# The Influence of the Documentary Film "Dirty Vote" on the Choice of Beginner Voters in Tanjungpinang City in the 2024 Election

Ella Afnira[1], Andrie Ilham[2], Jamhur Poti[3], Taufiqqurrachman[4], Uly Sophia[5], Intan Idiani[6]
{ellaafnira@umrah.ac.id [1]}

Faculty of Social and Political Science, Universitas Maritim Raja Ali Haji [1,2,3,4,5,6]

**Abstract.** A documentary film, "Dirty Vote," appeared on social media on February 11, 2024, precisely during the quiet period before the 2024 election. This film became a polemic in society, which was considered to raise sensitive issues and damage the image of one of the presidential and vice-presidential candidate pairs. In communication studies, mass media is a tool of social control that can influence and lead public opinion. The purpose of this research is that the author wants to see the influence caused by exposure to mass media in the digital era through a documentary film on the opinions and political choices of the people of Tanjungpinang City, especially on new voters. Where the group of new voters is considered responsive to issues that develop in digital media and has great potential in influencing the results of the General Election. This research uses a quantitative descriptive method with a survey method, using a random sample with a total of 380 respondents of new voters in Tanjungpinang City. This research uses a quantitative descriptive method with a survey method, using a random sample with a total of 380 first-time voters in the city of Tanjungpinang. The results of this research reveal that exposure to the viral and controversial "dirty vote" documentary in the mass media did not have a significant influence on the choices of the group of novice voters in the city of Tanjungpinang in the 2024 presidential general election. This was seen based on the indicators used, namely knowledge, duration, attention, and analysis of S-O-R theory, namely message, communication and effect. Although initially there were doubts in determining the choice of presidential and vicepresidential candidates based on the effect indicator after watching, it turned out that this did not change the decision to choose based on the communicant indicator.

**Keywords:** Mass media incfluence, new voters, documentary film.

## 1  Background

Mass media as a driver of public opinion is a complex claim. Around 59% of people believe that mass media has the power to influence public opinion [1]. This gradual embrace of social media as platforms for monitoring, sourcing, disseminating, and discussing news stories also recognises broader, generational trans- formations [2]. Various online mass media are now competing to grab the public's attention by sharing ways to approach the 2024 democracy party. Along with the current development of digitalization, the creative process in forming information in the media is increasingly diverse. Various content ranging from text, images and videos are processed with interesting concepts, ideas and supporting ideas, which

will not escape the attention of the public in weighing and determining their choices ahead of the 2024 presidential election [3-7].

The Dirty Vote YouTube channel released a documentary entitled "Dirty Vote" on February 11 2024, where this date is a quiet period before the 2024 election. Directed by Dhandhy Dwi Laksono, this 1 hour 57 minute long film features three constitutional law experts who conveyed various designs of fraud found in the 2024 Election. The three constitutional law experts were Zainal Arifin Mochtar, Feri Amsari, Bivitri Susanti. This documentary film, which reached 1 million viewers in 1 x 24 hours, went viral throughout the media in Indonesia. The film "Dirty Vote" tells the story of the 2024 election fraud design from the perspective of constitutional law experts in Indonesia. This film clearly tells about election fraud starting from Jokowi's different statements about his son entering politics, revealing the non-neutrality of public officials, the authority and potential fraud of village heads, the budget and distribution of social assistance, the use of state and public facilities, to state institutions. who commits ethical violations [8].

Responses from various parties, from the government, supporters of one of the presidential candidate pairs, community institutions, activists to academics are flooding the media today. Starting from pros to cons. It was recorded that up to D-1 of the 2024 election, 70,000 YouTube accounts responded to the virality of the Dirty Vote film with 13 million viewers from a total of 3 YouTube channels that uploaded the documentary film. This phenomenon has attracted quite a lot of public attention, especially in influencing public perception of Jokowi, which is clearly directed towards one of the presidential candidate pairs number 02, which in the end may influence the public's choice in the 2024 election [9-11].

The power of films to influence public perception is enormous, especially with viral phenomena or virtual viruses on social media. The viral phenomenon on social media is synonymous with the younger generation today, especially generation Z. Generation Z, who was born in the digital era, experiences a complex relationship with social media. Generation Z was born in 1997-2012, which means that until 2024 the ages will range from 12-27 years. This age range includes first-time voters in the 2024 election [13].

In the 2019 election, the votes of first-time voters often became a topic of conversation in society. This happened based on the results of a survey conducted by the Ministry of Home Affairs' Population and Civil Registration (Dukcapil) which showed that the number of first-time voters in the 2019 elections almost reached 14 million people [14]. Of course, this is not a small number in electoral political contestation, especially in Indonesia. With such high numbers, various parties are warning that first-time voters should use their votes to choose wisely. Socialization related to anti-white groups (abstentions) carried out by the Government continues to be carried out on a massive scale to prevent the votes of these new voters from being wasted.

Information on Presidential Candidates and Vice Presidential Candidates is very important for voters to know, especially first-time voters. The reason is that the majority of first-time voters still have minimal political knowledge. The lack of political knowledge produced by novice voters has implications for their voting preferences in elections. However, currently, information can be obtained easily from various existing sources [15].

Based on research results of Nurcholis, (2020) [2] it shows that social media is in first place as a source for obtaining information on Presidential and Vice Presidential Candidates in the 2019 Election for first-time voters with a figure of around 95%, followed by television with a figure of 73.3%, and family 48, 3%.

Tanjungpinang City is the capital of the Riau Islands Province, with a population of 236,106 people based on BPS data for 2023. Of the total population, 167,076 are registered as

Permanent Voter Lists with 12,329 being Beginner Voter Lists. Based on data submitted by the KPU, the total number of first-time voters in the Riau Islands Province was 37,158 people. This means that almost 35% of the total number of first-time voters in the Riau Islands Province is dominated by residents who live in the city of Tanjungpinang. For this reason, the research team chose novice voters in the city of Tanjungpinang as respondents.

The S-O-R theory or what is usually called Stimulus-Organism-Response, is a theory that comes from psychology. Even so, the material object of psychology and communication is the same, namely humans whose souls include components such as opinions, attitudes, cognition, affection, conation and behavior. The effect arising from the S-O-R theory is a special reaction to a stimulus so that a person can expect and estimate the suitability of communication reactions and messages [3].

The elements in this theory are: Message (Stimulus, S), Communicant (Organism, O), Effect (Response, R). The communication process is also related to changes in attitude, namely in the "how" aspect, not "what" and "why". It is clear how to change the attitude, namely how to change the attitude of the communicant. Attitudes will be able to change only if the stimulus provided really exceeds the original [4].

This phenomenon is of interest to the research team to see the dominant phenomenon that is currently occurring. Starting from the current development of digitalization, the virtual virus phenomenon for the younger generation to its very close relationship with political contestation in the 2024 election.

## 2  Methodology

Sugiyono, (2018:147) in quantitative research, data analysis techniques are activities after data from all respondents or other data sources have been collected. Activities in data analysis are grouping data based on variables and type of respondent, tabulating data based on variables from all respondents, presenting data for each variable studied, carrying out calculations to answer the problem formulation, and carrying out calculations to test the hypothesis that has been proposed [6].

In this research, the author chose a descriptive quantitative method to explain a situation to be researched with the support of literature studies and data in the field so as to further strengthen the researcher's analysis in making conclusions and testing hypotheses using existing theories.

(Sugiyono 2018:80) Population is a generational area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study were all beginner voters in the city of Tanjungpinang with a population of 12,341 people (source: Tanjungpinang City KPU) [6].

The sample is part of the population (as a representative of the population being studied). The research sample is a portion of the population taken as a data source and can represent the entire population. According to (Sugiyono, 2018:81) The sample is a large part of the number and characteristics of the population. If the population is large, and researchers cannot possibly study everything in the population. To determine the sample to be used, the researcher used a simple random sampling method. The sample taken randomly from novice voters in Tanjungpinang City was 370 people [6].

The data source used in this research is primary data collected through questionnaires. According to Sugiyono (2017:142) a questionnaire is a data collection technique that is carried

out by giving a set of questions or written statements to respondents to answer. Meanwhile, secondary data is data obtained by reading, studying and understanding through other media sourced from literature, books and documents [8].

In this study the research team carried out a descriptive quantitative method using a simple random sampling technique. In the research process there are several stages carried out as follows:

1. Research Preparation. Literature, carried out by collecting and studying literature related to applied problem solving methods. Literary sources include textbooks, articles, journals, scientific works, and supporting websites. It is hoped that the use of this method can confirm the theory and analysis requirements and obtain real data.
2. Implementation of Research. Determine the number of respondents based on the initial data that has been obtained. Questionnaires are carried out by distributing questionnaires to predetermined respondents to obtain secondary data.
3. Final stage of research. Collecting all questionnaire data, processing and analyzing the data using the SPSS application, drawing final research conclusions.

## 3  Results

The same phenomenon occurred in 2019, where ahead of the 2019 election (presidential election) a documentary film entitled Sexy Killers appeared. Exactly on April 14 or 3 days before the presidential election voting, this film in its entirety was uploaded to YouTube and has been watched 17 million times. This has become a topic of conversation for many parties and has gone viral on social media. The film Sexy Killers, which was produced by Watchdoc and directed by the same person as the documentary film Dirty Vote, namely Dhandy Dwi Laksono, reveals the fact that the coal industry in a number of regions has long been known to have an environmental impact. Behind this industry, it turns out there are many names of politicians who involved. The appearance of this film during the calm period leading up to the 2019 presidential election is considered to have led public opinion to vote for abstention.

Several previous studies have discussed this phenomenon, the virality of a controversial broadcast in society ahead of an election with the aim of influencing public opinion which has an impact on choices in the election. Research conducted by Laudry Darmawan in 2020 [4] revealed that the documentary film Sexy Killers did not have a significant influence on the exercise of students' voting rights in Bogor in the 2019 Presidential Election, although it cannot be denied that after watching the film Sexy Killers students felt doubts in determining their choice of presidential candidate. and the vice presidential candidate who will be chosen in the 2019 election. However, this choice had been chosen long before they watched the Sexy Killers documentary and the students remained with their main choice. Using the S-O-R (Stimulus-Organism-Response) theory which is implied in this research did not have an influence on respondents, the image of the candidate pairs is still good in the eyes of students, because it is considered that there are many other positive sides shown by the two Presidential candidate pairs.

This is different from research conducted by Suryatna in 2020 which stated that political advertising media, political advertising messages, continuously influence the choices of novice voters in political contestations in Sukabumi Regency. Both studies used quantitative methods with data collection in the form of surveys.

Then the researchers adopted Muslim research in 2020 [5] which revealed that there was an influence of exposure to the film Sexy Killers on students' trust in the government in Bogor. With the same phenomenon, several previous studies revealed different results.

Therefore, researchers try to test again with phenomena that are considered similar at different times and locations, by applying the same methods, theories and data collection.

## 3.1 Identity of New Voter Respondents

The identity of first-time voters includes age, gender and education when voting. The characteristics of first-time voters are distributed between the ages of 17 and 22 years, and are currently in high school and college. This new voter will only exercise his right to vote for the first time during the General Election on February 14 2024.

Researchers have conducted a survey of novice voters in the city of Tanjungpinang spread across 4 sub-districts, namely Bukit Bestari, West Tanjungpinang, Tanjungpinang City and East Tanjungpinang using a questionnaire. With a total respondent population of 12,341 first-time voters, researchers have obtained data from a survey of 370 first-time voters who meet the specifications for new voters. The data that has been obtained is in accordance with the target sample [4].

In this research, researchers want to see how much influence the documentary film Dirty Vote has on the use of voting rights of first-time voters in the 2024 elections. These reactions can take the form of attention, feelings, motivation, and it is hoped that this will create motivation until finally the communicant takes action as expected by the communicator, namely find out the background of the presidential candidate pairs in the film.

A hypothesis can be interpreted as a temporary answer to a research problem, until proven through the data collected [7]. The hypothesis of this research is as follows:

Ha: There is an influence of the documentary film "Dirty Vote" on the choices of Tanjungpinang City Beginner Voters in the 2024 Election.

Ho: There is no influence of the documentary film "Dirty Vote" on the choices of Tanjungpinang City Beginner Voters in the 2024 Election.

## 3.2 Operational Variable

To simplify operations so that they can solve problems, researchers use the following variables:

**Table 1.** Operational Variables

| Variables | Dimension | Indicator |
|---|---|---|
| Influence of the documentary Dirty Vote | Knowledge Duration Attention | • Know about the film "Dirty Vote" <br> • Know the background of the candidate's image <br> • How long to watch the Dirty Vote documentary <br> • The content is related to the candidate's image <br> • Decision on participation in the 2024 election <br> • Use of first-time voters' voting rights |
| Providing information about the state of democracy and politics that is global and clear | Message Communicant Effect | • Change of image of candidate pairs <br> • Content changes choices in elections <br> • Content refers to a candidate's goal <br> • Decide to choose a candidate pair <br> • Confidence in candidate candidate choices <br> • Doubts resulting from watching |

In this research the author will use a Likert scale. Sugiyono (2018:132) [6] said that the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. With a Likert scale, the variables to be measured are translated into variable indicators. Then these indicators are used as a starting point for compiling instrument items which can be in the form of questions or statements. The answer to each instrument item using a Likert scale has a gradation from very positive to very negative. The Likert scale was developed by Rensis Likert which is a series (items). Respondents only provide agreement or disagreement with the question items [11].

**Table 2.** Likert Scale Score

| Alternative Answers | Score |
|---------------------|-------|
| Yes | 3 |
| Doubtful | 2 |
| No | 1 |

Answer Results Based on Respondent Characteristics:

**Table 3.** Distribution of Respondents' Answers Based on Age Characteristics:

| No | Age | Frequency | Percentage (%) |
|----|-----|-----------|----------------|
| 1 | 18-20 years old | 158 | 41,6% |
| 2 | 21-23 years old | 222 | 58,4% |

Based on the results of research respondents' answers based on age characteristics, it can be seen that most of them are beginner voters aged 21-23 years.

**Table 4.** Distribution of Respondents' Answers Based on Gender:

| No | Gender | Frequency | Percentage (%) |
|----|--------|-----------|----------------|
| 1 | Male | 132 | 34,7% |
| 2 | Female | 248 | 65,3% |

Based on the answers to research results with research respondents regarding gender characteristics, it can be seen that male gender has a frequency of 137 respondents and an average percentage of 37% and female gender has a frequency of 233 respondents and an average percentage by 63%. It can be seen that the majority of research respondents are female.

**Table 5.** Distribution of Respondents' Answers Based on Education:

| No | Education | Frequency | Percentage (%) |
|----|-----------|-----------|----------------|
| 1 | Senior High School | 146 | 42% |
| 2 | College | 204 | 57% |

Based on the answers to research results with research respondents related to education, it can be seen that respondents with Senior High School education with a frequency of 146 people with an average percentage of 42% and respondents with tertiary education or who are currently studying with a percentage of 204 people with the average percentage is 57%. It can be seen that the majority of research respondents are currently studying at universities.

### 3.3 Answer Results Based on variable indicators:

**Table 6.** Distribution of Respondents' Answer Results Based on Knowledge Indicators:
*Frequencies for Knowledge (aware of the film "Dirty Vote")*

| Knowledge | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 35 | 9.211 | 9.211 | 9.211 |
| 2 | 125 | 32.895 | 32.895 | 42.105 |
| 3 | 220 | 57.895 | 57.895 | 100.000 |
| Missing | 0 | 0.000 | | |
| Total | 380 | 100.000 | | |

Based on the results of the answers of research respondents totaling 380 respondents, it can be seen that 9.2%, namely 35 respondents answered that they did not know the documentary film "Dirty Vote", 32.9%, namely 125 respondents answered that they did not know, and 57.9% that is, as many as 220 respondents answered that they knew. So it can be concluded that the majority of respondents are aware of the documentary film "Dirty Vote".

**Table 7.** Distribution of Respondents' Answer Results Based on Knowledge Indicators:
*Frequencies for Knowledge (knowing the candidate's background)*

| Knowledge | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 27 | 7.105 | 7.105 | 7.105 |
| 2 | 130 | 34.211 | 34.211 | 41.316 |
| 3 | 223 | 58.684 | 58.684 | 100.000 |
| Missing | 0 | 0.000 | | |
| Total | 380 | 100.000 | | |

Based on the results of the answers of research respondents totaling 380 respondents, it can be seen that 7.1%, namely 27 respondents answered that they did not know the background of the presidential and vice presidential candidate pairs, 34.2%, namely 130 respondents answered that they did not know, and 58, 7%, namely 223 respondents answered that they knew. So it can be concluded that the majority of respondents know the background of the presidential and vice presidential candidates.

Based on the data obtained, the author concludes that as an indicator of knowledge, novice voters in Tanjungpinang City are aware of the existence of the documentary film "Dirty Vote" and also know the background of each presidential and vice presidential candidate.

**Table 8.** Distribution of Respondents' Answer Results Based on Knowledge Indicators:
*Frequencies for Duration (watch the documentary "Dirty Vote")*

| Duration | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|

| | 150 | 39.474 | 39.474 | 39.474 |
| 1 | 147 | 38.684 | 38.684 | 78.158 |
| 2 | 83 | 21.842 | 21.842 | 100.000 |
| 3 | | | | |
| Missing | 0 | 0.000 | | |
| Total | 380 | 100.000 | | |

Based on the results of the answers of research respondents totaling 380 respondents, it can be seen that 39.5%, namely 150 respondents, answered watching the documentary film "dirty vote" for 30-90 minutes, 38.7%, namely 147 respondents answered watching for 10- 20 minutes, and 21.8%, namely 83 respondents, answered watching for less than 5 minutes. So it can be concluded that the majority of respondents watched the documentary film "dirty vote" up to almost the entire film.

**Table 9.** Distribution of Respondents' Answer Results Based on Knowledge Indicators:
*Frequencies for Attention (related to the candidate's image)*

| Attention | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 33 | 8.684 | 8.684 | 8.684 |
| 2 | 133 | 35.000 | 35.000 | 43.684 |
| 3 | 214 | 56.316 | 56.316 | 100.000 |
| Missing | 0 | 0.000 | | |
| Total | 380 | 100.000 | | |

Based on the results of the answers of research respondents totaling 380 respondents, it can be seen that 8.7%, namely 33 respondents, answered that it was not related to the candidate's image, 35%, namely 133 respondents answered less, and 56.3%, namely 214 respondents answered yes. So it can be concluded that the majority of respondents think the content of the documentary film "Dirty Vote" is related to the image of one of the candidate pairs in the 2024 presidential election.

**Table 10.** Distribution of Respondents' Answer Results Based on Knowledge Indicators:
*Frequencies for Attention (deciding to participate in the 2024 presidential election)*

| Attention | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 29 | 7.632 | 7.632 | 7.632 |
| 2 | 76 | 20.000 | 20.000 | 27.632 |
| 3 | 275 | 72.368 | 72.368 | 100.000 |
| Missing | 0 | 0.000 | | |
| Total | 380 | 100.000 | | |

Based on the results of the answers of research respondents totaling 380 respondents, it can be seen that 7.6%, namely 29 respondents, answered that they would not participate in the 2024 presidential election, 20%, namely 76 respondents, answered in doubt, and 72.4%, namely 275 respondents. answered yes. So it can be concluded that the majority of respondents have decided to take part in the 2024 presidential election.

Based on the data obtained, the author concludes that as an indicator of attention, novice voters in Tanjungpinang City are consciously aware of a number of available information, both in the documentary film "Dirty Vote" and information related to the 2024 presidential election and their desire to take part in exercising their right to vote.

**Table 11.** Distribution of Respondents' Answer Results Based on Knowledge Indicators:
*Frequencies for Message (Content changes the candidate's image)*

| Message | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 86 | 22.632 | 22.632 | 22.632 |
| 2 | 173 | 45.526 | 45.526 | 68.158 |
| 3 | 121 | 31.842 | 31.842 | 100.000 |
| Missing | 0 | 0.000 | | |
| Total | 380 | 100.000 | | |

Based on the results of the answers of research respondents totaling 380 respondents, it can be seen that 22.6%, namely 86 respondents, answered that it would not change the image of the presidential and vice presidential candidate pair in the eyes of respondents, 45.5%, namely 173 respondents, answered in doubt, and 31.8%, namely 121 respondents answered yes to change. So it can be concluded that the majority of respondents think that the content of the documentary film "Dirty Vote" makes the image of the presidential and vice presidential candidate pair doubt and change.

**Table 12.** Distribution of Respondents' Answer Results Based on Knowledge Indicators:
*Frequencies for Message (Content makes selection change)*

| Message | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 14 | 3.684 | 3.684 | 3.684 |
| 2 | 206 | 54.211 | 54.211 | 45.789 |
| 3 | 160 | 42.105 | 42.105 | 100.000 |
| Missing | 0 | 0.000 | | |
| Total | 380 | 100.000 | | |

Based on the results of the answers of research respondents totaling 380 respondents, it can be seen that 3.7%, namely 14 respondents, answered that the film content did not change their choice in the election, 54.2%, namely 206 respondents, answered undecided, and 42.1 %, namely 160 respondents answered yes to change. So it can be concluded that the majority of respondents are undecided and are changing their choices in the 2024 presidential and vice presidential elections.

Based on the data obtained, the author concludes that for the message indicator, there is quite a difference between changes and doubts, both in terms of the image of the candidate pair and the choice of candidate pair, which looks almost equal, although overall respondents answered doubtfully with the final presentation being bigger. It can be concluded that the message conveyed by the documentary film "Dirty Vote" has given respondents doubt in assessing the image of the candidate pair and doubts about the initial choice of candidate pair that they have made.

**Table 13.** Distribution of Respondents' Answer Results Based on Knowledge Indicators:
*Frequencies for Communicant (deciding to select the initial candidate pair)*

| Communicant | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 12 | 3.158 | 3.158 | 3.158 |
| 2 | 77 | 20.263 | 20.263 | 23.421 |

| | 291 | 76.579 | 76.579 | 100.000 |
|---|---|---|---|---|
| 3 | | | | |
| Missing | 0 | 0.000 | | |
| Total | 380 | 100.000 | | |

Based on the results of the answers of research respondents totaling 380 respondents, it can be seen that 3.1%, namely 14 respondents answered that the film content did not choose the presidential and vice presidential candidate pair, 20.3%, namely 77 respondents answered doubtful, and 76.6 %, namely 291 respondents answered that they chose the presidential and vice presidential candidate pairs. So it can be concluded that the majority of respondents decided to continue to choose the presidential and vice presidential candidate pair that they had previously determined before watching the documentary film "Dirty Vote".

**Table 14.** Distribution of Respondents' Answer Results Based on Knowledge Indicators:
*Frequencies for Effect (doubts resulting from watching)*

| Effect | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 9 | 2.368 | 2.368 | 2.368 |
| 2 | 207 | 54.474 | 54.474 | 56.842 |
| 3 | 164 | 43.158 | 43.158 | 100.000 |
| Missing | 0 | 0.000 | | |
| Total | 380 | 100.000 | | |

Based on the results of the answers of research respondents totaling 380 respondents, it can be seen that 2.4%, namely 9 respondents, answered that they were very doubtful about the choice of presidential and vice presidential candidate pairs to be chosen, 54.5%, namely 207 respondents, answered that they were quite doubtful, and 43.2%, namely 164 respondents, answered that they were a little unsure about the presidential and vice presidential candidate pair. So it can be concluded that the majority of respondents felt quite doubtful about the presidential and vice presidential candidate pair who had become their choice in the 2024 presidential and vice presidential election as a result of watching the documentary film "Dirty Vote".

**Table 15.** Distribution of Respondents' Answer Results Based on Knowledge Indicators:
*Frequencies for Effect (confidence in the choice of candidate pair)*

| Effect | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 13 | 3.421 | 3.421 | 3.421 |
| 2 | 219 | 57.632 | 57.632 | 61.053 |
| 3 | 148 | 38.947 | 38.947 | 100.000 |
| Missing | 0 | 0.000 | | |
| Total | 380 | 100.000 | | |

Based on the results of the answers of research respondents totaling 380 respondents, it can be seen that 3.4%, namely 13 respondents, answered that they were not sure about the choice of presidential and vice presidential candidate pairs to be chosen, 57.6%, namely 219 respondents, answered doubtful, and 38.9%, namely 148 respondents, answered that they were confident in the presidential and vice presidential candidate pair. So it can be concluded that the majority of respondents feel doubtful about the presidential and vice presidential candidate pair they have chosen in the 2024 presidential and vice presidential election.

Based on the data obtained, the author concludes that the indicator of the effect caused by respondents after watching the documentary film "Dirty Vote" is the emergence of doubts as a result of watching in determining the choice of candidatepair, as well as doubts regarding the choice of candidate pair that they had determined at the beginning before watching.

### 3.4 S-O-R theory (Stimulus-Organism-Response)

To support the results of this research, the theory used is the S-O-R (Stimulus-Organism-Response) theory. This theory explains that social behavior can be understood based on an analysis of the stimuli provided and can influence specific reactions and is supported by punishments and rewards according to the reactions that occur. In another sense, according to Effendy the effect arising from the S-O-R theory is a special reaction to a special stimulus, so that someone can expect and match the message and communication reaction [5].

From the results of research that has been carried out and linked to the documentary film Dirty Vote on the voting attitudes of novice voters in Tanjungpinang City in the 2024 Election (Pilpres), it can be concluded as an implementation of the S-O-R theory as follows:

In terms of message (stimulus), the message conveyed in the documentary film "Dirty Vote" is a design for fraud in the 2024 election from the perspective of constitutional law experts in Indonesia. Starting from President Jokowi's inconsistent statements regarding his son's involvement in politics, the non-neutrality of public officials, the authority and potential fraud of village heads, the budget and distribution of social assistance, the use of public facilities and state institutions that commit ethical violations. This makes the public's view doubtful about the image of the presidential and vice presidential candidate pairs that will be chosen and is enough to make the public doubt the choices that have previously been made in participating in the 2024 general election.

In terms of communicants (organisms), communicants who are the younger generation, in this case are beginner voters aged 18-23 years with their first experience who will exercise their right to vote in the 2024 general election contestation, of course there will be turmoil, curiosity and deeper curiosity. About the truth of the cases depicted in the film. Then, by watching the film "Dirty Vote" you can shape changes in the attitudes, views and choices of novice voters towards government officials, especially the presidential and vice presidential candidate pairs in the 2024 elections. Based on research data, the majority of novice voters in Tanjungpinang City feel doubtful but do not change their choices

In terms of effect (response), after watching the documentary film "Dirty Vote" the level of doubt among novice voters in the city of Tanjungpinang was quite high regarding the choice of presidential and vice presidential candidates they had decided to choose.

# 4 Conclusion

Based on the results of the research conducted, the conclusions from the results of this research are as follows:

1. Knowledge and Duration. New voters in Tanjungpinang City are aware of the documentary film "Dirty Vote" which has gone viral in the mass media and have watched the film almost to the end, and also know the background of the image of the presidential and vice presidential candidate pairs in the 2024 election.

2.  Attention. New voters in Tanjungpinang City have decided to participate in the 2024 elections and have had their own choices before watching the documentary film "Dirty Vote"

3.  Order. The message conveyed by the documentary film "Dirty Vote" can be well received by novice voters because after watching the film they understand the message conveyed so that it has an impact on changing their views on the image of candidate pairs and they feel hesitant about choosing a candidate pair.

4.  Communicant and Effects. The effect that emerged after watching the documentary film "Dirty Vote" was enough to make novice voters doubt their choice and the image of the candidate pair. However, it does not proceed to action because it does not change their final choice from the initial choice that has been made.

If we refer to the results of the 2024 Presidential and Vice Presidential elections in Tanjungpinang City with votes of 55% Prabowo-Gibran, 31% Anis-Muhaimin, and 14% Ganjar-Mahfud, it can be concluded that assuming 35% of the total voters have voting rights in the city Tanjungpinang is a novice voter, not influenced by the showing of the documentary film "Dirty Vote" which was considered to have damaged the image of the Prabowo-Gibran couple, as evidenced by the vote acquisition which reached 55%. New voters in Tanjungpinang City only had doubts as a result of watching the documentary film "Dirty Vote" but did not change their choice.

This research also answers the hypothesis, namely Ho: There is no influence of the documentary film "Dirty Vote" on the choices of young voters in Tanjungpinang City in the 2024 elections.

In this research, the author certainly has research limitations, and the limitation of this research is only to see the extraordinary exposure of mass media in influencing public opinion which can be concluded simply. The author hopes that further research will look further into the factors or causes that can make people's actions change, not just down to opinions due to exposure to mass media in the digital era like today.

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