

ABSTRACT

This study investigates the acceptance of Gibran Rakabuming Raka's candidacy for vice president among first-time voters in Semarang, focusing on the interplay between media habits, interpersonal factors, and socioeconomic status. A quantitative survey was conducted using Google Forms, with 442 total respondents aged 17 to 19. The survey employed a Likert scale to gauge the impact of these factors on voters' perceptions. Noteworthy findings reveal a significant interconnection between media consumption, social interactions, and economic background, illustrating how these elements influence young voters' attitudes toward Gibran's candidacy. The research underscores new media's pivotal role in shaping youth political views, mainly social media, while highlighting the influence of family and peer discussions. Additionally, socioeconomic status emerged as a critical factor in moderating these influences, affecting access to diverse media sources and political discourse within social circles. These insights provide a comprehensive understanding of the factors shaping political attitudes in Indonesia's evolving political landscape, offering valuable implications for future political campaigns and civic engagement strategies targeting young voters.

Keywords: first-time voters, acceptance, politics