

The Investigation Candidat Image, Social Media, and Candidat Knowledge on Intention to Vote and Decision to Vote Milenial Voter's Presidential Election 2024 on Samarinda City

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Abstract

The purpose of this study was to analyze and prove the influence of the influence of Vote Intention on Voter's Behavior Decision on Millennial Voter's Presidential election 2019 in East Kalimantan. And this study uses a survey method with 200 samples scattered in three urban areas in the province of East Kalimantan (Kota Samarinda, Kota Balikpapan, Kabupaten Kutai Kartanegara) with the sampling technique Accidental Sampling Method. Respondents were only interviewed once when meeting (cross section). Data from respondents (Primary Data) are then tabulated and tested using statistical methods. Data is collected using research aids (questionnaires). The results of the study after statistical tests using SEM-AMOS version 5.0 showed that the following results Candidate Image, Social Media, and Candidate Knowledge has significantly affected on Intention to Vote. Candidate Image, Social Mdia, has not significantly affected onVote Intention, Vote Intention was significantly affected Voter's Behavior Decision on Millennial Voter's Presidential election 2024 in Samarinda City.

Keywords

candidate image; social media; candidate knowledge; intention to vote; decision to vote



I. Introduction

The stability of a country is closely related to the stability of business, politics, society, and others. The president is the supreme leader of a country. In this case, the presidential election is important because the position of the president is the head of state and head of government. Therefore, many things depend on the leadership of the President. The success or failure of the president has an impact on various social aspects such as economy, politics, culture, democracy, and others. Regarding democracy, Indonesia is often seen as a beacon of democracy and pluralism in Southeast Asia

A country adopts a democratic system as its domestic political base is because the state wants to restore sovereignty to the people, it is the people who are sovereign through modern political methods which are widely implemented in other countries in the world. By running a democratic system in a pure and consistent manner, the state is obliged to prioritize the public interest above personal and group interests. The jargons that are commonly used to reflect partiality to the people are often recognized by from the people, by the people, and for the people as the main goal.

The implementation of democracy in Indonesia is carried out in accordance with the 1945 Constitution which states that Sovereignty is in the hands of the people and is carried out according to the Constitution. The means to realize a democratic system is carried out through general elections which are the interpretation of freedom of opinion and freedom of association for all Indonesian people, this is strengthened by the principle of direct, general, free, secret, honest and fair elections or abbreviated Luberjurdil.

Within the system and at the time of holding elections, it almost always becomes the main focus of attention because people expect that they want to be able to truly realize democratic government. Indonesia has held elections for eleven periods, where the first election was held in 1955 and the last time was in 2019. During the general election in Indonesia in 1955-1999. Presidential elections are carried out indirectly where the people only choose political parties.

Elections in Indonesia experience ups and downs in their implementation. Starting from the Old Order in 1955 until the New Order in 1999, elections were only held simultaneously, namely only selecting members of the DPR and DPRD.

The president is elected not directly through elections but by the MPR. It was only after the Order was replaced by the Reformation Order that the president was directly elected by the people through general elections. With the new order's very strong political atmosphere and repressive control by the government, the percentage of people's political participation in elections is very high, as well as the very low level of abstentions, which is below 10% of the abstention rate. After the political freedom order began in 1999, the number of people's political participation decreased and the number of abstentions increased. This is as shown in table 1.

Table 1. The number of residents and voters and abstentions in the 1982-2019 elections

No	Year	Total population (Soul)	Number of Voters (Soul)	Percentage of voters to total population (%)
1.	1982	154.5 million	149.092.5	96.5
2.	1987	171.7 million	165.518.8	96.4
3.	1992	187.8 million	178,597.8	95.1
4.	1997	202.8 million	189.820.8	93.6
5.	1999	208.6 million	193.163.6	92.6
6.	2004	223.6 million	172.855.2	78.2
7.	2009	239.3 million	171.578.1	71.7
8.	2014	255.1 million	180,865.9	70.9
9.	2019	267.5 million	206,925.5	77.5

Source: *World Banks, Databoks, KPU* (processed)

When the New Order collapsed, which was marked by the resignation of President Suharto and replaced by vice president BJ Habibie as the successor president, the era of openness and political freedom was increasingly emerging and became the demands of the majority of Indonesian people. This is manifested by the enactment of a political party law that allows the establishment of new parties as election participants. And people began to participate in elections. These multi-parties were allowed to take part in the first general election in 1999 with the votes that the researchers summarized and processed to make it easy to understand and understand as additional knowledge about the first multi-party elections that took place in Indonesia in 1999.

The Government of the Republic of Indonesia has issued a Law on Direct Presidential Elections since 2004. In the 2004 elections, Indonesia was the first to hold direct presidential elections (the president is no longer elected by the MPR as in the elections before the reform order). With the increasingly free and open press and the democratic system in Indonesia, the presidential election in 2004 was attended by 5 (five) candidates or pairs of candidates using a two-round system. This means that if in the first round there is no candidate who has received more than 50% of the votes, then it will be

continued by taking two pairs of candidates in the first and second order who get their votes in the first round.

In the 2019 general election, there were millennial voters aged 17-35 years from the total number of voters in the 2019 presidential election as many as 192,828,520 people, there were about 35-45 percent of voters in the 2019 election dominated by the millennial generation, the number was around 80,987 million millennial voters of 192,828,520 million voters, this figure shows that the number of millennial voters is an important factor in the 2019 general election, the tendency of millennial voters to be rational and consciously willing to participate in the 2019 election. So it can be seen how many millennial voters participated in the presidential election. 2019 in Samarinda province, there are 3 cities with 7 city districts, namely the city of Samarinda, Balikpapan and Bontan. The districts/cities are Berau, Kutai Barat, Kutai Kartanegara, Kutai Timur, Mahakam Hulu, Paser, Penajam Paser Utara.

Table 2. The number of millennial voters in Samarinda 2021

No	City/ Country	Number of Votes	Millennial Vote
1	BERAU	127,448	44,606 – 57,351
2	BALIKPAPAN CITY	365.150	127,802 – 164,317
3	BONTANG CITY	99,048	34,666 – 44,571
4	SAMARINDA CITY	440.778	154.272 – 198.350
5	KUTAI BARAT	91.331	31,965 – 41,098
6	KUTAI KARTANEGARA	387,664	135,682 – 174,448
7	East Kutai	186,243	65,185 – 83,809
8	MAHAKAM ULU	18,708	6,547 – 8,418
9	PASER	149,675	52,386 – 67,353
10	NORTH PASER SHARP	99.243	34,735 – 44,659

Source: East Kalimantan KPUD (data processed by researchers)

The composition of the votes in each political *event* cannot be separated from how political consultants, political parties supporting candidates can actively implement suggestions and input from those who are theoretically marketing and political theory as well as the candidate's empirical experience in previous politics.

This is certainly a challenge for prospective presidential candidates how they can influence millennial voters to be aware of politics and get millennial voters' votes, where the percentage of their votes is considered large enough to influence the results of the presidential election.

In 2024, Indonesia is again faced with the biggest people's party involving all Indonesian people who already have experience or as new voters in 2024, which can be followed from a minimum age of 17 years. The survey agency has also come up with names that have the potential to run for the 2024 presidential election. Based on the Poltrack survey, there are 1,220 respondents using a random sample method conducted face-to-face interviews from 3 to 10 October 2021, while the name of the candidate who has the highest percentage can be seen from the following table:

Table 3. Percentage of Poltrack Survey of presidential candidates 2024

No	Name of Presidential Candidate 2024	Survey Earnings
1	Pranowo reward	22.9%
2	Prabowo Subianto	20.0%
3	Anies Baswean	13.5%

Source: Poltrack Survey. Processed: Researcher

These 3 temporary candidate names have received more than 50% of the votes from 1,220 voters. Which is where it is still possible for candidates to increase the electability of all presidential voters in 2024.

The theory of behavior, especially consumer behavior that a person or consumer will decide to buy or choose (*decision*) a product or service or a candidate or not depends on how the interest (*intention*) of the consumer itself. While a person's interest is formed through a change in attitude (*attitude*). The attitude from being unhappy to being happy, from being ignorant to being caring, the attitude from being indifferent to a product, service or political candidate becomes a positive attitude. Does *Candidate Image* Have a Significant Influence on the *Vote Intention* of Millennial Voters in the 2024 Presidential Election in Samarinda City? Research purposes To Analyze and Prove the Influence of *Candidate Image on Vote Intention*, Millennial Voters for Presidential Election in 2024 in Samarinda city.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020).

The results of this study are expected to provide benefits for the development of scientific repertoire in the field of marketing management in general and in particular political marketing regarding the profiles and big ideas of presidential candidates who appear in the presidential election, political behavior and political psychology.

II. Research Method

2.1 Research Design

Research or *explanation* research is the design in this study. *Explanatory* research is research that focuses on causality between research variables and tests hypotheses that have been formulated and described in the previous chapter, namely chapter III. Data used in this study obtained by using observation or observation techniques, distributing questionnaires and direct interviews with respondents. Then the data will be analyzed through several statistical assumption tests, this is done as material to draw a research conclusion on the relationship between the observed research predictive variables.

2.2 Operational Definition

a. *Decision to Vote (Behavior of voter decision) Y2*

Voter's Behavior decision variable, the intention is the willingness of Millennial voters in Samarinda City to choose a candidate for a presidential candidate, either from the candidate's personality or from the candidate's external factors. This variable adopts the indicators from Kotler (2018). With a statement that is tailored to the needs and perceptions intended by the researcher:

1. *Information*, is the response of millennial voter respondents in Samarinda to the decision to vote after having information about the candidate
2. *Purchase support*, is the response of millennial voter respondents in Samarinda on support behavior when choosing a presidential candidate

Adopted by Kotler and Armstrong (2018):

- a) *Alternative evaluation*, is the response of millennial voter respondents in Samarinda on behavior in observing presidential candidates when deciding to vote
- b) *Purchasing decision*, is the response of millennial voter respondents in Samarinda on behavior in the decision to choose a presidential candidate

- c) *Post Purchase Behavior*, is the response of millennial voter respondents in Samarinda on behavior after selecting a presidential candidate

b. Intention to Vote Y1 _

Purchase Intention variable in this study means the public's response to the initial desire or interest before choosing a presidential candidate. The *Purchase Intention* indicator was adopted from Lada et al (2009) with a statement adapted to the needs and perceptions intended by the researcher so that the desired intent can be achieved:

1. *Choosing*, is the opinion of millennial voters in Samarinda about the natural intentions of choosing a presidential candidate
2. *Preference*, is the opinion of millennial voter respondents in Samarinda about continuing to choose their chosen candidate even though there are many other choices.
3. *Like*, is the opinion of millennial voter respondents in Samarinda about voters choosing candidates on the basis of likes.

Adopted by Noor, (2013):

- a) *Interested*, is the opinion of millennial voter respondents in Samarinda about millennial voters being interested in choosing a presidential candidate
- b) *Will Conduct*, is the opinion of millennial voter respondents in Samarinda about voters when choosing a presidential candidate
- c) *Desire*, is the opinion of millennial voter respondents in Samarinda about a high desire to vote for a presidential candidate

c. Candidate Image (Candidate Image) X1

On the *Canidate Image variabel variable* (candidate image) in this study is the response of the people in Samarinda about the candidate's image in the candidate. Indicator *Candidate Image* adopted from Lien et al (2015) with a statement that is adapted to the needs and perceptions intended by the researcher so that the desired goal can be achieved:

1. *Attractive*, is the opinion of millennial voter respondents in Samarinda about candidate's image which is reflected in the attractiveness of his appearance.
2. *Pleasing*, is the opinion of millennial voter respondents in Samarinda on candidates who have pleasant personalities

Adopted by Shiffman and Kanuk (2007), with statements that are tailored to the needs and perceptions intended by the researcher so that the desired goals can be achieved:

- a) *Workaholism*, is the assumption that millennial voter respondents in Samarinda say that the candidate is a hard worker
- b) *Ambitiousness*, is the opinion of millennial voter respondents in Samarinda on candidates who show strong pressure when carrying out political activities
- c) *Dogmatism*, is the opinion of millennial voter respondents in Samarinda on candidates who hold fast to the principles and arguments they believe in.
- d) *Self Confidence*, the response of millennial voter respondents in Samarinda to candidates who are always confident when carrying out political activities

2.3 Research Range

This research was conducted on people in Samarinda who have voted or participated in the 2009 2014 and 2019 presidential elections or more, especially in 2014 and 2019.

2.4 Required Data

The type of data used in this research is quantitative data, where quantitative data is obtained based on the results of the questionnaire distribution, the questionnaire data is quantified through a Likert scale of 1 to 5 then the data is processed statistically, using SEM, and AMOS.

2.5 Population and Sample

a. Population

Population is the entire research subject or the total number of a sample. Population is not only for a person, but also objects and other natural objects. Population is also not just the number of objects/subjects. According to Sugiyono, (2019) the population is a group that consists of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions. In this study, the population taken is millennial voters in the 2019 presidential election in samarinda.

b. Sample

The sample is part of the population taken for research. The sampling method was carried out by *accidental sampling*, which is a form of sampling based on chance where, anyone who happens to meet with the researcher and is considered suitable to be the data source that will be the sample of this research. The reason for using *accidental sampling* is because the population is very large with high respondent activity, namely the people in Samarinda who took part in the 2019 presidential election then it is appropriate to use *accidental sampling*. Hair *et al* (2014) suggest that the appropriate sample size for the SEM analysis tool is between 100 – 200 respondents with the intention that it can be used in estimating interpretations with SEM. In addition, the determination of the maximum sample size for SEM according to (Hair *et al.* 1995) is dependent on the number of independent variables multiplied by 5 to 10. In this study using 28 indicators and using the number 8, so the number of samples in this study is as follows:

$$\begin{aligned} \text{Number of Samples} &= 8 \times 28 \text{ (number of Indicators)} \\ &= 224 \text{ sample respondents} \end{aligned}$$

The number of variables in this study were 5 variables consisting of 3 exogenous variables, 1 intervening variable, and 1 endogenous variable with 28 indicators. Referring to the calculation of the minimum number of samples, the sample in this study was 224 samples. *Cluster* technique or *Area Proportional Random Sampling and Accidental Sampling*, is a technique used in sampling in this study.

From the number of samples determined, namely as many as 224 samples, the distribution will use a *semi-proportional pattern*. The semi - proportional technique is a sampling technique in which the number of population is not known with certainty. After determining the number of samples to be used, the questionnaire Samarinda. And the researcher will distribute more than the specified number of samples, namely as many as 225 questionnaires, this is because to get a backup sample if the targeted sample has results that are not as expected.

2.6 Data Source

The data used in this study is primary data. Data Primary data is data collected and processed by researchers directly from respondents. In this case the data is obtained through a questionnaire distributed to the public in the city of Samarinda who have participated conduct presidential elections.

2.7 Research Instruments

Be owned by researchers, data collection in this study was carried out using the semi survey method. The data used in this study is primary data, namely data obtained directly by conducting interviews, face-to-face, telephone or letter. This is a way to provide convenience in the interview process that does not burden the respondent psychologically, which is considered burdensome to the respondent when filling out the questionnaire. The data can be bad if the respondent feels burdened when filling out the questionnaire, resulting in the respondent immediately wanting to finish filling out the questionnaire by answering questions quickly and without thinking first. However, if there are some respondents who feel more comfortable in filling out the questionnaire, the researcher will provide a list of research questions to the respondent to be filled in while being monitored if there is an interpretation of the question that has not been understood, or there are multiple interpretations of a question.

III. Results and Discussion

3.1 Results

Based on the results of the research that has been done, the results of the research are presented in the form of presenting data in accordance with the results of measurements made previously. This research was carried out because of the sample used as respondents to take data on gender, age, income, and occupation of the respondent. And respondents' perceptions of candidate image, social media and candidate knowledge on intention to vote and decision to vote. As will be described in this chapter.

a. Description of Respondents by Gender

Based on primary data that has been obtained in the field regarding gender, the data obtained in the following table:

Table 4. Number of Respondents by Gender

No	Gender	Frequency	Percentage
1	Man	103	51%
2	Woman	97	49%
TOTAL		200	100%

Source: Data has been processed by researchers, 2022

Shows that the respondents with male sex are 103 respondents with a presentation of 51% and the number of respondents are female as many as 97 respondents with a percentage of 49%.

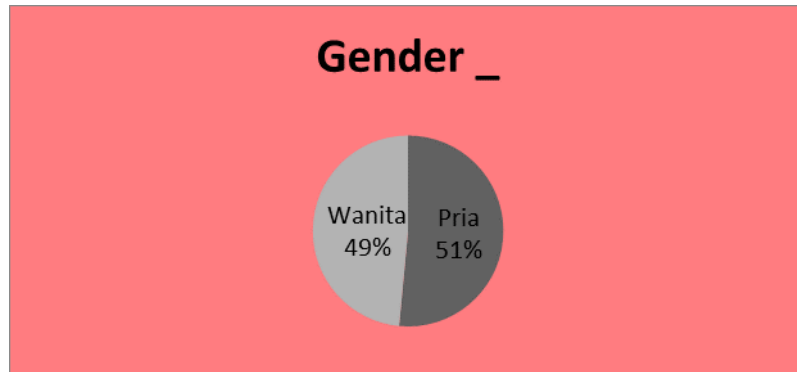


Figure 1. Chart by Gender

b. Description of Respondents by Age

Based on primary data that has been obtained in the field regarding age, the data obtained in the following table:

Table 5. Number of respondents by age

No	Age	Frequency	Percentage
1	17-20 years old	40	20%
2	21-25 years old	80	40%
3	26-30 years old	46	23%
4	≥ 30 years	34	17%
TOTAL		200	100%

Source: Data processed by researchers, 2022

Shows that the 17-20 age group is 40 respondents or equivalent to 20%, the 21-25 year age group is 80 or 40% equivalent, the 26-30 year age group is 46 or equal to 23% and the age group ≥ 30 years is 34 respondents or 17% equivalent, from the data above, it shows that the highest respondent is the age group between 21-25 years, namely 80 respondents or equivalent to 40%, while the lowest number of respondents is the age group ≥ 30 with 34 respondents or 17%.

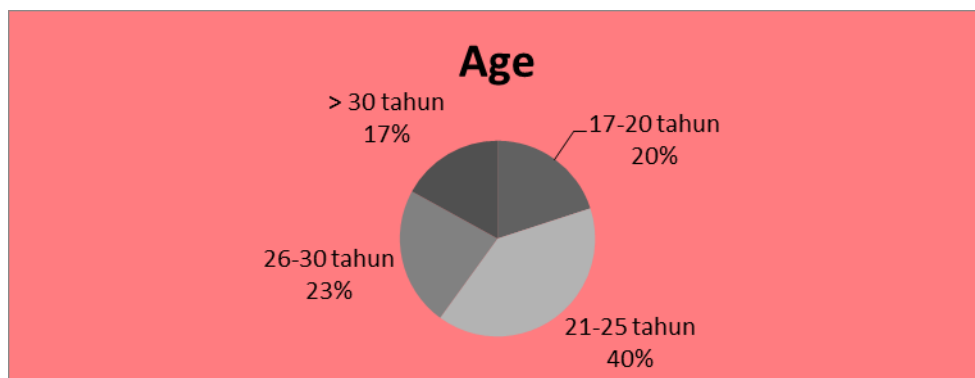


Figure 2. Age Based Chart

c. Description of Respondents Based on Last Education

Based on primary data that has been obtained in the field regarding the latest education, the data obtained in the following table:

Based on the table, it shows that respondents with the last education of SD/Equivalent are 6 people with a percentage of 3%, respondents with the last education

of SMP/Equivalent are 38 people with a percentage of 19%, respondents with the last education of SMA/Equivalent are 115 people with a percentage of 57, then respondents with the latest education Diploma as many as 21 people with a percentage of 11%, respondents with the latest education (S1) as many as 18 people with a percentage of 9%, respondents with the last education Post Graduate (S2/S3) as many as 2 people with a percentage of 1%.

Table 6. Number of Respondents Based on Last Education

No	Age	Frequency	Percentage
1	Elementary School/Equivalent	6	3%
2	Middle School/Equivalent	38	19%
3	High School/Equivalent	115	57%
4	Diploma	21	11%
5	Bachelor degree)	18	9%
6	Postgraduate (S2/S3)	2	1%
TOTAL		200	100%

Source: Data processed by researchers, 2022

Based on the primary data that has been obtained in the field regarding the latest education, the data obtained in the diagram provided by the researcher with the aim of making it easier for readers to understand in reading the researcher's research, the diagram below describes a fraction of the percentages that have been mentioned in the table and also narrated in words to make it easier and help research readers

So it can be seen in the diagram below as follows, a diagram based on the latest education of millennial voters in the province of East Kalimantan.

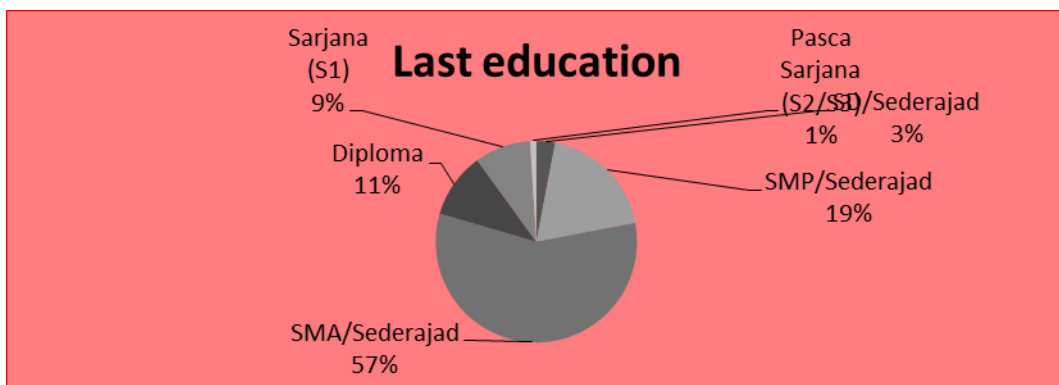


Figure 3. Chart Based on Last Education

3.2 Discussion

In this study, the analysis carried out is an analysis of the research instrument which shows that all items from the instrument in this study are valid and reliable which have been described in the previous chapter, namely in table 5.8. Testing on the assumptions of *Structural Equation Modeling* (SEM) is done by testing the linearity of the relationship between research variables. And from these tests resulted in a conclusion stating that the relationship between research variables is linear, so this research can be continued with the next stage. The model fit test was carried out before performing the estimation test. The results of the fit test indicate that the model in this study is fit, so the research can be continued by testing the research hypothesis.

a. Effect of Candidate Image on Vote Intention on Millennial Voters in the 2024 Presidential Election in Samarinda City

In this study, there are 6 (six) *Candidate Image* indicators that should be considered to increase *Vote intention*, namely: *Attractive* (X2.1), *Pleasing* (X2.2), *Workaholicism* (X2.3), *Ambitiousness* (X2.4), *Dogmatism* (X2.5), and *Self Confidence* (X2.6). Based on the *Outer Loadings* variable indicator *Candidate Image* and Path Analysis Structural Model with *Loadings Value*, it can be seen that *Workaholicism* is the dominant indicator as a measure of variables, then followed by *Ambitiousness* as an indicator formed of constructs or latent variables *Candidate Image*. In this case, the variable indicator value has a positive direction which indicates that the higher the forming indicator, the higher the *Candidate Image value*. Results of Research Hypothesis Testing, where *Candidate image* has a significant effect on *Vote Intention*.

The results of this study are in line with or confirm the opinion expressed by Solomon (2013), people often choose products because they like their image or because they feel that their "personality" somehow matches the image of the product.

The results of this study are also able to support the results of previous studies conducted by Yunus *et al.* (2016), Wijaya & Astuti (2018), and Lien *et al.* (2015) in which all of these studies conclude that *Candidate Image* has a significant effect on *Vote Intention*. *Candidate Image* is a multi-dimensional concept. Dimensions are an important source of forming voter interest before making a voting decision.

This study cannot support the study conducted by Riorini (20-17), in *Candidate Image* has no significant effect on *Vote intentions*. The results of this study certainly have a significant difference with the previous study, because the location and object of the research that is different from the research is a significant factor affecting the psychology of voters and decision makers.

The good image of a candidate is generally favored by the people, where in this case the voters have expectations of prospective leader to build an image that is firm, intelligent, not easily controlled by any party, and has a firm stance when running for president, it can be seen from the type of respondents who are dominated by men where they feel that physical condition is not very attractive to them because male respondents are more concerned with competence than appearance. Presidential candidates who have an image that meets the expectations of millennial voters are able to move the hearts of the people and the people to have an interest first before making their choice.

The image that has a big but negative influence is *workholism*, which is where millennial voters don't want a president who shows too much of an image as a hard worker, because what is in the minds of voters now is that with the advancement of science and technology, millennial voters expect a president who chooses to work smart from on the figure of a presidential candidate who works hard alone. Followed by an ambitious image in a positive direction, according to millennial voters that the figure of a presidential candidate must have a fairly ambitious attitude because according to them someone who has an ambitious attitude has desires, dreams and goals.

The image given by the candidate candidate is considered by the voters to be sufficient in representing the personality in accordance with the voters' expectations of the candidate that is not made so that the image becomes very good without minus, the authenticity of the candidate's image in the calculation of millennial voters in showing the intention to vote for a candidate.

b. The Effect of Social Media on Vote Intention to Millennial Voters in the 2024 Presidential Election in Samarinda City

In this study, there are 6 (six) *Social Media* indicators that should be considered to increase *Vote intention*, namely *Interaction* (X5.1), *Sharing of Content* (X5.2), *Accessibility* (X5.3), *Facebook* (X3.4), *Twitter*(X5.5), and *Instagram* (X5.6) . Based on the *Outer Loadings* variable indicator of *Social Media* and the Path Analysis Structural Model with *Loadings Value*, it can be seen that *Twitter* is the dominant indicator as a measure of the variable, then followed by *Instagram* as an indicator formed of constructs or latent variables *Social Media*. In this case the value of the variable indicator has a positive direction which indicates that the higher the forming indicator, the higher the value of *Social Media*. Research Hypothesis Testing Results, where *Social Media* significant effect on *Vote Intention*.

The results of this study are in line with or confirm the opinion expressed by (Hutter *et al* 2013), Social media is considered more sincere in influencing consumers because it communicates what the purpose of building the image is not trying to control the image. This type of interaction increases positive attitudes toward image, influencing commitment and decision-making processes and also supported by the opinion of (Kim and Ko, 2010) Thus, purchase intention is influenced by social media marketing.

The results of this study are also able to support the results of previous studies conducted by Karman (2015) and Kornpitack & Sornsaruht (2019) where from all these studies concluded that *Social Media* has a significant effect on *Vote Intention*. *Social media* is a multi-dimensional concept. Dimensions are an important source of forming voter interest before making a voting decision.

This study cannot support the study conducted by Hermanda *et al.* (2019), *Social Media* has no significant effect on *Vote intentions*. The results of this study certainly have a significant difference with the previous study, because the location and object of the research that is different from the research is a significant factor affecting the psychology of voters and decision makers.

With the advancement of the times and social media technology, it has a very large influence on millennial voters where the speed of information can be received and developed anywhere and anywhere without millennial voters meeting face to face. This is also shown by the highest instrument, namely twitter where Twitter is indeed widely used by millennial voters who are happy with the accuracy and speed of obtaining information. Then followed by the Instagram application which has the advantage of being easy to make posts in the form of photos and has the advantage of being Instagram stories which are widely used by millennials.

IV. Conclusion

Based on the results of the research that has been done, it can be concluded that:

1. *Candidate Image* has a significant effect on *Vote Intention* to millennial voters in the 2019 presidential election in East Kalimantan. This shows that building a candidate's image carried out by the candidate has a great influence so that it can affect the interest in electing millennial voters in the presidential election.
2. *Social Media* has a significant effect on *Vote Intention* to millennial voters in the 2019 presidential election in East Kalimantan. This shows that the use of social media by millennial candidates and voters has a great influence so that it can affect the interest in voting for millennial voters in the presidential election.

3. *Candidate Knowledge* has a significant effect on *Vote Intention* to millennial voters in the 2019 presidential election in East Kalimantan. This shows that the knowledge possessed by millennial voters is able to have a great influence so that it can affect the interest in voting for millennial voters in the presidential election.
4. *Candidate Image* has no significant effect on *Voter's Behavior Decision* on millennial voters in the 2019 presidential election in East Kalimantan. This shows that building a candidate's image carried out by the candidate has a great influence so that it can influence the decision to choose millennial voters in the presidential election.
5. *Social Media* has no significant effect on *Voter's Behavior Decision* on millennial voters in the 2019 presidential election in East Kalimantan. This shows that the use of social media by millennial candidates and voters has a great influence so that it can influence the decision to choose millennial voters for the presidential election.
6. *Candidate Knowledge* has a significant effect on *Voter's Behavior Decision* on millennial voters in the 2019 presidential election in East Kalimantan. This shows that the knowledge possessed by millennial voters is able to have a great influence so that it can influence the decision to choose millennial voters in the presidential election.
7. *Vote Intention* has a significant effect on *Voter's Behavior Decision* on millennial voters in the 2019 presidential election in East Kalimantan. This shows that the image that is built in a party becomes one of the considerations of a voter in determining the decision to choose a candidate with the influence of the party's image on the decision to choose millennial voters in the presidential election.

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