

ABSTRACT

This research entitled “INFLUENCE OF POLITICAL ADVERTISING ON TELEVISION TO POLITICAL CHOICE OF PROSPECTIVE ELECTIONAL CANDIDATE IN INDONESIA” which aims to determine :1) The perception of respondents to political advertising on television; 2) Political choice of respondent; 3) Influence of political advertising on television to political choice of prospective electional candidate in Indonesia such as Padang, Bandung, Jakarta, Lampung, and Pekanbaru. The influence of political advertising on television to political choice directly. The political choice are interpreted as the decision to choose, which mean these decision to choose are affected by two main factor. The internal factor of decision to choose and the external factor of decision to choose. The sampling method that used on this research is nonprobability sampling, with 100 respondent from all around Indonesia. And this research also use method simple regrestion to measure the influence between independent variable to dependent variable. This research also used classical assumption test to meet the statistic test. The classical assumption test that used on this research are normality test, heteroscedasticity test, and multicolinierity test. .The result of the research are: 1) the political advertising on television in Indonesia are on a good term; 2) the political choice of prospective electional candidate in Indonesia also on a good term; 3) the political advertising on television have a significant influence to political choice of prospective electional candidate in Indonesia. The recommendation for this research are: the political parties should increase the performance and the quality of the advertising so it could influence the decision to choose; 2) advices for another researchers to enlarge the field of study, such as influence of political advertising on television to attitude and trust.

Keywords: *political advertising on tv, political choice.*