

# The Influence Of Political Exposure In Digital Media To The Participation Of Prospective Voters For Demokrat Party In East Java Ahead Of The Election 2019

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**Abstract:** This study entitled the Influence of Political News Exposure in Digital Media to the Participation of Prospective Voters for Demokrat Party in East Java Ahead of the Election 2019. The aims of this study was to determine the influence and benefits of political news exposure in digital media to the participation of prospective voters for Demokrat Party in East Java. The method used in this journal was a quantitative method. The results showed that there was an influence of political news exposure in digital media to the participation of prospective voters for Demokrat Party in East Java ahead of the election 2019. It was seen from the equation which was interpreted without variable x, variable y has a value of 9.955.

**Keywords:** news, politics, digital media, political parties

## INTRODUCTION

Communication is inseparable from daily activities in human life. It is based on human nature as a social beings who need each other. Both the interaction of individual communication with individuals, individuals with groups, and groups with groups. Like humans with each other connected through a chain called communication. Starting from human communication from those who do not know to know the information, from those who do not understand to understand when the communication runs effectively.

In his book entitled "*Communication Theories, Perspectives, Process and Contexts*", Katherine Miller (2005:1-2) says that a perspective is a way of looking at or seeing a particular phenomenon. In relation to the theory of communication science, perspective is like a lens through which we can see and observe a communication process.

In this study, the writer is interested in the discussion in the context of mass communication, mass communication is taken because of the current political inseparable in Indonesia's democracy, so many media plays a very distant role and it is quite effective in raising the electability of prospective candidates who want to fight in the election, because the fact of the mass media has the characteristic which able to reach the masses in large and broad, public and able to provide popularity to anyone who appears in the mass media.

Electronic mass media is growing rapidly and globally, digital media that stands out and needs the community to obtain various information, education and entertainment. From social media to website links of daily newspaper. Each newspaper certainly does not only carry a mission related to the interests of the company and the function of the press; but also shows the concept of certain news to attract and bind the reader. The variety of public assessment of the news concept presented by digital media shows that the news function is effective enough to foster a certain attitude to the readers. It means that the public reaction to news in the newspaper is a phenomenon of certain attitudes actualization that is directly or indirectly correlated with the news.

From a political perspective, mass media has become an important element in the democratization process because it provides an arena and channel for public debate, makes potential political leaders widely known to the public and also plays a role to disseminate various information and opinions. The role of mass media has been an important concern for society. Mass media has been the object of attention and regulation. The mass media is also become the object of research to produce mass communication theories. In the field of politics, determination of the democratic or undemocratic attitude of an organization or individual is increasingly dependent on the mass media.

To increase political participation certainly needs supporting factors in it, the writer in this journal choose the discussion about how digital media in political communication affects the achievement of political participation, for this journal the writer took the case of the influence of political news exposure in digital media to the participation of prospective voters for Demokrat party in East Java. Demokrat Party is a political party in Indonesia. The party was founded on September 9<sup>th</sup>, 2001 and was passed on August 27<sup>th</sup>, 2003. The party first participated in the General Elections in 2004 and received a vote 7.45% of the total vote and received 57 seats in House of Representatives (DPR). Here are Demokrat Party structure information. Through the coverage of online media from each news exposure, there is a positive and negative news, whether the news exposure can affect the vote in the electoral area of East Java VII. Here are some media that shows both positive and negative news from the two candidates.

Some temporary survey results in the effort to increase voters participation or electability with online media obtained from the Survey Institute conducted by Demokrat Party in the electoral area of East Java VII. The problem of voters participation or electability of Demokrat Party dropped, it is not because of the accumulative factor, including people in Demokrat Party are phenomenal people. With many problems occurring in the Internal party, making the community questioning back about the ability of this party. Communities in East Java generally participated in the election 2014. The general elections participants are not only consist of parents, but also the youth participated in the elections. People in East Java generally follow the development of information submitted by the mass media. With a lot of news about Demokrat Party made the writer interested in knowing the level of public confidence regarding the political participation of the vote obtained from Demokrat Party when it participates in the legislative elections in 2019.

Based on the descriptions of the background above, the writer formulated the problem in the study by focusing on the following question: 1) Is there any influence of political news exposure in digital media to the participation of Demokrat Party voters in East Java? 2) How big is the participation of Demokrat voters to the election?

## LITERATURE REVIEW

### Political Communication

Political communication is a political-characterized communication that takes place in a political system. Political communication can form the delivery of messages that have political impact from the political authorities to the people or the delivery of support or demands by the people to the political authorities. The term political communication is born from two terms namely "communication" and "politics". The second relationship of the term is assessed as intimate and privileged because it is in the political domain, the communication process occupies a fundamental function. However, communication approaches has helped provide a deeper and broader view of political behaviour.

Political communication is a conversation to influence in the country's life. Political communication can also be the art of designing what is possible (possible art) and can even be the art of designing what is impossible (impossible art) (Arifin, 2011:1). Littlejohn further in the theory of political communication explains the process of purpose in which elected leaders, the media, and citizens use the message to establish meaning about political practice. When people use the power to support the public interest, their messages and interactions are a strategic way to influence public policy (Rahman, 2018:1168).

From some of the above, clear political communication is a process of communication that has implications or consequences of political activity. This factor is also distinguishing by other communication disciplines such as education communication, business communication, intercultural communication, etc. The difference lies in the content of the 'message'. This means that political communication has a message that is politically charged, while education communication has education-laden messages. So to distinguish between one discipline and other disciplines in the study of communication sciences, lies in its nature or message. Political communication channeled the aspirations and political interests of the people into political system inputs. And at the same time political communication also channeled the policies taken or the output of the political system.

For example, in the presidential political campaign, it is now routinely and actively using digital media to reach out, involve and mobilize voters (Bimber & Davis, 2003; Foot & Schneider, 2006; Kreiss, 2012; Stromer-Galley, 2014). Social media limitations allow for rapid response, fostering communities that support and pushing their agenda to the national stage (Kreiss, 2012; Stromer-Galley, 2014). It is like in the process of political campaign that Barack Obama employs over 100 staff and invests \$47 million in social media outreach, which includes regularly posting political updates, monitoring these messages and communicating with supporters. As can be seen from this example and the recent developments, social media has become a critical domain of communication and political competition (Hsin. 2017:77)

In a democratic activity, it is undeniable that a campaign is an important thing to do, to gain public trust. It is as stated by Gronbeck (1978) and Norris (1999) who explains that the campaign has a variety of functions, including winning battle ideas, transforming and mobilizing supporters, providing supporters of claims and information topics, etc. This campaign is usually carried out through technology mediated communication channels (Jensen. 2017:22).

Then, the element in political communication is not different from the communication elements in general. Where basically consists of communicators (messenger), message, communicant (message recipients). And Nimmo in studying political communications involved elements of political communicators, political messages, political media, political audiences, and the consequences of political communication. Political communication is a political conversation involving elements of communication with certain political consequences (Nimmo, 1993:8)

### The Concept of Political Participation

Participation is an important part of democracy, in which Huntington & Nelson (1976:3) suggest that political participation as a personal activity of citizens conducted to influence the government's decision. Then, Dahrendorf (2003) states that anyone who lives in a democratic country has the right to express their views and attitudes toward anything happening in the public domain or matters related to their interests in order to be known by Government and subsequently the government gave the response.

Democracy itself comes from the word *demos* and *Kratos*. That is, the pattern of governance comes from the people. It can also be the government (President) elected by representatives of the people. Meaning, the highest power is in the hands of the people. Democracy is developed to foster the participation of people, not the participation of individuals or groups. The role of people (read: public) is more appreciated because it plays an important role in making decisions for the public interest. For example, in determining a Regional Head, Regent, Governor, and President as Head of State in the system of democracy must be chosen by the people (Irawan, 2018:91).

The forms and frequency of political participation can be used as a measure to assess the stability of the political system and the satisfaction or dissatisfaction of citizens. Below are forms of political participation: 1) conventional by voting, political discussion, campaign activities, forming and joining interest groups, individual communication with political and administrative officials, 2) Non-conventional by petition submission, demonstration, confrontation, strike, political violence against property (destruction, bombing, combustion), acts of political violence against human beings (kidnapping, murder), and guerrilla warfare and revolution. So the political participation that focuses in this study is the concept of public political participation to vote in the implementation of the provincial legislative elections in East Java.

### **Concept of Mass Communication**

Mass communication as a type of communication aimed at a number of scattered, heterogeneous, and anonymous audiences through print or electronic media so that the same message can be received simultaneously and instantaneously. The word "can" in this definition emphasizes understanding that the actual number of mass communication recipients at certain times is not essential. The communication experts agree that the meaning of mass communication is communication through the mass media, as it stands for mass Media communication (Amir, 1999:22).

According to Effendy (in Amir, 1999:23), in general, there are three functions of mass communication, namely (1) broadcasting information (to inform), (2) educating (to educate), (3) entertaining (to entertain). There are also experts that add functions other than the three functions such as the affect function (to influence), the guiding function (to guide), the critical function (to criticize); but it is only an addition to these three functions.

Meanwhile, people want to read and subscribe to the mass media, because basically human nature wants to know something that has been, is and will happen. In addition to events, information is also presented in the form of articles or other writings such as comments and editorial plans. All of that are intended to educate and influence others. Another form of influencing function is to present news or writings that are critiques in order to conduct social control. That is, by criticizing it is expected that the perpetrators change their behavior in a good direction. Furthermore, the perpetrators of misappropriation are given sanctions and penalties that have been felt to be deterrent and in the future does not repeat their mistakes. The main characteristic of mass communication is because it functions social control. It is done in order to uphold the truth and justice. Not to expose the ugliness and disgrace of others. Managing the press or the mass media according to the four function is a dilemma. When it does not carry out social control, it is considered to function as the press agency does not go well. Conversely, when conducting social control as ideally a press agency, the obstacles and challenges as well as threats are experienced. For the press people (read: journalists), dying and quitting work is a logical consequence, even judged respected if the cause is to establish the truth in the form of conducting social control (Amir, 1999:24).

### **News Exposure**

According to McQuails (2002:387) as a media identity, it serves as a supporting authority of values and as a media socialization of the community. Communities consist of groups that each have their own values. Therefore, the magazine is published for certain groups of consumers. The editorial content and advertisements are deliberately adjusted to the target group. Because magazines can create their own markets for a product, the relationship between the magazine and its share is somewhat different. Contents of the magazine are more directed to the interest of the audience, because publishers do not want to take risks with content that is not necessarily acceptable. So the magazine deliberately provided itself to serve the audience. Thus magazines as one of the medium packaging for photography is a good medium to advertise due to circulation and the scope of its segments.

The categorization of magazine segment selection is very diverse. One form of a special segment magazine is a magazines that selects the target segment of the social class. The general characterization used to underlie segments of social class is usually socio-economic categorization. One of the potential segments but relatively few numbers is segments A and A+. This segment according to Weber belongs to the upper-upper, lower-upper-middle class category or Marx is the elite-bourgeoisie. One type of magazine that is the media of communication for this segment in Indonesia is the magazine "Indonesia Tatler" where photography in the feature (feature photograph) presented in this magazine tries to represent the value and lifestyle owned by the readers segment.

### **Concept of Elections**

According to Sukarna (1981:83), it was stated that the election is a tool or way to obtain people's representatives who will fight for the interests of the people and be responsible for their success. According to Aurel Croissant and friends (2003:2) The elections are a necessary condition for democracy. Furthermore, according to Bintan R. Saragih (1988:167) suggests that elections are a sign of the will of the people in a democracy, with the general election of a country mentioning itself as a democracy in its true sense.

Christian Wulff's opinion is irrelevant to the increasing number of public participation in democratic activities. Then according to Dewey (1927) and Näsström (2003) states that democracy is based on the community and for the community. Due to a number of ethical and practical reasons, democracy is considered appropriate to involve the public in determining the joint to determine and change the situation. Thus all people have voting rights in the governance and process of development (Scholte, 2014:3). Then Mazzuca and Munck (2014) states that democracy offers solutions to problems related to the State (Wang and Yiqing, 2018:1).

According to Constitution No. 8 of 2011 about "General election organizer", article 1 paragraph I confirms that the election. General, hereinafter called election is the means of implementing the sovereignty of the people which is held directly, publicly, freely, confidentially, honestly and fairly in the unitary State of the Republic of Indonesia based on Pancasila and the Constitution of the Republic of Indonesia 1945.

In order to hold General Elections for Legislative Members, General Elections Commission (KPU) of Regency/city as stipulated in Constitution No. 8 of 2011 is explained that the General Elections Commission in Province and the General Elections Commission in Regency/city, then referred to as KPU Province and KPU Regency/City are the organizers of the provincial and Regency/city elections.

To better understand the concept of elections, we must understand the purpose, principles, and system of elections. 1) The purpose of elections is to elect representatives of people and district and to form a government that is democratic, strong and obtain the support of the people in order to realize the national objectives. 2) Principle of general elections. Based on the Constitution No. 8 of 2011 Chapter II of Article 2: The elections are effectively and efficiently based on a direct, public, free, confidential, honest and fair. 3) Then the system at the end there are two, first, election system used, district system: The system is organized based on the location of the electoral area, in the sense of not distinguishing the number of inhabitants, but a place that has been determined. Second, the proportional system is a system based on the number of people who will be voters, for example every 40,000 inhabitants of voters get a representative (balanced voice) while the chosen is a group of people who nominated by election contestants, namely the political parties are known by the mark of the picture so that representatives and voters less familiar.

### **Theory of Uses and Gratifications**

This approach was first stated by Elihu Katz (1959) as a reaction to Bernard Berelson who stated that communication research on the effects of mass media was dead. The start of life is research on efforts to answer the question: "What do people do with media?" Because the use of media is one way to achieve the fulfillment of needs, the media effect is now considered as a situation when satisfying needs occurs (Rakhmat, 2004:199).

In the theory of Uses and Gratifications that the active audience to determine which media must be chosen to satisfy their needs. This theory emphasizes more on the human approach to seeing mass media. That is, humans have autonomy, the authority to treat the media. Blumer and Katz believe that there is not only one way for audiences to use media. Instead, they believe that there are many reasons for audiences to use the media. In this theory's opinion, media consumers have the freedom to decide how (through which media) they use the media and how the media will affect themselves. This theory also states that the media can have an evil influence on life. The use of this theory can be seen in the case of personal music selectivity. We select music not only because it matches the song, but also for other motives, such as for self-esteem, inner satisfaction, or just entertainment. The effort required to meet the needs is highly dependent on the availability or absence of media and the ease of using it.

Research of Uses and Gratifications started from the view that communication (especially the mass media) has no force to affect the audience. The core theory of Uses and Gratifications is that audiences basically use mass media based on certain motives. Media is considered to meet the audience motives. If these motives are fulfilled then the audience needs will be fulfilled. In the end, the media is able to meet the needs of audiences called effective media (Kriyantono, 2006:204).

Katz, Blumer & Gurevitch explained about the basic assumptions of Uses and Gratifications theory, namely: 1) Audiences are considered active, meaning that audiences as an important part of the use of mass media is assumed to have a purpose, 2) in the process of mass communication, the initiative to associate the gratifying needs with the selection of media lies in the audience, 3) Mass media must compete with other sources to satisfy their needs. The needs are fulfilled by the wider media. How these needs are fulfilled through media consumption is very dependent on the behavior of the audience concerned, 4) The purpose of mass media voters is inferred from data provided by audience members. That is, people are considered to understand enough to report the interests and motives in certain situations, 5) Assessment of the cultural meaning of the mass media must be deferred before being examined in advance audience orientation (Adrianto, 2004:71).

Antasaden includes individual variables consisting of demographic data such as age, sex, and psychological factors communicant, as well as environmental variables such as organizations, social systems, and social structures. The list of motives is not limited. But the operationalization of Blummer is quite practical for research guideline. Blummer mentions three orientations: cognitive orientation (need for non-information, surveillance, or reality exploration), diversion (the need for release from pressure and need for entertainment), as well as a personal identity (i.e., "using the media content to reinforce/accentuate something important in the life or audience situation"). The media use consists of the amount of time used in various media types of media content consumed and various relationships between individuals media consumers with media content consumed or with the media as a whole. Media effects can be operated as a media ability evaluation to provide satisfaction (Rakhmat, 2004:66).

Use of media content to obtain gratification for one's needs or uses and gratification, wrong theories and approaches often used in communication. This theory and approach does not cover or represent the entire process of communication. Because most of the audience's behavior is only explained through their needs and interests as a phenomenon regarding the process of acceptance (media message). The uses and gratifications approach is intended to describe the process of acceptance in mass communication and explain the use of media by individuals or individual aggregations (Effendy, 2000:289).

The uses and gratifications approach provides an alternative to look at the relationship between the media content and audience, and the categorizing of the media content according to its function. Although there is undoubtedly one or more models of uses and Gratifications, Katz (Effendy, 2000:290) illustrates the logic that underlies the approach of uses and gratifications: (1) psychological social condition of a person will cause it (2) needs, which creates (3) expectations (4) mass media or other sources, which lead to (5) different patterns of media use (or involvement in other activities) that will eventually result in (6) Fulfillment of needs (7) Other consequences, including those not previously expected. In addition to the basic elements above, the uses and gratifications approach often incorporates motive elements to satisfy the needs and functional alternatives to meet the needs.

The rewards here can mean rewards that were then also accepted (soon) or pending rewards. Rewards meet audience needs. For example, watching a program on a particular television because the media provides or satisfies the need for

information or entertainment. The effort required to meet the needs is highly dependent on the availability or absence of media and the ease of using it. When dividing a reward appointment with the effort required, it is obtained a selection probability from a particular mass media. Can understand the interaction of people with the media through the media use by the person (uses) and satisfaction obtained (gratification). The general gratification include an escape from fear, the appeasement of loneliness, emotional support, information acquisition, and social contact (Nurudin, 2011:193).

## METHODOLOGY

This was a quantitative research. Quantitative research was a study that describes or explains a problem which results can be generalized, thus the study was not particularly concerned with data depth or analysis. In this quantitative research, the writer was more concerned with the aspect of data expanse so that the data or research results were considered a representation of the entire population. The study aimed to examine theories or hypotheses, supported or rejected theories. Data only as a means of confirming theory or theory proven by data (Kriyantono, 2006:57-58).

The hypothesis that will be tested in this study was  $H_0$ , there was no influence on political news exposure in digital media to the participation of Demokrat Party voters in East Java. And  $H_a$ , there was an influence of political news exposure in digital media to the participation of Demokrat Party voters in East Java. In this study, the subject of study was digital media in the form of Facebook, Twitter and Instagram applications, the object in this study was the prospective voters for Demokrat Party in Ponorogo Regency, East Java. The consideration was that digital media was one of the most trusted sources and Demokrat Party in Ponorogo, East Java was the party's granary.

Related to this study, variables tested for proof of hypothesis were the size of the effect of digital media coverage (X) to the knowledge level of candidates for Demokrat Party in Ponorogo, East Java (Y). Therefore, this study used a quantitative approach or inferential research (hypothesis testing) and relied on a probability of rejection or acceptance of pre-compiled hypotheses. Another thing that can be used as a reason to use a quantitative approach in this study was because the data obtained in the form of numeric or numbers obtained from the filling out a questionnaire.

The sampling technique was done by Non Random Sampling. Non Random Sampling itself was a sampling technique that did not provided equal opportunities for each element or member to be selected into a sample due to the diverse population. Sampling was used because this study involved many elements in the population so it did not allow the writer to collect and test of each element of the population because it took up a lot of time, cost and energy. While the sample of this population was the village community of Pulung Ponorogo Regency with consideration of the main work were farmers and entrepreneurs market their processed products to be posted into the website.

Data collection techniques from this study, there are two techniques, the first was questionnaires. This study used survey techniques, while the instrument was a questionnaire. The questionnaire was a list of questions that must be filled by respondents, can also be called a questionnaire. The purpose of distributing questionnaires was to find complete information about a problem from the respondent without worrying if the respondent gave an answer that did not match the reality in filling out the questionnaire (Kriyanto, 2006: 93). And the second was secondary data, i.e. library data collection which was used to facilitate obtaining data, theories, research methods from reference books that were related and supported the study.

## DISCUSSION

According to Ardianto and Erdinaya (2005:2), the exposure can be interpreted as the activity of listening, seeing, and reading media messages or having experience and attention to those messages that can occur in individuals or groups. Media exposure tries to find audience data on media use either media type, frequency of use and duration of use. The media use types includes audio and print media, audio-visual media and print media.

According to Hartono (2010:219), the value of  $r_{table}$  on  $\alpha$  0.05 is based on the Degree of Freedom (DF) = number of cases - 2. The number of cases in this study is 29 respondents, so DF is  $29 - 2 = 27$ , so  $r(0.05; 27)$  in the one-way test = 0.367. If  $r_{count} > r_{table}$  then the item is valid. This study is called valid because the instrument is exposed to the media and the level of knowledge on each question  $r_{count} > r_{table}$  with  $r_{table}$  value of 0.367 while  $r_{count}$  value is always greater than 0.367. Subsequently held a realistic test, the study is said to be reliable when Cronbach's alpha value  $> 0.60$ . In the variable media exposure, the writer find that the study is reliable because it has Cronbach's alpha value of 0.838 then the component of the questionnaire question regarding media exposure which is stated to be reliable with 5 questions. The Knowledge Level Variable of Cronbach's alpha  $> 0.60$  is 0.715, so this instrument is reliable with 10 questions.

While the samples of this population is the prospective voters for Demokrat Party in Pulung Sub-district, Ponorogo Regency, East Java. From the population is 40 people, the writer take samples as many as 29 people. The responden data is used as a control variable (variable z). Variables that are involved in or provide a variable control of the media exposure to the level of knowledge. The majority of people in Pulung village Ponorogo has a high school (SMA) background of 62.1%. 20-29 years old the majority of people in Pulung village Ponorogo Regency (82.8%) is a productive age and age that is indeed the target of qualifying the Demokrat Party millennial voters. 51.7% of respondents work 6-8 hours per day and 6 respondents admitted more than six hours per day to work. From the previous respondent data can be known that the productive age to work so it is not surprising if the community of Pulung village has high working hours. 82.8% or as many as 24 people know in its working environment that the majority of farmers and entrepreneurs always update the information on the mass media. 93.1% of people in Pulung, Ponorogo know that facilities to get the latest information is available. Socio-cultural condition of village community of Pulung Ponorogo supports in accessing or searching for information as much as 89.7% of respondents answered yes. The respondent data will be used as a controller in the two other variables, namely media and knowledge level.

Knowledge variables consisting of the aspect of knowing and understanding that is found in the respondent who is the village community of Pulung, Ponorogo is moderate. It is seen in the above calculations. Based on research, as Laswell suggests

three kinds of communication experts, including journalists, namely: (1) environmental supervision, (2) correlation between parts of society in response to the environment, and (3) transmission Social heritage from one generation to the next generation. Wright made modifications and added a fourth category, namely Entertainment (Wright, 1985:7 – 8). Communication has several functions such as the following: a) entertaining. Communication is used to change one's attitude to be happier or more happy, B) to give information. Communication is done to change the condition of not know to know, or from know become increasingly know, c) to treat. Communication is used as an attempt to persuade someone to abandon his or her opinion and move on to a new opinion, D) Menstimuli. Communication is done as an attempt to convince a person to remain (Susanto, 1997:65).

The limited effects of mass media related to a community attitude that is selective in receiving the exposure to audience information can be divided into a passive audience and active audience. Passive audiences means the understanding which assumes that society is more influenced by the media. The community passively receives what the media convey, people directly receive what is conveyed by the media. While active audiences apply otherwise, these groups are more selective in receiving media messages, they are also selective in selecting and using Media (Littlejohn & Foss, 2005:333).

The frequency, duration, attention of viewing digital media such as Facebook, Instagram and Twitter, the majority is moderate (62.1%), then low (20.7%), and the frequency is only 17.2%. It can be concluded that the media which is happening is moderate. The frequency aspect of reading the minimum score is at a frequent answer and is always 20.7% with a frequency of 6 communities and the maximum score in the answer is rarely with a frequency of 10 people (34.5%). Village community of Pulung Ponorogo District saw Facebook, Instagram and Twitter less than 15 minutes of 16 people (55.2%). The majority of people in the village of Pulung Ponorogo said interesting (51.7%) And very interesting 17.2%. As for the content aspect of 58% of the Community village, Pulung Ponorogo agreed that the content of Facebook, Instagram and Twitter is interesting. Facebook, Instagram and Twitter content besides being interesting in its appearance and content, not forgetting of elements language and writing style. 55.2% answered interestingly and 6.9% answered very interesting.

In this study uses a simple linear regression analysis. If variable  $x$  increases by one unit then the variable  $y$  will increase by 0.46 units. Without variable  $x$ , variable  $y$  has a value of 9.955. This shows that without the news of digital media, the community knowledge level of Pulung Village, Ponorogo 0.46. Based on the equation it can be concluded that if the exposure to digital media is increased, the level of knowledge of people in Pulung Ponorogo regency will tend to rise or positive. Regression value ( $R$ ) of 0.600. Corresponds to a value of  $R$  between 0 – 1. That means the influence that occurs between the two variables is positive value. It also means that the relationship between variables is strong, as  $R$ -value is closer to 1, the stronger the relationship between the two variables. Thus the influence between the exposure of political news exposure to the participation of prospective voters for Demokrat Party ahead of the election 2019 is strong.

While the coefficient of determination value ( $R^2$ ) amounted to 0.359. The coefficient of determination is used to determine the percentage of independent variable influence on changes in the dependent variable. This means that the influence of the two variables is 0.369 or 36.9%. Thus, the influence of political news exposure in digital media to the level of Community Empowerment of Pulung Village, Ponorogo Regency is great. The remaining 63.1% which affects the public knowledge level is another variable outside the news exposure variable. It acquired the value of Sig. 0.001. A comparison of Sig value. With the equivalent significance ( $\alpha$ ) will show acceptable initial hypotheses or not. According to the data  $0.001 < 0.05$ , which means the value of Sig.  $< \alpha$ . Thus the initial hypothesis is received, so that there is an influence on political news exposure in digital media to the participation of prospective voters for Demokrat Party ahead of the election 2019. Each aspect of the respondent's data, age, education, occupation, environmental and social culture, is calculated by its level of knowledge with SPSS.

From the data obtained by the majority there is no correlation between each variable and only social and cultural factors have a correlation. If a factor or control variable is included in the exposure variable and the knowledge level, the correlation value of 0.540. So it can be concluded that if the control variable is inserted in the variable  $x$  news exposure and  $y$  level of knowledge then the correlation value will tend to decrease compared if the correlation  $x$  news exposure and  $y$  level of knowledge is 0.600.

## CONCLUSION

The results of this study shows that there is an influence on political news exposure in digital media to the participation of prospective voters for Demokrat Party in East Java ahead of the election 2019. It is seen from the equation which is interpreted without variable  $x$ , variable  $y$  has a value of 9.955. This shows if there is no political coverage in digital media, the community knowledge level of Pulung Village, Ponorogo Regency, East Java is 0.46. So it can be seen that if the number of the exposure is increased or greater then the level of knowledge is greater. Further acquired regression value ( $R$ ) of 0.600. Corresponds to a value of  $R$  between 0 – 1. It means that the influence that occurs between the two variables is positive value. It also means that the relationship between variables is strong, as  $R$ -value is closer to 1 the stronger the relationship between the two variables. The next is produced  $H_a$  proved, or there is an influence of political news exposure in digital media to the participation of prospective voters for Demokrat Party in East Java ahead of the election 2019. It can be seen from the results of the ANOVA test obtained the value of Sig. 0.001. A comparison of Sig value. With the equivalent significance ( $\alpha$ ) will show acceptable initial hypotheses or not. According to the data  $0.001 < 0.05$ , which means the value of Sig.  $< \alpha$ . In addition, the coefficient of control variable that can be significant effect is the social aspect of the culture is equal to 0.426. A 63.1% variable outside of the news exposure variable can occur due to a social-cultural control variable. Because by inserting a control variable in the knowledge-level variable it is less of correlation value of 0.540. The social variable of culture that is intended can be a habit of accessing the Internet as small. Culture to always update all information through various online media.

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