

ABSTRACT

THE INFLUENCE OF JOKOWI'S VLOG ON POLITICAL ATTITUDE OF MEMBERS FACEBOOK GROUP BEM SELURUH INDONESIA

Vlog can influence the political attitude of audience. Various of vlog content can provide stimuli to the audience, so the attitude of audience can change after watching someone vlog. The given of stimuli is viewed from the vlogger create the content vlog and the credibility of vlogger. The credibility of vlogger has an important role in influencing the political attitude of audience. With the high credibility of vlogger can attract a large audience to watch every vlog was uploaded. Besides the credibility, vlog content is also be the main thing to attract audience. The more interesting of vlog content, so the more people will watch the vlog.

The purpose of this research is to know the influence of Jokowi's vlog on young generation political attitude. The research uses quantitative methods, with type of research is descriptive. Respondent in this research are 100 people with accidental sampling technique. Data analysis technique is used descriptive and simple linear regression analysis, data processing was done with software of SPSS 22.

The result of this research show the student responses was joined to the group Badan Eksekutif Mahasiswa Seluruh Indonesia (BEM SI) considers that the influence Jokowi's vlog on young generation political attitude who have the effect of 85,8%.

Keywords: Jokowi's Vlog, Political Attitude, Members of Facebook Group BEM Seluruh Indonesia