

Penelitian ini bertujuan untuk mengetahui peranan persepsi aktivitas politik orang tua dan paparan informasi media terhadap partisipasi politik pemilih pemula, baik secara langsung maupun melalui variabel mediator kepercayaan pada sistem politik, kepercayaan pada kandidat, efikasi politik, dan pengetahuan politik. Penelitian ini menggunakan rancangan metode campuran sekuensial eksplanatori, diawali dengan fase kuantitatif kemudian dilanjutkan fase kualitatif untuk menjelaskan temuan pada fase kuantitatif. Subyek penelitian menggunakan mahasiswa berusia 17-21 tahun yang berdomisili di Yogyakarta sebanyak 694 orang. Pada fase kuantitatif data dikumpulkan menggunakan 8 skala psikologi dan dianalisis menggunakan program Partial Least Square. Sedangkan data kualitatif diambil menggunakan *open-ended questions* dan interview dan dianalisis menggunakan teknik analisis tematik.

Hasil penelitian menunjukkan bahwa persepsi aktivitas politik orang tua dan paparan media berkontribusi secara langsung maupun tidak langsung terhadap partisipasi politik pemilih pemula. Peranan langsung persepsi aktivitas politik orang tua terhadap partisipasi politik *diffuse support* lebih besar dibanding peranan paparan informasi politik media. Sedangkan peranan langsung persepsi aktivitas politik orang tua terhadap partisipasi politik *specific support* memiliki kekuatan yang relatif sama dengan peranan paparan informasi politik media.

Peranan langsung persepsi aktivitas politik orang tua terhadap partisipasi politik *specific support* menunjukkan kontribusi yang lebih besar dibanding peranannya terhadap partisipasi politik *diffuse support*. Sedangkan paparan informasi politik media memiliki peranan langsung yang lebih besar terhadap partisipasi politik *diffuse support* dari pada peranannya terhadap partisipasi politik *specific support*.

Efikasi politik memiliki efek mediasi pada peranan persepsi aktivitas politik orang tua dan paparan informasi politik media terhadap partisipasi politik baik yang bersifat *diffuse support* maupun *specific support*. Selanjutnya, kepercayaan sistem politik memiliki efek mediasi hanya pada peranan paparan informasi politik media terhadap partisipasi politik *diffuse support*.

Kepercayaan kandidat memiliki efek mediasi pada peranan persepsi aktivitas politik orang tua dan paparan informasi politik media terhadap partisipasi politik *diffuse support*. Selanjutnya, pengetahuan politik memiliki efek mediasi hanya pada peranan paparan informasi politik media terhadap partisipasi politik *diffuse support*. Keempat variabel mediator yaitu efikasi politik, kepercayaan sistem politik, kepercayaan kandidat dan pengetahuan politik memiliki efek mediasi yang bersifat memperkuat peranan variabel eksogen terhadap variabel endogen.

Kata kunci : Orang tua, media, pemilih pemula, partisipasi politik, efikasi politik, kepercayaan sistem, kepercayaan kandidat, pengetahuan politik

ABSTRACT

This study aims to examine both the direct role of perception of parents' political activity and political information media exposure on political participation of beginner voters, and indirect role through the mediator variables of the political system trust, political efficacy, presidential candidates trust and political knowledge. This study used an explanatory sequential mixed method design, beginning with a quantitative phase and then continuing with a qualitative phase to explain the findings in the quantitative phase. The subjects of this study were 694 undergraduate students who lived in Yogyakarta. In the quantitative phase the data was collected using 8 psychological scales and analyzed using the Partial Least Square program. Whereas qualitative data were collected using open-ended questions and interviews then analyzed using thematic analysis techniques.

The results of this research showed that perception of parental political activity and political information media exposure contributed both directly and indirectly to the political participation of beginner voters. The direct role of parental political activity perceptions on diffuse-support political participation was greater than the role of political information media exposure. Meanwhile, the direct role of parental political activity perceptions on specific-support political participation had relatively the same strength as the role of political information media exposure.

The direct role of parental political activity perceptions on specific-support political participation showed a greater contribution than its contribution to diffuse-support political participation. Meanwhile, political information media exposure had a bigger direct role on diffuse-support political participation than its contribution to specific-support political participation.

Political efficacy has a mediating effect on the role of perceptions of parental political activity and political information media exposure on political participation, both diffuse-support and specific-support. Furthermore, there was the mediating effect of political system belief on the role of media political information exposure and diffuse-support political participation.

Candidate trust had a mediating effect on the role of perception of parental political activity and political information media exposure on diffuse-support political participation. Furthermore, political knowledge had a mediating effect only on the role of political information media exposure on diffuse support political participation. The four mediator variables, namely political efficacy, political system trust, candidate trust and political knowledge had a mediating effect which strengthens the role of exogenous variables on endogenous variables.

Keywords: Parents, media, beginner voters, political participation, political efficacy, system trust, candidate trust, political knowledge