

## **ABSTRACT**

### **EFFECTIVITY ADVERTISING POLITICAL OF DAILY NEWSPAPER IN LAMPUNG ABOUT GOVERNOR ELECTIONS TOWARD BEGINNER VOTERS**

**By**

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The phenomenon of political advertising in the daily newspaper in Lampung is enough to attract attention. The reason, many people who doubt its effectiveness, especially for first-time voters. The candidates directly considers the individual socialization is more effective to be able to get votes to get a number one seat in lampung, but the fact in the field of political advertising in the daily Newspaper such as Lampung Post, Tribune Lampung and Radar Lampung is inefficient to reach all people especially for first-time voters, this is because not all elements of society voters intense consume daily newspaper, especially in areas that are far from downtown.

The purpose of this research was to determine and measure the effectiveness of the daily newspaperin Lampung about the election for governor of Lampung toward beginner voters.

**Keywords:** Effectivity of Newspaper, political advertising, Beginners Voter