

Public Opinion on The Youtube: A New Voters Response on The Podcast KPU RI Episode 3

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Abstract: *The 2024 election is dominated by millennials and generations z, of course it needs proper socialization to reach both generations. So, KPU RI launched a Podcast KPU RI program. The research uses the five-dimensional form theory of measuring public opinion: direction, intensity, stability, information support, and social support. The research uses a quantitative approach with a descriptive research method of surveying. The survey was spread online to 95 respondents. The research population is the viewer of Podcast KPU RI Episode 3. The result of this research was that the highest levels of mean results were found in informational support dimensions, with a mean value of 4.26. The lowest mean value lies in the intensity dimension of 4.13. However, all the results of the mean, every indicator and dimension indicates positive results. The conclusion of the study is that the average first-time voter agrees with Podcast KPU RI Episode 3 and can give them more insight. New voters also support Podcast KPU RI Episode 3*

Keywords: *Public Opinion. New Voters, Podcast.*

Introduction

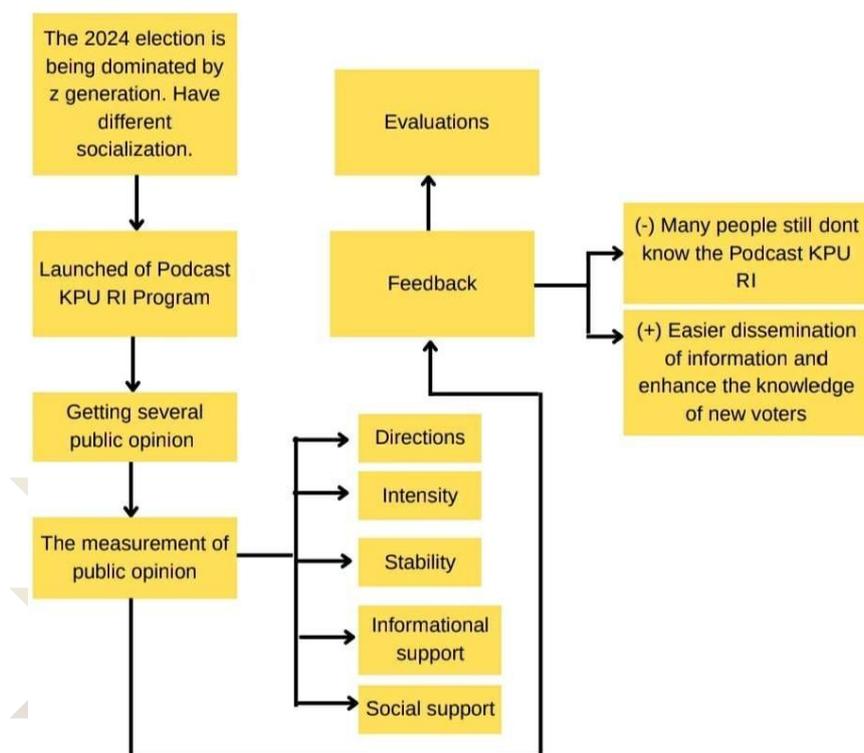
In the 2024 elections, it is dominated by the z generation and is expected to increase by about 60% of the total votes. By 2019, a fixed voter age of 20-year-olds was 17,501,278, whereas 21-30 years of age amounted to 42,843,792. According to the BPS's survey, the number of z generations currently stands at 74.93 million, and a millennials generation of 69.38 million, so in the elections of 2024 generation z will be the big determiner. The increase in the number of voters in the z generation will also affect the increase in the number of novice voters.

Given the number of novice voters in the z generations, it requires a different approach to socializing. KPU RI has also launched podcasts that are aired on YouTube platforms every week regularly to provide election information by reaching a wider audience, especially first-time voters.

The Podcast KPU RI Episode 3 is one of several KPU RI podcasts that are particularly appropriate for first-time screening. With Podcast KPU RI Episode 3, opinions vary. Opinion is the expression of an attitude on a controversial problem. Such opinions arise as result of a talk about a problem that is later subject to differing opinions (Cutlip and Center, 1987). Impacting public opinion is one of the duties of pr practitioners, public opinion is often faced by public

opinion because public opinion can influence the image of the company. In the digital age, as it is today, we simply give out opinions and are supported by social media, which makes it easier for public relations practitioners to look at public opinion.

Figure 1
Theoretical Framework



Literature Review

With the presence of Podcast KPU RI Episode 3, there is a wide variety of public opinion in the audience. Public opinion according to William Albig (Santoso S, 1990) represents an amount derived from individual opinions and is subsequently gained through debate and the results of interactions between individuals within a public.

In this study, use the theory of measuring public opinion. The measurement of public opinion consists of direction, intensity, stability, informational support, and social support. First, direction of opinion suggests the evaluative quality of the tendency that tells of a positive, negative, or neutral evaluation. Then an evaluation that is supportive, opposed, and neutral. Second, Intensity measures can provide an initial accounting of the relative strengths of the disposition. Third is the stability that can determine how long the respondents believed the same direction and intensity of feeling. In the measurement of stability, there needs to be observation

at two points or more at the same time. Stability provides evidence of how reactive public opinion is on an issue.

The fourth is the support that leads to how much public knowledge of the object of opinion. The public that has a lot of information about an issue will have a stronger opinion about the issue, but the direction of opinion is not predictable. The absence of mass information behind opinions on a relatively neutral issue can. Finally, social support can provide evidence of the extent to which a person gets support from their social environment. Support in this regard is an opinion.

Social support measures will show how people define the nature of the consensus on issues. The social context of opinion is a tendency to assume that others can be influenced more by the media or even by events than themselves (cutlip et al., 2006, Pages. 239-240). Serving podcasts over a YouTube platform. YouTube is the video service provided by Google for users to load, watch, and share the clip for free. YouTube is a shifting form of Internet technology from “read only web” to “read write web”. (Azhar Arsyad, 2015, Pages.3).

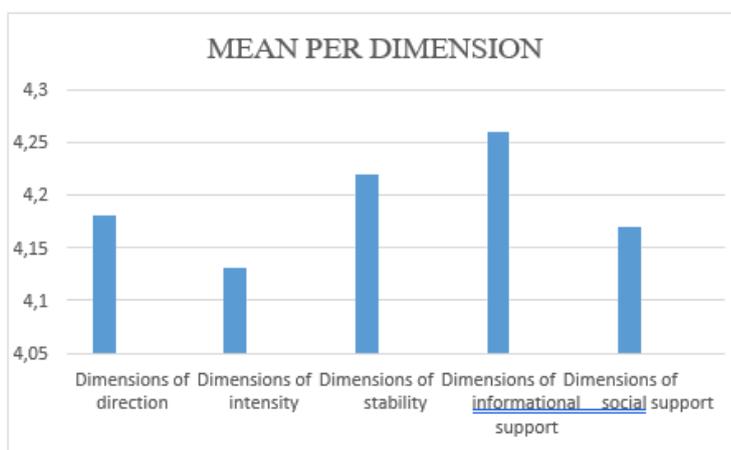
Methodology

In this study, a researcher must use the right approach to research. So, the approach used in this study is quantitative research. The research method used in this study is a descriptive method. The descriptive method aims to describe something that happened during the research being done to examine the causes of a particular symptom. In this descriptive method, the approach taken is the survey approach. Descriptive research using a survey approach is used to measure the symptoms without examining why they exist. The population is an overall target to be scrutinized. It is in the population that research is being imposed (ma 'ruf abdullah, 2015,h 226). In this research, the population was the viewers of Podcast KPU RI episode 3, totaling 1,722 views June 30, 2022. That made it easier for the writer to take numerous samples that the study questionnaires would then distribute. According to Taylor (1995), data analysis is a detailed process for finding a hypothesis. In this research using technical descriptive data analysis intended to expose data from the done research object.

Findings & Discussion

In the research, the authors want to measure the extent of the electoral opinions in viewing election podcasts. The opinion can see the opinion and response given by novice voters to Podcast KPU RI episode 3. The study uses a five dimensional from the measurement of public opinion. From a questionnaire which had been spread to respondents and had been treated using SPSS, getting a mean score on every indicator and dimension.

Figure 2
Diagram of mean per dimensions result



The first dimension is direction, resulting in positive data. In this dimension, the direction is at 4.18. This shows that the Podcast KPU RI Episode 3 is gaining support from new electoral voters, improving election insight and boosting political education. In this dimension, the lowest mean score exists in the evaluation indicator of 4.03. Thus, need an evaluation of the duration of the election podcast.

The second dimension is intensity, which produces positive data. The intensity dimension is at 4.13. Podcast KPU RI episode 3 provides useful and accessible impressions. The election podcast also matches the needs of new voters: the ease of information and topics that match what they are looking for. This dimension receives the lowest value per dimension among the other five. The third dimension is stability, resulting in positive data. The mean in this dimension is at 4.22. It proves that the election was based on episode 3's positive response to the new voter. The new voter agrees that they are provided access to the podcast, and they respond positively that they get electoral socialization without leaving the house to avoid the crowd.

The fourth dimension is informed support. In this dimension, it gets the meanest of all other dimensions, at 4.26. In this dimension, produce positive data. This suggests that the podcast of the election was successful in providing information and knowledge to the novice voter. The selection of a show platform is also very public that wants to be reached, through budding voters. In the informational support dimension, it gets the highest mean value in comparison. The fifth dimension is social support. In this dimension, produce positive data and get a mean score of 4.17. The Podcast KPU RI episode 3 thus gained support from the social environment for election socialization. New voters also agree that social environments are getting positive changes in Podcast KPU RI episode 3.

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