

ABSTRACT

Presidential election debate represented the process of educational politic for the people for participate in determining presidential candidate and vice-presidential candidate. Presidential debate becomes a tool to encourage public participation to choose and no abstentions in election. Through a presidential debate that people can know the quality, mastery of the problems being faced by the nation, and concrete programs of each of the candidates for president and vice president. In this study, the researcher discusses the influence of the political message Jokowi-JK in the presidential debate on SCTV program on June 9, 2014 against Telkom University students' perceptions of Communication Studies Program 2011-2014 forces measured by indicators of sensation, attention, and interpretation. The method used in this research is quantitative research methods. Data was collected with nonprobability sampling technique. Data collected by distributing questionnaires to students of Telkom University Communication Studies Program batch 2011-2014. The sample in this study amounted to 100 respondents. Data analysis techniques used in this research is descriptive analysis techniques. These results indicate that there are significant political message Jokowi-JK in the presidential debate on SCTV on June 9, 2014 to the student's perception of Telkom University majoring in Communication Studies from batch 2011 to 2014 by 54,8% and the rest is 45,2% can be explained by the other variable not examined. Conclusions that can be drawn from this study is that there is a significant impact and significant political message to the students' perceptions.

Keyword : Political Message, Debate, Perception