

The Effect of Beginner Voters' Education Level on Voting Decisions in the 2024 Tasikmalaya Mayoral Election in Tamansari Village

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ABSTRACT : This study examines the influence of education level on the voting decisions of first-time voters in the 2024 Tasikmalaya Pilwalkot in Tamansari Village. As an important element of democracy, first-time voters are often the focus of studies because of their unique characteristics in making political decisions. The study used a quantitative approach with a survey method, involving 89 respondents from a total population of 770 first-time voters. The analysis showed a positive relationship between education level and the quality of voting decisions. Voters with higher education tend to be critical, able to analyze candidate programs, and avoid manipulation of information, while those with lower education are more vulnerable to being influenced by emotional and impulsive factors. This research confirms the importance of education in improving the political literacy of first-time voters, contributing to the quality of democracy at the local level.

KEYWORDS -education, voters, decisions, elections, democracy

I. INTRODUCTION

Novice voters are a group of voters who are using their voting rights for the first time in an election. Based on the regulation of the General Election Commission of the Republic of Indonesia Number 11 of 2018, first-time voters are defined as citizens who are involved in the electoral process for the first time. They are included in this category if they qualify as Indonesian citizens (WNI) who have reached the age of 17 at the time of voting or are under 17 years old and married.

International survey institutions such as Pew research center and Gallup define first-time voters as individuals between the ages of 17 and 29 who are exercising their right to vote for the first time in a general election (Fernanda, Holilulloh, & Nurmaslisa, 2016). Within this category there is a group called young first-time voters, namely those aged 17 to 21 years. This group has special characteristics, namely being registered for the first time in the Permanent Voters List (DPT) and participating in the general election process, be it legislative elections, presidential elections, or village head elections.

The level of education is one of the factors that can influence the perspective and decisions of novice voters in choosing candidates (Ginting & Ivanna, 2024). Education provides an in-depth understanding of political issues, helps individuals evaluate candidates' policies, and encourages active participation in democracy. Voters who have higher levels of education tend to be more critical, understand the importance of voting rights, and are oriented towards long-term interests. In contrast, people with lower education levels tend to be more easily swayed by emotional or manipulative political campaigns. However, the influence of education level on voting decisions cannot be separated from other factors such as media, social environment, and local political conditions.

In the Tasikmalaya Mayoral Election, especially in Tamansari Village, novice voters are expected to be one of the groups that determine the outcome of the election because the number of novice voters is quite large, which is around 24.49 percent or 138,651 people (Amiruddin, 2024). These novice voters are required to have adequate political literacy skills to deal with information that may be biased or hoaxed. Tamansari Village, which is part of the city of Tasikmalaya, provides both a challenge and an opportunity to examine the effect of education level on political decisions. Therefore, this study focuses on how the level of education influences voting decisions among first-time voters in the 2024 Tasikmalaya Mayor election.

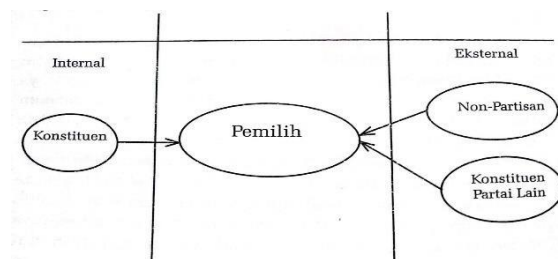
II. LITERATURE REVIEW

Beginner Voters

Entering the election period in electoral political contestation, the study of voters or constituents is a relevant thing to study. Constituents or voters in an election / regional election are indicators that become the benchmark for a direct election to run according to procedural. Voters are defined as the targets and goals of all parties contesting the election. (Firmanzah, 2002). Contestants with all their political marketing techniques and strategies make optimal efforts in influencing and shaping beliefs with the aim that voters provide vote support to the contestants concerned. Voters in this sense are groups of people who feel represented by certain ideologies and then manifested in political institutions or in other words political parties. Thus, a political party must have a common ideology and political goals with its constituents. However, on the other hand, the position of voters in political contestation does not always become constituents of political parties because voters are part of the wider community.

In his book Firmanzah (2002) entitled Political Marketing, it is explained that there are groups of people who are non-partisan, where these people only 'wait' for political parties that can provide programs that suit their needs and desires, so that the essence of their ideology and political goals is not their priority towards political parties. Studying voters also requires further understanding of how their understanding patterns view and shape their political perceptions. Therefore, the method of analyzing voter characteristics is described by Firmanzah (2002) into several parts.

Image Division of Voter Types



Voter characteristics have been studied by several politicians and academics. For example, Downs (1957) published his book entitled An economic theory of democracy. The book explains that voting decisions have significant differences with commercial economic decisions in general. Voting decisions in elections can

be analogous to giving behavior in the commercial business world. That is, if something goes wrong in the business and commercial world, it will have a direct impact on the subject, namely in the form of loss of utility or loss of goods or services purchased. Meanwhile, in political elections, wrong voting decisions do not have a direct impact on constituents, because decisions in a small scope will not give any meaning unless in large numbers. Individual decisions are a small part of collective decisions, so only individuals with certain positions that can influence voter perceptions and the slant of public opinion will have an impact on an election.

Based on the definition of voters explained by Firmanzah (2002), one of the voter categorizations is novice voters. It is explained in the Election Law in article 198 paragraph (1), that novice voters are Indonesian citizens who at the time of the voting day have entered the age of 17 years and / or more, or have / have been married, and have the right to vote which previously had not been included as voters based on the provisions of the Election Law. In his book Firmanzah (2002), the typology of voters is divided into four parts, namely rational voters, critical voters, traditional voters, and skeptical voters. So this research will try to look at the characteristics of novice voters based on their level of education towards their voting decisions in the context of Pilkada in Tamansari 2024. Because often novice voters in determining their decisions in general elections will be influenced by several indicators that can affect their perceptions of prospective candidates in the elections, one of the factors is the level of education. And whether the indicator of the level of education of novice voters is the main factor in determining their decision in the election.

Voting Decisions

Citizen participation in general elections is a series of decision-making activities, namely between using their voting rights or not in general elections. The act of voting can aim to vote and decide directly who will be elected as regional head. Voting behavior is also colored by the ideology between voters and political parties or campaigners. Each contestant brings an ideology that influences each other. During the campaign, there is crystallization and grouping between the ideologies brought by the contestants. People group themselves with contestants who have the same ideology and distance themselves from ideologies that are contrary to their ideology. According to Kristiadi (1996), a person's voting behavior has a relationship between a person who uses his voting rights and several other factors that can influence his decision orientation.

To examine what factors can influence the orientation of novice voters who do not have experience in using their voting rights or people who have just used their voting rights can be done with three approaches, the first is the sociological approach. This sociological approach method has a tendency towards political direction based on socio-cultural aspects, such as demographic, economic, and individual social interaction factors. Second, the social psychological approach, this approach refers to the individual element in its efforts to influence the behavior of novice voters. The emergence of this approach is a reaction to voter dissatisfaction with the sociological approach. According to Adam (1999), this approach model is more decisive in determining voter decisions that are heavily influenced by the psychological level that develops in their individual selves. The third approach is rational choice, this approach assumes that novice voters basically act rationally when making choices when voting, regardless of aspects of religion, social class, gender, ethnicity, tribe, and kinship. So that beginner voters who have a certain ideology in determining their voting decisions will be based on careful consideration so that what they decide is in accordance with their needs and desires.

III. SPSS TEST RESULTS

This research is a quantitative study with a survey approach that aims to analyze the effect of the level of education of novice voters on voting decisions in Pilwalkot 2024 in Tamansari Village, Tasikmalaya. The population in this study were all novice voters in the area, namely 770 people, with the sample collection technique using the solving formula, the research sample was 89 respondents chosen to represent the characteristics of the population. The main instrument used was a questionnaire, which was designed to collect data on education level and voting decision, as well as secondary data from PPS Kelurahan Tamansari, Tasikmalaya city as supporting information related to Pilwalkot 2024. Data collection was carried out through

direct surveys to respondents and secondary data analysis. The data processing technique in this study used SPSS. The data analysis technique involved simple linear regression to identify the effect of education level on voting decisions, complemented by statistical tests to test the significance of the research results. In this study,

the level of education of first-time voters serves as the independent variable, while the decision to vote in Pilwalkot 2024 is the dependent variable. The research was conducted in Tamansari Sub-district, Tasikmalaya, in the period before and during Pilwalkot 2024, utilizing documents from PPS Tamansari of Tasikmalaya City and various scientific journals related to the influence of the level of education of novice voters on voting decisions in Pilwalkot 2024 in Tamansari Sub-district, Tasikmalaya City as the main references.

(1) Validity test

		Correlations																
		X1	X2	X3	X4	X5	X6	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9		
X1	Pearson Correlation	1	.382**	.508**	.341**	.221*	.476**	.158	.228*	.136	.396**	.442**	.290**	.051	.335**	.333**		
	Sig. (2-tailed)		<.001	<.001	.001	.038	<.001	.139	.032	.203	<.001	<.001	.006	.634	.001	.001		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
X2	Pearson Correlation	.382**	1	.521**	.343**	.373**	.278**	.310**	.260*	.244*	.432**	.185	.027	.172	.292**	.425**		
	Sig. (2-tailed)	<.001		<.001	.001	<.001	.008	.003	.014	.021	<.001	.082	.804	.106	.005	<.001		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
X3	Pearson Correlation	.508**	.521**	1	.335**	.433**	.361**	.348**	.447**	.214*	.370**	.353**	.214*	.113	.172	.278**		
	Sig. (2-tailed)	<.001	<.001		.001	<.001	<.001	<.001	<.001	.044	<.001	<.001	.044	.290	.108	.008		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
X4	Pearson Correlation	.341**	.343**	.335**	1	.379**	.325**	.215*	.350**	.236*	.356**	.246*	.359**	.033	.358**	.437**		
	Sig. (2-tailed)	.001	.001	.001		<.001	.002	.043	<.001	.026	<.001	.020	<.001	.761	<.001	<.001		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
X5	Pearson Correlation	.221*	.373**	.433**	.379**	1	.469**	.336**	.308**	.062	.484**	.204	.244*	.087	.196	.067		
	Sig. (2-tailed)	.038	<.001	<.001	<.001		<.001	.001	.003	.561	<.001	.055	.021	.417	.065	.533		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
X6	Pearson Correlation	.476**	.278**	.361**	.325**	.469**	1	.412**	.305**	.269*	.490**	.444**	.422**	.069	.426**	.301**		
	Sig. (2-tailed)	<.001	.008	<.001	.002	<.001		<.001	.004	.011	<.001	<.001	<.001	.521	<.001	.004		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
Y1	Pearson Correlation	.158	.310**	.348**	.215*	.336**	.412**	1	.541**	.417**	.419**	.198	.302**	-.077	.219*	.296**		
	Sig. (2-tailed)	.139	.003	<.001	.043	.001	<.001		<.001	<.001	<.001	.063	.004	.471	.039	.005		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
Y2	Pearson Correlation	.228*	.260*	.447**	.350**	.308**	.305**	.541**	1	.227*	.339**	.251*	.254*	.088	.121	.305**		
	Sig. (2-tailed)	.032	.014	<.001	<.001	.003	.004	<.001		.033	.001	.018	.016	.410	.258	.004		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
Y3	Pearson Correlation	.136	.244*	.214*	.236*	.062	.269*	.417**	.227*	1	.188	.256*	.222*	.274**	.309**	.464**		
	Sig. (2-tailed)	.203	.021	.044	.026	.561	.011	<.001	.033		.078	.016	.037	.009	.003	<.001		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
Y4	Pearson Correlation	.396**	.432**	.370**	.356**	.484**	.490**	.419**	.339**	.188	1	.412**	.249*	.146	.250**	.302**		
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.001	.078		<.001	.019	.173	.018	.004		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
Y5	Pearson Correlation	.442**	.185	.353**	.246*	.204	.444**	.198	.251*	.256*	.412**	1	.608**	.138	.430**	.373**		
	Sig. (2-tailed)	<.001	.082	<.001	.020	.055	<.001	.063	.018	.016	<.001		<.001	.196	<.001	<.001		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
Y6	Pearson Correlation	.290**	.027	.214*	.359**	.244*	.422**	.302**	.254*	.222*	.249*	.608**	1	.080	.500**	.295**		
	Sig. (2-tailed)	.006	.804	.044	<.001	.021	<.001	.004	.016	.037	.019	<.001		.458	<.001	.005		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
Y7	Pearson Correlation	.051	.172	.113	.033	.087	.069	-.077	.088	.274**	.146	.138	.080	1	.133	.081		
	Sig. (2-tailed)	.634	.106	.290	.761	.417	.521	.471	.410	.009	.173	.196	.458		.215	.448		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
Y8	Pearson Correlation	.335**	.292**	.172	.358**	.196	.426**	.219*	.121	.309**	.250*	.430**	.500**	.133	1	.392**		
	Sig. (2-tailed)	.001	.005	.108	<.001	.065	<.001	.039	.258	.003	.018	<.001	<.001	.215		<.001		
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		
Y9	Pearson Correlation	.333**	.425**	.278**	.437**	.067	.301**	.296**	.305**	.464**	.302**	.373**	.295**	.081	.392**	1		
	Sig. (2-tailed)	.001	<.001	.008	<.001	.533	.004	.005	.004	<.001	.004	<.001	.005	.448	<.001			
	N	89	89	89	89	89	89	89	89	89	89	89	89	89	89	89		

** Correlation is significant at the 0.01 level (2-tailed).
 * Correlation is significant at the 0.05 level (2-tailed).

According to Wiratna Sujarweni (2014) An item is said to be valid if the significance value is less than 0.05 and if the item value is more than 0.05 then the item is said to be invalid. Because the significance value on all items is less than 0.05, the data can be said to be **VALID**.

(2) CRONBACH ALPHA RELIABILITY TEST

Reliability Statistics

Cronbach's Alpha	N of Items
.848	15

The reliability test aims to see if the questionnaire has consistency if measurements are made with the questionnaire repeatedly. The basis for making decisions from the Cronbach alpha reliability test according to Wiratna Sujerweni (2014), the questionnaire is said to be reliable if the Cronbach alpha value is more than 0.6.

In the Cronbach alpha reliability test results on the questionnaire data, the Cronbach alpha number is 0.848. Because the Cronbach alpha number is more than 0.6, it can be concluded that the data is **RELIABLE**.

(3) KOLMOGOROV-SMIRNOV NORMALITY TEST

The Kolmogorof Smirnov normality test is part of the classic assumption test which aims to determine whether the residual value is normally distributed or not. The basis for decision making is if the Significance value > 0.05 then the residual value is normally distributed and vice versa.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		89	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.58431030	
Most Extreme Differences	Absolute	.090	
	Positive	.090	
	Negative	-.079	
Test Statistic		.090	
Asymp. Sig. (2-tailed) ^c		.074	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.078	
	99% Confidence Interval	Lower Bound	.071
		Upper Bound	.084

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 562334227.

Based on the results of the normality test above, the significance value is 0.078. The conclusion is that the data is **normally distributed**.

(4) LINEARITY TEST

Linearity test aims to determine the form of relationship between the independent variable and the dependent variable. If the significance value of deviation from linearity is 0.05 then there is a linear relationship between X as the independent variable and Y as the dependent variable.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
YTOTAL * XTOTAL	Between Groups	(Combined)	193.302	10	19.330	8.262	<.001
		Linearity	154.914	1	154.914	66.211	<.001
		Deviation from Linearity	38.387	9	4.265	1.823	.077
	Within Groups		182.496	78	2.340		
	Total		375.798	88			

Based on the results of the Linearity Test above, there is a significance value of deviation from linearity of 0.077 and that number exceeds 0.05, it can be concluded that there is a **linear relationship** between the independent variable (X) and the dependent variable (Y).

(5) CORRELATION TEST

The Pearson correlation test aims to determine the level of relationship between variables which is expressed by the correlation coefficient (r). the type of correlation relationship between X and Y can be positive and negative. The basis for decision making is if the significance value is less than 0.05 then it is correlated and if the significance value is more than 0.05 then it is not correlated. And if the significance value is right at 0.05 then you can compare the pearson correlation with the r table. With the basic provisions, namely if the pearson correlation is more than the r table, it is related. And if on the contrary then not related. With the guidelines for the degree of relationship are as follows:

- a. Pearson Correlation value 0.00 to 0.20 = no correlation
- b. Pearson Correlation value 0.21 to 0.40 = weak correlation
- c. Pearson Correlation value 0.41 to 0.60 = medium correlation
- d. Pearson Correlation value 0.61 to 0.80 = strong correlation
- e. Pearson Correlation value 0.81 to 1.00 = perfect correlation

Correlations

		XTOTAL	YTOTAL
XTOTAL	Pearson Correlation	1	.642**
	Sig. (2-tailed)		<.001
	N	89	89
YTOTAL	Pearson Correlation	.642**	1
	Sig. (2-tailed)	<.001	
	N	89	89

** Correlation is significant at the 0.01 level (2-tailed).

From the results of the correlation test above, it is known that for variable X the significance value is 0.001 and for variable Y is 0.001. So we can conclude that these two variables have a relationship or have a correlation.

It is also known that the pearson correlation value of variable X is 0.642 and Y is 0.642. So it can be concluded that the level of correlation between **variables X and Y is moderate and positively correlated.**

(6) SIMPLE LINEAR REGRESSION TEST

This test aims to test the effect of one independent variable on the dependent variable. The requirements for conducting this simple linear regression test are that the data is valid, reliable, normal and linear. The basis for decision making from this simple linear regression test is to compare the significance value with a probability value of 0.05. If the significance value is less than 0.05, it means that variable X has an effect on variable Y. And if the significance value is more than 0.05, it means that variable X has no effect on variable Y.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.914	1	154.914	61.017	<.001 ^b
	Residual	220.883	87	2.539		
	Total	375.798	88			

a. Dependent Variable: YTOTAL
 b. Predictors: (Constant), XTOTAL

From the results of the simple linear test analysis, a significance value of 0.001 was obtained, which means that the value is less than 0.05. So it can be concluded that **variable X has an effect on Y.**

To measure how strong the influence of variable X on Y can be seen from the model summary table of the following simple linear test results:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.412	.405	1.593

a. Predictors: (Constant), XTOTAL
 b. Dependent Variable: YTOTAL

The value obtained from the test results of the effect of X on Y can be seen that the R square value is 0.412 which indicates that the effect of X on Y is **41.2%**.

IV. DISCUSSION

The level of education has a strong relevance in determining voting decisions in novice voters, especially the arrival of knowledge from novice voters arising from political education carried out by novice voters with this between education and the decision to vote for novice voters has a correlation. However, there are several other factors that are considered by novice voters in deciding their choices in political contestation such as Personal Branding that comes from candidates where indicators such as contribution, compliance, competencu, connectivity, and creatifity owned by candidates greatly influence the decisions of novice voters in local political contestation (Febriadha et al., 2024).

In research conducted by (Trihadi, 2021) parents and family have a major influence in considering the voting decisions made by novice voters before voting at the polling station. The higher the parents or family support their children to vote for someone, the more confident the novice voters will decide on their choice in the contestation of elections or regional elections. These supports such as emotional support, appreciation of novice voters, or information provided by parents and family to novice voters. Conversely, if the family or parents do not provide support to their children, the novice voters will feel more confused in deciding their choice in political contestation.

Political information in this era often comes from social media, be it political information that is educative and constructive or political information that leads to practical politics or campaign information carried out by candidates through social media. Political campaigns in social media can be in the form of interesting short videos accompanied by unique images that allow novice voters to feel curious and like the political information. Novice voters who have an attitude that is easily bored and like creativity tend to choose these candidates in their voting decisions. Thus, in this case social media still has a greater role in the decision process of choosing novice voters in the local political contest (Rizki Putra & Nurcholis, 2021).

V. CONCLUSION

The research aims to identify the relationship between education level (variable X) and voting decisions (variable Y) of beginner voters in the context of the 2024 Tasikmalaya Mayor Election (Pilwalkot). Novice voters, as an important segment in the democratic system, are often the object of study because they usually have a distinctive mindset and political behavior.

The results showed a positive and significant correlation between the level of education of novice voters and their decision to vote. Novice voters with higher levels of education tend to make voting decisions based on critical analysis of candidates' work programs, vision-mission, and credibility. Higher education gives individuals the ability to understand political issues, evaluate information objectively, and avoid irrelevant external influences, such as black campaigns or pressure from certain social groups. In contrast, first-time voters with lower levels of education show different tendencies. Their decisions are often influenced by emotional or impulsive factors, such as personal closeness to candidates, pragmatic promises or family traditions. They tend to have limited access to relevant political information or are unable to critically analyze information due to their limited knowledge and understanding.

There is a significant direct relationship between the level of education and the quality of voting decisions. The higher a person's education, the more mature his judgment in making political choices. The level of education influences how first-time voters absorb, understand and use information to vote. Low-educated voters are more easily influenced by emotional external factors compared to more logical, higher-educated voters. Low political literacy among low-educated voters makes them less likely to understand the importance of looking at a candidate's track record, work program and vision and mission, making them vulnerable to the influence of political manipulation.

The results of this research provide insight that education has an important role in determining the quality of political participation, especially for first-time voters. Therefore, efforts to improve political education are crucial. Thus, this research concludes that the level of education influences the way of thinking and decisions of first-time voters, which in turn has an impact on the quality of democracy in Tasikmalaya. If managed well through programs to increase political literacy, first-time voters can become agents of significant change in creating quality and fair elections.

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