

## **ABSTRACT**

### **THE EFFECT OF THE BLACK CAMPAIGN THROUGH MASS MEDIA ON THE CHOICE OF THE BEGINNER VOTERS IN THE 2014**

**(Study in Dusun Purworejo Dan Srirejo Kelurahan Branti Raya Kecamatan  
Natar)**

**By**

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This study aims to determine the effect of the black campaign through mass media on the choice of the beginner voters in the 2014 presidential election. In addition, this study is also aimed to test the theory of behavioral sociology, where this theory tries to explain that the incident was caused by the behavior of actors that influence other actors in the future. This research was conducted on the beginner voters in countryside of Purworejo and Srirejo in the Brani Raya village. This type of research uses descriptive method with quantitative approach. The sample involved 92 respondents. Technical analysis is done by using normality test, cross tabulation test, correlation test and regression test through statistical SPSS program. Based on the results of research and questionnaires distributed to respondents, it is found that there is influence between black campaign through mass media to the choice of beginner voters. That is more increased intensity of activity or news that is done repeatedly it will affect the choice of beginner voters. So that the change caused by the choice of beginner voters black campaign activities through the mass media. And black campaign through mass media to the choice of beginner voters have a relationship that has a direction..

Keywords : black campaign, mass media, beginner voters.