

The Influence of Political Advertisements on Television on the Level of Political Trust of the People of Yogyakarta City

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ABSTRACT

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People's political participation is not only influenced by internal factors such as knowledge and awareness of rights and obligations related to the social environment and political activity, but also by political beliefs which are important determinants. One media that has a significant role in shaping political beliefs is television. Since its inception, television has proven to be one of the main sources of political information for the public. Therefore, this study aims to investigate the influence of political advertisements delivered through television on the level of political trust of the people in Yogyakarta City. This study adopts the theory of Mass Media Effects, specifically the Theory of Moderate Effects, which emphasizes that the influence of mass media can vary depending on the characteristics of the individuals who receive the message of the media. By locating this research in Yogyakarta City and involving 50 respondents as a sample, this study used a descriptive quantitative approach. Data were collected through questionnaires or questionnaires and analyzed using simple linear regression analysis methods as well as coefficient of determination analysis. From this study, it was found that there was an influence between political advertisements on television on the political beliefs of the people of Yogyakarta City which was blinded with a Tcount value of $17.844 > \text{a Ttable value of } 2.008$, and from a significant value of $0.000 < 0.05$. Furthermore, the magnitude of the influence of political advertisements on television on the political trust of the people of Yogyakarta City can be seen from the adjusted R square value of 0.020, which means that the magnitude of the influence of political advertisements on television on the political trust of the people of Yogyakarta City is only 2%.

1. Introduction

The importance of understanding the influence of political advertising on people's political beliefs is the main subject of this study. People's political trust is a vital element in the democratic process that determines the political stability of a country (Koho, 2021). Anshari et al., (2024) in their research asserted that political trust is formed from the government's performance in making policies that benefit the community and the state. Although political trust is an important element in the political dynamics of a society, it cannot be separated from the development of information and communication technology which plays a major role in influencing political trust (Jayawinangun & Valdiani, 2020). Therefore, understanding how mass media, particularly television, influences political beliefs is important in the context of local political developments.

In this context, the political landscape has shifted in line with the paradigm shift in the distribution of political information that utilizes television as the main medium of political information (Ticoalu et al., 2015). This is because television is the main channel that can reach a wide and fast audience. With its popularity and wide penetration in various walks of life, television has the power to shape public opinion and perception of various political issues. Through various political advertisements, television becomes a powerful place to spread political messages to the public. The use of technology

in the production and distribution of television content has also changed the way politicians and political parties interact with society, significantly affecting the dynamics of political trust.

Political advertisements on television can be known from the political content contained in these ads such as narratives that highlight the achievements of candidates or parties, messages that affirm political platforms, and visualizations that support a positive image of candidates. In addition, political ads often include comparisons between candidates and political opponents or highlight controversial issues to capture viewers' attention. For example, vision-mission advertisements from 2024 presidential and vice presidential candidates or also advertisements for the success of programs that have been run by the government.

In previous studies, there have been many attempts to understand the dynamics between political advertising and political beliefs. Several studies have attempted to measure the effect of political advertising on political trust, either directly or through intermediary variables such as perceived credibility or impressions of a particular politician or political party. Research conducted by Kustiawan et al., (2022) that the use of political advertisements can increase the popularity of politicians or parties. Furthermore, Anshori (2018) explained his findings that there is a significant influence between political advertisements and the decision to choose a candidate partner. Political advertising becomes an effective means of shaping the image of political actors so that from there it can influence public trust which can be manifested in certain political attitudes or actions (Darmawati, 2015; Abadi et al., 2021; Yulandari & Abidin, 2017).

Thus, people's political trust is not only reflected in perceptions of politicians or political parties but can also be influenced by political communication strategies used, such as political advertising. However, although previous research has provided valuable insights into the relationship between political advertising and political trust, there is still an aspect that has not been fully revealed, namely the complexity of the interaction between political advertising and people's political beliefs, especially in local contexts such as Yogyakarta City. One of the shortcomings that emerged was the lack of research that considered the special social, cultural, and political context of the people of Yogyakarta City in its analysis. In this context, there is a need to delve deeper into the local factors that influence perceptions and receptions of political advertising, as well as how they interact with global variables such as mass media or political polarization. Therefore, this study aims to fill the knowledge gap by adopting a comprehensive and contextual approach to analyzing the influence of political advertising through television media on the political beliefs of the people of Yogyakarta City. Thus, this study is expected to provide a deeper understanding of the dynamics of local politics and the important contribution of political advertising in shaping political trust amid the social, cultural, and political complexities of the people of Yogyakarta City.

In this study, moderate effect theory was used as a theoretical framework to examine the relationship between social interaction patterns in society and the technological development they consume. The moderate effect theory states that mass media is believed to have a significant influence, but its impact is limited because it focuses only on changing attitudes and opinions. In addition, this theory also recognizes the existence of other factors that can influence and have an impact on mass media (McQuail, 1987). Therefore, this approach is used to explore the significant role of television media, particularly in the context of political advertising, in shaping people's political perceptions and attitudes. Quantitative methods are used to analyze data to measure the direct impact of exposure to political advertisements on television on changes in political perceptions and people's participatory behavior.

2. Method

In this study, the focal point was in Ngampilan Village, located in Ngampilan District, Yogyakarta City. The total population in this region reaches 12,598 people. To determine the sample size, researchers applied the Slovin scale method with a confidence level of 90% and an error rate of 10%. Slovin's approach is used to estimate the required number of samples from a population that is already known with certainty (Rachmat kriyantono, 2009). The calculation results show that the number of samples needed with an error rate of 10% is about 50.27, which is then rounded up to 50 people.

The method to be applied in this study is a descriptive approach with a quantitative orientation. The quantitative descriptive research method refers to an approach that aims to objectively describe a situation using numerical data, including the process of data collection, data analysis, and presentation of the results (Arikunto, 1995). This was chosen because the data used in this study would be used to test the hypothesis proposed. The purpose of the method is to understand the impact of the independent variable (X) on the dependent variable (Y). The independent variable in this study is political advertising on television while the dependent variable is people's political trust.

Data collection techniques in this study were carried out through the use of questionnaires as the main instrument. Questionnaires were chosen as an effective means of collecting data directly through surveys, with the primary aim of obtaining direct views and responses from respondents (Isti Pujiastuti, 2010). This process is carried out by distributing questions to respondents through the Google Form platform, where the questions are designed based on indicators of predetermined X and Y variables. In the context of this study, indicators on the independent variable (X) include political ad content and political ad sources, while indicators on the dependent variable (Y) include responsiveness, integrity, sustainability, and authenticity. Each question in the questionnaire was designed using the Likert scale, where respondents were asked to rate each statement with numbers 1 through 4. On this scale, a value of 4 indicates a high level of agreement (Strongly Agree), a value of 3 indicates a level of agreement (Agree), a value of 2 indicates a level of disagreement (Disagree), and a value of 1 indicates a high level of disagreement (Strongly Disagree). provide a comprehensive picture of respondents' perceptions and views of the variables studied.

In this study, the technique used to analyze the data obtained was with the help of the SPSS 27 program. Various statistical tests have been conducted to test the validity and reliability of the data obtained. First, the validity test was conducted by dividing the questions on the research questionnaire into two groups: questions about political advertisements on television (X) and questions about the level of political trust in the community (Y). Each question is considered valid if its significance value (sig.) is less than 0.05. Furthermore, reliability tests are performed using Cronbach's alpha value, where a value equal to or greater than 0.6 indicates the reliability of the research instrument. The normality test is performed using the Kolmogorov-Smirnov formula to test the normality of the sample distribution, which aims to show that the data come from a normally distributed population. Then, a linearity test is performed with the ANOVA technique to find out whether the sample distribution is linearly distributed. In addition, simple regression analysis is also used to test the relationship between the independent variable (X) and the dependent variable (Y), as well as to predict the variable Y based on the known value of variable X. Finally, a coefficient of determination test is performed to find out how much the independent variable can explain the variation in the dependent variable. Thus, these various statistical tests help in interpreting and understanding the data obtained in this study in more depth.

3. Result and Discussion

3. 1. Presenting the Results

a. Data Validity Testing

1) Instrument Validity Test

A validity Test is a test used to measure the level of effectiveness of a measuring instrument or measuring medium to obtain data. In this case, it is used to measure how effective a questionnaire is for obtaining data. The validity test in this study involved the use of the Pearson Bivariate correlation formula with the help of IBM SPSS Statistics 27 software. The validity test process checks the significance value or Sig. (2-tailed); if the value of Sig. (2-tailed) < 0.05 , the research instrument is considered valid, while if the value of Sig. (2-tailed) > 0.05 , the research instrument is considered invalid. Here are the results of validity testing conducted by researchers.

Table 1. Validity Test Results

Item	Sig. (2-tailed)	><	Sig < 0,05	Description
P1	0,013	<	0,05	Valid
P2	0,002	<	0,05	Valid
P3	0,031	<	0,05	Valid
P4	0,019	<	0,05	Valid
P5	0,005	<	0,05	Valid
P6	0,029	<	0,05	Valid
P7	0,023	<	0,05	Valid
P8	0,020	<	0,05	Valid
P9	0,005	<	0,05	Valid
P10	0,015	<	0,05	Valid
P11	0,013	<	0,05	Valid
P12	0,011	<	0,05	Valid
P13	0,021	<	0,05	Valid
P14	0,013	<	0,05	Valid
P15	0,022	<	0,05	Valid
P16	0,019	<	0,05	Valid
P17	0,007	<	0,05	Valid
P18	0,007	<	0,05	Valid
P19	0,028	<	0,05	Valid
P20	0,007	<	0,05	Valid

Processed SPSS 27

The table shows that all items in the research instrument totaling 20 statements submitted are considered valid because of the overall value of Sig. (2-tailed) is less than ($<$) 0.05.

2) Data Reliability Test

Reliability tests are used to assess the reliability of research instruments so that they can be consistently used in various time periods. In this study, reliability was tested by calculating Cronbach's Alpha (α) value. If Cronbach's Alpha (α) value exceeds ($>$) 0.06, then the research instrument is considered to have sufficient reliability. Conversely, if Cronbach's Alpha (α) score is less than ($<$) 0.06, then the questionnaire instrument is considered unreliable. Here are the results of reliability tests that researchers have done.

Table 2. Reliability Test Results

Number of Items	Cronbach's Alpha Value	> 0,06	Description
20	0,6129	>0,06	Reliable

Processed SPSS 27

The table above displays reliability results showing a Cronbach's Alpha value of 0.6129. Therefore, it can be concluded that this research instrument has a reliable level of reliability.

b. Classic Assumption Testing

1) Normality Test

The data normality test aims to show that the data sample comes from a population with a normal distribution. This process involves the application of the Kolmogorov-Smirnov method. The results of the normality test are used to make decisions, where if the significance value is greater than ($>$) 0.05, it can be concluded that the sample data comes from a normally distributed population. Conversely, if the significance value is less than ($<$) 0.05, it can be concluded that the sample data does not come from a normally distributed population. Here are the results of the normality test that researchers have done. Table 3. Normality Test Results

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One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			50
Normal Parameters ^{a,b}	Mean		0,0000000
	Std. Deviation		3,93159289
Most Extreme Differences	Absolute		0,087
	Positive		0,069
	Negative		-0,087
Test Statistic			0,087
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		0,452
	99% Confidence Interval	Lower Bound	0,439
		Upper Bound	0,465

Processed SPSS 27

Based on the table, the results of the normality test using the Kolmogorov-Smirnov method show the Asymp value. Sig. of 0.200, which exceeds the significance limit value of 0.05. Therefore, the conclusion that can be drawn is that the sample data tested are from a population with a normal distribution.

2) Linearity Test

The linearity test aims to significantly assess whether the relationship between two or more variables has a linear or non-linear pattern. This test is often used as a condition in correlation analysis or linear regression. The decision is based on probability values, where if the value is greater than ($>$) 0.05, the relationship between variables (X) and (Y) is considered linear. Conversely, if the probability value is less than ($<$) 0.05, the relationship is considered non-linear. Here are the results of the linearity test that researchers have done.

Table 4. Linearity Test Results

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Political Trust* Political Advertisements	Between Groups	(Combined)	558,080	33	16,912	1,353	0,264
		Linearity	0,666	1	0,666	0,053	0,820
		Deviation from Linearity	557,414	32	17,419	1,394	0,244
	Within Groups		200,000	16	12,500		
	Total		758,080	49			

Processed SPSS 27

Based on the data in the table, it was found that the significance value (P Value Sig.) in the Deviation from the linearity row was 0.244. Since the significance value exceeds 0.05, it can be concluded that there is a linear relationship between the variables political advertising (X) and political beliefs (Y).

c. Simple Linear Regression Analysis

Table 5. Simple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	35,330	1,980		17,844	0,000
	Political advertisements	0,008	0,039	0,030	0,205	0,838
a. Dependent Variable: Political trust						

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Processed SPSS 27

Based on the calculation results contained in the table, it can be concluded that the regression equation in this study is as follows:

$$Y = 35,330 + 0,008X + e$$

Where:

Y = Political trust of the people of Yogyakarta City

X = Political advertisements on television

From the data analyzed in the table, it can be interpreted that: The political advertising variable (X) showed a positive coefficient in regression analysis, which showed a significant influence on the political beliefs of the people of Yogyakarta City. This is indicated by a calculated value of 17.844 > T table of 2.008 and a significance value of 0.000 < 0.05. Thus, it can be concluded that political advertising has a significant influence on the trust of the people of Yogyakarta City.

d. Test Coefficient of Determination

Table 6. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.030 ^a	0,001	0,020	3,97234
a. Predictors: (Constant), Political advertisements				
Processed SPSS 27				

Based on the calculation results contained in the table, it can be concluded that the Adjusted R Square value is 0.020. This indicates that the political advertising variable (X) has an influence of 2.0% on the political trust of the people of Yogyakarta City. Meanwhile, the remaining 98.0% was influenced by other factors outside the scope of this research.

3. 2. Create a Discussion

The results of this study confirm that political advertisements broadcast through television have a significant impact on the level of political trust held by the people of Yogyakarta City. Using research methods involving the use of questionnaires as a data collection tool and applying simple linear regression analysis techniques, it was found that the calculated value of 17.844 clearly exceeded the relevant T table value (2.008), with a significance level of 0.000, which indicates the rejection of the null hypothesis (Ho) and indicates the existence of a strong and significant relationship between political advertising on television and people's political beliefs. To strengthen the understanding related to these impacts, further analysis is carried out through the coefficient of determination. As a result, the Adjusted R Square value is 0.020, which means that the political trust variable only contributes 2% to the overall political trust variability among the people of Yogyakarta City. Meanwhile, as much as 98% of the variability was influenced by other factors that were not included in this research model. Thus, although political advertising on television has a significant influence, its impact on political trust is still relatively low when viewed from the contribution of these variables in explaining overall variability.

These results illustrate that the role of information media, especially television, may not have considerable power in significantly changing or shaping people's political beliefs. This suggests that, although the mass media has a real influence, its influence tends to be limited in the context of political beliefs. From this it can be explained that to increase the influence of mass media in influencing political trust, political information distribution strategies must be planned and formatted more carefully and effectively (Ilhami et al., 2014). Although the direct influence may not be as great as expected, the message conveyed through mass media still has the potential to create change. Thus, although these results suggest that the power of mass media in influencing people's political beliefs is limited, it does not mean that the message conveyed has no impact at all. Instead, it emphasizes the importance of careful planning and better strategies in conveying political information through mass media in order to maximize its impact.

Auvalia (2019) At least reveal several variables that can influence people's political trust, including policies implemented by the government and the level of competence possessed by political actors. In addition, factors such as integrity, transparency, and accountability in running the government also play a role in shaping the level of political trust among the public. In a broader context, aspects such as political participation, inclusivity in decision-making, and quality of public services also have great potential to influence people's level of political trust. Therefore, governments and political stakeholders need to pay attention to these factors to increase the political trust of the community as a whole.

Quoted by Ilham Fahreza (2019) six main factors have a significant influence on the level of political trust in society. First, political efficacy reflects an individual's belief in his or her ability to influence political processes and policies that affect their lives. Second, a sense of community solidarity refers to social relations and togetherness between community members in support of

common goals. Third, demographic characteristics of society, such as age, gender, education, and economic status, can influence individual political perceptions and attitudes. Fourth, perceptions of social justice, reflect individual evaluations of the distribution of resources and opportunities in society. Fifth, political interest, which describes the level of interest and involvement of individuals in the political process and government affairs. Sixth, socioeconomic conditions, which include factors such as income level, employment opportunities, and access to public services, can directly or indirectly affect individual confidence in political institutions and systems of government.

This shows that people's political beliefs are not entirely influenced by the development of information technology, but rather dominated by other influences that are inherent in these political beliefs, as already explained. So it is associated with the theory of moderate effects which assumes that the influence caused by mass media is not necessarily directly accepted by society or vice versa without consideration, but is very dependent on individuals who receive messages or influences caused by mass media. Thus, it can be said that the people of Yogyakarta City are actively and freely able to choose to receive political messages through political advertisements on television and can freely reject these messages. They also have the freedom to give their political beliefs based on the will of the heart or based on the influence of their respective political preferences. Thus, society plays a central role in the process of absorption and interpretation of political messages, asserting that political beliefs are not solely influenced by the mass media, but also by internal factors and individual decisions.

4. Conclusion

The results showed that political advertisements on television had a significant impact on the level of political trust in the people of Yogyakarta City. This study used questionnaire methods and simple linear regression analysis, which found a calculated Tcount value of 17.844, exceeding the relevant Ttabel value (2.008), with a significance level of 0.000. This rejects the null hypothesis (Ho) and suggests a strong and significant relationship between political advertising on television and people's political beliefs.

However, further analysis through the coefficient of determination found that the Adjusted R Square value was 0.020 so it can be explained that the political trust variable only contributes 2% to the overall political trust variability in the people of Yogyakarta City. As much as 98% of the variability was influenced by other factors that were not included in the research model. This suggests that although political advertising on television has a significant influence, its impact on political trust is still relatively low when viewed from the contribution of these variables in explaining overall variability.

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