characters cause youth to have more rationality considerations regarding current conditions. However, due to the lack of experience in voting in elections, first-time voters need to know and understand various things related to elections in advance. Pro change and other characteristics that are no longer found in mature adults and usually already have a choice of value for first-time voters. These characters are qualified enough to build a community of intelligent voters generation. This is because the existing characters cause youth to have more rationality considerations regarding current conditions. However, due to the lack of experience in voting in elections, first-time voters need to know and understand various things related to elections in advance. This is because the existing characters cause youth to have more rationality considerations regarding current conditions. However, due to the lack of experience in voting in elections, first-time voters need to know and understand various things related to elections in advance. This is because the existing characters cause youth to have more rationality considerations regarding current conditions. However, due to the lack of experience in voting in elections, first-time voters need to know and understand various things related to elections in advance. This is because the existing characters cause youth to have more rationality considerations regarding current conditions. However, due to the lack of experience in voting in elections, first-time voters need to know and understand various things related to elections in advance.

For example, what is an election, why there is an election, what are the stages and how to participate in the election, who is entitled to participate in the election and other matters related to elections such as political parties as election participants (Sardini, 2011)(Supriyanto, 2007). These questions are important to ask so that novice voters will become smart voters in determining their choice in the election. It is estimated that in each election, the number of first-time voters is around 20-30% of the total number of voters in the election. In the 2004 elections, the number of first-time voters was around 27 million out of 147 million voters. In the 2009 Election, there were around 36

million voters out of 171 million voters. 2010 BPS data: Population aged 15-19 years: 20,871,086 people, ages 20-24 years: 19,878,417 people. Thus, the number of young voters was 40,749,503 people. This number is very large and can determine the victory of certain political parties or candidates competing in the general election. Thus, do not let their rights as citizens become meaningless due to technical and unexpected mistakes. For example, they cannot use their voting rights in elections because they are not registered in the voter list and other mistakes. In an election, one vote greatly influences political victory, moreover, the number reaches millions such as first-time voters (Amir, 2014). So in every election, first-time voters are always being fought over by various political forces. In the lead-up to the election, political parties and other election participants usually create programs and propaganda aimed at attracting new voters. Various activities to form a community among young people so that they want to provide support and votes to certain candidates and parties (Cahyo, nd) (Furqon, 2013). The aim is none other than for them to get a significant number of votes to win the election of other election contesting candidates. At least the regeneration process of political cadres, which requires a lot of time and money, can be resolved by embracing novice voters (Indonesia, nd). If there is no support from first-time voters, it will actually be very detrimental to the sustainability of the existing process within a party as well as the direct impact on the election, losing a significant number of potential voting sources. However, the existing object of political study should not stop at the vote counting stage.

There needs to be a perspective that is needed to be addressed in placing novice voters in a wider political sphere (Nurcahyo, nd). This is how to put youth as the subject of political education itself. So far, these first-time voters have only served as political objects, like any other society in general. They are seen only as a storehouse of votes in winning elections, nothing more. The fact that can be found is that voting activities in elections are carried out randomly, that is, without understanding and political awareness (Aceh, 1989). This shows that political awareness has not yet been achieved, without neglecting the ongoing progress. As a result, it can be felt that the absence of political awareness is present in every appearance of their participation. This is nothing more than a ritual action which requires more to be aborted, without meaning, hopefully not as an act of acute apathy due to emotional saturation. As long as this point of view does not change, it is certain that it will only trigger "political exploitation" among these first-time voters. Forever they will only be the object of the sufferer, and the object of interest of a group of groups who want only voice support. In the last few months, there have been so many political parties that have designated students, first-time voters, as targets for voting support (Soeharto, 2012) (Wardhani & Atmodjo, 2013).

Political parties openly socialize themselves through the mass media declaring that they are ready to embrace these circles. Facilities devoted to youth are prepared in such a way as to allow them to express themselves according to their interests and hobbies. Surprisingly, some political parties have prepared a series of programs that are fantastic enough to attract students to be actively involved. The findings of the Kriya Mandiri Solo Youth Care Institute (LPR), which conducted a poll of first-time voters in Solo on February 19, 2009, could reflect the impact of the current pattern of voter voters. According to the LPR survey, the potential for golput for beginner voters in Solo is quite high. Of the 340 respondents randomly selected from ten SMA and SMK in Solo, only 21, Only 49% said they were ready to vote. The remaining 60.51% stated that they were not sure whether to vote or not, meaning that they had the potential to abstain from voting, and 18% firmly stated that they did not vote. The survey results also showed that 67.55% of first-time voters did not know the exact stages and system of the election. Not only that, as many as 76.40% even admitted that they did not know the number of political party contestants. This shows that the level of interest of first-time voters to participate in the 2009 General Election is still very low. This attitude can be seen from 91.01% of respondents stated that they are not willing to participate in campaign activities. 55% of first-time voters do not know the exact stages and system of the election. Not only that, as many as 76.40% even admitted that they did not know the number of political party contestants. This shows that the level of interest of first-time voters to participate in the 2009 General Election is still very low. This attitude can be seen from 91.01% of respondents stated that they are not willing to participate in campaign activities. 55% of first-time

voters do not know the exact stages and system of the election. Not only that, as many as 76.40% even admitted that they did not know the number of political party contestants. This shows that the level of interest of first-time voters to participate in the 2009 General Election is still very low. This attitude can be seen from 91.01% of respondents stated that they are not willing to participate in campaign activities.

The conclusion was that there was a missing part in the process that should have been running. Political parties and election participants only turn first-time voters as political objects to win elections without educating political education (Dani, 2010) (Triastari, 2011). Lack of understanding and awareness in voting as well as knowledge of the electoral process itself has made new voters have great potential to become apathetic. Whereas the future of Indonesian democracy depends on these three things, first-time voters, political parties/election participants and the relationship between the two (Utomo, 2012).

2. RESEARCH METHOD

The method used is a qualitative approach (Sukmadinata, 2005) (Arikunto, 2010). This is because qualitative methods provide greater opportunities for expression and explanation (Arikunto, 2010). According to Blaxter, qualitative research tends to focus on exploring as much detail as possible a number of examples or events that are considered interesting and enlightening, with the aim of getting a deep understanding, not broad. Qualitative research is intended as a type of research where the findings are not obtained through statistical procedures or other forms of calculation. When viewed from the characteristics of the problem based on its functional category, this research is included in field research (Arikunto, 2010). Field research is an in-depth study of a social unit in such a way as to produce a well-organized and complete picture of the social unit. Its scope can cover the entire life cycle or it can only include certain segments. It can focus on several specific factors and can also pay attention to an entire element or event. The purpose of field research is to study intensively the background, recent status, and environmental interactions that occur in a social unit such as an individual, group, institution, or community. To obtain data from the population to be studied, this study used a quota sampling. Quota sampling is a sampling technique in which the researcher provides limits and quantities (quotas) so that the diversity of the population can be obtained. Quota samples use limits (certain requirements) before a sample is taken. This can reduce the subjectivity of the researcher as the likelihood that the sample will be drawn for subjective reasons (eg, researcher's interest) can be limited. There are two stages to quota sampling. First, the researcher created a quota matrix. This matrix is the distribution of the desired sample. This matrix consists of two parts, namely the selected category and the number of samples for each category. Second, the researcher then just needs to look for samples according to the number and category. After the data is collected, it is necessary to follow data processing (data processing). Data processing includes editing (editing) data. Editing data is the activity of checking the data that has been collected. After processing the data, the next step is to analyze and interpret the data. Data analysis refers to the activity of organizing data into certain arrangements in order to interpret the data, tabulated according to the arrangement of data presentations needed to answer research problems. Research with a qualitative approach emphasizes the process of inference and analysis on the dynamics of the relationship between observed phenomena, using scientific logic (Semiawan, 2010). This does not mean that the qualitative approach does not use quantitative data support at all, but the emphasis is not on testing hypotheses but on efforts to answer research questions through formal and argumentative ways of thinking. The initial stage is to collect data from existing sources within the scope of the research and trace it further so that it can be presented in the discussion. After being processed in the discussion, conclusions are drawn from the data based on the results that have been obtained.

3. RESULTS AND DISCUSSIONS

3.1. Respondent Data.

Characteristics of Respondents Based on Gender, 103 male (49.05%), 107 female (50.95%), data obtained that the percentage of male and female respondents is not much different and it can be said that in this study the gender of the respondents does not have a problem if it is related to the imbalance of one sex as a more dominant respondent. Characteristics of Respondents Based on Age: 17 Years 157 people (74.76%), 18 Years 53 (25.24%) it can be seen that respondents who are 17 years old are more dominant. In determining respondents, the selected category was students who were 17 years old on April 9, 2014. Characteristics of Respondents Based on Education, In this study all respondents were students of class XII at the Senior High School (SMA) level. Education is important in influencing a person's choice to vote or not in general elections. Someone with secondary to high education tends to decide to participate in general elections, whereas someone with low education tends to stay at home and is not interested in voting. This is based on the influence of education that can broaden one's horizons so that they have sensitivity to the things that are happening around them. Characteristics of Respondents Based on Religion, Religion is a teaching system that regulates the system of faith in God Almighty and the rules relating to intercourse between humans and the environment. 132 people were Muslims (62.86%), 50 Protestants (23.81%), 27 Catholics (12.85%), Hindu as much as 1 person (0.48%). We can conclude that the level of political participation of voters who are Muslim has a greater chance based on the number compared to the level of political participation of voters who come from other religions. Characteristics of Respondents Based on Ethnicity / Ethnicity, Javanese as many as 72 people 34.29%, Batak as many as 58 people (27.62%), Mandailing as many as 25 people (11.90%), Malays as many as 10 people (4.76%), Karo as many as 33 people (15.71%), Aceh as many as 6 people (2.86%), Sundanese as many as 5 people (2.38%), India as many as 1 person (0.48%), that the voters are dominated by two ethnicities, namely Javanese and Batak. This can be used as an illustration that in general it can be said that the composition of first-time voters in Medan City based on ethnicity is more or less the same as the respondent's data.

3.2. Data analysis

Data analysis is the presentation and explanation of data from a list of questionnaires or questionnaires that are distributed to respondents who are the samples of this study (Stephanie, 2013). Explanation in data analysis is needed so that the results of this study can be more easily understood. The questionnaire submitted by the author to the respondents who became the sample in this study was a list of questions related to the perceptions of voters who have voted for the first time against political parties (Febrian SYAH, 2014) (Sundari, 2014). Respondents are students of class XII State Senior High Schools in Medan City. In presenting the data, the analysis was based on a questionnaire to 210 respondents from 21 public high schools in Medan.

Permanent Voters List, totaling 195 people from 210 respondents of the 195 respondents, all of them admitted to using their voting rights in general elections. It can be said that the political participation of first-time voters in Medan is very high based on the respondents studied with a participation rate of 100%. Only 4 respondents (1.9%) did not understand that if they have been married, even though they are not yet 17 years old, a person can be registered as a voter in the general election. It can be said that the general election organizers can be said to have succeeded in disseminating basic information to the public, especially first-time voters. Other visual media also play a very important role in the socialization process carried out, considering that nowadays it is very easy for people to get information with the presence of technology on every line. Mass media, television, banners and social media applications on privately owned mobile devices are the main supporters of the spread of this information. In general, the public equates the meaning of all election activities in Indonesia. However, the general election is actually the election of members of the legislature as representatives of the people in the government followed by political parties as participants with the aim of winning the general election. So it can be ascertained that the 120 respondents who answered that the general election was also held in July did not yet have the correct knowledge about the general election. The election held in July is a presidential election, not a general election. Respondents do not seem to have a good understanding of the objectives of holding the general election when faced with existing answer choices. The purpose of holding general elections is to elect members of the legislature,

namely the DPR, DPD and DPRD. General elections are not held to elect political parties, let alone the president and vice president who are elected in the presidential election. The majority of respondents know that the implementation of general elections (Pemilu) that is held in Indonesia is every 5 years with a percentage of 91.43% (192 people), respondents who answered that the general election was held every time there was a change in law got an answer with a percentage of 3.33% (7 people), each year the respondents' answers were answered with a percentage of 0.96% (2 people), and those who answered each year were answered by 4 people (1.90%), while those who answered did not know as much as 2.38% (5 people). This means that most respondents are aware of the cycle of holding a general election in Indonesia. However, it is quite unfortunate because there are a few who do not understand basic information like this. It is known that as many as 89 respondents (42.38%) answered 12 political parties participating in the 2014 general election, 22 respondents (10.48%) answered 13 political parties that participated in the general election, 33 respondents (15.71%) answered that The number of political parties participating in the 2014 general election was 14 and respondents who did not know the number of political parties participating in the 2014 general election were 66 respondents (31.43%). From these data, it can be seen that more than half of the respondents do not know for sure about the number of political parties that participated in the 2014 general election. Most of the cause is the verification process that did not run properly so that there were two additional parties that challenged the results of the verification. Then the emergence of local parties in Aceh also influenced respondents in determining the number of political parties due to the serial numbers for the two parties registered after a lawsuit against verification.

Respondents' Responses Regarding Local Parties in the Regions, we know that respondents who answered local parties in Aceh Province were 157 people (74.77%), and those who answered local parties in each special region were 41 people (5.71%), while 41 people who answered did not know (19.52%). The data also shows that most respondents already know the local political parties in Aceh Province. Respondents' Responses About the Purpose of Political Parties, that the majority of respondents answered that the goal of political parties was to become president with 88 people (41, 90%) who answered to win the general election of respondents who answered thus as many as 71 people (33, 81%), and those who answered to become people's representatives were 36 people (17.14%), while those whose answers did not know were 15 respondents with a percentage of 7.14%. The goal of political parties is to win elections. The presidential election which is distinguished from the legislative election in Indonesia is an anomaly of the political system. This has a significant impact on understanding the aims of political parties.

Respondents' Responses About Information Sources Regarding Elections, Media participation in shaping public opinion is an effort to shape people's attitudes and actions regarding a political issue and/or political actor. Within this framework the media convey discourse or political discourse to the public. The forms of political discourse in the media include text or political news in which messages will be conveyed. Because of this ability to form public opinion, the mass media are often used as a propaganda tool in political communication. From the table above it can be seen that respondents get more information from the mass media about the general election with a percentage of 44.77% or as many as 94 people, while those who answered their sources of information about the general election were from social media (Facebook, Twitter, Instagram, etc.) as many as 35.71% or 75 respondents, and those who answered got information about the general election from communicating with other people as many as 9.05% or as many as 19 people, while those who answered that the information obtained about the general election was by looking at the tools campaign displays such as banners/billboards/billboards as many as 10.47% or 22 respondents. The reason respondents get more information from mass media and social media is the rapid development of technology. Messaging objects, both electronic and printed, can be easily obtained. This is reinforced by social media which allows respondents to get information in their daily lives, anywhere and anytime.

As for the neighbors of the respondents who were members of political parties or candidates for legislative members, the percentage was 17.62% or the number of respondents was 37 people. However, when added up as a whole, the number of respondents who have people around them as

party members or legislative candidates, be they from family, neighbors or acquaintances, is more than those who do not, with 131 respondents or 62.38%.

Socialization activities on political education or general elections held by the General Election Commission (KPU) involving first-time voters is one of the priorities of the KPU's function, namely the socialization function. Schools also play a role in the socialization of general elections. Political parties as participants in the general election are not seen as the spearhead in the success of the general election itself. Pragmatism can be seen from the low role of parties in the socialization process for constituents.

Respondents' Responses Regarding the Intensity of Viewing Legislative Party/Candidate Ads in Mass Media Ahead of the Election (Starting from the Beginning of 2014), shows that the intensity of respondents in viewing political party/legislative candidate advertisements in the mass media ahead of the general election (starting from early 2014) can be said to be high. Where respondents who saw the advertisement of parties/legislative candidates several times a day were 147 people (70%), and for respondents who saw it at least once a day were answered as many as 55 people (26.2%), while those who only saw it a few times in a day. 8 people answered (3.8%) a week. The high intensity is inseparable from the advertisements of political parties in the mass media, especially television media. There are several national television stations, owned by general chairpersons of political parties or functionaries of certain political parties. Like TV One, which featured a lot of advertisements from the Golongan Karya party (GOLKAR), led by Aburizal Bakrie, Metro TV, which reported a lot about the campaign activities of the National Democratic Party (NASDEM) to the inauguration of party officials in the regions by its general chairman. Surya Paloh. The People's Conscience Party (HANURA) campaign which is mostly shown on MNC Group television stations such as RCTI, Global TV, MNC TV, and Sindo TV led by Hari Tanoesoedibyo, who is the deputy chairman of the HANURA party and as chairman of the party's Election Winning Body (BAPPILU) the. which was led by Aburizal Bakrie, Metro TV, which reported a lot about the campaign activities of the National Democratic Party (NASDEM) to the inauguration of party management in the regions by its general chairman Surya Paloh. The People's Conscience Party (HANURA) campaign which is mostly shown on MNC Group television stations such as RCTI, Global TV, MNC TV, and Sindo TV led by Hari Tanoesoedibyo, who is the deputy chairman of the HANURA party and as chairman of the party's Election Winning Body (BAPPILU) the. which was led by Aburizal Bakrie, Metro TV, which reported a lot about the campaign activities of the National Democratic Party (NASDEM) to the inauguration of party management in the regions by its general chairman Surya Paloh. The People's Conscience Party (HANURA) campaign which is mostly shown on MNC Group television stations such as RCTI, Global TV, MNC TV, and Sindo TV led by Hari Tanoesoedibyo, who is the deputy chairman of the HANURA party and as chairman of the party's Election Winning Body (BAPPILU) the.

Respondents' Responses About Party/Legislative Candidates' Ads in Mass Media, shows that respondents in responding to party/legislative candidate advertisements in the mass media have a greater number than those who just glimpsed or missed them. In this case the percentage is 48.57% with 102 respondents, and those who only glimpse the percentage is 32% with 67 respondents, while those who only skip advertisements about parties/legislative candidates, the percentage is 19.52% or the number of respondents. as many as 41 people. From this data, we can conclude that advertisements for political parties/legislative candidates are able to attract the attention of novice voters. Respondents' Responses Regarding the Use of Voting Rights, It is known that there are still 9 voters who will not use their voting rights in the 2014 general election (4.28). Meanwhile, those who would use their voting rights reached 93.81% with the number of respondents as many as 197 people. However, there are still people who do not know whether to use their voting rights in the general election, namely 4 people (2%). It can be seen that the respondents' enthusiasm for the general election is very high. In accordance with the character of first-time voters as respondents who always want to try new things, in this case voting in general elections. It can be seen that the respondents' enthusiasm for the general election is very high. In accordance with the character of first-time voters as respondents who always want to try new things, in this case voting in general elections. It can be seen

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Respondents' responses about the reasons for voting/not voting and using the voting rights, show that the reasons for respondents using their voting rights in the general election are because they are aware of their voting rights which are mostly chosen by respondents with a percentage of 72.39% with 152 respondents. Because of the influence of family which was the reason for using the right to vote in the general election, as many as 28 people were elected or with a percentage of 13.33%, because of the influence of friends/acquaintances who were used as reasons for choosing answered by 15 respondents or 7.14%. There were 3 respondents (1.43%) who would not vote because they did not know about the party/legislative candidate and 12 respondents or 5.71% had no reason to vote. The results of interviews conducted with respondents who answered that making them aware of their voting rights as a reason for voting was because novice voters had high hopes for the implementation of the 2014 general election, namely that the elected legislative members would later bring good changes. Even though it is still normative, the enthusiasm and hopes of first-time voters can be seen based on the answers given.

Respondents' Responses About Reasons for Choosing Political Parties, Reasons for choosing a political party due to family/friends/acquaintances were the most widely chosen answers, namely 147 respondents (70%), because the party symbols (images, flags, colors, figures) were chosen by 24 people (11.43%), as well as respondents who chose answers to party activities (programs, vision and mission, advertisements) were used as reasons for choosing political parties as many as 39 people (18.57%). Other people play a very important role in this phase, which should be the attention of political parties more seriously. The data above shows that it is not visuals and party programs that are the strong reasons for new voters to vote for political parties. But the human resource factor in it,

Respondents' Responses Regarding Phenomena/Incidents About Parties/Legislative Members, showed that respondents who only heard news about incidents at political parties/legislative members were more than the other answers with a percentage of 44.29% (93 respondents), respondents who told about -that to other people get a percentage of 30%, and the percentage of respondents who are looking for new news and references about it is 21.9% while respondents who do not care about this are answered by 8 respondents with a percentage of 3.81%. A balanced portion between those who are more interested and those who tend to ignore news or political phenomena. The packaging made by the mass media can be said to have succeeded in attracting the attention of first-time voters.

Respondents' Responses About Good Party Platform / Ideology, showed that respondents who chose the platform/ideology of the dominant nationalist political party, with the number of respondents who chose 137 people (65.24%), respondents who chose parties with religious platforms were 32 people (15.24%), 21 respondents or 10% voted for the ideological party, while 20 people did not know about the platform/ideology of political parties (9,52). From the results of interviews conducted with respondents, they quite understand the examples of parties that have a nationalist platform/ideology such as the Democratic Party, the Golongan Karya Party (GOLKAR), the Indonesian Democratic Party of Struggle (PDI-P), the Great Indonesia Movement Party (GERINDRA). People's Conscience Party (HANURA), National Mandate Party (PAN), Democratic National Party (NASDEM). while examples of parties with religious platforms such as the United Development Party (PPP), the Prosperous Justice Party (PKS), the National Awakening Party (PKB) and the Crescent Star Party (PBB). However, this is still limited to the identification of party figures who often appear, not an understanding of the concept of a political party itself. Respondents' Knowledge of Political Parties Participating in the 2014 Election, it is known that there are 4 parties that get a 100% percentage, namely the Golongan Karya Party (GOLKAR), the Indonesian Democratic Party of Struggle (PDI-P), the Great Indonesia Movement Party (GERINDRA), and the DEMOCRAT Party. Other political parties that participated in the 2014 general election received different percentages from. Where the National Awakening Party (PKB) was answered by 176 respondents (83.81%), The National Mandate Party (PAN)

received answers from 208 respondents (99.04%), the United Development Party (PPP) received answers from 172 respondents (81.90%), the Democratic National Party (NASDEM) received 198 respondents (94.29%), The Prosperous Justice Party (PKS) was answered by 201 respondents (95.71%), the People's Conscience Party (HANURA) received answers from 187 respondents (89.05%), and the Star Moon Party (PBB) was answered by 133 respondents (63.33%), while the Indonesian Justice and Unity Party (PKPI) received answers from 102 respondents (48.57%). From the results of interviews, respondents revealed that their knowledge of the 2014 General Election contestants was from the existence of figures in the party, such as from the GOLKAR Party, Aburizal Bakrie, from PDI-P there was former President Megawati Sukarnoputri, and the Governor of DKI Jakarta who is the candidate for President of the party, Joko Widodo (Jokowi), the GERINDRA party is the chairman of its board of trustees Prabowo Subianto who is also a candidate for President 2014, while for the DEMOCRAT party there is the figure of President Susilo Bambang Yudhoyono (SBY), as well as government party. Apart from national figures from the parties participating in the 2014 general election, regional/local political figures have also made the party known to respondents.

Respondents' Responses Regarding Colors Identical to a Party, shows that the colors with the highest percentage of respondents' choices are blue, yellow, and red. Where the percentage of blue is 99.04% (208 respondents), yellow is 97.62% (205 respondents), and red is 95.24% (200 respondents). From the results of interviews with respondents, the blue color is identified by the respondent with the DEMOCRAT Party, NASDEM, the National Mandate Party (PAN), while the yellow color according to the respondents is identical to the Golongan Karya Party (GOLKAR) and the People's Conscience Party (HANURA), while red is the color. identical to the colors of the Indonesian Democratic Party of Struggle (PDI-P). The green color that was answered by respondents with a percentage of 84.29% (177 respondents) is identified with the color of the United Development Party (PPP), The National Awakening Party (PKB), the Crescent Star Party (PBB) and the black color party that were answered by respondents with a percentage of 67.62% (142 respondents) were identified with the colors of the Prosperous Justice Party (PKS). The purple color which was answered by respondents with a percentage of 13.33% (28 respondents) is identified with the color of the Peaceful Prosperity Party (PDS), even though it was not a participant in the 2014 general election. While the white color was answered by the respondent with a percentage of 72.38% (152 respondents) identified with the colors of the Great Indonesia Movement Party (GERINDRA).

Respondents' Responses About the Functions of Political Parties, it is known that the function of political parties as political recruitment received the highest percentage of respondents' answers with 94.28% (198 people), as political winners got a percentage of 91.90% (193 respondents), as Political communication which was answered by respondents as a function of political parties was answered as much as 87.14% (183 respondents), as a political manager was answered as much as 77.14% (162 people), as political socialization was answered by 74.76% (157 respondents). It should be underlined that political winning is not a function of political parties, so it can be said that respondents do not fully understand the function of political parties with the objectives of political parties.

Respondents' Responses About Terms Often Heard In Elections, Of the nine terms in the questionnaire answers, the term "Success Team" was the most frequently heard with a percentage of 98.1% (206 respondents), the term "Golongan Putih" (Golput) answered with a percentage of 90% (189 respondents), the term "Beginner Voters" who were respondents in this study was often heard by 175 respondents (83.33%), the term "Black Campaign" was answered by 183 respondents (87, 14%), the term "Money Politic" is often heard by 174 people (82.85%), the term "Negative Campaign" is often heard by 157 people (74.76%), and the term "Serangan Fajar" 121 respondents (57.61%) often heard, while the term "One Man One Vote" was often heard by 89 people (42.38%). Ahead of the general election these terms often appear and be heard in mass, social and other media.

Respondents' Responses Regarding the Meaning of Terms in the Election, The understanding of respondents based on the terms in the general election is very good. This can be seen from the percentage of respondents' answers, where the meaning of the term "Beginner Voters" is known to mean as many as 204 respondents (97.14%). This is because the term appears a lot in mass media, social

media, and general election socialization activities carried out by schools, the General Election Commission (KPU), and non-governmental organizations/organizations. The term "Swing Voters/Floating Voters" was known to 87 respondents (41.43%), the term "Golongan Putih" (Golput), the meaning of which was known to the respondents as much as 165 (78.57%), the term "Dawn Attacks" was known as 142 people (67.62%), The term "Money Politic/Money Politics" was known to respondents as meaning 174 people (82.85%), and the term Black Campaign, respondents who understood the meaning were 202 people (96.20%), this term is one of the most widely used terms. 206 respondents (98.1%) answered after the term "Success Team", while 188 respondents (89.52%) answered the term "Negative Campaign". Finally, the term "One Man One Vote" is known by 78 respondents (37.14%). While the term "Negative Campaign" was answered by 188 respondents (89.52%). Finally, the term "One Man One Vote" is known by 78 respondents (37.14%). while the term "Negative Campaign" was answered by 188 respondents (89.52%). Finally, the term "One Man One Vote" is known by 78 respondents (37.14%).

Respondents' Responses About the Frequently Seen Content of Political Parties or Legislative Candidates Advertisements, it shows that, the content of the party/legislative candidate advertisements most often seen by respondents is persuasive words/invitations to vote for parties/candidates with answers to 181 out of 210 respondents (86, 20%), political party advertisements containing party/candidate slogans received 147 respondents (70%), advertisements containing candidate photos/party images received answers from 142 respondents (67.62%), and advertisements containing vision and 118 respondents (56.20%) answered the mission of the candidate/party while 96 people (45.71%) answered the ad containing the serial number/how to vote for the candidate/party.

Respondents' Responses Regarding Factors Considered Important in Choosing Legislative Candidates, it is known that the answers that are mostly answered by respondents about the factors that are considered important in choosing a legislative candidate are the factor of religious equality, with a percentage of 42.38% (89 respondents), the vision and The mission/program carried out was answered with a percentage of 32.39% (68 respondents), the appearance factor (handsome/beautiful) of the candidate/candidate had a percentage of 11.42% (24 respondents), and the factors that were considered important by the form of the campaign (advertisements/banners/billboards) has a percentage of 12.86% (27 respondents), while those who do not know what factors are considered important in choosing legislative candidates have a percentage of 0.95% (2 respondents). Respondents' Responses About Factors Considered Important In Choosing Political Parties,

Respondents' Responses About Mass Media News Most Frequently Viewed Relating to Parties/Legislative Members (DPR, DPD, DPRD), shows that respondents who often see news about parties/members of the legislature (DPR, DPD, DPRD) are most associated with corruption cases/legal problems for party and legislative members with a percentage of 93.81% (197 respondents), news about the attitudes and opinions of parties/members of the legislature about corruption or political phenomena and the state gets a percentage of 91.42% (192 respondents), news about the problem internal party (divisions, disputes, or differences in opinion among party members etc.) obtained a percentage of 86.19% (181 respondents), news about the expansion and ratification of the Law (UU) received a percentage of 50.95% (107 respondents) while news about recess/accommodating people's aspirations and problems in the regions obtained a percentage of 39.52% (83 respondents). From this data we can also conclude that respondents (novice voters) paid more attention to news about parties/members of the legislature relating to legal issues, especially corruption cases, disputes between internal parties.

4. CONCLUSION

To determine how the perceptions of first-time voters in Medan City can be seen using several factors. Factors that greatly influence the perceptions of first-time voters are: (1). Stimulus, input of information is one of the bases in shaping perception. Based on the background of the respondents, most of them have people associated with political activities. In this case, either as a member of a political party or as a candidate for legislative members. Their surroundings also contributed

significantly. School as a second home also plays a role in addition to the general election commission. Even though political parties as parties that are directly related and have this task as one of their functions do not show a central role. Technological developments in various segments, particularly informatics also influences the dissemination of information. Old media such as banners and billboards are becoming obsolete. Apart from being less effective in conveying messages, these media have been replaced by new media. Mass media such as newspapers and television still dominate the dissemination of information, but slowly social media have begun to show themselves as quite influential props. This is reinforced by the fact that social media has experienced a rapid development in the quantity of users. The high intensity of news on these media also makes the information conveyed well. (2). Registration, the ability of novice voters to absorb existing information also influences their perceptions to the next stage. Basic information about administrative processes is well understood. Most respondents understood the timing and cycle of general elections as well as the requirements for a person to be allowed to participate. Likewise, the number of political parties participating in the election. Although not perfectly able to capture the difference in the number and names of parties participating in the general election. The effect of verification, which was carried out quite rigorously, showed a lack of understanding, but was helped by a significant difference in the number of parties. The parties participating in the 2014 General Election have quite a large difference in number from the previous general election. This makes it easier for novice voters to get to know the political parties participating in the general election. The existence of local parties in Aceh Province has also been recognized by most first-time voters. The terms in general elections become consumption in everyday conversation. Mass media coverage of politics is a topic that is often raised. However, what is seen is not about the duties and functions of these political actors. Corruption cases still dominate the news, followed by internal problems of political parties. The welfare of the people as stated in the campaign promise is only a formality. Stick with the main objective, namely an invitation to choose the candidate that is promoted. (3). Interpretation, At this stage the novice voters show differences that reinforce their natural characteristics. As a new element in the context of elections, their original character strengthens. In this case, cognitive process against which to measure. Deepening about new things that they can impact by their contextual and formal nature. There is no deepening process to reach a good understanding. The aims and functions of political parties and general elections have not yet been massively understood. Although the understanding of the visualization of political parties and terms in the existing general elections is quite good. The normative element reappeared in the reasons for first-time voters to vote in general elections and not being independent in choosing political parties. (4). Feedback (feedback) This stage shows the results of the entire process that occurs in perception. Beginner voters tend to only try new things that are ceremonial. This is shown by all registered voters willing to vote in the general election. However, when faced with other activities such as campaigns and attention to other supporting attributes, first-time voters tended to refuse and did not respond well. Regarding the developing discourse, some of the first voters had a good response, but some of them were not quite interested in it.

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