

ABSTRAK

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Pengaruh Media Sosial Instagram Raffi Ahmad Terhadap Keputusan Memilih Calon Presiden di Pemilu 2024 oleh Generasi Z

Tepat pada tanggal 14 Februari tahun 2024, Indonesia melaksanakan pemilihan umum presiden dan legislatif. Terdapat perbedaan hasil suara yang cukup signifikan, baik dari hasil perhitungan resmi, maupun quick count. Dominasi suara yang diperoleh ini tentu tak lepas dari berbagai usaha kampanye yang telah dilakukan, salah satunya penggunaan media sosial influencer Raffi Ahmad. Generasi Z merupakan salah satu kelompok yang mendominasi hak pilih, serta generasi pengguna aktif media sosial terbanyak. Penelitian ini bertujuan untuk mengetahui pengaruh media sosial instagram Raffi Ahmad terhadap keputusan memilih calon presiden di Pemilu 2024 oleh Generasi Z dengan analisis Teori Khalayak Kepala Batu. Peneliti menggunakan metode penelitian kuantitatif deskriptif dengan pengambilan data melalui penyebaran kuesioner kepada 102 responden generasi Z yang telah memiliki hak pilih di Pemilu 2024. Berdasarkan seluruh tahapan penelitian yang sudah dilakukan, mulai dari rumusan masalah, hipotesis, dan hasil penelitian maka didapatkan hasil bahwa terdapat pengaruh antara media sosial Instagram Raffi Ahmad terhadap keputusan memilih di Pemilu 2024. Pengaruh yang diberikan dari media sosial Instagram Raffi Ahmad terhadap keputusan memilih calon presiden di Pemilu 2024 sebesar 75.8%. Sementara, 24.2% keputusan memilih lainnya dipengaruhi oleh faktor di luar media sosial Instagram Raffi Ahmad. Hasil tersebutlah yang kemudian menunjukkan keselarasan dengan Teori Khalayak Kepala Batu, bahwasannya dapat dibuktikan media massa memang dapat memberikan pengaruh terhadap khalayak, namun khalayak saat ini tidak serta-merta mutlak terpengaruh dan mengikuti apa yang media massa sampaikan.

Kata Kunci : Media Sosial, Instagram, Influencers, Pemilu, Generasi Z

ABSTRACT

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The Impact of Raffi Ahmad's Instagram Social Media on the Decision to Vote for Presidential Candidates in the 2024 Election by Generation Z.

On February 14, 2024, Indonesia held presidential and legislative elections. There were significant differences in the results of the votes, both from the official count and the quick count. The dominance of the votes obtained is certainly inseparable from the various campaign efforts that have been made, one of which is the use of social media influencer Raffi Ahmad. Generation Z is one of the groups that dominates the right to vote, as well as the generation with the most active social media users. This study aims to determine the influence of Raffi Ahmad's Instagram social media on the decision to choose a presidential candidate in the 2024 Election by Generation Z with the analysis of The Obstinate Audience Theory. Researchers used descriptive quantitative research methods by collecting data through distributing questionnaires to 102 Generation Z respondents who already have the right to vote in the 2024 elections. Based on all stages of research that have been carried out, starting from the formulation of problems, hypotheses, and research results, the results show that there is an influence between Raffi Ahmad's Instagram social media on voting decisions in the 2024 elections. The influence given from Raffi Ahmad's Instagram social media on the decision to vote for presidential candidates in the 2024 elections is 75.8%. Meanwhile, 24.2% of other voting decisions are influenced by factors outside of Raffi Ahmad's Instagram social media. These results then show harmony with The Obstinate Audience Theory, that it can be proven that mass media can indeed have an influence on audiences, but today's audiences are not necessarily absolutely influenced and follow what the mass media convey.

Keywords : Social Media, Instagram, Influencers, Election, Generation Z