

## ABSTRACT

### ***Effectiveness of Anies' Urgent Political Campaign Showing Message Semarang Episode (Descriptive Analysis of Message Responses to Subscribers)***

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*Political campaigns in the digital era change communication between candidates in contestation and their audiences. Anies Baswedan is one of the presidential candidates who uses YouTube to campaign live streaming. One of the shows with the most viewers is the Semarang Episode. The research aims to determine the effectiveness of the Desak Anies Episode Semarang campaign broadcast. The research uses a positive paradigm, quantitative approach with survey methods. Concepts in research include message content, message source and message execution in the cognitive response model. The research population was 1.06 million subscribers to Anies' YouTube channel in July 2024. The research results showed that most of the respondents were aged 21-25 years. Women make up the majority of respondents. The majority of respondents are workers. Depok is the city of origin of the majority of respondents. Customers rated the broadcast as effective with a mean value of 3.374 for the message content dimension, 3.399 for the message source dimension and 3.423 for the message execution dimension. In the message dimension, the highest assessment was obtained for the program information provided by Anies at 35.60. In the dimension of message source, background and achievements, Anies received the highest rating of 3,447 and in the message execution dimension of the show, Desak Anies received an assessment of 3,511 for the Impression Logo. It can be concluded that the content of the broadcast message is effective because there are more arguments that support the content of the message. The source of the message is effective because the figure of Anies is considered capable of being a source of support. Effective message execution due to the creativity of the program maker and the audio-visual quality that makes the show interesting.*

**Keywords:** Effectiveness, Cognitive Response, Live Streaming Campaign, Desak Anies.

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