

## Pengaruh kampanye hitam terhadap pemilih pemula dalam partisipasi pemilu studi kasus PEMILU Presiden RI 2014 = Black campaign influence on beginner voters in general election case study Indonesian Presidential Election 2014

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### Abstrak

[<b> ABSTRAK</b><br>Menurut hasil data Badan Pusat Statistik bahwa presentase pemilih pemula pemilu 2014, hanya mencakup 20 persen dari seluruh pemilih. Namun, kasus mengenai pemilih pemula menjadi orientasi studi yang menarik. Hal ini disebabkan karena pengalaman dan pengetahuan yang minim tentang proses politik yang mereka miliki itu sangat mudah dipengaruhi oleh berbagai sumber yang tidak resmi (kampanye hitam). Hal ini memunculkan pertanyaan penulis sejauh mana kampanye hitam mempengaruhi pemilih pemula dalam pemilu 2014. dari hasil wawancara dua informan dapat disimpulkan bahwa sumber-sumber informasi mengenai kandidat yang diperoleh masih memiliki tingkat ketidakbenaran informasi yang sangat tinggi. hal ini kemudian memberikan dampak pada beralihnya pilihan terhadap kandidat, dari kandidat yang mereka pilih berdasarkan hati nurani menjadi kandidat yang dikonstruksikan media.;

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