

## ABSTRACT

### ***The Effectiveness of Political Talkshow Messages on Najwa Nobar Round 5 Presidential Debate (Descriptive Study of Message Responses in Generation Z)***

Angelina Debby Christiani<sup>1)</sup>, Isti Purwi Tyas Utami, S.Sos., M.I.Kom.<sup>2)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

Generation Z is the age group that will be the majority of voters in the 2024 presidential election. However, not all Generation Z teenagers have adequate political literacy. Mata Najwa produces a political debate talk show about the presidential election using the YouTube platform to encourage active audience participation in each broadcast. The research aims to determine the effectiveness of the round 5 Presidential Candidate Debate Nobar broadcast among Generation Z. The research uses a positivism paradigm and a quantitative approach with survey methods. The main concepts in research include message content, message source, and message execution in the Cognitive Response model. The research population was the highest number of viewers of the Tancap Mata Najwa Nobar Presidential Candidate Debate broadcast compared to the previous 4 rounds. The research results showed that the majority of respondents were aged 22-27 years. Women make up the majority of respondents. Most respondents live outside Jabodetabek. Generation Z rated impressions as effective with a mean score of 3.604 for messages, 3.645 for message sources and 3.668 for message execution. It can be concluded that the dimensions of the message content are effective because there are more supporting arguments. The source of Najwa Shihab's message and the resource persons were considered capable of becoming source bolsters. In terms of message execution, the majority of responses assessed that this show had a creative concept and good audio-visual quality. Thus, the Mata Najwa Debate Round 5 can be concluded to be effective because the audience cognitively received the message in the broadcast.

**Keywords:** Cognitive Response, Mata Najwa, Presidential Candidate Debate, Generation Z.

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