

ABSTRAK

Pengaruh Konten Youtube Najwa Shihab Terkait Pilpres 2024 Terhadap Persepsi Gen Z Terkait Calon Presiden (Survei Pada Mahasiswa Fisip Universitas Lampung)

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Media sosial dapat dijadikan sebagai media yang efektif untuk kajian komunikasi politik. Beragam platform media sosial dimanfaatkan untuk komunikasi politik salah satunya adalah YouTube. YouTube Najwa Shihab melalui playlist konten berjudul "Menuju Pemilu 2024" berisi wawancara eksklusif dengan calon presiden 2024. Tayangan ini berpotensi mempengaruhi persepsi Gen Z mengenai calon presiden. Media sosial dapat meningkatkan pengetahuan politik para pemilih, yang kemudian menjadi dasar bagi individu dalam menentukan perilaku politik seperti persepsi, sikap, orientasi dan pemberian suara. Penelitian ini menggunakan teori *Uses and Gratifications* kaitannya ialah penerima pesan yakni Gen Z secara aktif mengonsumsi media untuk memenuhi kebutuhan informasi mereka berupa informasi politik seputar pilpres tahun 2024. Tujuan penelitian ini ialah untuk mengetahui dan mendeskripsikan pengaruh konten YouTube Najwa Shihab terkait pilpres 2024 terhadap persepsi Gen Z terkait calon presiden. Metode penelitian ini ialah kuantitatif dengan melakukan survei kepada 100 responden yang merupakan mahasiswa aktif FISIP Universitas Lampung. Hasil penelitian menunjukkan terdapat pengaruh positif yang signifikan dari konten YouTube Najwa Shihab terkait pilpres 2024 terhadap persepsi Gen Z terkait calon presiden dengan $t_{hitung} 12,766 > t_{tabel} 1,660$, maka H_0 ditolak dan H_a , serta nilai pengaruhnya sebesar 62,4% dengan kategori kuat yang didasarkan pada uji koefisien determinasi.

Kata Kunci: YouTube Najwa Shihab, Pilpres 2024, Persepsi Gen Z, Teori *Uses and Gratifications*

ABSTRACT

THE INFLUENCE OF NAJWA SHIHAB'S YOUTUBE CONTENT RELATED TO THE 2024 PRESIDENTIAL ELECTION ON GEN Z PERCEPTIONS REGARDING PRESIDENTIAL CANDIDATES (Survey On Lampung University Fisip Students)

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Social media can be used as an effective medium for studying political communication. Various social media platforms are used for political communication, one of which is YouTube. Najwa Shihab's YouTube channel, via a content playlist entitled "Towards the 2024 Election," contains exclusive interviews with 2024 presidential candidates. This broadcast has the potential to influence Gen Z's perception of presidential candidates. Social media can increase voters' political knowledge, which then becomes the basis for individuals in determining political behavior such as perceptions, attitudes, orientation, and voting. This research uses the Uses and Gratifications theory in relation to the message recipients, namely Gen Z, actively consuming media to fulfill their information needs in the form of political information regarding the 2024 presidential election. The aim of this research is to find out and describe the influence of Najwa Shihab's YouTube content related to the 2024 presidential election on the perception of Gen Z regarding presidential candidates. This research method is quantitative and involves conducting a survey of 100 respondents who are active FISIP students at Lampung University. The research results show that there is a significant positive influence from Najwa Shihab's YouTube content related to the 2024 presidential election on Gen Z's perception regarding presidential candidates with $t_{count} 12.766 > t_{table} 1.660$, then H_0 is rejected and H_a , and the influence value is 62.4% with a strong category based on the coefficient of determination test.

Keywords: *YouTube Najwa Shihab, 2024 Presidential Election, Perception of Gen Z, Uses and Gratifications Theory*