

The Influence Of The Black Campaign Of The Presidential Candidate Pair's Successful Team On Beginner Voters at Fisip Upn Veteran Jakarta in The 2024 Election

Dorothea Puspitaningrum¹, Ridwan²

¹Universitas Pembangunan Nasional Veteran Jakarta

²Universitas Pembangunan Nasional Veteran Jakarta

Email: dorothea.puspitaningrum@gmail.com

Abstract

This research aims to analyze the influence of black campaigns conducted by the successful team of presidential candidate pairs on the behavior of novice voters at the Faculty of Social and Political Sciences (FISIP) UPN Veteran Jakarta in the 2024 Election. The research method used is a quantitative descriptive survey, utilizing a questionnaire distributed to FISIP UPN Veteran Jakarta students who are first-time voters. Data analysis techniques include descriptive tests and simple linear regression tests to determine the relationship between black campaigns and the behavior of first-time voters. The results showed that black campaigns significantly influenced the perceptions and decisions of first-time voters, as evidenced by a simple linear regression test with a regression coefficient of 0.564. This research supports the theory that negative information spread through campaigns can influence opinions and voting behavior, especially among first-time voters. It indicates that an increase in the intensity of black campaigns correlates with an increase in the responsiveness of first-time voters to negative information. Therefore, this research contributes significantly to understanding the dynamics of black campaign influence on first-time voters and emphasizes the importance of political literacy and critical awareness among voters to mitigate the negative impacts of black campaigns.

Keywords: black campaign, first-time voters, election, voter behavior



A. INTRODUCTION

One of the main components of a democratic system is realized by the existence of a periodic general election (Pemilu) mechanism, which aims to channel the people's voice. Elections are generally carried out by selecting specific candidates or parties believed to have programs or visions that align with the community's needs or aspirations (Fahrudin & Billah, 2023). Ahead of the General Election, each pair of candidates (Paslon) will compete to gain support and victory from the public by offering a vision and mission and designing a work program that suits the community's needs (Djuyandi et al., 2018).

In an executive election or presidential election (Pilpres), political parties have an essential role as pillars of democracy and as strategic institutions that can be a tool for increasing the level of political representation. A political party is an organized group that aims to seize or maintain political power in society through the election process by supporting candidates the party promotes (Hamad, 2004). Political parties not only have a role in determining the presidential candidate they support but are

also responsible for the formulation and delivery of a vision and work program that is to the needs and interests of the community.

Based on Law No. 7 of 2017 concerning implementing general elections, political parties and candidates have the right to form campaign teams, which can then form provincial and district/city-level campaign teams. Forming a campaign team is to make various efforts to win the candidate in the electoral district. Therefore, neat team management is needed to achieve the goal of winning the candidate pair. The process begins with formulating key ideas for campaign themes with persuasive power, followed by planning, organizing, budget allocation, implementation, and performance assessment (Ichsan Saputra et al., 2014).

In the era of globalization of technology, successful teams can use the potential of the internet and the use of social media to carry out campaigns. The increased use of social media in recent years has created new spaces for political engagement and social interaction. A campaign is a method of communication that aims to influence other people to have attitudes, insights, and behaviors based on the wishes and wishes of the person giving the information (Nur et al., 2019). The upcoming 2024 election is expected to be a big democratic party for Indonesian people, where social media, such as X, Facebook, TikTok, and Instagram, will become the leading platforms for actors in carrying out political campaigns. Seeing these opportunities, successful teams can create campaign strategies focusing on these platforms.

Social media provides an effective platform for politicians and success teams to convey campaign messages directly to the public. Politicians can also explain their vision, mission, and political programs. Social media also allows success teams to mobilize supporters quickly and efficiently, rally support, and organize campaign events. Direct interaction with the public through comments, retweets, or various feedback forms can strengthen politicians' engagement with voters. Social media's ability to create dynamic campaigns and connect politicians with a broader audience makes it an essential instrument in the modern political landscape. By taking advantage of social media platforms' interactive and visual features, politicians can build a strong image, develop a campaign narrative, and create deeper engagement with voters.

One social media that has a significant influence in carrying out campaigns is X. Based on data from Business of Apps, globally, in 2022, the number of annual users of X will reach 421 million accounts. This number has increased by 20 million or around 4.99% from the previous year, namely 401 million users. Interestingly, this growth occurred after the world was hit by the COVID-19 pandemic, where in 2023, the number of users of this application increased rapidly from the previous 312 million users. Meanwhile, Indonesia accounts for at least 24 million X social media users in early 2023, or 11.6% of the total population. So that puts Indonesia fifth in the world, with the most users (Annur, 2022).

X users in 2021 are dominated by the 35-44 year age group, reaching 28.4%. Meanwhile, the percentage of users from the 25-34 year age group reached 26.6%, the

18-24 year age group reached 25.2%, the 45 years and over age group reached 12%, and the 13-17 year age group reached around 7.8% (Annur, 2022). The high use of social media X among teenagers shows that this platform has great potential to influence the decisions of first-time voters. The political phenomenon on social media These platforms often provide a platform for conflicting political views, creating dynamics among users that can lead to polarization. Apart from that, this platform is also often used to raise political opinions. Information spread on social media can be manipulated to form opinions that suit specific purposes.

Social media can also create filter bubbles and echo chambers, where people are only exposed to particular political viewpoints and narrow voters' access to diverse viewpoints (Salman Farid, 2023). Filter bubbles refer to situations where social media algorithms filter content based on individual preferences, making users more likely to see and interact with information that aligns with their views. This can result in users only being exposed to accepted political viewpoints and maintaining existing beliefs without getting exposure to different perspectives. On the other hand, echo chambers show that individuals socialize with people with similar political views in a social media environment, creating an environment where similar ideologies are continuously reinforced and verified.

The political phenomena in the 2019 and 2024 elections show several differences in line with technological developments and changes in political dynamics. The 2019 election reflects the influence of social media as a means of communicating and disseminating political information. On the other hand, the 2024 election is a stage where online campaigns and social media influence are increasingly dominating. Voters have greater access to political information, which can shape and influence their preferences. Policy changes, social issues, and political developments can create a different political climate. This is inseparable from the Covid-19 pandemic that hit Indonesia from 2020 to 2022. This global health situation has encouraged a rapid increase in online activities, including political campaigns and social interactions, directly influencing how politicians interact with voters and their preferences. Voters are formed amidst changes in political and societal dynamics.

In this era of political contestation, X social media users are often familiar with the words Buzzer or Political Buzzer services. Political buzzers are individuals or groups specifically empowered to spread political messages via social media platforms. Several successful teams have started using Buzzer's services to help approach the community in the context of elections (Loisa, 2018). The presence of buzzers is often associated with negative connotations because they are often used to spread fake news (hoaxes) and black campaigns. Black campaigns often become a "virus" that runs rampant before elections because it is considered the most efficient way to kill a competitor's character. The presentation of the information revealed in it is often nothing more than slander, hoax, or accusation without clear evidence. This is undoubtedly disturbing because it creates distrust among the public, especially

first-time voters, significantly impacting the electability of presidential candidate pairs.

In the 2024 Election, there are three pairs of candidates for President and Vice President, namely Anies Baswedan-Muhaimin Iskandar with serial number 01, Prabowo Subianto-Gibran Rakabuming Raka with serial number 02, and finally, Ganjar Pranowo-Mahfud MD with serial number 03. The three pairs of presidential candidates and the Vice President will campaign from 28 November 2023 to 10 February 2024. The implementation of campaigns by-election participants is regulated in detail in CHAPTER VII concerning General Election Campaigns, which is stated from Article 267 to Article 339 in Law Number 7 of 2017. One of the aspects regulated in this campaign is prohibitions or limitations, as explained in Article 280, paragraph (1) of Law No. 7 of 2017. This article prohibits using campaigns to insult other participants based on ethnicity, religion, race, and group (SARA) (Doly et al., 2020).

The characteristics of first-time voters who tend to be inconsistent and apathetic open up opportunities for successful teams to exploit them in spreading smear campaigns. First-time voter groups are often easy targets for political actors who want to exploit their lack of understanding of politics. This condition opens the way to spread invalid information and other manipulative tactics. The successful teams deliberately took advantage of the lack of political education among first-time voters, so they tended to be easily influenced. Successful politicians or teams can create perceptions that suit their interests by providing tendentious information or even directing them in a specific direction. The lack of political awareness and the tendency of first-time voters not to verify data strengthens the negative impact of black campaign practices.

This research is closely related to UPN Veteran Jakarta, a state defense campus, especially with the Faculty of Social and Political Sciences (FISIP). UPN Veteran Jakarta has included elements of National Defense Education as an integral part of the student experience since the beginning of the semester. Involving students in aspects of National Defense is expected to strengthen their understanding of social and political issues, especially those related to elections. The choice of UPN Veteran Jakarta as a research location was also driven by its strategic position in DKI Jakarta. Jakarta is a barometer of national politics with high societal diversity and political dynamics. Therefore, it is hoped that the research results can provide a picture that represents the views and voting tendencies of first-time voters not only in Jakarta but can also reflect the situation in various regions in Indonesia.

The portrait of the black campaign was visible at the 2019 Presidential Election (Pilpres). Presidential candidate number 01, Joko Widodo (Jokowi), was the candidate most frequently targeted by the black campaign. Jokowi is accused of being ethnically Chinese, Christian, wanting to eliminate religious subjects in schools, saying if he is elected, there will no longer be any calls to prayer, being called a member of the Indonesian Communist Party (PKI), being discriminatory towards ulama, and other information which smells like fake news.

The black campaign does not revolve around issues of religious and ethnic identity. Jokowi's position as the incumbent is often linked to policies during his reign, which were then tied into the material of the spread of hoaxes that led to black campaign actions. The policy is meant to include foreign workers (TKA) from China who work in Indonesia. With this policy, Jokowi was labeled as a foreign stooge. Jokowi also responded to the accusation by highlighting his profound achievements in seizing asset country from a party, which covered the dissolution of Pertamina Energy Trading Limited (Petral), 100 percent takeover of the Mahakam Block, and giving to Pertamina, and the divestment of Freeport.

From the various backgrounds above, it can be concluded that the votes of first-time voters in elections tend to be influenced by successful teams that use social media as the main campaign instrument. The increasingly rapid development of technology, especially after the COVID-19 pandemic influenced the previous election, has placed social media as a forum for forming opinions and decisions for first-time voters. Therefore, research on the influence of the black campaign of the presidential candidate pair's successful team on first-time voters at UPN Veteran Jakarta in the 2024 election has significant and urgent relevance.

By focusing on first-time voters, this effort aims to provide a more comprehensive understanding of how social media influences various aspects, such as political participation, political education, and the overall democratization process. New voters are very quickly exposed to political information through social media, so this research is expected to provide a valuable contribution to looking at the dynamics and implications of the influence of social media, especially in the context of black campaigns, in the upcoming general election.

B. METHOD

This research uses a quantitative approach, a research method that focuses on objective phenomena and investigates predetermined populations and samples. Generally, quantitative approaches involve using random sampling techniques, followed by data collection using research instruments. Data analysis in this approach is quantitative or statistical to test hypotheses that have been previously formulated. The results of this research will be in the form of generalizations and predictions, which are based on measurement results where the validity of the method or tool used is guaranteed to support the validity of the research results (Windharti, 2018).

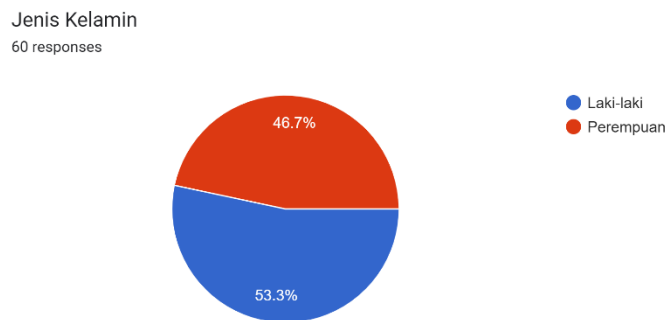
The quantitative approach emphasizes objectivity, freedom of values, and the necessity to be what it is. In the quantitative approach, research considered optimal is objective, honest, neutral, and by existing reality (Musianto, 2002). Quantitative methods are scientific or scientific and meet scientific standards, including concrete/empirical, objective, measurable, rational, and systematic criteria. Data in quantitative research is expressed in the form of numbers and analyzed using a statistical approach (Suryana, 2010). Quantitative research is more specific, clear, and detailed and aims to test theories by using data collection techniques through

questionnaires, observations, and structured interviews, as well as utilizing research instruments in the form of tests and questionnaires.

C. RESULT AND DISCUSSION

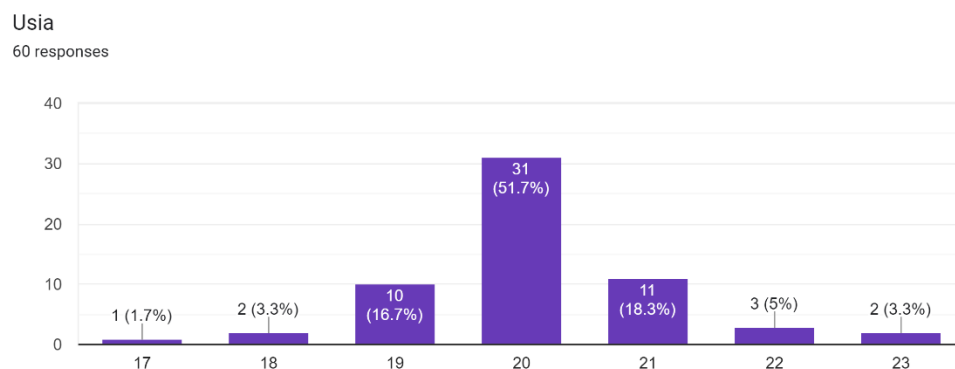
Respondent Characteristics

This research used 60 respondents from FISIP UPN Veteran Jakarta students and 30 FISIP UPN Veteran Jakarta student respondents outside the primary respondents to conduct validity and reliability tests.



Characteristics of Gender Respondents

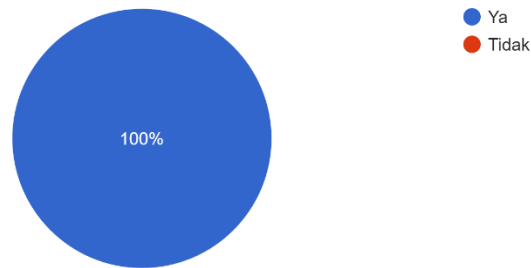
Based on gender, the total number of respondents was 60 people with the following composition: 28 people were women or a percentage of 46.7%, while 32 people were men or 53.3%.



Characteristics of Age Respondents

Researchers used an age range between 17 and 23 as first-time voters in the General Election. The results of the research data show that one respondent is 17 years old, two respondents are 18 years old, ten respondents are 19 years old, 31 respondents are 20 years old, 11 respondents are 21 years old, three respondents are 22 years old, and two respondents are 23 years old. The research data shows that this study's largest age group of respondents was in the 19-21 year age range with 52 people. The total number of respondents was 60 people.

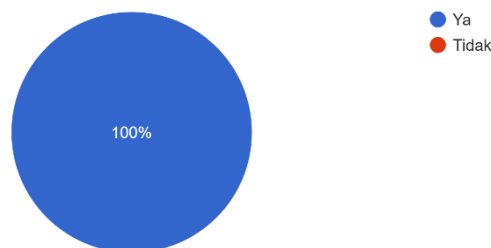
Apakah Anda telah memiliki KTP dan terdaftar di DPT (Daftar Pemilih Tetap)?
60 responses



Criteria for having a KTP and being registered with the DPT

Dissemination of research data must meet the criteria of having an identity card and being registered in the Permanent Voter List. 100% of respondents stated that they had an Identity Card (KTP) and were registered on the Permanent Voter List (DPT).

Apakah anda belum pernah mengikuti Pemilu sebelumnya?
60 responses



Criteria for never having participated in an election

Apart from meeting the criteria for having a KTP and being registered with the DPT, respondents must also state that they have never participated in an election in the previous period. So that researchers can analyze and meet the standards for beginner voters among UPN Veteran Jakarta students.

Descriptive Statistical Test

Descriptive statistics are applied to assess data by describing the information as it has been collected without attempting to draw broad or general judgments (Sugiyono, 2018). Descriptive statistics share data summaries based on mean, standard deviation, maximum, and minimum.

Table Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Success Team Black Campaign	60	28	75	67.15	10,129
Beginner Voter Behavior	60	17	45	40.48	6,190
Valid N (listwise)	60				

1. The results of descriptive tests with a sample of 60 studies show that the minimum (lowest) value of the Success Team's Black Campaign is 28. The maximum (highest) value is 75. This shows that the value of the Success Team's Black Campaign ranges from 28 to 75, with an average value (mean) of 67.15 and a deviation value of 10.13. If we look at the standard deviation value, it is smaller or less than the average value (mean), which means that the Successful Team Black Campaign has evenly distributed data.
2. The results of descriptive tests with a sample of 60 studies show that the minimum (lowest) value for Beginner Voter Behavior is 17. The maximum (highest) value is 45. This shows that the value for Beginner Voter Behavior ranges from 17 to 45 with an average value (mean) of 40.48, and the standard deviation value is 6.19. If we look at the deviation value, it is smaller or less than the average value (mean), which means that Beginner Voter Behavior has an even data distribution.

Instrument Test

Validity test

Validity tests are carried out to see how much an instrument can be used to measure what it should measure. The validity test in this study was carried out on 30 respondents; validity testing used a significance level (α) of 5% or 0.05. To obtain the r table value, first look for $Df = N - 2 = 30 - 2 = 28$ so that the table r value = 0.374. Data is valid if the calculated r-value is $>$ r table and the significant value is $<$ 0.05. The testing tool used is the Pearson product-moment correlation formula using the IBM SPSS Statistica 26 application.

Table Validity Tests for All Variables

Variable	No. Items	R Count	R Table	Information
Success Team Black Campaign (X)	X.1	0.775	0.374	Valid
	X.2	0.821	0.374	Valid
	X.3	0.781	0.374	Valid
	X.4	0.779	0.374	Valid

	X.5	0.751	0.374	Valid
	X.6	0.849	0.374	Valid
	X.7	0.748	0.374	Valid
	X.8	0.816	0.374	Valid
	X.9	0.871	0.374	Valid
	X.10	0.784	0.374	Valid
	X.11	0.751	0.374	Valid
	X.12	0.774	0.374	Valid
	X.13	0.798	0.374	Valid
	X.14	0.811	0.374	Valid
	X.15	0.833	0.374	Valid
	X.16	0.736	0.374	Valid
	X.17	0.782	0.374	Valid
	X.18	0.773	0.374	Valid
	X.19	0.734	0.374	Valid
	X.20	0.828	0.374	Valid
Beginner Voter Behavior (Y)	Y.1	0.633	0.374	Valid
	Y.2	0.701	0.374	Valid
	Y.3	0.750	0.374	Valid
	Y.4	0.819	0.374	Valid
	Y.5	0.823	0.374	Valid
	Y.6	0.835	0.374	Valid
	Y.7	0.832	0.374	Valid
	Y.8	0.826	0.374	Valid
	Y.9	0.772	0.374	Valid
	Y.10	0.780	0.374	Valid
	Y.11	0.813	0.374	Valid
	Y.12	0.876	0.374	Valid

The table above shows that all items are declared valid because the resulting coefficient is greater than 0.374. Therefore, there is no need to replace or delete statements.

Reliability Test

The reliability test aims to determine the consistency of the measuring instrument if the same object is used more than once. In other words, a reliability test can be interpreted as aiming to show the extent to which a measurement result is relatively consistent if the measurement is repeated two or more times. If the reliability is at a value of 0.40 – 0.70, it can be pretty reliable, and 0.70 – 0.90 is categorized as reliable. Based on the results of calculating the Cronbach Alpha formula using SPSS version 26, the reliability coefficient obtained from the research is as follows:

Table Reliability Tests for Success Team Black Campaign Variables (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
,968	20

Table Reliability Tests for Beginner Voter Behavior Variables (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
,945	12

The table above shows that all statement variables have values that can be categorized as reliable because they are more significant than the Cronbach alpha value of 0.70.

Classic assumption test
Normality test

The data normality test aims to test whether or not the sample used has a normal distribution. In the linear regression model, this assumption is indicated by the residual values, which are typically distributed. A good regression model is a regression model that has a regular or close to normal distribution, so it is feasible to carry out statistical testing. Data normality testing uses the Kolmogorov-Smirnov Test of Normality in the SPSS program. The basis for decision-making is based on probability (asymptotic significance), namely:

- 1) If the probability is > 0.05, then the distribution of the regression model is standard.
- 2) If the probability <0.05, then the distribution of the regression model is not normal

SPSS Output Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		60
	Mean	.0000000

Normal Parameters ^{a,} ^b	Std. Deviation	2.37847574
Most Extreme Differences	Absolute	,091
	Positive	.071
	Negative	-.091
Statistical Tests		,091
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

The value of Asymp is known from this table. A Sig. (2-tailed) of 0.200 is more significant than 0.05, proving that the data is usually distributed.

Correlation Coefficient Test

Next, inferential analysis is carried out by testing the relationship between variables. In calculating the magnitude of the relationship between variables, researchers used SPSS version 26 product-moment correlation as follows:

Correlation Coefficient Test Output Results

Correlations			
		Success Team Black Campaign	Beginner Voter Behavior
Success Team Black Campaign	Pearson Correlation	1	,923 **
	Sig. (2-tailed)		,000
	N	60	60
Beginner Voter Behavior	Pearson Correlation	,923 **	1
	Sig. (2-tailed)	,000	
	N	60	60
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the table above shows that between the Success Team Black Campaign variables (X) and Beginner Voter Behavior (Y), there is a correlation coefficient (R) of 0.923 or 92.3% and a significance value of 0.000 < 0.05. This can mean a positive correlation between the two variables with an extreme level of relationship.

Simple Linear Regression Test

Table Simple Linear Regression SPSS Output

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1927.212	1	1927.212	334,894	,000 ^b
	Residual	333,772	58	5,755		
	Total	2260.983	59			

a. Dependent Variable: Beginner Voters

b. Predictors: (Constant), Successful Team Black Campaign

This output shows that the calculated F value is 334,894, more significant than the F table 4.007. With a significance level of $0.000 < 0.05$, the regression model can be used to predict the Success Team Black Campaign variable (X) or, in other words, the influence of the Success Team Black Campaign variable (X) on Beginner Voters (Y).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,595	2,093		1,240	,220
	Success Team Black Campaign	,564	.031	,923	18,300	,000

a. Dependent Variable: Beginner Voter Behavior

To determine the simple regression equation for the influence of the Success Team's Black Campaign on Beginner Voter Behavior, the regression coefficient analysis was carried out as follows:

$$Y = a + bx$$

$$Y = 2.595 + 0.564$$

Where:

X = Successful Team Black Campaign

Y = Beginner Voter Behavior

From the regression equation above it can be interpreted as follows:

- 1) $a = 2.595$ shows that if the value of X (does not change), then the constant value of Y is 2.595.
- 2) $b_1 = 0.564$ states that if X increases, then Y will increase by 0.564.

Hypothesis Testing

other independent variables have been carried out. The partial t-test allows us to evaluate the individual contribution of a specific independent variable to the dependent variable while controlling for the influence of other independent variables.

Table SPSS Output Partial T Test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,595	2,093		1,240	,220
	Success Team Black Campaign	,564	.031	,923	18,300	,000

a. Dependent Variable: Beginner Voter Behavior

The Black Campaign Success Team (X1) t value obtained was 18,300. Next, determine t Table. The t distribution table is searched at $\alpha/2 = 0.05$ with $Nk-1$, namely $60 - 1 - 1 = 58$, and then we get a T Table of 1.672. Because the calculated t is greater than the t table, namely $18,300 > 1,672$, and the significance value (Sig.) is $0.000 < 0.05$, it can be interpreted that there is a significant influence between the Success Team's Black Campaign on the Behavior of Beginner Voters

Coefficient of Determination Test

This analysis is used to determine the magnitude of the influence of the independent variable on the dependent variable, usually asked in percentages. This coefficient of determination can be calculated using the formula:

$$Kd = r^2 \times 100\%$$

Where:

Kd = Coefficient of Determination

r = Correlation Coefficient

Table Coefficient of Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,923 ^a	,852	,850	2,399
a. Predictors: (Constant), Successful Team Black Campaign				
b. Dependent Variable: Beginner Voter Behavior				

From the spss output table above Summary of Determination Coefficient Test, the coefficient of determination (R square) is 0.852 or $0.852 \times 100 = 85.2\%$. This means that the influence of the independent variable (X) on the dependent variable (Y) is

85.2%, and the remaining 14.8% is influenced by other factors that researchers did not examine.

Discussion of Research Results

The results of descriptive tests with a sample of 60 studies show that the minimum score for the Successful Team Black Campaign is 28, and the maximum score is 75, with an average (mean) of 67.15 and a standard deviation of 10.13. This shows that the Success Team Black Campaign score ranges from 28 to 75 with an even data distribution because the standard deviation value is smaller or less than the average value. Meanwhile, the same descriptive test results show that the minimum score for Beginner Voter Behavior is 17 and the maximum score is 45, with an average of 40.48 and a standard deviation of 6.19. This shows that the Beginner Voter Behavior value ranges from 17 to 45 with an even data distribution because the deviation value is smaller or less than the average value.

The validity test proves that all research questions are valid because the resulting coefficient is more significant than 0.374. Meanwhile, the reliability of variables using Cronbach's Alpha value shows that for the victorious team black campaign x variable, it is 0.968, and the y variable beginner voters are 0.945. This means that research data can be categorized as reliable because it has a value greater than 0.7. The normality test shows the Asymp value. Sig. (2-tailed) is 0.200 greater than 0.05, proving that the data is usually distributed.

Regression analysis produces a calculated F value of 334.894 with a significance level of 0.000, which means the regression model can be used to examine the Success Team Black Campaign variable (X) 's influence on Beginner Voter Behavior (Y). The calculated t value for the Successful Team's Black Campaign is 18.300, more significant than the t table of 1.672, with a significance value of 0.000, indicating a significant influence between the Successful Team's Black Campaign and New Voter Behavior.

The correlation coefficient (R) of 0.923 indicates a robust positive correlation between the two variables. The coefficient of determination (R square) of 0.852 indicates that the Success Team Black Campaign variable can explain 85.2% of the variation in New Voter Behavior. In contrast, other factors not researched influence the remaining 14.8%. Overall, this research shows that the Success Team Black Campaign has a significant and positive influence on Beginner Voter Behavior with an extreme level of relationship and an even distribution of data.

In this context, black campaigns, as part of a political strategy, can influence voter perceptions and decisions, especially first-time voters who are still vulnerable to information manipulation. Smear campaigns often exploit sensitive issues and disseminate information detrimental to political opponents to influence public opinion. The results of this research are consistent with the theory of political campaigns by Lilleker and Negrine, which defines campaigns as a process of intensive interaction between political parties and the public during the election period

(Firmanzah, 2012). As a form of negative communication, smear campaigns can create perceptions that corner political opponents and influence voting decisions.

Furthermore, this research results align with the black campaign theory by Cleveland Ferguson, who divided black campaigns into three classifications: fair, fake, and deceptive (Herawati & Sukma, 2019). This research focuses on black campaigns in the form of false statements, which significantly influence first-time voters' behavior. False statements spread through smear campaigns can damage the reputation of political opponents and influence public perception, which can change the voting behavior of first-time voters. This impact suggests that incorrect information can shape negative views about a particular candidate, making less experienced first-time voters easily influenced.

Surbakti's theory of voting behavior also supports this finding, where voting behavior is influenced by rational, psychological, and sociological approaches (Surbakti, 2007). New voters in this study tended to be influenced by negative information spread through smear campaigns. Psychological and sociological approaches are essential in influencing their voting behavior, indicating that first-time voters are more susceptible to smear campaigns that exploit emotions and social perceptions. New voters who do not have sufficient experience or information about the political process are often more easily influenced by negative campaigns that play on emotional sentiment and social pressure.

In this case, it is important for voters, especially first-time voters, to have good political literacy to evaluate information critically and make more rational and fact-based decisions. Smear campaigns that utilize false information not only undermine the democratic process but can also lead to less informed choices by voters influenced by misleading information. Therefore, political education and increasing public awareness about verifying information before believing or disseminating it is crucial in maintaining the integrity of the electoral process and a healthy democracy.

D. CONCLUSIONS

This research demonstrates that the black campaign executed by the successful presidential candidate pair team significantly influenced first-time voters' behavior at FISIP UPN Veteran Jakarta in the 2024 election. The analysis revealed that the black campaign had a notable impact on the perceptions and decisions of these novice voters, as evidenced by the results of a simple linear regression test with a coefficient regression of 0.564. This finding underscores the efficacy of black campaigns in shaping voter behavior, particularly among those participating in the electoral process for the first time. The research findings strongly support the black campaign theory, which posits that disseminating negative information through campaigns can significantly influence public opinion and voting behavior. By capitalizing on first-time voters' vulnerabilities and limited political experience, these campaigns can manipulate perceptions, leading to altered voting decisions. This aligns with previous studies showing how negative campaigns can erode trust among voters, increase

awareness of specific issues, and ultimately sway vote choices in favor of or against particular candidates.

In conclusion, the research underscores the profound impact of black campaigns on first-time voters, emphasizing the need for greater political literacy and critical thinking skills among this demographic. Fostering a more informed electorate can mitigate the manipulative effects of negative campaigning and promote a healthier, more democratic electoral process. These findings call for ongoing political education and awareness efforts to ensure voters are better equipped to navigate the complexities of political campaigns and make decisions that genuinely reflect their informed preferences and values.

ACKNOWLEDGEMENT

First, I would like to express my deepest gratitude to the Almighty God for His abundant blessings and mercy, which have enabled me to complete this research successfully. I am profoundly thankful to my supervisor, Dr. Ridwan S.Sos., M.Si., for his invaluable guidance, insightful feedback, and unwavering support throughout this research journey. I extend my heartfelt thanks to my parents, Rumpoko Adi and Ester Susilowati, whose constant encouragement and belief in me provided the strength and motivation needed to complete this study. I am also profoundly grateful to the rest of my family for their continuous support and understanding during my academic pursuits and writing process. Special thanks go to my colleague and closest friend, Zulfan Luto, for his guidance, encouragement, and unwavering friendship, which have been instrumental throughout my research. Additionally, I would like to express my sincere appreciation to my friends, Rizqi Amalia and Virginia Pacina, for their companionship and moral support, which have been a source of great comfort and inspiration. Finally, I extend my gratitude to all those who have supported me directly or indirectly during this research journey. Your contributions have been invaluable, and I am truly grateful for your support.

REFERENCES

- Annur, C. M. (2022, July 13). *Penggunaan Twitter Didominasi Laki-laki Pada 2021*.
- Djuyandi, Y., Herdiansah, A. G., & Alkadrie, J. F. (2018). *SOSIALISASI DAMPAK NEGATIF BLACK CAMPAIGN TERHADAP KEAMANAN PEMILIHAN KEPALA DAERAH TAHUN 2018 DI PROVINSI JAWA BARAT*. <https://metro.sindonews.com/>
- Doly, D., Penelitian, P., Ekonomi, B., Publik, K., Jalan, B., Subroto, G., Nusantara, G., & Ri, S. D. (2020). *PENEGAKAN HUKUM KAMPANYE HITAM (BLACK CAMPAIGN) DI MEDIA SOSIAL: PEMBELAJARAN PEMILIHAN UMUM PRESIDEN TAHUN 2019* *LAW ENFORCEMENT OF BLACK CAMPAIGN IN SOCIAL MEDIA: LESSON LEARNED IN THE GENERAL ELECTION OF THE PRESIDENT OF 2019*. <https://www>.

- Fahrudin, A., & Billah, A. (2023). *MODELING MANAJEMEN INFORMASI DAN VERIFIKASI BERITA MENJELANG PEMILU DAN PEMILIHAN 2024: SEBUAH STUDI PRELIMINARY TENTANG UPAYA MENCEGAH BLACK CAMPAIGN DAN HOAX*. www.journal.kpu.go.id
- Firmanzah. (2012). *Marketing Politik : Antara Pemahaman dan Realitas*. Yayasan Pusat Obor Indonesia.
- Hamad, I. (2004). *KONSTRUKSI REALITAS POLITIK DALAM MEDIA MASSA (Studi Pesan Politik Dalam Media Cetak Pada Masa Pemilu 1999)*. 8(1).
- Herawati, R., & Sukma, N. (2019). *Negative Campaigns : The Cause of National Disintegration*.
- Ichsan Saputra, M., Santoso Haryono, B., & Rozikin, M. (2014). *MARKETING POLITIK PASANGAN KEPALA DAERAH DALAM PEMILUKADA (Studi Kasus Tim Sukses Pemenangan Pasangan Abah Anton dan Sutiaji dalam Pemilukada Kota Malang 2013) Abstract: Political Marketing Mix Couple in the Regional Head Election (Case Study of Success Team Campaign Couple of Abah Anton and Sutiaji in Malang Election 2013)*. *JAP*, 2(2), 250–257.
- Loisa, R. (2018). *Peran Buzzer Politik dalam Aktivitas Kampanye di Media Sosial Twitter*.
- Musianto, L. S. (2002). *Perbedaan Pendekatan Kuantitatif dengan Pendekatan Kualitatif dalam Metode Penelitian*. <http://puslit.petra.ac.id/journals/management/>
- Nur, E., Besar, B., Sumber, P., Manusia, D., Komunikasi, P., Makassar, I., & Abdurrahman Basalamah, J. (2019). *STRATEGI KOMUNIKASI TIM SUKSES PADA KAMPANYE POLITIK UNTUK MEMENANGKAN CALON LEGISLATIF KOTA MAKASSAR The Communication Strategy of Success Team in Political Campaign to Win Legislative Candidates in Makassar*. In *Jurnal Diakom* | (Vol. 2, Issue 1).
- Salman Farid, A. (2023). *PENGGUNAAN MEDIA SOSIAL DALAM KAMPANYE POLITIK DAN DAMPAKNYA TERHADAP PARTISIPASI POLITIK DAN PERSEPSI PUBLIK* (Vol. 4, Issue 1).
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Alfabeta.
- Surbakti, R. (2007). *Memahami Ilmu Politik*. Pt. Grasindo.
- Suryana. (2010). *Metodologi Penelitian: Model Praktis Penelitian Kuantitatif dan Kualitatif*. Universitas Pendidikan Indonesia.
- Windharti, R. (2018). *Penelitian Sosial*. Istana Media.