

**“ANALISIS RESPON PEMILIH PEMULA DALAM MENANGGAPI ISU BLACK
CAMPAIGN PADA PLATFORM MEDIA SOSIAL SAAT KAMPANYE CALON
PRESIDEN DAN WAKIL PRESIDEN”**

**(Studi Kasus Pada Pemilih Pemula Alumni SMA Pangudi Luhur Jakarta Selatan
Angkatan 2018 Dalam Menanggapi Isu Black Campaign Yang Bersifat Fitnah Dan
Provokatif Di Platform Media Sosial Saat Pemilihan Umum 2019)**

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ABSTRAK

Tulisan ini mengkaji tentang perspektif pemilih pemula dalam menanggapi isu black campaign di platform media sosial pada saat kampanye calon presiden dan wakil presiden pada pemilihan umum 2019. Platform media sosial sebagai salah satu sarana penunjang untuk bekampanye tentu saja banyak diwarnai dengan kampanye positif dan negatif di kalangan masyarakat. Dalam studi kasus ini dibutuhkan peran mereka untuk melihat dan menyikapi isu-isu black campaign yang bersifat fitnah dan provokatif serta untuk melihat isu-isu negatif yang terjadi serta pandangan mereka apakah isu tersebut merupakan suatu hal kemunduran bagi kehidupan demokrasi kita. Dengan menggunakan metode Kualitatif deskriptif melalui wawancara dan studi literature, tulisan ini membahas bagaimana persepsi mereka sebagai pemilih pemula di kalangan alumni siswa SMA Pangudi Luhur Jakarta Selatan Angkatan 2018 dalam melihat terhadap isu-isu black campaign yang banyak sekali terjadi di platform media sosial saat pelaksanaan kampanye calon presiden dan wakil presiden pada pemilihan umum 2019 kemarin.

Kata Kunci: Black Campaign, Kampanye, Media Sosial, Pemilih Pemula, Pemilu

**“ANALYSIS OF NOVICE VOTERS IN RESPONDING TO BLACK CAMPAIGN
ISSUES ON SOCIAL MEDIA PLATFORMS DURING THE CAMPAIGN OF
CANDIDATES FOR PRESIDENT AND VICE PRESIDENT AT THE 2019 GENERAL
ELECTIONS”**

**(Case Analysis Study on the Perspective of Beginner Voters at Pangudi Luhur High
School Alumni, South Jakarta Class of 2018 in Responding to Black Campaign Issues
on Social Media Platforms During the Campaign for Presidential and Vice Presidential
Candidates in the 2019 General Election)**

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ABSTRACT

This paper examines novice voters in responding to the issue of black campaigns on social media during the campaign for presidential and vice presidential candidates in the 2019 general election. Social media platforms as one of the supporting facilities for campaigning of course have a lot of positive and negative campaigns among the public. . In this case study, their role is needed to see and address black campaign issues that are slanderous and provocative as well as to see the negative issues that occur as well as their views on whether these issues are a setback for our democratic life. By using qualitative descriptive methods through interviews and literature studies, this paper discusses their perception as novice voters among the alumni of Pangudi Luhur High School South Jakarta Batch 2018 in looking at black campaign issues that often occur on social media during presidential and presidential candidate campaigns. vice president in the 2019 general election yesterday.

Keywords: *Black Campaign, Campaign, Social Media, Beginner Voters, Election*