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PERCEPTIONS OF THE ACADEMIC SOCIETY ON COMMUNICATION STYLE AND ETHICS IN THE 2024 ELECTION PRESIDENTIAL DEBATES

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Abstract

The presidential candidate debate in the 2024 election is an interesting concern for the academic community. This is related to the focus of this research, which is to see the perceptions of the academic community towards the style and ethics of debate communication affecting choice preferences. This type of research is descriptive qualitative and data collection is done using survey and interview techniques. The results obtained in this study illustrate the perception that the aggressive-assertive communication style dominates in debate shows, while in communication ethics the elements of honesty-objectivity, respect, and empathy are obtained in the process of the debate. Overall, both communication styles and ethics are still within the limits of relatively reasonable and positive communication. From the aspect of the relevance of the style and ethics of debate communication to the choice of presidential and vice presidential candidates, it shows a significant influence, namely the broadcast of the debate has increased voters' confidence in making their political choices.

Keywords: student perceptions, communication styles and ethics, presidential debates

Abstrak

Debat calon presiden pada pemilu 2024 menjadi perhatian yang menarik bagi civitas akademika. Hal ini terkait dengan fokus penelitian ini, yaitu untuk melihat persepsi civitas akademika terhadap gaya dan etika komunikasi debat yang mempengaruhi preferensi pilihan. Jenis penelitian ini adalah deskriptif kualitatif dan pengumpulan data dilakukan dengan teknik survei dan wawancara. Hasil yang diperoleh dalam penelitian ini menggambarkan persepsi bahwa gaya komunikasi agresif-assertif mendominasi dalam tayangan debat, sedangkan dalam etika komunikasi diperoleh unsur kejujuran-obyektifitas, rasa hormat, dan empati dalam proses

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jalannya debat. Secara keseluruhan, baik gaya dan etika komunikasi masih dalam batas komunikasi yang relatif wajar dan positif. Dari aspek relevansi gaya dan etika komunikasi debat dengan pilihan capres dan cawapres menunjukkan pengaruh yang cukup signifikan, yaitu siaran debat telah meningkatkan keyakinan pemilih dalam menentukan pilihan politiknya.

Kata kunci: persepsi mahasiswa, gaya dan etika komunikasi, debat calon presidents

INTRODUCTION

General elections in Indonesia, from the head of the daerah to the president and representatives of the people from the regional to the central level, have experienced a fluctuating process in their implementation. It is undeniable that after being released from the grip of the new order regime, Indonesia entered the era of real democracy. The era of democracy began with the beginning of the 1998 reform. freedom of speech, aspiration and expression became a new culture inherent in society. The open democratic climate brought about changes in the way people practiced politics, which included changes in the constitutional system. The ongoing political process is part of a communication strategy to gain certain interests. As stated by Dahlan (in Cangara, 2009, p.35) that political communication is a field or discipline that examines communication activities that are political in nature, have political influence, or have an effect on political behavior.

The dynamics of the political map in Indonesia, coupled with the acceleration of information flow, has brought about a political situation. Many parties were born and each brought idealism for the betterment of Indonesia. The 2004 presidential election became a milestone in the beginning of the direct democracy system. If previously the President and regional heads were determined by the majority vote of their representatives in the DPR MPR, in the 2004 election event can participate directly in determining the head of state and regional head. The general election period continues to run for five years in accordance with the constitutional mandate until it takes place at the time this research was compiled, namely in 2024.

Throughout the electoral process of almost two decades, there have been various problems in its implementation. Cheating that often occurs such as vote manipulation, political money, and intervention from the ruler who is still an incumbent still often occurs while

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organizing elections. This has tarnished the image of democracy, as people are only used as a tool to perpetuate power through dirty means such as money politics. Therefore, there is a perception among the public that whoever has the most capital in politics will be able to become the ruler.

The issue of fraud in the election if it continues to be left without a balanced education The community must get adequate education about the procedures and criteria in choosing a candidate leader. The ideas, vision and mission including the track record of the prospective leaders should be the basis of consideration for the people in determining their choice. If this is understood by the public, it is possible to obtain leaders who are expected to fulfill the mandate and expectations of the people.

The mechanism of general elections in Indonesia uses political party machines to mobilize the masses. These political parties should be the vehicle in screening prospective leaders. Therefore, political parties become the front guard in voicing the aspirations of the people. In the dynamics of democracy in Indonesia, political parties often make coalitions to win a political contestation. This cannot be separated from the laws and regulations that require the achievement of the parliamentary threshold to be able to carry a pair of candidate leaders. In the context of this research, the object of study is the presidential and vice-presidential candidates.

The 2024 election event, which is the end of the reign of President Joko Widodo who has led for two periods, is a very serious event to determine the future direction of the Indonesian nation. As is known, based on the verification of candidates that have been approved by the KPU, there are 3 prospective candidates for presidential and vice presidential pairs. The first pair with code number 01 Anis Baswedan and Muhaimun Iskandar. This pair is carried by a coalition of the Nasdem Party, PKB, and PKS. The second pair with code 02 is Prabowo Subianto and Gibran Rakabuming Raka. This pair is backed by Gerindra, Golkar PAN, Democrat, and PSI. Meanwhile, the third pair is Ganjar Pranowo and Mahfud Md. This number three pair was carried by a coalition of PDIP, PPP, Perindo, and Hanura parties. The candidate selection was colored by various acrobatics of the rulers. The most dominant thing is the violation of the code of ethics at the Constitutional Court which establishes the presidential-vice-presidential election

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limit rules. From the results of the Constitutional Court trial, the figure of Gibran Rakabuming Raka, who is the son of the President, emerged as Prabowo Subianto's vice president. This issue became a trending topic until the debate was rolled out regarding the election of Gibran Rakabuming Raka, suspected to be the result of nepotism from a law review process.

Since the 2004 elections, the government through the General Election Commission (KPU) has organized presidential and vice presidential debates openly nationwide. This is intended so that the people can clearly know and directly assess the capacity of the presidential and vice presidential candidates who will be directly elected. In addition, the presidential and vice presidential candidates through the debate forum can explore whatever is their vision and mission to bring progress to the Indonesian nation. The broadcast of the presidential and vice presidential debates in the 2024 presidential election is held five times with a question and answer format to debate the arguments of the candidate pairs based on the themes set by the KPU.

In fact, the implementation of presidential and vice-presidential debates in addition to conveying the vision and mission of the idea of arguments is often accompanied by utterances that are more about bringing down opponents. Even based on public responses and results, there have also been statements that are not criticisms but rather personal attacks. The incident was depicted in every episode of the broadcast from the first to the last debate. It can be understood that the nature of debate is a strong debate of arguments. Therefore, each candidate has its own way of choosing a communication style in dealing with questions and presenting arguments.

Candidates must not give in to the argument. Losing an argument means losing. This was the case several times when candidates did everything to strengthen their stance. In fact, it is not uncommon to find statements and gestures that ignore the communication ethics of eastern society. The style of communication will affect ethics. Ethics is the most basic foundation for every individual. Ethics helps humans in taking an attitude towards all norms from outside and from within, in order to achieve moral awareness instead of creating bad morals (Mufid, 2009: 75).

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Therefore, the style and ethics in communication can be a parameter for the community in choosing the best presidential candidate. From several episodes of debates that have been held, the community, especially the younger generation who are the first voters, can evaluate and assess. The implementation of the presidential-vice-presidential debate must be an indicator of the community in making their choices. Through the broadcast, at least the public is more mobilized about the description of the presidential and vice presidential candidates. The people are not only given material assistance to choose a particular candidate, but the people can become objective assessors. The young generation, especially the first voters, is a large population in determining the electability of a candidate pair. Therefore, it is necessary to have a study that refers to the electability of candidate pairs based on their communication style and ethics. Because ethics refer to the moral behavior that exists in each individual. From the style of speech and ethics shown by prospective leaders, it creates perceptions in the community. Perception consists of three interrelated processes, namely selection, organization and interpretation (Wood, 1997: 48). The three processes are continuous to arrive at a conclusion that is decided by each individual.

METHOD

Survey research is research conducted on large or small populations, but the data taken and studied are data from samples taken from that population. Therefore, relative events, distributions and relationships between sociological and psychological variables are determined. Survey research is a quantitative study using the same structured or systematic questions to many people, and then all the answers obtained by researchers are recorded, processed, and analyzed. Data collection used a survey research method so that a questionnaire was prepared using a Likert interval scale, which is a scale containing four levels of answer preferences with the following options:

1. Strongly disagree.
2. Disagree
3. Agree.
4. Strongly Agree. (Sugiyono)

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The Likert scale is called interval because the statement Strongly Agree has a higher level or preference than Agree and Agree is higher than Undecided. This research includes descriptive survey research, namely research that aims to determine the relationship between one or more variables without making comparisons or connecting with other variables. This research is classified into causal relationships, namely there are independent variables and dependent variables.

RESULT AND DISCUSSION

The survey on communication styles and ethics in the implementation of presidential and vice presidential debates in the 2024 presidential elections to 87 PTK student respondents showed a picture of student preferences in political choices. This is based on the indicators set by the researcher. In the aspect of communication style, three variables are used, namely passive, aggressive and assertive communication. Meanwhile, in the aspect of communication ethics, three variables are used, namely honesty, respect, and empathy.

1. Communication Style

The communication style in the presidential and vice presidential debates in the 2024 presidential elections describes the verbal interactions of each candidate pair (paslon). The interactions built in the context of the debate represent the impression built from the figures. Overall, the survey results regarding the communication style in the presidential and vice presidential debates can be described from the percentages presented below.

Passive communication

No.	Pernyataan	STS	TS	S	SS	Ket
1	The vice-presidential candidates give in to each other during the debate	23%	60,9%	12,6%	3,45%	Grafik 1
2	Vice-presidential candidates feel that their debate opponents are superior	14,9%	46%	35,6%	3,4%	Grafik 2
3	Vice-presidential candidates do not attack	32,6%	40,7%	20,9%	5,8%	Grafik 3

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	each other's arguments					
4	Vice-presidential candidates avoid argument conflicts	19,5%	46%	29,9%	4,6%	Grafik 4

Communication styles describe interactions that tend to be monotonous and unattractive. As presented in the survey results of the implementation of the presidential and vice-presidential debates, there is a varied distribution, but it is more communicated in statements of disagreement. Which will be described in the next subchapter.

2. Aggressive Communication

Table 2. Distribution of Aggressive Communication

No	Pernyataan	STS	TS	S	SS	Ket
1	Vice-presidential candidates attack each other's arguments	8%	19,5%	52,9%	19,5%	Grafik 5
2	The vice-presidential candidate feels that his argument is the most correct while the opinion of the debate opponent is wrong	13,8%	28,7%	41,4%	16,1%	Grafik 6
3	The presidential candidate uses all means to defend his argument and defeat his debate opponent	6,9%	17,2%	51,7%	24,1%	Grafik 7
4	Presidential and vice-presidential candidates always want to appear smarter, more knowledgeable and experienced than their debate opponents	4,6%	16,1%	46%	33,3%	Grafik 8
5	Presidential and vice-presidential candidates try to trap their debate opponents by asking difficult questions	4,6%	13,8%	56,3%	25,3%	Grafik 9
6	The presidential and vice-presidential candidates are less sympathetic to the arguments of their debate opponents	12,6%	39,1%	37,9%	10,3%	Grafik 10

Table 2 illustrates the varied distribution of aggressive communication styles. Aggressive communication styles represent interactions that attack each other from each candidate. The results of the percentage data presentation on the aggressive communication style based on the survey results show a tendency to agree which tends to be dominant. The results of the interpretation of the aggressive communication style survey results are discussed in more detail in the next section.

Assertive Communication

The survey results that represent the assertive communication style in the presidential and vice presidential debates can be shown in the following table.

Table 3. Distribution of Assertive Communication

No	Pernyataan	STS	TS	S	SS	Ket
1	The vice-presidential candidate is objective in responding to assess the opinions of his debate opponents	4,7%	27,9%	51,2%	16,3%	Grafik 11
2	Vice-presidential candidates respect the opinions of their debate opponents	5,7%	31%	39,1%	24,1%	Diagram 12√
3	When the debate opponent manages to answer the question straightforwardly, the vice-presidential candidate recognizes and agrees with the opinion of the debate opponent	5,7%	32,2%	54%	8%	Diagram 13
4	The vice-presidential candidate tries to maintain the feelings of his opponent even though he disagrees with his argument	8%	48,3%	31%	12,6%	Grafik 14
5	Vice-presidential candidates are open and honest about the opinions and arguments of their debate opponents	4,6%	25,3%	51,7%	18,4%	Grafik 15

Communication Ethics

Communication ethics are needed in maintaining good relationships between participants. Based on the survey results in the field, the realization of communication ethics in the broadcast of the presidential and vice presidential debates involves three aspects that must be fulfilled as follows

Table 4. Distribution of honesty ethics

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No.	Pernyataan	STS	TS	S	SS	Ket
1	The presidential candidate in asking questions and answering presents actual data and facts	4,7%	14,1%	51,8%	29,4%	Grafik 16

The data presentation on the honesty variable represents an acquisition that is dominated by statements of agreement. This is related to the ability of the contestants to present data and facts.

Table 5. Distribution of reward ethics

No	Pernyataan	STS	TS	S	STS	Ket
1	Capres cawapres menaati dan mengikuti aturan debat dengan baik	4,7%	14,1%	52,9%	28,2%	Grafik 17
2	Presidential and vice presidential candidates respect the arguments presented by their debate opponents	4,7%	22,4%	51,8%	21,2%	Grafik 18
3	Presidential and vice presidential candidates refute the answers of debate opponents in a polite way	7,1%	27,4%	46,4%	19%	Grafik 19
4	The presidential and vice presidential candidates never used loud and harsh words during the debate.	4,7%	25,9%	41,2%	28,2%	Grafik 20

Table 5 on the distribution of respect ethics illustrates the reality of statements that show respect for other participants. The appreciation presented in the table reflects a communication pattern that puts forward civilized values. In more detail, the perceptions of students who judge from the aspect of respect in debating are explained in the discussion section.

Empathy

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Table 6. Distribution of empathy ethics

No	Pernyataan	STS	ST	S	SS	
1	Presidential and vice presidential candidates do not personally attack their debate opponents	15,5%	34,5%	32,1%	17,9%	Grafik 21
2	Presidential and vice presidential candidates keep their interlocutors' feelings from being offended when debating	11,8%	40%	38,8^	9,4%	Grafik 22
3	Presidential and vice presidential candidates do not show body gestures that are insulting to their debate opponents.	8,3%	29,8%	45,2%	16,7%	Grafik 23
4	The implementation of the presidential and vice presidential debates has been good and proportional	3,5%	24,7%	60%	11,8%	Grafik 24

Empathy is part of a communication model that reflects one's attitude in interactions with others. In the context of the debate, participants were found to ignore the values of himanism because of political competition. as presented in the survey results show answers that vary between statements of agreement and disagreement.

Discussion

Students' perception of communication style

There are three variables used in looking at student perceptions of the implementation of the 2024 presidential and vice presidential debates aired by various national TV stations. The three variables are passive communication style, aggressive communication style and assertive communication style which are described as follows. First, the passive communication style

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based on the data obtained in table 1, the passive communication style shows a lower percentage distribution. The statement about the candidates giving in to each other was 83.9% in the combined disagree and strongly disagree statements. Meanwhile, the statement describing the other participants as superior showed a 60% disagreement percentage. Furthermore, on the aspect that in the implementation of the debate the candidates did not attack each other, the disagreement rate was 73.3%. Furthermore, the statement variable that debate participants avoid conflict shows a combination of disagreeing and strongly disagreeing at 65%.

Based on the distribution of respondents' answers, it can be stated that the implementation of the presidential and vice-presidential debates did not display a passive communication style. It can be understood that the implementation of the debate is an event for candidates to be able to show that each political contestant appears the best in front of the public. Therefore, a passive communication style if applied can have an impact on the perception of candidates in front of the public who are seen as incompetent in debating and not worthy of being elected by the people.

The communication style in the second variable is the aggressive communication style. The survey results obtained from the respondents illustrate the contradiction with the passive communication style. The statement describing that the candidates attacked each other received a combined percentage of agree and strongly agree of 72.4%. The statement about the candidates feeling that their arguments were more correct amounted to 57.5%. Meanwhile, in terms of candidates using all means to defend their arguments that were refuted, the percentage of agreement was 75.8%. Furthermore, in the section representing that candidates always want to appear smarter and more knowledgeable, most respondents expressed a combined agreement and strong agreement of 79.3%.

Respondents' data illustrating that during the debate the candidates tried to trap other candidates showed a significantly high number of respondents, namely 81.6 percent. Meanwhile, on the aspect of the statement that the candidates lacked sympathy for the arguments of other candidates, there was a balanced number, namely a statement of agreement of 48.2% and a statement of disagreement of 51.8%. Based on the survey results that represent the aspects of the

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statements that have been submitted, it shows that the 2024 presidential and vice presidential debates relatively use an aggressive communication style model. This can be interpreted as an unavoidable manifestation of social reality. Respondents in viewing the debate broadcast validate the hegemony of power that must be created to display and image themselves as the winner of the debate.

The third statement variable is assertive communication style in the distribution of table 3. In the statement that describes objectivity when responding to debate opponents shows a percentage of 67.5%, while the aspect that shows respect for debate opponents is 63.2%. In another section that shows recognition of the arguments of debate opponents, 62% expressed agreement. Furthermore, the aspect that represents the balance of respondents' answers was the aspect of candidates keeping the feelings of their debate opponents from being offended, with 56.3% expressing disagreement and 43.7% expressing agreement. The next aspect which stated that candidates were open and honest in accepting the arguments of their debating opponents showed an agreement rate of 70.1%.

From the description of the distribution of respondents about assertive communication styles, it shows that respondents relatively more dominantly agreed on the use of assertive communication styles. The assertive style implemented illustrates a form of communication that is honest, objective, open and respects the opinions of other candidates. This can be understood that all candidates are educated people so that they prioritize aspects of rationality in addressing a problem.

Based on the results of the exposure that has been described, it shows that the communication style in the vice presidential debate is realized with an aggressive-assertive communication style. The combination of these two communication styles reflects a form of communication that attacks each other, but is still within objective limits and corridors. Therefore, students as respondents as well as voters in the 2024 presidential election perceive the communication style of candidates who are aggressive against their debate participants but are still based on arguments that can be morally and academically accounted for.

Student Perception of Communication Ethics

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The aspects exploited in looking at communication ethics are honesty, respect and empathy. First, the honesty aspect in table 4 reflects the integrity of the presidential and vice-presidential debate candidates. The statement indicating that the candidates presented data and facts in asking questions was responded by respondents with a combination of agreeing and strongly agreeing by 81.2%. It can be understood that the ability to present data and facts in carrying out debates is one of the strategies that must be applied in mastering the debate stage. In addition, the ability to present data and facts is part of the moral responsibility of honest behavior of the contestants.

The variable that is available is the ethics of respect as shown in the data distribution in Table 5. The statement indicating that the debate participants followed all the rules in the implementation of the debate showed a percentage of 81.1%. This figure illustrates that the contestants meet healthy ethics in a debate program. The next aspect of the statement, namely that the debate contestants respect the opinions of their debate opponents, reached a total agreement rate of 73%. This means that in general most respondents consider that respect for their debate opponents is still relatively positive. In another section on the statement that the candidates expressed rebuttals in a polite manner, 65.5% expressed agreement while the remaining 34.5% expressed disagreement. This can be understood considering that the boundaries of polite and impolite are very subjective depending on the socio-cultural factors of the respondents. In a debate situation and giving rise to a form of rebuttal, expressions with a higher and louder tone of speech cannot be avoided by each candidate pair because they merely want to defend their respective contesting arguments. Therefore, the contribution of respondents who answered disagreement above 30% was very reasonable.

The aspect that stated that the candidates did not use a high and harsh tone of voice obtained 69% of respondents' agreement. In the aspect of the statement that the candidates did not use a loud and harsh tone showed a high number of 69.4% agreement. This implies that the things expressed by the candidates both in presenting arguments and denying are still within reasonable limits and are still within the limits of norms that can be accepted by the community.

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The third variable in communication ethics is empathy. The first aspect is the statement that the candidates did not attack personally, 66.6% agreed while 33.4% of respondents disagreed. This illustrates that the debate process as a whole is still taking place in a fairplay manner according to respondents, while from the views of other respondents there are several statements that are considered inappropriate because they have touched on personal matters. Second, the statement about the candidates keeping the feelings of their debate opponents from being offended showed a figure of 48.2% agreement, while disagreement amounted to 51.8%. This shows a contradiction with the dominance of the distribution in the previous aspect. However, it can be understood that in a series of debate events, the nuances of competition and demonstration of abilities that are displayed in many aspects can ignore things that are disturbing and embarrassing. This fact is in line with the aggressive communication style which emphasizes the nuances of competition.

The next aspect built from empathy ethics is the statement about candidates not showing body gestures that are insulting to their debate opponents. 61.9% of respondents expressed agreement while 38.1% expressed disagreement. This means that during the debate process, respondents considered that the attitude shown by the candidates was still within reasonable limits. However, there were respondents who expressed disagreement. It can be understood that there are still some segments of the debate which, according to respondents, show gestures that are seen as less respectful towards other candidates.

The last aspect assessed by respondents was a statement about the implementation of the debate whether it had gone well and proportionally. The survey results showed that 71.8% of respondents expressed their agreement, while 28.2 respondents expressed disagreement. These results illustrate that respondents have positively assessed the implementation of the debate event, even though a number of respondents expressed disagreement with the implementation of the debate which was considered good

Based on the acquisition of the distribution of respondent data and the exposure that has been presented, it shows that students' perceptions of the implementation of the presidential-vice-presidential debate in relation to the application of communication ethics can be said to be

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positive or still within reasonable limits. This represents that the candidates still uphold the values of manners and social rules even in the context of a debate atmosphere that is prone to disputes and conflicts. Honest behavior with integrity, respect for others and empathy still dominate in every dialectic of the debate. However, there are other things that must be considered in seeing the communication ethics that need to be applied. For example, the avoidance of statements that contain elements of personal insults. In addition, the avoidance of conflict due to perceptions that can offend and unsportsmanlike behavior because it violates the provisions that have been set.

The relevance of communication style and ethics in the decision to choose a presidential candidate

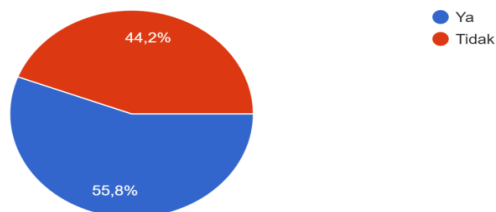
The style and ethics of communication of the candidates in carrying out the debate have a link between voters or respondents taking attitudes towards the three presidential and vice presidential candidates. Researchers asked a number of questions that could be used as material for respondents' preferences in making decisions

a. Political choices before watching the debate

The first question is about whether the respondents already had a choice of presidential and vice presidential candidates before the debate was held by the KPU. The survey results that have been distributed show the following diagram 1

Diagram 1. Choice of presidential and vice presidential candidates before the debate

1. Saya sudah menentukan pilihan capres dan cawapres sebelum rangkaian acara debat diselenggarakan
86 jawaban



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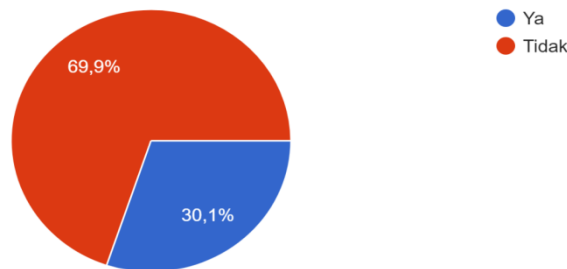
Diagram 1 shows that 55.8% of respondents answered YES that they already had a choice before the debate was held. Meanwhile, the remaining 44.2% stated that they did not have a choice of presidential and vice presidential candidates. This means that more than half of the students already have political preferences

b. Post-debate political choices

Another aspect asked by respondents was the question of whether the choice of presidential and vice presidential candidates had changed after seeing a series of debates. From the results of the distribution of data in the field, the survey results show the picture in diagram 2 as follows.

Diagram 2. Choice of presidential candidate after the debate

2. Pilihan capres cawapres saya berubah setelah melihat acara debat capres cawapres (dijawab bagi yang menjawab YA pada soal nomor 1 di atas)
73 jawaban



The results shown in diagram 2 show that 69.9% did not change their choice and only 30.1% answered that it changed. Based on the survey results, it illustrates that the broadcast of the presidential and vice presidential debates did not have a significant impact on their political choices. It can also be said that the debate shows increase voters' confidence in determining their previously determined attitudes. However, the choice of 30.1% of respondents to experience a change in political attitudes can be a noteworthy part. Although it does not have a significant impact, it can provide political preferences, especially for voters who are still undecided in weighing their political choices.

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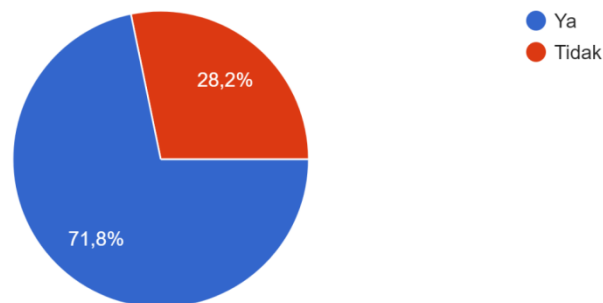
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c. The effect of debate broadcasts on the choice of presidential and vice presidential candidates

The results of the survey on the influence of debate broadcasts on political choices illustrate significant relevance. This can be illustrated in the following diagram 3

Diagram 3. Influence of debate shows

3. Tayangan debat capres cawapres mempengaruhi saya dalam menentukan pilihan capres cawapres
85 jawaban



A total of 71.8% of respondents stated YES that the debate broadcast had an effect on the choice of presidential and vice presidential candidates. Meanwhile, 28.2% of respondents stated that it had NO effect on the choice of presidential and vice presidential candidates. The survey results illustrate that the debate broadcasts contribute to the younger generation in seeing the candidates' portfolios. There are two things that can be interpreted from the data description. First, respondents who did not experience a change in attitude after the debate gave an understanding that the debate broadcasts further convinced their political choices. Meanwhile, those who changed their political choices described the attitude that the debate broadcasts provided breadth for voters to be able to consider their choices more carefully based on the candidates' performances on the debate stage.

d. Factors determining the choice of presidential and vice presidential candidate

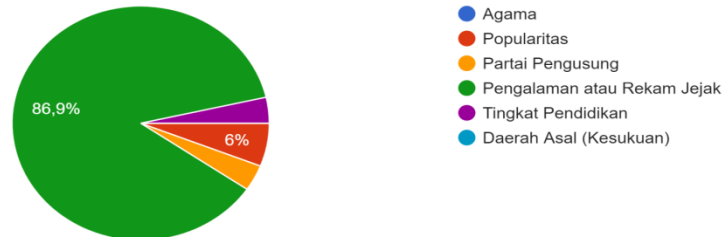
There are a number of indicators that are determining factors for respondents in choosing presidential and vice presidential candidates. A number of these indicators show the dominance of a varied distribution. Diagram 4 below is a presentation of the survey results on factors that are taken into consideration.

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Diagram 4. Leader choice indicator

4. Indikator paling dominan yang menjadi penentu saya dalam memilih figur pasangan capres cawapres adalah
84 jawaban



Based on the six indicators of the questions asked, only 4 indicators were selected, while for two indicators, namely the level of education and region of origin, they were not selected. Digaeam 3 shows a significant dominance in the indicator of experience or track record of presidential and vice presidential candidates, which is 86.9%. Meanwhile, 6% of respondents answered popularity, while religion and the supporting party each amounted to 3.55%. What is interesting about the results of this respondent is that the younger generation is literate in political choices. The experience and track record of the figures is the clue to the extent of competence that voters want to see. Student voters are more objective in assessing prospective leaders, which is not solely based on religious sentiment, popularity or region of origin. This is a positive picture because factors other than track records, such as issues of religion and ethnicity, are often used by political actors to attack their opponents.

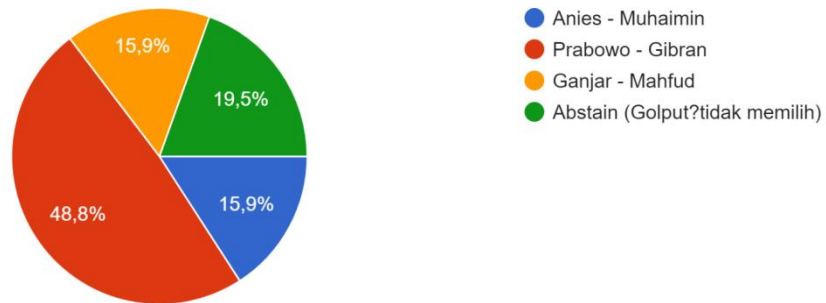
e. Choice of presidential candidate for the 2024 presidential election

The direct presidential and vice presidential elections were held on February 14, 2024. The winner in the election was the Prabowo-Gibran presidential-vice presidential pair with 58.59% of the votes, while the second number Anies and Muhaimin pair received 24.95% of the votes. Meanwhile, in the last place, the Ganjar-Mahfue pair received 16.47% of the votes. The results of the presidential election are illustrated in the respondents' answers in diagram 5 as follows.

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Diagram 5. Pilihan pasangan calon presiden dan wakilnya dalam pemilihan presiden 2024
82 jawaban



From diagram 5, the Prabowo-Gibran pair received 48.8% of the respondents' votes / while the Anies-Muhaimin and Ganjar-Mahfud pairs received the same figure of 15.9%. In addition to the three pairs, there were also answers to abstain or not vote during the 2024 presidential election, which amounted to 19.5%. the acquisition of the data presented represents a picture of the implementation of the 2024 presidential election in which the winner's vote is loinear with the final results of the 2024 presidential election. Meanwhile, the relatively large abstention results even outperformed the other two candidate pairs, indicating that there has been an attitude of dissatisfaction from the three candidate pairs.

f. Reasons for choosing a presidential candidate in the 2024 presidential election

Respondents answered with various varied considerations based on the answers that came in, the reasons for respondents in choosing a presidential candidate pair are described as follows. First, respondents chose the Prabowo-Gibran pair because of Prabowo's firmness and track record as a national political figure. In addition, Prabowo is considered to have a good mission to bring Indonesia into developmental progress. Another reason for choosing this pair is the presence of Gibran. Gibran is seen as a figure of renewal who represents the needs and interests of the younger generation. Therefore, this pair is considered to be the right combination between the older generation and the youth..

Respondents' considerations for choosing Anies-Muhaimin and Ganjar Mahfud candidate pairs were relatively the same, namely regarding the track record and experience of these figures

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in managing the government. In addition, the education factor is also a consideration. On the other hand, there is a reason for religious factors, namely the Anies-Muhaimin pair represents a religious Muslim community so that they are considered worthy of being the leader of the people. Meanwhile, the Ganjar_mahfud pair is considered to have firmness and courage in enforcing the law, including in handling corruption cases.

Respondents who abstain or do not vote for the three candidates have reasons, namely a sense of disappointment and dissatisfaction with government performance. Because of this, respondents considered that those who would lead were no different. Another reason is the abuse of power, namely the abuse of authority or power to get votes. Respondents considered that the implementation of elections based on the arbitrariness of the authorities would not have a positive impact on the people of Indonesia.

CONCLUSION

The debate of presidential and vice presidential candidates for the presidential election has been held and ended with the implementation of the election on February 14, 2024. The implementation of the debate, which was full of intrigue and virality on social media, gave birth to dialectics in the public sphere in terms of communication styles and ethics in conducting debates, including its influence in determining the presidential and vice presidential candidate pairs. Based on the results of a survey in the field with student respondents representing first-time voters, it is concluded as follows. 1) In the aspect of communication style, a passive-aggressive communication model was obtained. This type of communication emphasizes the element of resistance to other participants to represent their ability to gain insight and knowledge in line with the debate topic. Besides that, there is assertive communication, which is even though the communication style between participants is attacking each other but still prioritizes aspects of humanism and still respects other participants. Therefore, this communication model is considered still within reasonable limits. 2) In the aspect of communication ethics, variables that prioritize integrity, respect and empathy are obtained. This can be interpreted as a dialectic of communication that is still positive. In the midst of the fierce debate to be able to maintain honor and competence before the public, the candidates are still able to think rationally and

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measuredly so that they are still within the limits of healthy communication ethics even though in some segments the respondents' answers show situations that try to bring down debate opponents but are delivered in a polite and elegant manner. 3) The relevance between the style and ethics of communication in the debate and the decision to choose presidential and vice presidential candidates shows a significant relationship. There are two relationships, namely first, the debate broadcast strengthens the respondents' confidence in making their political choices. Second, debate broadcasts can change political choice preferences for respondents who are still hesitant in making choices. The relevance of the second is more dominant than the second.

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