

ABSTRACT

***The Influence of Rubric “Menuju Pemilu 2014” in Tribun Lampung Newspaper
Towards First Voters Interest to Participate in Elections 2014
(case study on first voters incommunication scienceFaculty of Social and Political
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First voters are an important asset for participating in the election because a huge number of voters overall. However, voters are required to be active in seeking information about the elections so that they get more information confirming their intention to exercise their voting right. And one of the local newspapers in the Bandarlampung contains a rubric that contains news about the election rubric entitled "Menuju Pemilu 2014" in which this could be one source of information for voters who read it so that they are more confident to participate in elections. The purpose of this research is knowing the influence of elections information either legislative elections or governor of Lampung Province elections in rubric “Menuju Pemilu 2014” in Tribun Lampung Newspaper towards first voters interest to participate in Elections 2014. This research use S-O-R Theory as a priority theory and using Information Processing Theory for supporting this research. This research use total sampling technique and sample for this research is done by pre-survey in communication studies students from 2011-2013 years with 314 person and after pre-survey there are 48 persons which qualified to be a respondent because they are read and follow up the news from rubric “Menuju Pemilu 2014” in Tribun Lampung newspaper. To test the influence of both variable, this research use Simple Regression Linier to test if there are influence of those variable with low scale. The result of hipotesis test showed that $T_{output} (3.763) > T_{table} (1.679)$ therefore H_0 is rejected and that means the news of elections either legislative or governor of Lampung Province has influence towards first voters interest who reads that rubric, therefore H_0 is rejected and H_1 is accepted.

Keywords : newspaper, rubric, influence, first voters