

ABSTRAK

Pada pemilihan legislatif tahun 2019 ada salah satu parpol baru yang bersaing di dalamnya, yaitu Partai Solidaritas Indonesia (PSI). PSI berusaha membangun citra baiknya melalui komunikasi politik, salah satunya melalui iklan parpol di *YouTube*. Target sasaran dari komunikasi politik PSI adalah pemuda. Masalahnya pada golongan pemuda terutama mahasiswa, sudah ada persepsi negatif terhadap iklan maupun kinerja parpol. Tujuan dari penelitian ini yaitu untuk mengetahui bagaimana persepsi mahasiswa terhadap iklan *YouTube* PSI. Penelitian ini menggunakan teori Khalayak Kepala Batu (*Obstinate Audience*). Jenis penelitian yang digunakan yaitu kualitatif deskriptif dengan metode penelitian studi kasus yang dilakukan pada mahasiswa ilmu komunikasi Universitas Pembangunan “Veteran” Yogyakarta, angkatan 2018, 2017, 2016, 2015, 2014, dan 2013. Hasil penelitian menunjukkan bahwa ada persepsi positif dari mahasiswa terhadap iklan *YouTube* PSI. Mahasiswa menilai bahwa secara keseluruhan, konsep iklan dianggap unik, segar, dan berbeda disbanding iklan-iklan parpol sebelumnya. Audio dan visual iklan dianggap sederhana namun berhasil menyampaikan isi pesan iklan. Adapun nilai-nilai dalam pesan iklan yang mereka lihat seperti nilai keberagaman, solidaritas, dan kesamaan. Namun di sini mahasiswa mengaku belum bersedia memberikan suaranya untuk PSI. Hal tersebut disebabkan karena adanya pengaruh dari iklan PSI versi Grace Natalie, kinerja PSI yang masih belum terlihat, dan status PSI sebagai partai baru.

Kata Kunci: persepsi, mahasiswa, iklan *YouTube* parpol, partai solidaritas Indonesia.

ABSTRACT

In the 2019 election there was one of the new party competing in the legislative election, namely Partai Solidaritas Indonesia (PSI). PSI is trying to build their good image through political communication, one of them is through political advertising on YouTube. The target of PSI's political communication is youth. The problem is in the youth community, especially in college student community, there have been negative perceptions of advertising and political party performance. The purpose of this research is to analyze how college students perceive PSI's YouTube advertisement. This research using Obstinate Audience Theory. The type of research used is descriptive qualitative with case study method, which carried out on communication students at Universitas Pembangunan Nasional "Veteran" Yogyakarta, batch of 2018, 2017, 2016, 2015, 2014, and 2013. The result of the research shows that there are positive perception from students about PSI's YouTube advertisement. Students assess that overall, the concept of advertising is considered as unique, fresh, and different from previous party advertisement. Audio and visual are considered as simple but successfully deliver the contents of the advertising message. The values in the advertising message they see are such as diversity, solidarity, equality. But the students admitted that they was not willing to give their vote right for PSI. This was due to the influence of PSI's advertisement with Grace Natalie version, PSI's performance that were not seen, also PSI's status as a new party.

Keyword: perception, party YouTube advertisement, partai solidaritas Indonesia.