

Abstrack

On Youtube account the story behind Ahok, candidate politicians Basuki-Djarot publish the campaign people, namely the campaign fundraising program without money politics to realize Basuki-Djarot campaign in the election of the governor of DKI Jakarta is clean and transparent and participatory. Communicating the campaign people through a video, aims to information about the campaign people can spread on the people of Jakarta. See the benefits of social media that can be accessed anywhere and anytime without any restrictions is used by candidate Basuki-Djarot to reach out to all the people of Jakarta especially that has the right to choose when the election in the dissemination of information.

The methods in use in this research is a quantitative method by doing the spread of the questioner to respondents. Respondents in this research is the beginner Jakarta 2017 selector. The purpose of this research is to know how big influence a video campaign by basuki-djarot on youtube social media against the motivation voters in the election of the beginner for candidate governor and vice governor of Jakarta 2017.

Based on the results of research, obtained that accounted for 13,849 value and the value of sig of 0,000. Because the value of sig (0,000) < 0.05 then H0 rejected and H1 received. It can be concluded that there is a Video influence people Basuki-Djarot Campaign on Youtube Social Media (X) against the motivation voters in the entry of the election of Governor and Vice Governor of Jakarta 2017 (Y). The value of the determination coefficient of 0,662. This means that the campaign People Basuki-Djarot Video on Youtube Social Media (X) have the influence of 66.2 percent of voters Motivation Beginners in the election of Governor and Vice Governor of Jakarta 2017 (Y). While the rest of 33.8%, motivation voters in the entry of the election of Governor and Vice Governor of Jakarta 2017 (Y) influenced another variable is not examined.

Key Words : The Influence of Video, motivation to choose