

## ABSTRAK

### PENGARUH CAPAIAN PROGRAM KPU *GOES TO CAMPUS* TERHADAP PENINGKATAN PARTISIPASI PEMILIH MUDA PADA PEMILU 2024 DI PROVINSI LAMPUNG

OLEH

AHMAD SYAIFUL ZUHRI

Program KPU *Goes to Campus* merupakan strategi edukasi kepemiluan yang ditujukan untuk meningkatkan kesadaran politik dan partisipasi pemilih muda melalui lingkungan akademik. Penelitian ini bertujuan untuk menganalisis pengaruh Capaian Program KPU *Goes to Campus* terhadap peningkatan partisipasi pemilih muda pada Pemilu 2024 di Provinsi Lampung. Penelitian menggunakan pendekatan kuantitatif dengan teknik analisis regresi linear sederhana. Kuesioner disebarikan kepada 119 responden dan 115 data dinyatakan layak dianalisis setelah proses penyaringan. Hasil penelitian menunjukkan bahwa capaian program berada pada kategori baik dan partisipasi pemilih muda termasuk dalam kategori cukup tinggi. Uji regresi menunjukkan nilai *R Square* sebesar 0,201 yang berarti Program KPU *Goes to Campus* berpengaruh sebesar 20,1% terhadap partisipasi pemilih muda, sedangkan 79,9% dipengaruhi faktor lain. Nilai *t* hitung sebesar 5,334 dengan sig.  $0,000 < 0,05$  menunjukkan pengaruh signifikan variabel capaian program terhadap partisipasi pemilih muda. Koefisien regresi sebesar 0,449 menunjukkan bahwa setiap peningkatan capaian program sebesar satu satuan akan meningkatkan partisipasi pemilih muda sebesar 0,449 satuan. Temuan ini menegaskan bahwa program mampu meningkatkan literasi politik, kesadaran pemilu, serta mendorong partisipasi mahasiswa dalam proses demokrasi, namun capaian masih perlu diperluas melalui inovasi dan keberlanjutan program agar dampak yang dihasilkan lebih optimal dan merata..

**Kata Kunci:** Capaian Program, KPU *Goes to Campus*, Partisipasi, Pemilih Muda, Mahasiswa

## **ABSTRACT**

### **THE INFLUENCE OF THE ACHIEVEMENT OF THE KPU GOES TO CAMPUS PROGRAM ON THE INCREASE OF YOUNG VOTERS' PARTICIPATION IN THE 2024 ELECTION IN LAMPUNG PROVINCE**

*By*

**AHMAD SYAIFUL ZUHRI**

*The KPU Goes to Campus Program is an electoral education strategy aimed at increasing awareness and participation among young voters through the academic environment. This study aims to analyze the influence of the achievement of the KPU Goes to Campus Program on the increase of young voters' participation in the 2024 General Election in Lampung Province. The research employed a quantitative approach using simple linear regression analysis. Data were collected through questionnaires distributed to 119 respondents, of which 115 responses were declared valid and eligible for analysis after data screening. The results indicate that the achievement of the program is categorized as good, while young voters' participation is classified as relatively high. The regression analysis shows an R Square value of 0.201, indicating that the KPU Goes to Campus Program contributes 20.1% to the variation in young voters' participation, while the remaining 79.9% is influenced by other factors outside this study. The calculated t-value of 5.334 with a significance level of  $0.000 < 0.05$  confirms that the achievement of the program has a positive and significant influence on young voters' participation. The regression coefficient value of 0.449 indicates that every one-unit increase in program achievement leads to a 0.449-unit increase in young voters' participation. These findings suggest that the KPU Goes to Campus Program contributes to improving electoral literacy, increasing awareness of elections, and encouraging student participation in democratic processes. However, the program's achievement remains limited and requires further expansion through innovation and sustainability to ensure broader and more optimal impacts.*

**Keywords:** *Program Achievement, KPU Goes to Campus, Participation, Young Voters, Students*