

The Influence of Najwa Shihab's "3 Bacapres Bicara Gagasan" on the Preferences of First-time Voters Regarding the 2024 Presidential Election

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ABSTRACT

"3 Bacapres Bicara Gagasan" is a livestream talk show by Najwa Shihab which lets the 3 "Bakal Calon Presiden" (presidential candidate) share their ideas and dreams for the future Indonesia and was first broadcast through Narasi TV's website, Najwa Shihab's YouTube channel, and Universitas Gadjah Mada's YouTube channel. Since then, the snippets have been spread widely throughout every social media, such as Facebook, Instagram, X, and TikTok. Using quantitative methods, this research aims to see whether there are influences of the "3 Bacapres Bicara Gagasan" broadcast and snippets, which are available and have become a major conversation on social media, on first-time voters preferences regarding the 2024 presidential election. The sample size is 100 respondent using slovin's formula of sampling. This research shows that the snippets or informations spread to social media does effect the preferences of first-time voters, such as their opinion and likes towards which candidate. However, it shows negative results towards voters' candidate criterias. Voters' understanding toward the show also don't show any influence toward first-time voter's preferences regarding the 2024 presidential elections.

Keyword: Social Media, Influences, First-Time Voters Preferences, 2024 Election

INTRODUCTION

Social media growth has continued to increase rapidly. (Knupfer et al., 2023) stated that the usage of social media has consistently grown over the few past years. The growth of social media is predicted to increase from 2.73 billion users in 2017 to 5.85 billion in 2027 (Dixon, 2024). Through the development of social media as a platform for communication and information, there are also more opportunities for voters, especially first-time voters, to take a closer look at the presidential candidates running for the 2024 presidential election. One of the available platforms is Najwa Shihab's talk show, Mata Najwa, with the title "3 Bacapres Bicara Gagasan" which was broadcast live on Najwa Shihab's YouTube, Gadjah Mada University YouTube and the official Narasi TV website. Then, of course, the ideas conveyed by the 3 presidential candidates became the subject of conversation on social media and also, in several Indonesian news articles. That way, first-time voters also use various social media platforms as a place to find information. One of them is this show.

Mass media, which one of it is social media, has always managed to be a point of political reference for the whole world (Terchilă, 2014). Along with its development, social media has changed people's lifestyle in general, from just reading the news to the way we interact, even studies state that social media has attracted many people to be more active in participating by allowing individuals to connect and to discuss political issues that are happening (Boulianne, 2020; Guo & Chen, 2022). Another study also stated that social media is a new technology that brings benefits for the users because social media is a broad platform that is ideal for communicating to a wide audience and can freely spread ideas, thoughts, and news (Pastor-Galindo et al., 2020, 2022). With the findings of the studies above, researchers can conclude how mass media, especially social media, has an impact on society through communication services with a wide audience and reach, and facilitates the flow of exchanging information and messages, one of which is politics.

With the increasing use of social media by the general public, social media has eventually started to receive more attention from politicians as a platform to campaign for or advertise certain political candidates (Weismueller et al., 2022). The rising use of social media by first-time voters and political actors allows for interaction between voters, candidates, and political parties, potentially enhancing their image impact (Bertot et al., 2012; Shockley-Zalabak et al., 2019; Valeriani & Vaccari, 2016 in de-Oliveira et al., 2022). One example of how political actors are becoming interested in social media is the "3 Bacapres Bicara Gagasan" content by Mata Najwa, broadcast on social media platforms such as Najwa Shihab's YouTube and Universitas Gadjah Mada's YouTube. Najwa Shihab provided an opportunity for the audience at Universitas Gadjah Mada and online to ask questions directly to the three presidential candidates. Subsequently, clips from the "3 Bacapres Bicara Gagasan" content were widely disseminated on social media other than YouTube, such as Instagram, X, and others, opening up opportunities for the general public to watch shorter versions and share opinions about the candidates' ideas. Ultimately, this allows the public to form personal preferences, such as opinions and favored candidates, regarding the 2024 presidential election.

In several studies, it has been found that online broadcasts influence public perception or opinion. According to (Alam et al., 2024), online broadcasts successfully informed the people of India about vaccines, relying partly on social media influencers (SMIs). Subsequent research findings also stated that YouTube broadcasts, in that case, focusing on SMIs dealing with body image and drug use, can influence the public regarding motivation, capability, and opportunity (Michie et al., 2011 in Cox & Paoli, 2023). In findings from Europe, approximately 75% of respondents stated that the economy, society, and politics would suffer without media (Terchilă, 2014). Besides recent research, there is an interesting historical instance where broadcasts significantly influenced politics: in 1952, Eisenhower purchased political advertisement spots on television and subsequently won the election (McNair, 2018). Of course, certain broadcasts with specific intentions can be received and understood differently by the audience, necessitating further research to see how a broadcast can influence public perspective, opinion, or preference.

Aside from the influence of broadcasts or social media, public preference is not an overnight phenomenon. According to findings by (Putra et al., 2022), Indonesia is a country with a diverse array of cultures, customs, and religions still strongly preserved within society, resulting in political preferences related to this diversity, such as certain religions. However, the findings still prove that Indonesia can be seen as open to unity in political diversity. Additionally, it was found that the preferences of first-time voters heavily depend on the information they receive. First-time voters tend to seek out information, and if the information is predominantly negative, they tend to be more sensitive (negative news impacts more than positive) and may be inclined to abstain from voting or choose opposition parties (Carvalho et al., 2023). Meanwhile, other findings show that voter preferences tend to change with age and life stages. Voters are more likely to support or choose left-wing parties until middle age and then tend to favor right-wing parties afterward (Geys et al., 2022). Therefore, this research aims to understand voter preferences, focusing on first-time voters after watching the "3 Bacapres Bicara Gagasan" content by Najwa Shihab.

H1. Social media as an information dissemination platform influences first-time voter preferences.

H2. First-time voters' understanding of the "3 Bacapres Bicara Gagasan" content by Najwa Shihab influences their preferences.

To complement this research, the researcher employs the uses and gratification theory to underpin the reasons and motivations of first-time voters for watching and subsequently the reasons behind the preferences formed after watching. The uses and gratification theory was first developed by Katz, Blumler, and Gurevitch, and focuses on an active audience and media use driven by specific goals (Bahfiarti & Arianto, 2022). Additionally, the uses and gratification theory posits that media motives, based on fulfilling their needs, are called media influence. Audience satisfaction is based on the motives of seeking gratification and the gratification obtained (Bahfiarti & Arianto, 2022). Based on the findings attached and explained above, it can be concluded that the uses and gratification theory is about active audience media usage driven by the need to achieve specific "goals." Considering other findings, such as (Carvalho et al., 2023), which state that first-time voters tend to seek out available information with the goal of fulfilling their information needs due to it being their first time voting, this research suggests that the impact of the "3 Bacapres Bicara Gagasan" content is significant due to the curiosity of first-time voters seeking information on social media.

RQ1. Does the "3 Bacapres Bicara Gagasan" content influence first-time voter preferences?

RQ2. Does social media as a platform for information and dissemination of the "3 Bacapres Bicara Gagasan" content influence first-time voter preferences?

METHODS

According to (Amin et al., 2023), a population is the entire set of elements in a study that involves objects or subjects with specific characteristics. Meanwhile, (Hulley et al., 2013; Thacker, 2020), state that a population is a complete set of individuals with certain characteristics. Additionally, it is explained that a population consists of objects/subjects with certain qualities or characteristics determined by the researcher, and it is not limited to humans but can also include other objects or natural entities (Sugiyono, 2013). The population in this study is 7.2 million people. This number comes from the viewers of the "3 Bacapres Bicara Gagasan" content on Najwa Shihab's YouTube channel. The sample is then later specified to first-time voters. Furthermore, according to (Amin et al., 2023), a sample is a subset of the population that can represent the population by having representative characteristics. (Sugiyono, 2013) also states that a sample must adequately represent the population so that findings from the sample can be generalized to the population. This study is a quantitative method research using a survey as the data collection method. Using the Slovin formula, a sample size of 100 respondents who had watched the "3 Bacapres Bicara Gagasan" content and are first-time voters was obtained. The questionnaires were then distributed via the Line and Instagram applications in the hope of covering a broad sample.

$$n = \frac{N}{1 + Ne^2}$$

Data were collected using convenience sampling. According to (Emerson, 2015), convenience sampling involves selecting individuals who meet the research criteria in any feasible way. There is also the view that convenience sampling is a haphazard data collection technique, as respondents are inadvertently near the researcher, both spatially and administratively, during data collection (Dörnyei, 2007; Etikan, 2016). Therefore, it can be

considered a cost, time, and effort-efficient data collection technique. The data were obtained using a questionnaire created with Google Forms, consisting of 19 items measured on a 5-point Likert scale, curated and derived from previous research by (Budhirianto, 2015) and (de-Oliveira et al., 2022).

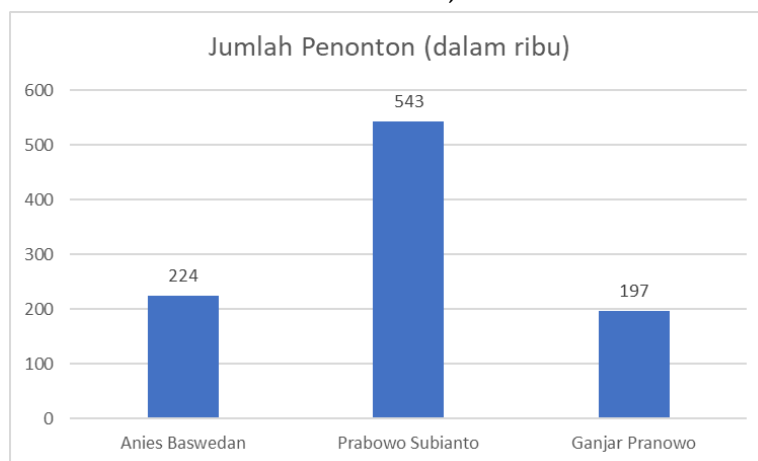
After distributing the questionnaire, the researcher obtained 107 respondents. The respondent was later refined to 102 respondents, as 5 had never watched the "3 Bacapres Bicara Gagasan" contents and did not meet the sample criteria. Subsequently, the researcher utilized the SmartPLS application to test and process the data. The researcher conducted Discriminant Validity tests, HTMT tests, and Saturated Model Results tests to determine the correlation between the factor (x), the "3 Bacapres Bicara Gagasan" content, and the factor (y), first-time voter preferences, and to test the formulated hypotheses.

RESULTS AND DISCUSSION

In this section, the researcher will discuss the results and explanations of the data and research that have been collected. The researcher gathered 107 respondents out of the needed 100 samples, which were then refined to 102 respondents because 5 respondents did not meet the criteria set by the researcher. Additionally, to enhance understanding of the content and first-time voter preferences, the researcher collected secondary data to provide a broader understanding of the current situation in the field.

According to (Liputan6, 2023), political observer Hariwo Satrio stated that the public showed enthusiasm for the session that features Prabowo Subianto in it. Among the three presidential candidates, Prabowo Subianto's session received the highest number of viewers. The following chart will display the viewer data for each video.

Picture 1,



Source: Liputan6

Prabowo Subianto garnered the highest viewership with a total of 543 thousand viewers, followed by Anies Baswedan with 224 thousand viewers, and Ganjar Pranowo with 197 thousand viewers. Based on this data, it can be concluded that Prabowo Subianto received significant attention and enthusiasm among the three presidential candidates. This data also provides additional insight into voter preferences when watching the "3 Bacapres Bicara Gagasan" program by Najwa Shihab.

The study on the influence of the "3 Bacapres Bicara Gagasan" program on first-time voters' preferences collected data from 102 respondents, matching the target sample size. The data was gathered using convenience sampling, and the researcher utilized Line and Instagram to distribute the questionnaire. The collected data was then processed for reliability and validity testing, measurement model assessment (comprising Social Media, Audience Understanding, and First-Time Voter Preferences), HTMT (heterotrait-monotrait ratio), and saturated model results.

Table I. Demographic

		Frequency	Percent
Age	17	2	1.9%
	18	24	22.4%
	19	61	57%
	20	18	16.8%
	21	2	1.9%
First-time Voters	Ya	107	100%
Gender	Female	73	68.2%
	Male	34	31.8%
Educational Level	Finished Highschool	107	100%

The demographic data above represents the complete respondent demographics before excluding the 5 respondents who did not meet the criteria. The age range of 17-21 years (first-time voters) is sufficiently covered, although not entirely balanced. All respondents identified themselves as first-time voters, resulting in a 100% rate for first-time voters, as the researcher specified the criteria needed for respondents when distributing the questionnaire. Out of 107 respondents, 73 were female, and the remaining were male. Lastly, all respondents had completed high school, as the researcher primarily distributed the questionnaire through communication forums available for university students.

Table II. Measurement Model

Construct	Item Code	Loading	Outer Weights	CA	CR	AVE
Social Media				0.749	0.840	0.570
	MS1	0.677	0.252			
	MS2	0.871	0.442			
	MS3	0.777	0.341			
Audiences Understanding	MS4	0.678	0.265			
				0.818	0.877	0.643
	PM1	0.627	0.144			
	PM2	0.861	0.363			
First-time Voters Preferences	PM3	0.861	0.384			
	PM4	0.836	0.319			
				0.893	0.911	0.482
	VO1	0.712	0.157			
	VO2	0.710	0.158			
	VK1	0.652	0.125			
VK2	0.727	0.147				
VK3	0.728	0.090				
VK4	0.771	0.173				

Construct	Item Code	Loading	Outer Weights	CA	CR	AVE
	VK5	0.590	0.108			
	VK6	0.732	0.181			
	VK7	0.660	0.098			
	VK8	0.641	0.109			
	VK9	0.698	0.084			

After testing the measurement models, it was found that some questionnaire items did not meet the standards set by the SmartPLS application. In the outer loadings, several items were below the standard threshold of 0.7. One such item was indicator VK8, which pertains to the Criteria of Candidates Preferred by First-Time Voters, with an outer loading value of 0.641 ($0.641 < 0.7$). Therefore, the researcher decided to remove some questionnaire items to meet the standards set by the SmartPLS application.

Table III. *Measurement Model*

Construct	Item Code	Loading	Outer Weights	CA	CR	AVE
Social Media				0.720	0.840	0.639
	MS2	0.882	0.530			
	MS3	0.795	0.368			
	MS4	0.712	0.337			
Audiences Understandings				0.823	0.894	0.738
	PM2	0.863	0.367			
	PM3	0.858	0.421			
	PM4	0.857	0.376			
First-time Voters Preferences				0.866	0.895	0.550
	VO1	0.790	0.220			
	VO2	0.799	0.220			
	VK2	0.701	0.201			
	VK3	0.710	0.144			
	VK4	0.758	0.215			
	VK6	0.723	0.244			
	VK9	0.706	0.126			

After removing several questionnaire items (indicators), the data then met the measurement model standards previously determined by the SmartPLS application. The indicators that were removed include MS1 (Social Media), PM1 (Understanding), VK1, VK5, VK7, and VK8 (First-Time Voter Preferences), as they did not meet the validity standard (>0.7). Additionally, the Average Variance Extracted (AVE) test, which previously showed a value of 0.482, increased to 0.550 after removing several indicators. The remaining data met the specified standards, making the measurement model valid and reliable.

Table IV. *Discriminant Validity*

	Social Media	Audiences Understandings	First-time Voters Preferences
Social Media	0.799		
Audiences Understandings	0.417	0.859	
First-time Voters Preferences	0.344	0.340	0.742

Table V. *Heterotrait-Monotrait Ratio (HTMT)*

	Social Media	Audiences Understandings	First-time Voters Preferences
Social Media			
Audiences Understandings	0.515		
First-time Voters Preferences	0.394	0.34	

Table VI. *Saturated Model Results*

	R²	Adj. R²	VIF	Q²	f²	SRMR
Social Media			1.210			
Audiences Understandings			1.210			
First-time Voters Preferences	0.165	0.148		0.075	0.059	0.092

In the testing of Table IV for Discriminant Validity, it was found that the main value of each variable was greater than the inter-variable correlation values. This testing technique is called the Fornell-Larcker Criterion in SmartPLS and proves that the constructs created are adequate for testing. Subsequently, the researcher examined the HTMT (Heterotrait-Monotrait Ratio), as seen in Table V, where the resulting ratios were lower than 0.90. Next, in the testing of saturated model results, it was found that the R² value was 0.165 (R² must be above 0.1) and the Adjusted R² was 0.148 (above 0.1). Although these values are close to the 0.1 standard, the R² and Adjusted R² values in this study are still above the set standard. The results from the VIF test also indicated safety with a value of 1.210 (VIF value must be <10), showing that there is no multicollinearity issue in this study. Additionally, the Q² standard, which must be greater than zero, was met with a value of 0.075. Therefore, the research model's predictive relevance and significance level can meet the established standards. The SRMR value showed 0.092, which according to the official SmartPLS website guidelines must be <0.10, so the SRMR test results are still considered appropriate and good for the model created (Ringle et al., 2024).

Table VII. *Hypothesis Construct*

Effects	Relationship	BETA	MEAN	STDV	T Value	Decision
Direct relations						
H1.	Social Media > First-time Voters Preferences	0.245	0.276	0.113	2.161	Yes
H2.	Audiences Understandings > First-time Voters Preferences	0.238	0.257	0.108	2.203	Yes

The table above illustrates the hypothesis construct, explaining the previously established hypotheses. It can be seen that the T Value is higher than the critical value (1.9), specifically 2.161 and 2.203, thus the hypotheses are accepted. The first hypothesis, which posits that social media influences the preferences of first-time voters, is accepted with a value of (β : 0.245, t: 2.161, and p: <0.05). In reality, social media is the center of activities for first-time voters today. Social media serves as a platform that provides information and discussion forums for these voters. According to data from GoodStats, social media users in Indonesia currently constitute 76.04% of the population and are projected to reach 81.82% by 2026 (Yonatan, 2023). Programs like Mata Najwa by Najwa Shihab, which were previously broadcast on television, have now moved to social media, making it unsurprising that social media influences the preferences of first-time voters. The second hypothesis, which suggests that the understanding of first-time voters regarding the "3 Bacapres Bicara Gagasan" content influences their preferences, is also accepted with a value of (β : 0.238, t: 2.203, and p: <0.05). Indeed, understanding significantly impacts voter preferences. By comprehending the content, ideas, and aspirations of the presidential candidates, first-time voters can identify the type or criteria of a leader that matches their expectations. Additionally, after watching and understanding the content, voters can at least form an opinion regarding the 2024 Presidential Election. With the hypotheses proven, the research questions posed at the outset of the study are also answered.

CONCLUSION

The Najwa Shihab's Mata Najwa Talkshow content "3 Bacapres Bicara Gagasan" is one of a content, or show, that has become the talk of the town on social media. In total, the viewers on Najwa Shihab's YouTube channel reached 7.2 million, and there are still so many video clips that are shared through other social media. "3 Bacapres Bicara Gagasan" is content that is also a platform that lets the Bacapres convey their ideas and hopes for Indonesia in the future. The content also provides an opportunity for voters to ask questions and directly assess the three Bacapres who convey their ideas and hopes. This research takes a step to test the effects of the "3 Bacapres Bicara Gagasan" show on the preferences of first-time voters in the 2024 presidential election. After conducting various tests, such as validity and reliability tests, Discriminant Validity test, HTMT test, Saturated Model Results test, and hypothesis testing, it was found that H1 and H2 in this study received positive results. The first hypothesis stated that social media as information platform has a lot of effects on first-time voters's preferences in regard to the 2024 presidential election. Then, the second hypothesis states that the understanding of first-time voters regarding the messages conveyed and contained in the broadcast "3 Bacapres Bicara Gagasan" also affects the preferences of first-time voters.

This research is limited by the cost and time of the researcher's own. Through the findings conducted from the research, it would be better if the research used a more detailed sampling technique so that the distribution of respondents could be more evenly distributed. In addition, it can test the effect of social media as a platform for information on voter understanding because the data obtained by researchers in this study have not been able to examine that question.

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