The Influence of Media Exposure on Voters' Behavior During The Sumbawa 2020 Local Election (PILKADA)

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ABSTRACT

During Indonesia's general elections, mass media was the most popular medium for transmitting political influence. However, the extent of media influence on voting behaviour is unknown, creating a problem that necessitates careful research. As a result, the purpose of this study was to determine the impact of media exposure on voting behaviour among Sumbawa voters in Indonesia during the Pemilihan Kepala Daerah, or PILKADA 2020. A sample of 400 voters was chosen using a Multi-Level Random Sampling method. To better understand this phenomenon, a set of questionnaires was used as a data collection tool in the field. The collected data was then analysed using SPSS software version 26. Descriptive analysis revealed that the level of media exposure was divided into three categories: low, medium, and high. However, such exposure has only a minor impact on voter behaviour. While inferential analysis shows that non-mass media exposure has a significant influence on the voting behaviour of the Sumbawa community in PILKADA 2020. This strengthens the case that the media has a direct influence on voting behaviour, as opposed to previous theories that based their argument on social and cultural variables. In conclusion, this study concludes that, when compared to mass media, respondents in this area prefer online media and media such as billboards or banners, posters, calendars, or stickers as a source of political information.

Keywords: *Media exposure, Sumbawa, voters' behavior, PILKADA, Indonesia election.*

INTRODUCTION

One of the most frequently asked questions during general elections is not who will win, but how the public as voters will choose the best candidate (Antwi, 2018). A general election is a form of post-reformation democratic process implementation that began in 1998. One of the main requirements for a democratic political government, according to Diamond, Linz, and Lipset (1990), would be the political participation of as many people as possible in voting for the leader or policy through a voting system structured fairly and regularly. In agreement with Diamond, Linz and Lipset on the significance of political participation in democracy, Verba, Schlozman and Brady (1995) stated in Mujani, Liddle and Ambardi (2012) that citizen participation is at the heart of democracy. These two scholars demonstrate the importance of citizen participation in ensuring the successful implementation of democracy.

According to Regional Government Law No. 32 of 2004, the first general election for local leaders (PILKADA) in Indonesia was held on June 1, 2005. The law policy for PILKADA implementation is stated in Article 18, paragraph 4 of the Policy Constitution (UUD) of 1945, which states that "Gubernur, Bupati, and Walikota respectively as the heads of province, district, and city are democratically elected" (Penerbit Fokusmedia, 2015). Then, in the Constitution (UU) Number 8, 2015, Article 1 Paragraph 1 concerning Direct Voting for the

Head of District or Local Leader, it is further explained as follows: "Voting for the Gubernur and Wakil Gubernur, Bupati and Wakil Bupati, as well as Walikota and Wakil Walikota consecutively is the implementation of the sovereignty of the people in the province and city to elect Gubernur and Wakil Gubernur, Bupati and Wakil Bupati, as well as Walikota and Wakil" It is under this regulation that the PILKADA in Indonesia started to be directly elected by the people, which is often referred to as a "democracy festival."

Every democratic campaign or general election is frequently intertwined with some form of political communication. According to Arifin (2014), communication and politics are ubiquitous phenomena, which means that communication and political activities occur everywhere and at all times. Political communication is defined as "who says what through which channel to whom and with what effect" (Lasswell stated in Mulyana, 2014). According to Lasswell's definition, political communication consists of several components, including the political communicator, political information, media, audience, and effect.

Furthermore, Cangara (2017) considers political communication to be a communication process that has implications or consequences for political activity. According to these definitions, political communication is the process of delivering political information from political informants to voters via the media to influence their voting behaviour in the community.

In terms of voting behaviour, Indonesians were supposed to return on September 23, 2020, to celebrate the democratic campaign to choose the local leader in various regions, which was held once every five years, beginning with Gubernur, Bupati, and Walikota. According to Arif Budiman, Chairman of the Election Commission of the Indonesian Republic (KPU RI), the KPU will administer Gubernur, Bupati, and Walikota voting in 2020 for 270 districts, with details of 9 Gubernur elections, 224 Bupati elections, and 37 Walikota elections (Astuti, 2019).

However, due to the current state of the world as a result of the COVID-19 pandemic, the PILKADA has been pushed back to December 9, 2020. (Arigi, 2020). Despite this, various political communication phenomena, such as the news media's coverage of the political battle to be the first person in every district or city in Indonesia, have become increasingly intense since the end of 2019 or before the COVID-19 pandemic.

The euphoria of political news was felt by the people of Sumbawa, as it is one of the districts participating in the PILKADA on December 9, 2020. As of November 2019, no pairs of candidates had officially declared their intention to run in pairs for the PILKADA election. However, in modern society, various political communication strategies have been implemented to introduce the parties or candidates using a variety of communication media, including traditional media such as banners, billboards, stickers, newspaper or print media, radio, and even electronic media such as social media, which includes Facebook, Instagram, and online mass media.

A strategy, by definition, is the planning and arrangement of strategic communication tools to achieve any goal. Communication strategy can be defined as an indicator of the success of effective communication activities (Effendy, 2000). Furthermore, Nasution (2006) explained that strategy, whether narrow or broad, consists of three elements: ends, means, and ways. Thus, strategies are a method for achieving predetermined goals by combining existing means. As a result, preparing a trustworthy strategy for candidates or parties to win the political battle during the Sumbawa 2020 PILKADA is critical. The strategy for using these media is to shape public perception to influence voters' behaviour when making political decisions. The theories that explain the effect of media exposure on public behaviour are

known in communication studies as stimulus-response, bullet theory, hypodermic needle theory, and transmission belt theory (Tabroni, 2012). As a result, the presence of various political communication media usage phenomena, both traditional and contemporary media, in the Sumbawa political contest serves as the backdrop for this study. The researcher's goal with this study is to see how media exposure affects people's voting behaviour in the 2020 Sumbawa PILKADA.

LITERATURE REVIEW

Voters' Behaviour
Voter behaviour is discussed in the context of a general election. Before delving into voter behaviour, it's important to first grasp the concept of voting. According to Evans (2004), voting is similar to other activities we do in our daily lives, such as selecting which items to buy or own. However, one issue must be noted from these choices: this choice affects not only the voters themselves but also the general needs. This is the basis for the distinction between voting and selecting in the context of purchasing. Choosing items from the market to buy and bring home would be to meet our needs and thus provide entertainment for ourselves. In voting, such a condition is unlikely.

Voters must be Indonesian citizens over the age of 17. A voter must first register to vote in a general election, which is done by officers appointed by the election committee (Pahmi, 2010). Meanwhile, Firmanzah (stated in Efriza, 2012) defined voter behaviour as all parties that become the main goals for political candidates to influence and convince to obtain their support and then vote for the selected participants. In this case, voters refer to constituents and the general public. Constituents are a group of people who believe they are represented by a particular ideology, which is then manifested in political institutions such as parties.

Voter behaviour is defined as a person's behaviour in determining the most appropriate and preferred political choices. Voting is defined as a series of personal actions in a general election that can result in campaign participation, voter participation, and voting for the person who will be elected (Bratton, Bhavnani & Chen, 2012). The study of voters' behaviour, according to Jack C. Plano (1985) stated in Febriani (2018), focuses on the inclination of people's choices in general elections and their reasons for making those choices.

Surbakti (2010) defines voter behaviour as the activity of deciding whether or not to vote as a form of citizen participation in an election. Voter behaviour includes citizens' participation in general elections as well as their political choices in general elections. Participation in the general election is a type of political participation. According to the scholar's opinion, political participation, including voting in general elections, is the act of an ordinary citizen consciously influencing general decision-making (Verba, Nie; Parry, Moyser, and Day stated in Mujani, Liddle, & Ambardi, 2012). It can be seen from the various definitions by experts above that there are multiple differing views on voter behaviour, in which the researcher of this study refers to the definition by Bratton et al. (2012) that voter behaviour compromises campaign participation and voting.

The study of voter behaviour in a general election shows that the decision to vote does not happen randomly or by itself, but is based on the person's life experience. Many factors influence the voter's decision. According to Prysby and Scavo (1993, stated in Hazarika, 2015), the study results show that voters can vote based on one or more of the following factors: (1) the performance of the ruling government; (2) the personalities of the candidates; (3) the

position or orientation of voters towards specific issues; (4) attachment or union of parties; (5) the economic condition; and/or (6) the identity or ethnic background of the candidate. These considerations are influenced by both short-term and long-term factors. Short-term influence is limited to specific general elections and has the potential to cause major shifts from one election to the next. Examples include economic conditions, government accomplishments, and the personalities of the candidates. Other factors, such as party loyalty, would be considered more stable in the long run (Prysbya & Scavo, 1993, stated in Hazarika, 2015). According to Surabakti (2010), seven distinct and separate cognitive domains influence voter behaviour:

1. Political issues and policies, attending programs (platform) that are fought for and promised by political parties or candidates in case of winning the election.
2. Social imagery portrays stereotyped candidates or parties to attract voters by creating a union among candidates and parties or certain segments of society. Social images may occur due to factors such as demographics, socio-economics, culture, and ethnicity, as well as political ideology.
3. Emotional feelings are the dimensions radiating from the contestant or candidate that are shown by the political basis offered.
4. Candidate personality refers to important personal qualities considered part of a candidate's character.
5. Current events lead to the occasion, issues, and policy that is developed before and during the campaign.
6. A personal event refers to the personal life and occasions that have been personally experienced by candidates, such as sex scandals, business scandals, victims of a certain regime, a figure that has come through battles, joined the war, and many more.
7. Epidemic factors refer to specific voting issues that trigger voters' curiosity towards new things.

Meanwhile, Eep Syaifullah (in Efriza, 2012) stated that voters are classified into four groups: (1) Calculative Rational Voters, who base their political decisions on rational and logical calculations; (2) Primordial Voters, who base their political preferences on primordial factors such as religious, ethnic, and ancestral reasons; (3) pragmatic voters, who are influenced by profit and loss estimation; and (4) an emotional voter.

Media Exposure and Voters' Behaviour
The intensity with which the audience is exposed to information disseminated by the media is referred to as media exposure (Rakhmat, 2011). According to McQuail & Sven (1993), media exposure is the audience's level of consumption of news presented by the media, as measured by the duration of media usage, frequency, and audience knowledge of the information content from the media. According to Rosengren (1974) stated in Kriyantono (2006), media exposure is an audience behaviour in media usage. Media exposure can be defined as a condition in which audiences are exposed to media content or how media content exposes audiences.

Media exposure is defined as an individual's or a group's activity in listening to, viewing, and reading media information, as well as having experience with attention to media information. Media exposure aims to collect audience data on media usage, media type, frequency, and duration of media usage (Ardianto, Komala & Karlinah, 2015).

Stuart Hal (1997) also explains how negative assessments in the media interfere with democratic decisions. This is because the media can shape public opinion and persuade anyone to agree with them. He also explains that the media not only sets agendas but also allows audiences to think about and make political decisions and choices (Nasrullah, 2019). As a result, in the general election environment, the media is regarded as an effective channel through which candidates or politicians form opinions.

Halim and Jauhari (2019) investigated media exposure and its impact on voter behaviour. In the 2017 DKI Jakarta PILKADA, they investigated the impact of media exposure on political participation. The study sought to test hypotheses about the existence of a positive and significant relationship between media exposure and the level of political participation among South Jakarta residents.

This study used a quantitative method with a survey questionnaire to collect data from 100 people in South Jakarta, which has a population of 1.593.700 people according to the 2016 KPU. The study's findings revealed that the stimulus-response theory, as tested by the media exposure hypothesis, made the greatest contribution (R square: 27,6%) to increasing political participation. This study also found that, when compared to print media, radio, and magazines, online media, social media, and chat applications are frequently used as sources of political information. Another study finding is that the level of online participation is important, but the strategy is still very low (Halim & Jauhari, 2019).

Adamu (2018), in addition to Halim and Jauhari, conducted a study titled The Role and Use of Social Media in Election Campaigns and Voting Behavior in Nigeria: An Analysis of the 2015 Presidential Election. The purpose of this research is to determine the role of social media in the 2015 Nigerian general election. Throughout the campaign period, social media had a significant influence on voter behaviour in Nigeria, according to the study. According to this study, social media can be used to monitor, report, and educate on general elections.

Furthermore, Ratnamulyani and Maksudi (2018) conducted a study titled Peranan Media Sosial dalam Peningkatan Partisipasi Pemilih Pemula di Kalangan Pelajar di Kabupaten Bogor to explain social media users among students as election voters, politicians or political parties that are internet-based as social media users, and to learn about the content information of the politician's political campaign in social media. The findings show that social media users are highly prevalent among students as voters in the Bogor district to access general election information, with 35% using Twitter, 28% using Facebook, and 28% using Instagram. Meanwhile, the use of social media by politicians or political parties for political campaigns remains low. Then there's the less interesting political campaign content on social media (94,2%).

Johann et al. (2018) conducted the following research as well. Their research aims to better understand the impact of media and party communication on voters' proclivity to change their behaviour. The study's findings indicate that campaigns are important: especially interpersonal campaigns can increase the likelihood of voters changing their decisions; however, the media effect is limited to the quality of news channels and is dependent on the voters' obscurity in each party.

Nurrahmi (2017) identified factors that influence voter behaviour in determining their political preferences. The purpose of this study is to examine the impact of political information obtained through mass communication and interpersonal communication on the political decision-making process during the 2009 Presidential Election (PILPRES). According

to the findings of this study, in the 2009 Presidential Election, media exposure and political socialisation had a marginal relationship with voter decision-making.

Abadi and Putri (2016) also investigated media and young voter behaviour during the 2014 presidential election in the Sidoarjo district. The purpose of this research is to determine the impact of the Sidoarjo Elections Committee's socialist media exposure and the candidate's political media campaign on young voters. The findings of this study show that the Sidoarjo Elections Committee's socialist media exposure and the candidate's political media campaign have a significant influence on voter behaviour. Both media exposure and voter behaviour have a strong relationship strength (R = 0.536), and both variables contribute 27.1% to predicting voter behaviour in the Sidoarjo district Presidential Election.

METHODOLOGY

To explain and successively predict the relationship between the variables in the context of voters' behavior as representing the Sumbawa community as a whole, the researcher will use a quantitative approach in this study.

The review method used in this research design is thought to be appropriate for studies on self-reported beliefs or behaviors. By analyzing samples of the population, this review offers a quantitative picture or numerical description of trends, attitudes, or opinions within the population. It consists of cross-sectional and longitudinal studies that use surveys or structured interviews to gather information so that generalizations about the population can be made about the sample (Creswell & Creswell, 2018). The incidence, distribution, and close interrelation of sociological and psychological variables are examined in reviews by choosing and analyzing selected samples from the population, according to Kerlinger (1986) stated in Santoso & Madiistriyanto, 2021).

According to Roger and Dominick in Morissan (2017), there are generally two different types of review methods: descriptive reviews and explanatory reviews, also known as analytical surveys. A descriptive review can describe or document a situation or viewpoint regarding the current subject. An explanatory review, on the other hand, aims to explain and describe how and why a specific condition occurs (Morissan, 2017). Explanatory reviews are employed, according to Kriyantono (2006), when a researcher wants to understand the causes of a particular condition or situation or the factors that lead to it. In other words, the researcher can describe how two or more variables relate to one another. According to the justification provided, the researcher in this study uses an explanatory review because it is more consistent with the study's objectives.

Two characteristics of the explanatory review are comparative and associative. An associative explanatory review is used in this study. According to Creswell (2016), an associative review design is used when a researcher wants to quantify and analyze the degree of a relationship between two or more variables or sets of scores (Creswell & Creswell, 2018).

With information from the list of permanent candidates in the 2019 Sumbawa Regional Election, which had a population of 330.639, the population of this study is the people of the Sumbawa district who have the right to vote by their preferences. The Slovin formula was used to select a study sample of 400 participants from that total population. Due to the heterogeneous population characteristics, a multistage random sampling technique was used (Vaus, 2006). Respondents were chosen from the Moyo Hilir, Moyo Hulu, Sumbawa, and Unter Iwes districts of Sumbawa.

Five villages are randomly chosen from each of the previously determined territories after the chosen territories are determined by simple randomness. The scientists then decide on sample areas in each selected village. Every village has twenty samples. Following the count of samples in each village, the sample will be chosen based on the polling station (TPS). Two TPSs were distributed at random to each village, with as many as 10 people making up a sample of each TPS.

Next, questionnaires will be used to collect data for this study. The study's test variables are voter behavior and media exposure. When it comes to the 2020 Sumbawa PILKADA, media exposure refers to the degree of the audience's conditional exposure to information provided by the media. Media types and usage frequency are the two factors that makeup media exposure. The different media platforms used as a source of information for the 2020 Sumbawa PILKADA serve as a gauge for the media type's dimension.

Non-mass, mass and online media are the different categories. Posters, calendars, stickers, billboards, and banners are examples of non-mass media. Newspapers, magazines, television, and radio all fall under the category of mass media. Social media (such as Facebook, Instagram, and Twitter), chat application media (such as WhatsApp, Line, and Telegram), and local online news media are all examples of online media. The media usage frequency dimension measures how frequently respondents in the 2020 Sumbawa PILKADA use these media as a source of information.

Additionally, the behavior of someone regarding their voting and campaigning participation during the 2020 Sumbawa PILKADA is defined as the voters' behavior variable in this study. According to Bratton et al. (2012), voter behavior includes participating in elections and casting ballots. This is comparable to what Verba, Schlozman and Brady (1995) stated in Mujani, Liddle and Ambardi (2012), who said that there are several level markers in assessing political participation, including voting, running for office, and getting in touch with a public official.

In this study, the researcher will use two aspects of political participation—voting and campaigning—to explain the behavior of the voters. Voter turnout and participation in the general election are defined byBratton, Bhavnani & Chen (2012) and Verba, Schlozman & Brady (1995) respectively. general elections voting at polling places (TPS) To show their interest in politics before the general election, citizens who participate in campaigns do so by taking part in campaign-related activities (Mujani, Liddle, & Ambardi, 2012). The campaign participation dimension will be evaluated by taking into account voters' attendance at the party or candidate's campaign events, their assistance in spreading information about the party or candidate, and their ability to persuade or influence others to support the party or candidate. A linear regression test is the data analysis technique used to determine the impact of media exposure on voters' voting behavior in the 2020 Sumbawa PILKADA.

STUDY FINDINGS AND DISCUSSIONS

The opinions of 400 respondents to the 2020 Sumbawa PILKADA served as the basis for this study. According to the total respondents, approximately 302 respondents (50.7%) are male voters, and approximately 197 respondents (49.3%) are female. Regarding the age factor, respondents are divided into four age groups: voters between the ages of 17 and 30, 31 to 45, 46 to 65, and voters over 65. Respondents range in age from 17.8% to 30.2%, 40.2% to 45.8%, 46.8% to 65.8%, and 3.8% to 65 and older. Then, respondents were divided into two categories, namely, professional workers and non-professional workers, based on the

employment aspect. Professional workers make up a total of 27.9% of respondents, while non-professional workers make up 72.1%. Teachers, lecturers, private employees, and business owners are examples of professionals in the workforce. Laborers, farmers, fishermen, housewives, students, drivers, and the unemployed are examples of non-professional workers.

DATA ANALYSIS

Media Exposure

Table 1 showcase the media exposure level towards the voter's community in 2020 Sumbawa PILKADA. Based on the analysis outcome, it shows that 36.2% have low media exposure, 59.8% are at a moderate level, and a high level of media exposure shows about 4% with a mean of 2.53 and SD of 0.638. According to the analysis, it has been identified that media exposure among the voters of Sumbawa PILKADA is at a moderate level.

Table 1: Media exposure level (N=400)

Variable	%	Mean	SD
Media Exposure		2.53	0.638
Low (1-2.33)	36.2		
Moderate (2.34-3.66)	59.8		
High (3.67-5)	4.0		

Table 2 depicts an analysis of media exposure based on the dimensions of media types used by the Sumbawa community to obtain political information during the 2020 Sumbawa PILKADA. The media types used would be classified as mass media, non-mass media, and online media. According to the results, the low level of people using mass media for information is 68.8%, the moderate level is 23.4%, and the high level is 7.8%, with a 2.00 mean and SD of 0.963. The findings imply that voter use of mass media to obtain political information is at an all-time low, or that the Sumbawa community rarely uses mass media to obtain political information during the 2020 Sumbawa PILKADA.

Then, a low level of non-mass media usage as a source of information is recorded by 15.3% of respondents, a moderate level is recorded by 52.3%, and a high level is recorded by 32.4%, with a mean value of 3.20 and SD of 0.802. This means that the Sumbawa community frequently uses mass media as a source of political information during the 2020 Sumbawa PILKADA, or that non-mass media usage as a medium for political information is moderate.

Meanwhile, 30.5% of respondents use online media as a political information source at a low level, 18.3% use online media at a moderate level, and 51.2% use online media at a high level, with a mean value of 3.29 and SD of 1.350. This indicates that online media usage as a medium for political information is moderate, or that the Sumbawa community frequently uses online media as a source of political information during the 2020 election season. According to the findings of this study, respondents prefer online media and non-mass media to mass media as a source of political information during election season.

Table 2: Type of media used as information source during the 2020 Sumbawa PILKADA Level (N=400)

Variable (Media Type)	%	Mean	SD
Mass Media		2.00	0.963
Low (1-2.33)	68.8		
Moderate (2.34-3.66)	23.4		
High (3.67-5)	7.8		

Non-Mass Media		3.20	0.802
Low (1-2.33)	15.3		
Moderate (2.34-3.66)	52.3		
High (3.67-5)	32.4		
Online Media		3.19	1.350
Low (1-2.33)	30.5		
Moderate (2.34-3.66)	18.3		
High (3.67-5)	51.2		

Following that would be an analysis of media exposure based on the frequency with which the Sumbawa community used the media to obtain political information during the 2020 Sumbawa PILKADA. The frequency of media consumption is divided into three categories: mass media consumption, non-mass media consumption, and online media consumption. According to the results, 91.2% of people use mass media as a source of information, 7.0% use it moderately, and 1.8% use it heavily, with a mean value of 1.59 and a standard deviation of 0.635. This data suggests that mass media usage is low, or that the Sumbawa community rarely uses mass media as a source of political information.

Following that, 47.2% of people use non-mass media as a source of information, with a moderate level of 32%. The percentage of respondents who used non-mass media at a high level was 20.8%, with a mean value of 2.63 and a standard deviation of 0.979. This indicates that the non-mass media is used as a source of political information on a moderately frequent basis, or that people frequently use the non-mass media to obtain political information. Meanwhile, 44.2% of respondents use online media as a source of political information, 20% use it moderately, and 35.8% use it heavily, with a mean value of 2.81 and SD of 1.341. As a result, the frequency of using social media as a source of political information is moderate or frequent. The findings of the study indicate that, when compared to mass media, online media and non-mass media are the most frequently used sources of political information by respondents. Table 3 below contains more information.

Table 3: Frequency level of media use as a source of information 2020 Sumbawa ELECTION (N=400)

Variables (Media Frequency)	%	Mean	SD
Mass Media		1.59	0.635
Low (1-2.33)	91.2		
Moderate (2.34-3.66)	7.0		
High (3.67-5)	1.8		
Non-Mass Media		2.63	0.979
Low (1-2.33)	47.2		
Moderate (2.34-3.66)	32.0		
High (3.67-5)	20.8		
Online Media		2.81	1.341
Low (1-2.33)	44.2		
Moderate (2.34-3.66)	20.0		
High (3.67-5)	35.8		

Voters' Behaviour

Table 4 shows the measurement for the voters' behaviour variable using descriptive analysis. The analysis identifies general voter behaviour in terms of political participation during the 2020 Sumbawa PILKADA. The findings show that 34.3% of respondents have a low level of political participation. Then, 56.3% of respondents have a moderate level of political participation, and 9.4% have a high level of political participation, with a mean value of 2.64

and a standard deviation of 0.724. It is possible to conclude that the Sumbawa community has moderate political participation in the election.

Table 4: Voters' behaviour level (N=400)

Variable	%	Mean	SD
Voter's Variable		2.64	0.724
Low (1-2.33)	34.3		
Moderate (2.34-3.66)	56.3		
High (3.67-5)	9.4		

This study examines each dimension of voters' behaviour in addition to an overall analysis of voters' behaviour. According to the findings of the analysis, the respondent's behaviour in terms of campaign participation is the lowest at 61.8%. Then, with a mean value of 2.14 and SD of 0.890, respondents with a moderate level of campaign participation recorded 31.5%, and 6.8% of respondents had a high level of campaign participation. According to this analysis, voter behaviour based on campaign participation is extremely low. Following that, voting participation analysis reveals that respondents have a high level of participation or involvement in voting, with a mean value of 4.70 and an SD of 0.439. This demonstrates that voter behaviour is very high based on voting participation. As a result, voters' behaviour in terms of campaign participation is lower than voting participation in the 2020 Sumbawa PILKADA (refer Table 5).

Table 5: Voters' behaviour based on dimension (N=400)

Variable (Voters' Behaviour)	%	Mean	SD
Campaign Participation		2.14	0.890
Low (1-2.33)	61.8		
Moderate (2.34-3.66)	31.5		
High (3.67-5)	6.8		
Voting Participation		4.70	0.439
Low (1-2.33)	-		
Moderate (2.34-3.66)	-		
High (3.67-5)	100		

HYPOTHESIS TEST: THERE IS A SIGNIFICANT RELATIONSHIP BETWEEN MEDIA EXPOSURE AND VOTERS' BEHAVIOUR IN 2020 SUMBAWA PILKADA.

The regression analysis results were conducted with the assistance of SPSS version 23 in Table 6.

Table 6: Regression analysis on media exposure and voters' behaviour (N=400)

Variable	b	Beta	t	p
constant	1.659			
Media Exposure	.390	.344	7.298	.000
F = 53.256 R = .344				
sig-F = .000 R^2 =.118				

According to the regression analysis, media exposure has an impact on voter behaviour among the Sumbawa community during the 2020 Sumbawa PILKADA. This is evident when the significance value (sig-F) of media exposure and voter behaviour is 0.00 and the significance level () of this study is =0.05. The value of sig-F is recorded as 0.000 (0.05), indicating that Ho is rejected.

The R-value of 0.344 explains the moderate strength of the relationship between the variables (as estimated by Cohen, 1988). According to the analysis findings, the influence of media exposure on voter behaviour is 11.8 percent, as indicated by the value of R2 (0.118). This means that media exposure can predict voter behaviour by up to 11.8%. Furthermore, the following regression equation model predicts the influence of media exposure on the voter behaviour of the Sumbawa community during the 2020 PILKADA:

$$Y = 1.659 + 0.390 \, X_1$$

According to the equation, the constant value of voter behaviour is 1.659. The value of voters' behaviour will then increase by 0.390 for every unit increase in the value of media exposure. Because the regression coefficient is positive, we can conclude that media exposure has a positive influence on voter behaviour.

DISCUSSION

Level of Media Exposure
According to descriptive analysis, the Sumbawa community has a moderate level of media exposure for obtaining political information. This study also discovered that online media such as Facebook, Instagram, WhatsApp, Line, Telegram, and online news are preferred sources of political information. Aside from social media, non-mass media (outdoor media) such as billboards, banners, posters, calendars, and stickers are the people's second source of political information.

In the meantime, newspapers, magazines, radio, and television are losing favour as sources of political information. Other findings are related to the frequency with which voters use media. According to the study's findings, social media is frequently used to meet people's political information needs. Non-mass media comes in second, with mass media being the least used. The study's findings are consistent with the findings of Halim and Kurnia (2019), who discovered that social media is now the new platform and source of political information in society. This indicates a high frequency of social media usage when compared to other forms of mass media such as newspapers, radio, and magazines.

The findings of this study suggest that political communication is not good at understanding the audience, particularly when it comes to media behaviour. According to Irwansyah (2017), communication failure is frequently caused by a lack of understanding. This means that understanding as a communicator is critical to establishing effective communication. Political communicators' lack of understanding or misunderstanding of voters' media usage behaviour will result in ineffective communication. Understanding the communication media that people use to obtain political information would assist candidates in selecting the best media to send political information to voters.

In contrast, the media is inextricably linked to politics (Kusmanto, 2006). This is because one of the goals of the media is to shape public opinion (Nimmo, 2006). The study's findings have certainly made everyone more aware of the importance of understanding voters' media usage behaviour. Understanding voters' media usage behaviour can serve as the foundation for developing an effective political communication media strategy. This is consistent with Cangara (2017), who emphasises the importance of understanding public behaviour in media usage through research methods. It is critical to avoid squandering

money, time, and energy. This is because it is pointless to use a newspaper if people cannot read.

Level of Voters' Behaviour
According to the analysis, the level of voter behaviour at the 2020 Sumbawa PILKADA shows that voters in general have moderate voting behaviour. This is evident in voter behaviour, as campaign participation remains low. Meanwhile, voter participation in the election is high.

Voting participation, according to Verba, Nie and Kim (1978) stated in Mujani, Liddle, and Ambardi (2012), only requires initiative from someone to go to the ballot box without spending a lot, has a lower physical risk for the voter, and does not require as much work as others. As a result, it is not surprising that the percentage of people voting is higher than the percentage of people assisting candidates, participating in campaigns, participating in demonstrations and strikes, and many other forms of political participation.

In contrast to voting, campaigning requires a person to convey more information about political options. Aside from that, this activity necessitates more initiative and collaboration with others. Furthermore, not everyone is capable of engaging in this type of political participation because they must be aware of the importance of the general election, and winning requires confidence in oneself as well as the ability to influence others or have good persuasion skills. As a result, it is reasonable to assume that the number of people involved in this type of political participation is generally lower than that of election participation.

Aside from that, the context of space and time in which political elections are held influences the low level of campaign participation. During the COVID-19 pandemic, PILKADA was held in this manner. The pandemic prompted the government to devise effective strategies for preventing and controlling the spread of the COVID-19 virus. Physical distance, frequent hand washing, wearing a facemask, and staying at home is among the rules imposed on the people.

According to these rules, the COVID-19 pandemic has had a direct impact on the electoral maintenance process. Important democratic agendas that have been completed for a long time must be changed. PILKADA has been rescheduled for December 9, 2020, from November 28, 2020. Furthermore, the emergence of this pandemic necessitated drastic government decisions involving various existing sectors. One of them would be to enact regulations aimed at preventing and stopping the spread of COVID-19 through physical separation, frequent hand washing, wearing a facemask at all times, and staying at home.

Implementation of these regulations has implications for the political process and has been contrary to the process of maintaining the democratic campaign over the years. Usually, each political activity is presented to the audience as a persuasion process. However, these health protocol regulations have become an obstacle or barrier to the scope of implementation of the 2020 PILKADA political campaign activities.

In contrast to voter participation, where the government continuously encourages citizens to exercise their voting rights during the election, voting news was broadcasted through various communication media. The government then issued regulations to support the electoral process during the voting process on December 9. Voters are given a health check while voting at their respective voting centres until the percentage of voter participation exceeds the percentage of campaign participation.

Impact of Media Exposure on Voters' Behaviour

This study investigates the existence of the influence of media exposure on voter behaviour during the 2020 Sumbawa PILKADA. Researchers discovered that media exposure influences voter behaviour based on the results of regression analysis. The correlation between these variables was moderate (R = 0.344). The influence of media exposure on voter behaviour was then calculated to be 11.8%. This means that the media exposure variable could predict voter behaviour by 11.8%. Furthermore, this study discovered that media exposure and voter behaviour have a positive regression coefficient, indicating that the direction of media exposure's influence on voter behaviour is positive.

According to the hypothesis test, the study supports the stimulus-response theory, which states that media exposure is a stimulus that influences voters' responses. Furthermore, the findings of this study are consistent with those of Halim and Jauhari (2019), Adamu (2018), Ratnamulyani and Maksudi (2018), Nurrahmi (2017), Abadi and Putri (2016), and Suryatna (2011). However, some researchers studied the media exposure variable and obtained data that contradicts the findings of Johann et al. (2018). The study's findings indicate that campaigning is important, particularly interpersonal campaigns that can increase the likelihood of voters changing their political preferences; however, media exposure is limited to quality news outlets and is dependent on each party's ambivalence.

The influence of media exposure on voter behaviour is only 11.8%, indicating that media exposure does not have the strong influence that the stimulus-response theory assumes. This theory assumes that mass media is real-time and has a strong influence on the audience. Second, the media is portrayed as smarter and superior to the audience. Third, the audience is assumed to be a homogeneous and passive group of people who will accept whatever the media gives them and adopt it as their new culture. Although the study's findings indicate that media exposure has a direct impact on voter behaviour, this is consistent with the stimulus-response model.

However, researchers believe that the findings of this study support the findings of Lazarsfeld, Berelson, and Gaudet (1940), who investigated media influence on the 1940 American presidential general election. They believe that interpersonal communication has a greater impact on voter behaviour than mass media. According to them, the media prefers to maintain current behaviour rather than change it (Littlejohn & Foss, 2016).

This study by Lazarfeld, Berelson, and Gaudet (1940) marks the beginning of a paradigm shift in the history of mass communication studies: instead of the strong paradigm effect, there is now a paradigm of minimalistic effect or limited effect. Lazarfeld's research led to the discovery of the two-step flow communication theory (Littlejohn & Foss, 2016). Aside from that, Lazarfeld's work makes a paradigmatic contribution to political studies, particularly voting behaviour studies, also known as the Colombian school.

CONCLUSION

Several conclusions can be reached based on the study's aims. Initially, during the 2020 Sumbawa PILKADA, the level of media exposure as a source of political information for voters was at a moderate level. The 2020 Sumbawa PILKADA voters then behaved reasonably. Ultimately, media coverage of the 2020 Sumbawa PILKADA has the power to drastically alter voter behaviour or boost political engagement.

This study's ability to analyse voting patterns in the Sumbawa district has some limitations. This is because there are numerous influencing factors when talking about conduct. In contrast, this study looks at how media exposure affects voters' behaviour. It may be inferred from this study that the media exposure element only has an 11.8% impact on voters' behaviour. The remaining 88.2% could be impacted by other variables. Consequently, additional research is required to examine additional factors to comprehend voting behaviour fully. It is hoped that research on money politics as a method of political communication to sway a person's vote will be done in the future.

During this whole investigation, it was discovered that throughout this pandemic season, the topic of exchanging money for votes became a hot one. This is owing to the significant number of persons who have decreased income due to earning restrictions. The following recommendation is for upcoming researchers to use an open methodology or study instrument to find potential new factors or causes that might affect voters' behaviour in the future. In addition, the researcher of this study advises future researchers to conduct a study in a district context.

This is because the study's findings suggested that voter behaviour could differ in other districts. If every district had a database that tracked voter activity, we would be able to comprehend how people vote. The interested parties can use the data as a guide and evaluation tool to increase public political involvement in the future. To sum up, Ahmad Sauffiyan Hasan wrote in his article, "Media Democratization and Security Issues in the Digital Age" (2019), In the field of media communication, it is important to provide space and opportunities for research and discussion on subjects like media and the public sphere, media and cultural identity, intercultural integration and social transformation, and the political economy of new media. With the introduction of new media, the democratisation of the fourth wave of media got underway, creating new opportunities and problems for anybody looking to create and disseminate knowledge.

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