

## *Abstract*

*The phenomenon of first time voter always be topic in every moment on the election day both of national and regional. First time voter is somebody who already seventeen years old on the election day and registered as fixed voter. First time voter potential in every moment on election day is very big. Expected in every election day amount of the first time voter is around 20-30% from whole voter in the election. As closer implementation election the president and vice president, the higher of tension politic in this country. Along with it, Black campaign be rife. Because it happen for two reason why black campaign be rife do. Weaken the politic opponent, the purpose is raise doubts, hatred, and fear to opponent and seize support from politic opponent. In this research writer sought analyze how first time voter addressing and look at black campaign. Cleveland Ferguson define negative campaign as politic campaign which is conducted each candidate and politician group for get benefit by way of give reference or address every negative aspect from competitor even candidate nor politician group (Ferguson, [www.law.fsu.edu](http://www.law.fsu.edu))*

*In this research writer found phenomenon where about two from four informant didn't see black campaign issue, but how to look from choice. Whereas one informant use black campaign as phenomenon for believes his choice, and one informant look black campaign as tool to see candidate who cheate and fair without far away from choice was made. Based on the assessment that is told from informant about existing issues. Researcher divide into emotional and rasional voter. Three informant enter into rasional voter because look the choice based on basic rasional in how to look issue. Whereas one informant enter to emotional because didn't see it the fact.*

*Words Order: Meaning, Opinion, Black Campaign, Election*